

Bicentennial Square Precinct Masterplan Report

July 2025 | 24296



Acknowledgment of Country

We acknowledge the custodians of this land, the Noongar Wardandi people and their Elders past, present and emerging.

We wish to acknowledge and respect their continuing culture and the contribution they make to the life of this city and this region.

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1. Executive Summary

The purpose of this precinct plan is to guide the transformation of the Bicentennial Square Precinct, a 4.55 hectare site in Bunbury CBD, into a vibrant, sustainable and inclusive community public open space, entertainment venue and waterfront development, reflecting the aspirational long term vision for the site.

In 2024 the City of Bunbury received State funding to develop a detailed precinct plan to transform Bunbury's Bicentennial Square into a thriving destination, building on wider revitalisation efforts taking place across the city. Bicentennial Square was established in 1988 following the removal of the railway marshalling yards on the Leschenault Inlet foreshore. Once a celebrated focal point in the Bunbury CBD, Bicentennial Square is now perceived as a dated and underutilised space, falling short of its potential as a vibrant community asset.

After lying dormant for decades, momentum has been building within the City to redevelop Bicentennial Square and the surrounding areas fronting the Leschenault Inlet into an inclusive, vibrant, and attractive space. Recognised as a major city and community asset, the square's

transformation has the potential to not only provide an engaging and accessible destination for residents and visitors but to also serve as a catalyst for Bunbury's future revitalisation.

This Precinct Plan for the Bicentennial Square Precinct, prepared by Element Advisory with Emerge Associates, considers land use opportunities, aspirations of key stakeholders and government agencies, community needs and wider contextual influences to define a Precinct Masterplan that will improve the interface between the city centre and its waterfront location, improving safety and functionality of this important civic asset and event space.

By creating an attractive, dynamic and multifunctional urban precinct, the staged realisation of the Bicentennial Square Precinct Masterplan will enhance social connectivity, attract investment, and strengthen Bunbury's identity as a thriving and exciting destination in the Geopraphe Region.





Bicentennial Square Precinct

Precinct at a glance



Size:
4.55 ha



Location:
CBD



Main uses:
**Recreation, events and festivals,
public transport, waterfront access**



2. Context

2.1 Site Analysis

2.1.1 Understanding Bicentennial Square Precinct

The Bicentennial Square Precinct (the Precinct) is a 4.55 hectare site positioned on the eastern edge of Bunbury's CBD. The Precinct stretches from Bunbury Rowing Club in the south to the Koombana Drive roundabout in the north. The eastern boundary follows the waterfront, the site extending inland to Victoria Street to the west, incorporating the Graham Bricknell Memorial Music Shell, TransBunbury Bus Station, heritage railway station buildings, Rivers' department store and adjacent car park. Blair Street, a key arterial road, runs through the heart of the precinct.

The Precinct reads as one continuous space, comprised of four distinct zones – each with a unique character, function, and spatial quality

Zones:

- 1 Bicentennial Square
- 2 Pat Usher Promenade
- 3 Bunbury Bus Station
- 4 CBD Edge



1 Bicentennial Square

Established in 1988 as part of the State Government's 'Bunbury 2000' initiative, Bicentennial Square (the Square) was developed following the removal of the railway marshalling yards in 1985, which opened new vistas from the city centre to the Leschenault Inlet foreshore. Developed by the City of Bunbury in collaboration with the South West Development Commission (SWDC), the Square was envisioned as a vibrant and attractive public space designed to act as a focal point for recreational and community activities. This vision remains true today and as the core zone of the Precinct, the Square is the central hub for numerous community events and activation.

Bicentennial Square is comprised of two key areas: a southern multi-level plaza and lawn used for seasonal activation; and a northern performance space featuring the Graham Bricknell Memorial Music Shell, surrounded by trees and raised landscaping.

Blair Street borders the Square to the east, while the Old Railway Station building defines its western edge, linking it to the CBD. The Square enjoys strong foreshore views, with Symmons Street providing a natural connection, physically and visually, to Rocky Point (and Backbeach), just 800 metres to the west.

Size	1.15 ha	
Key features	– Graham Bricknell Memorial Music Shell – Performance space – Large lawn space – Paved plaza	– Stepped public space – Raised planters – Trees – Public art
Main uses	– Premier space for city-centre and regional events – Town Square venue for formal ceremonies – Public open space for socialising and recreation	

2 Pat Usher Promenade

As part of the City's 32-hectare Regional Parks network, Pat Usher Promenade is a valued recreational open space situated between Blair Street and the Leschenault Inlet. Characterised by open grassed areas and scattered trees, the foreshore includes the Pat Usher Promenade, a well-used walking and cycling path along the water's edge that connects to the broader Leschenault Inlet trail network.

A central paved area features the Pat Usher Promenade, seating, shaded trees, and access steps to the water. While the foreshore remains largely undisturbed throughout the year, the northern section occasionally hosts outdoor events.

Size	1.40 ha
Key features	– Pat Usher Promenade – Large lawn space – Pat Usher memorial – Flag pole – Water's edge and views out to the water
Main uses	– Public open space for socialising and recreation – Formal ceremonies – Northern section is used for outdoor events throughout the year



3 Bunbury Bus Station

Bunbury Bus Station, featuring seven bus stands, is the city's primary bus station, servicing Bunbury and its surrounding suburbs. Buses access the station via Symmons Street and exit onto Haley Street.

The Bus Station is fronted by heritage-listed buildings, the former Bunbury Railway Station building and toilet block. The Bunbury Railway Station building remains largely unoccupied; once used by the Bunbury Visitors Centre it now hosts a small café operating at the northern end, adjacent to the public toilet block. The public toilet is open from 6.30am to 8pm, providing male, female and universally accessible toilets.

Size	0.45ha
Key features	– Railway Station Building – Public Toilet Block – 7x Bus stands – Café
Main uses	– Bus station

4 CBD Edge

The western extent of the Precinct encompasses street-facing retail and hospitality tenancies on 29,31 Symmons Street with associated car parking. The City of Bunbury owns the adjacent car park located on Symmons Street whilst other lots are in private ownership.

Size	0.45ha
Key features	– Rivers Clothing store – CWA Rooms – Red Cross Shop Bunbury – The Bean & Cone – Carpark
Main uses	– Retail and commercial – Car parking



2.1.2 Current conditions at a glance

Once an activated focal point in the Bunbury CBD, Bicentennial Square has become a dated and underutilised space. Outside of major events, it remains largely inactive due to its uninviting layout, ageing infrastructure, and lack of basic amenities such as shade and seating.

The Graham Bricknell Music Shell no longer meets community needs, and the Pat Usher Promenade offers little more than waterfront views and a walking path. Ongoing challenges with homelessness, anti-social behaviour, and the nearby bus station have further impacted perceptions of safety and amenity.

These issues collectively diminish Bunbury's appeal as a regional destination. In response, the City is committed to revitalising the Precinct, particularly Bicentennial Square, into a vibrant, inclusive, and accessible public space.



View from Blair Street
(Source: Element Advisory)



Graham Bricknell Memorial Music Shell



Bicentennial Square Public Art



Pat Usher Promenade



Bunbury Railway Station (former) buildings
(Source: Element Advisory)



Abandoned shopping trolleys



Blair Street-Haley Street Junction

2.2 This is Bunbury

Located approximately two hours south of Perth, Bunbury is Western Australia's second city and a key service centre for the South West region. Evolving from industrial port origins, it has grown into a vibrant regional capital that combines urban amenity with natural beauty. Its strategic location offers proximity to towns such as Dalyellup, Australind, and Eaton, while major destinations like Margaret River and Busselton are within an hour's drive. Enhanced connectivity through the nearby Busselton Margaret River Airport, with direct flights to the east coast, continues to strengthen Bunbury's appeal as a destination for tourism, events, and investment.

At the heart of the city, the Bunbury CBD serves as a dynamic centre for commerce, dining, retail, and entertainment. Framed by natural assets including Koombana Bay, Backbeach, and Leschenault Inlet, the city offers a unique blend of coastal lifestyle and urban vitality. Current initiatives such as the City Centre Action Plan and developments such as the Transforming Bunbury Waterfront project are shaping a more inclusive, accessible, and liveable city centre.

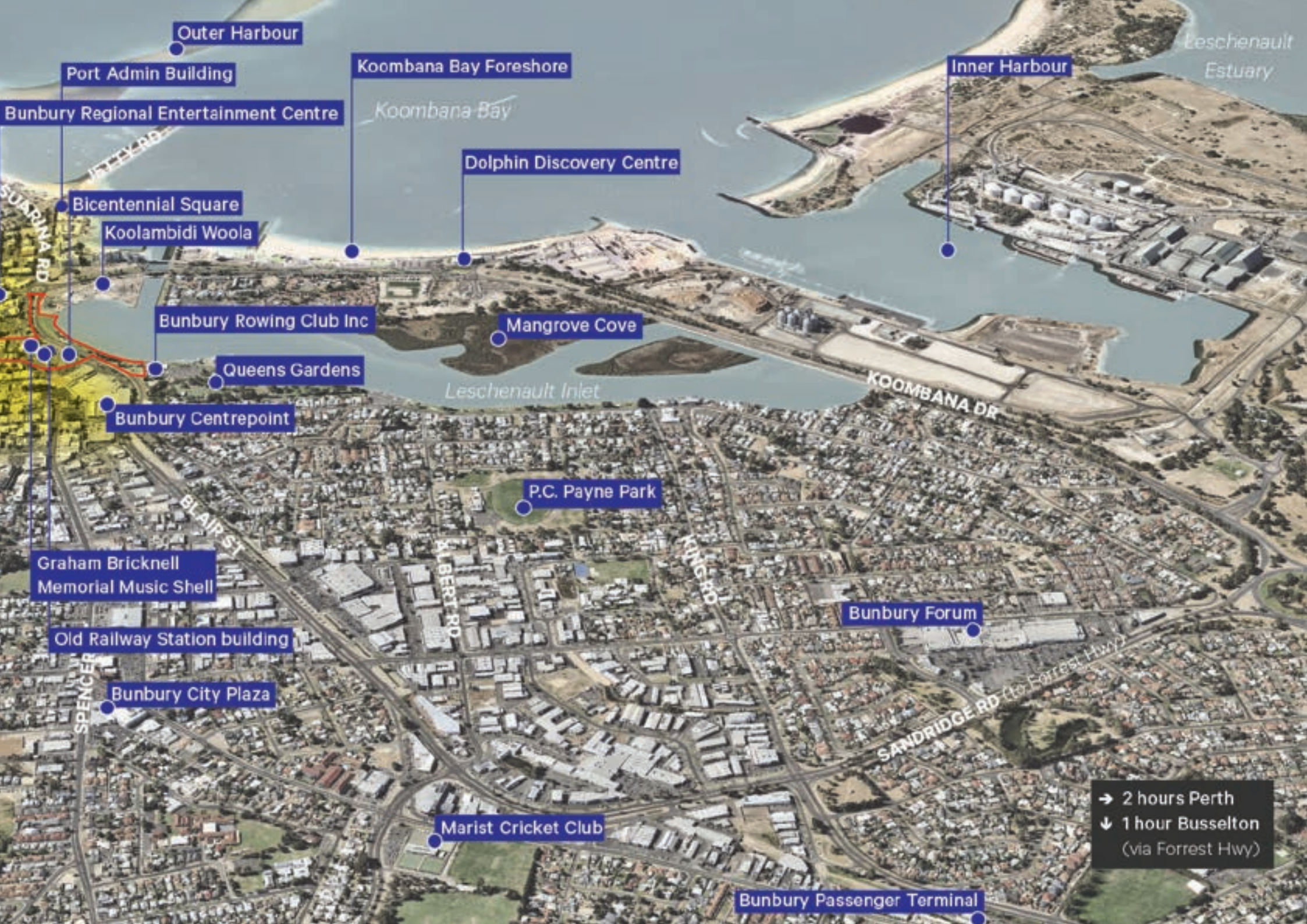
The revitalisation of the Bicentennial Square Precinct aligns with this broader vision, delivering a vibrant, welcoming public space that reflects Bunbury's evolving identity and reinforces its position as a thriving regional capital in the South West.



Legend:

- CBD
- Precinct boundary





Outer Harbour

Port Admin Building

Koombana Bay Foreshore

Inner Harbour

Leschenault Estuary

Bunbury Regional Entertainment Centre

Koombana Bay

Dolphin Discovery Centre

Bicentennial Square

Koolambidi Woola

Bunbury Rowing Club Inc

Mangrove Cove

Queens Gardens

Bunbury Centrepont

Leschenault Inlet

KOOMBANA DR

P.C. Payne Park

Graham Bricknell
Memorial Music Shell

Old Railway Station building

Bunbury Forum

Bunbury City Plaza

SANDRIDGE RD (to Forrest Hwy)

Marist Cricket Club

Bunbury Passenger Terminal

→ 2 hours Perth
↓ 1 hour Busselton
(via Forrest Hwy)

2.2.1 Demographic snapshot

The City of Bunbury is home to over 32,000 people, supports over 26,000 jobs and has an annual economic output of over \$11.5billion¹. Forecasts suggest the population will reach over 41,000 by 2046. Positioned between Mandurah and Busselton, the City of Bunbury serves a wider catchment area of over 100,000 people.

Bunbury and its surrounding region is experiencing a fast-growing visitor economy, with 720,000 domestic visitors in 2022, reflecting a 15.4% increase over the previous year. The region's visitor spending grew by 1.7%, surpassing the domestic visitor growth compared to the overall South West region.

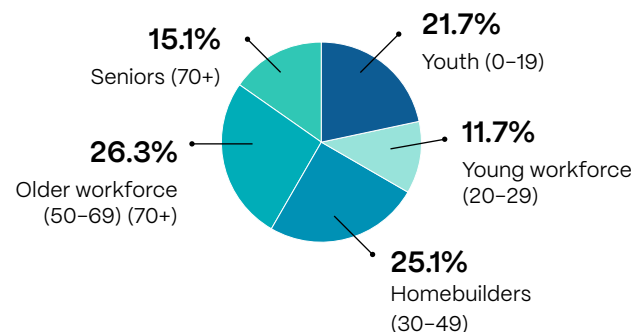
Population



32,986
(2021 Census)

38yo
Median age

43yo
Median age WA



Indigenous Population



4.3%

Aboriginal and/or Torres Strait Islander background

Household Composition



2.2 persons
Average household size



20.8%
Single-person households



55.9%
Family households



\$1,326/week
Median household income

Employment

Top industry of employment



5.4%
Education



15.8%
Volunteers



4.4%
Hospitals

Unemployment rate



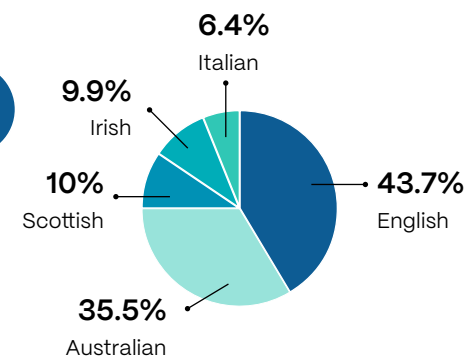
5.6%

Cultural Diversity (region)

Ancestry

Top languages spoken at home (other than English)

Italian, Mandarin, Tagalog, Filipino, Afrikaans



Trends



Decline in couple family households with children, increase in one parent families (ABS, 2021)



Increasing aging population (aged 60+)



Growing proportion of lone person households

¹ Sources: Remplan 2024, ABS Data 2021

2.2.3 Strategic Context

The vision for the Bicentennial Square Precinct is shaped by and responds to Bunbury's broader strategic planning framework.



Relevant Planning Documents:

- Bunbury City Centre Action Plan 2020
- Corporate Business Plan 2024 – 2028
- Bunbury Brighter Strategic Community Plan 2032
- Parks and Playgrounds Action Plan 2023 – 2033
- Disability Access and Inclusion Plan 2023–2028 (DAIP)
- Community Safety and Crime Prevention Plan (CSCP)
- Leschenault Inlet Masterplan Report 2013

Strategic considerations informing the Precinct plan include:

Vibrancy and Activation

- Establish Bicentennial Square as a central destination for community events, performances, public art, alfresco dining, and informal recreation.
- Drive day-to-day activity and event-based activation through flexible space design and public programming.
- Promote public art, performances, and placemaking to support a lively and welcoming atmosphere.

Safety and Perception

- Address safety concerns and anti-social behaviour using Crime Prevention Through Environmental Design (CPTED) strategies.
- Enhance lighting, visibility, and passive surveillance to improve real and perceived safety.
- Encourage positive use through increased community presence and activation.

Infrastructure and Amenity Enhancement

- Upgrade essential amenities including seating, shade, pathways, lighting, and signage to improve comfort and usability.
- Introduce green infrastructure and quality design elements that reflect Bunbury's identity and environmental values.
- Ensure the space is functional year-round, accommodating a range of uses and activities.

Accessibility and Inclusion

- Apply universal design principles to ensure access for people with disabilities, including improved pathways, ACROD parking, signage, and seating.
- Engage the Co-Design Access Panel (CoDAP) to guide inclusive planning and design.
- Ensure that events and spaces are equally usable by all community members, including those with sensory or cognitive impairments.

Connectivity and Integration

- Strengthen pedestrian and visual links between the Square, the CBD, and the Leschenault Inlet waterfront.
- Integrate Bicentennial Square into broader precinct strategies to maximise its role as a key civic and cultural node.

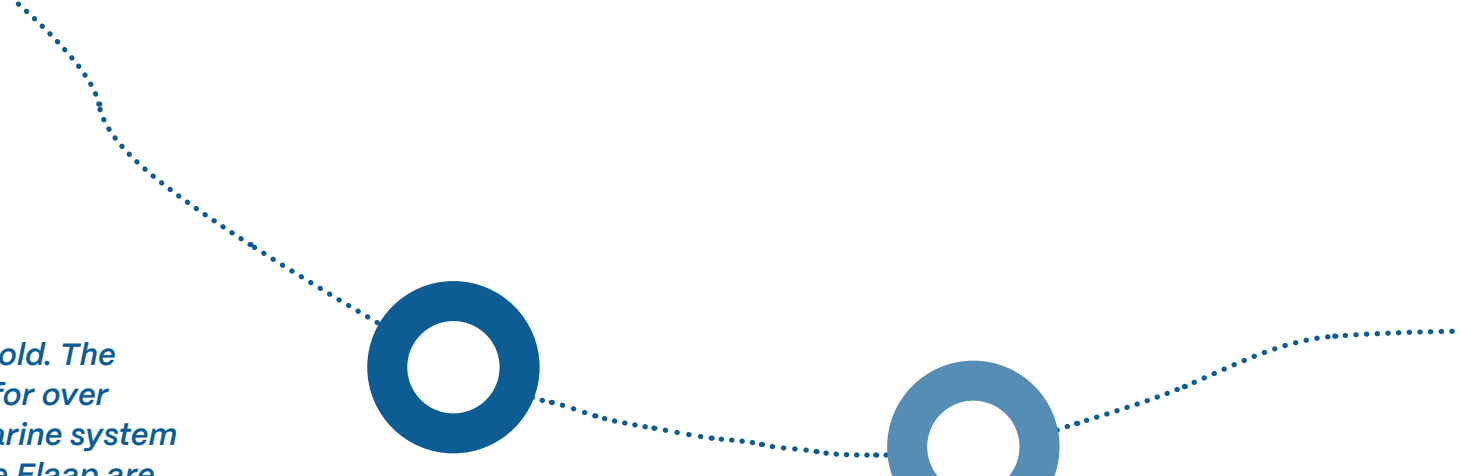
Community Engagement and Identity

- Foster a sense of community ownership and pride through collaborative design and programming.
- Reflect local culture and identity in public art, landscaping, and amenities.
- Ensure upgrades align with community needs and aspirations, supporting social inclusion and civic participation.

2.3 Historical context

2.3.1 Historical timeline

*'This land is old, rivers are old and stories are old. The South West has been continuously occupied for over 45,000 years. However the Leschenault estuarine system is young, formed around 8,000 years ago. The Elaap are Wardandi Noongar people who lived in the Leschenault Inlet and Estuary. The Elaap people cared for and highly valued the district. They saw it as alive, as life-sustaining, as nourishing and as imbued with spirit. Landscape-embedded stories unified heritage, culture, place and people. Stories of the estuary and its rivers explained life and place.'*²



Wardandi Noongar Country

The Precinct lies within the traditional lands of the Wardandi Noongar people.

For tens of thousands of years, the Wardandi people lived in harmony with the land and waters of the Leschenault Inlet, practising sustainable hunting, fishing, and gathering.

The area served as a significant place for **movement, ceremony, and connection**, forming part of a broader cultural landscape that includes waterways, wetlands, and seasonal campsites.

1830s–1900s Early Colonial Settlement and Transformation

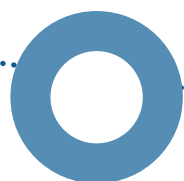
1836: European settlement began in Bunbury, named after Lieutenant Henry William St Pierre Bunbury. Colonisation led to the dispossession and displacement of Noongar people from their traditional lands.

1841: Bunbury was officially gazetted as a townsite, beginning its formal urban development.

Late 1800s: The site was developed into railway marshalling yards, strategically positioned between the town and the foreshore to support the growing timber, agriculture, and port industries.

The area's use as rail infrastructure severed visual and physical connections between the CBD and the Leschenault Inlet.

² A Sense of Home: A Cultural Geography of the Leschenault Estuary District, Sandra Wooltorton, Edith Cowan University.



1900s–1980s Early 20th Century – Transport and Industry

1905: Construction of the Bunbury Railway Station (now the heritage-listed Old Railway Station building), a key piece of infrastructure supporting regional transport.

For much of the 20th century, the site remained an active and important rail and freight hub, forming part of Bunbury’s industrial and port-related activity. The surrounding land was largely inaccessible to the public, occupied by rail lines, storage, and support facilities.

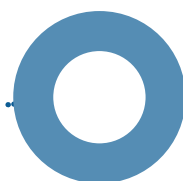


1900s–1980s Early 20th Century – Transport and Industry

1985: The railway yards were decommissioned, clearing the way for urban renewal and reconnection of the city with its waterfront.

1988: As part of the Australian Bicentennial celebrations, the site was transformed into a public square to commemorate 200 years since European settlement.

This marked a symbolic shift from industrial use to civic space. The Square was designed to include paved plazas, lawn areas, and public artworks, aiming to serve as a gathering space for community events.



2000s–2020s Cultural Investment and Public Use

2000: The Graham Bricknell Memorial Music Shell was constructed in the northern section of the Square to support outdoor performances, cultural celebrations, and civic ceremonies.

The precinct became a venue for seasonal events, markets, concerts, and festivals, though it remained underutilised outside programmed events.

2020s: Concerns grew around the site’s dated infrastructure, lack of shade and amenity, and issues with anti-social behaviour at the adjacent Bunbury Bus Station



2023 + Recent and Current Redevelopment Efforts

2023–2024: The City of Bunbury launched a Precinct Design Project for Bicentennial Square, aimed at reimagining the space as a vibrant, inclusive, and accessible civic heart for the city.

The project aligns with broader city-shaping initiatives, including the City Centre Action Plan and reconciliation commitments to the Noongar Wardandi community.

Community engagement has been central to the design process, with opportunities identified to incorporate public art, Noongar storytelling, cultural recognition, and improved connectivity to the Leschenault Inlet and surrounding destinations.

2.3.2 Heritage Significance

Old Railway Station building

Constructed from 1905, Old Railway Station building is Heritage Listed as 'a place of community interaction and identification' recognised for its design merit and contribution to the city's townscape, demonstrating the history of the planning and development of the City of Bunbury and of the State's railway networks.

The single storey brick structure with its corrugated steel roof was designed in the Federation Free Classical style of architecture with strong influences of the Federation Arts and Crafts style in the detailing.



The station has endured a number of adaptations over the years. The original building was more permeable than its current form, with open passageways through the central ticket office and the northern Ladies' Waiting Room.

1958: Southern block converted into refreshment rooms and a bar

1964: Toilet building adapted to function as an independent public toilet. New entrances created and the internal layout reconfigured with brick partitions.

1985: Railway decommissioned. Ownership of the building transferred to the City of Bunbury, the building converted into a terminal for Bunbury City Transit, a café and Bunbury Visitors Centre.

1988: Bicentennial Square opened, the ground level raised to station platform level, with steps down to Blair Street.

1989: Café moved to the northern end of the station building with an alfresco area to the east looking out over Bicentennial Square.

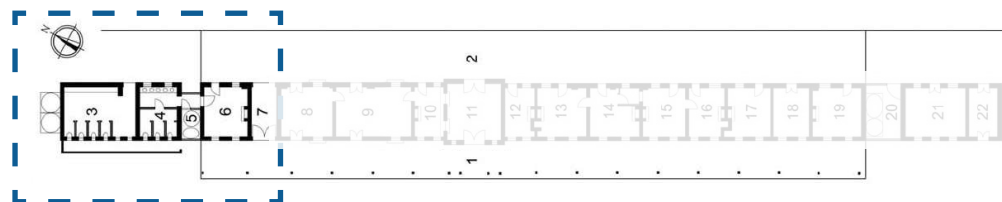
1997: Bunbury Railway Station (fmr) entered in the State Register of Heritage Places. Now known as the Old Railway Station.

The Toilet Block

The Toilet Block was originally linked to the station building with a gated laneway, giving ladies direct access to the toilets from the waiting room, whilst the men had to walk outside along the platform to access the urinals.

The toilet was flanked to the north and the south by tanks, with a gated screen between the toilet block and the station.

Over the years the building has been reconfigured internally and externally, including swapping the men's and women's toilets; dropping the left window to create a doorway; moving the laneway access east to create a universal access toilet and removing the screen that linked the toilet block to the main station building.

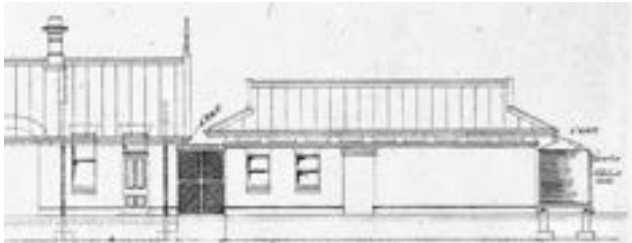


Key to Toilet Block, Station Building Plan:

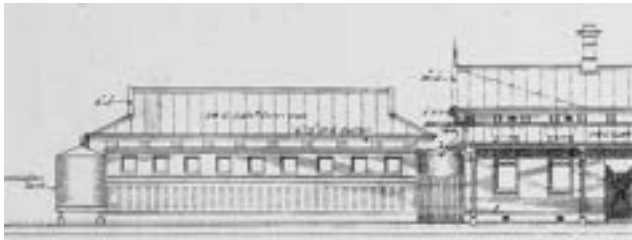
1. Western verandah
2. Platform
3. Men's toilet (connected to the sewer in 1945)
4. Ladies toilet (connected to the sewer in 1945)
5. Water tanks and corridor between Ladies Waiting Room and Toilets
6. Ladies Waiting Room
7. Passage

'The elongated form is continued at the north end in the form of a detached lavatory block, formerly connected by a fenced rainwater tank yard. Similarly, at the southern end there was formerly a tank yard separating the main wing from a detached Lamp Room and Fuel Room block.' (Heritage Council)

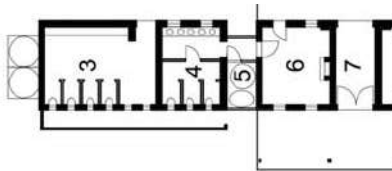
Above: Station Building Floor Plan in 1904 with Toilet Block in details. Conservation Management Plan for the Bunbury Railway Station (former) Analysis report, 2014



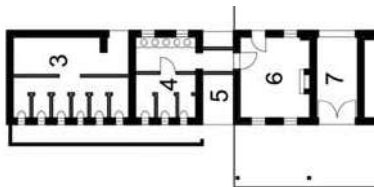
Above: Toilet Block – west elevation, 1904. Conservation Management Plan for the Bunbury Railway Station (former) Analysis report, 2014



Above: Toilet Block – east elevation, 1904. Conservation Management Plan for the Bunbury Railway Station (former) Analysis report, 2014



Above: Toilet Block Floor Plan in 1904. Conservation Management Plan for the Bunbury Railway Station (former) Analysis report, 2014



Above: Toilet Block Floor Plan in 1965. Conservation Management Plan for the Bunbury Railway Station (former) Analysis report, 2014



Above: Current state of the Toilet Block, 2025 (Source: Element Advisory)



3. Precinct Analysis

3.1 Connections and Transport



Walking and Cycle Paths

The Precinct is well-connected to several of Bunbury's key walking and cycling routes. Pat Usher Promenade, located along the foreshore, forms part of the 5.5 km Leschenault Inlet Loop – an accessible trail offering scenic views of the city from across the water. This popular path connects the rowing club and Queens Gardens in the south with Koolambidi Woola Playground and Mangrove Walk in the north. However, the limited shade and tree cover along the foreshore reduces comfort, particularly during hot summer days.

Street paths along Symmons and Haley Streets frame Bicentennial Square, which also includes formalised internal pathways that provide access through the space and to the waterfront. The Square's multi-level design incorporates ramps and steps to accommodate changes in elevation. Accessing the waterfront from the Square raises safety concerns as there are limited safe crossing points across Blair Street; the only signalised intersection is located at the Blair and Haley Street junction.

Road Network

The Precinct is well-connected to the Bunbury CBD by a network of major and local roads. Blair Street, a four-lane primary distributor averaging 10,000 movements per day, runs north-south through the Precinct, cutting Bicentennial Square off from the Inlet Foreshore. To the north, Blair Street connects to Casuarina Drive, transitioning into Koombana Drive at the roundabout. Koombana Drive, also a primary distributor, serves as a key gateway into the CBD, offering scenic views of Koombana Bay and Leschenault Inlet.

Local roads, Symmons Street and Haley Street, frame Bicentennial Square to the north and south, both comprised of two-lanes with on-street parking. Additional parking is offered at the City of Bunbury car park on the corner of Symmons Street and Blair Street, at the Blair Street (Foreshore) Carpark and the adjacent carpark within Bunbury Centrepoin.

To enhance pedestrian connectivity and strengthen the relationship between the city centre and the waterfront, recommendation from past strategic documents including City Vision 2007 propose reducing Blair Street to two lanes between Stirling Street and Koombana Drive.

Bus Network

Bunbury Bus Station is situated at the southern end of Bicentennial Square, centrally located within the CBD. Operated by TransBunbury, the station functions as the primary terminus for most routes, providing vital public transport connections across the city and surrounding suburbs. The facility includes seven bus stands and two waiting bays, with buses entering via Symmons Street and exiting onto Haley Street.

Despite being a key piece of public infrastructure, the station has become associated with recurring anti-social behaviour and is often perceived as an unsafe area. As a result, there have been ongoing discussions about relocating the terminus to another site within the city, both to address safety concerns and to unlock the current site's potential for future redevelopment.

Visual Connection

Bicentennial Square Precinct, being expansive and relatively flat, offers clear sightlines across various parts of the foreshore and the city. Symmons Street provides direct visual connection to both the Back Beach and Leschenault Inlet, linking the CBD to both bodies of water.

Within the Square, elevated areas of the plaza and lawn enjoy open views towards the Leschenault Inlet and Pat Usher Promenade. The view back towards the City, framed by the Graham Bricknell Sound Shell, is interrupted by the former Old Railway Station building and an established copse of mature trees. Similarly, visibility into the performance area at the Graham Bricknell Memorial Music Shell is limited due to high planter walls and surrounding vegetation.

Visual connectivity across Blair Street is significantly hindered by high traffic volumes and a lack of safe pedestrian crossings, creating both a physical and psychological barrier between the Square and the foreshore.

In contrast, once at the foreshore, visitors enjoy expansive views of the inlet, with the area benefitting from visual connections to nearby civic and recreational spaces such as Koolambidi Woola and Queens Gardens.

3.2 Topography and Landscape



Topography

The Precinct features generally flat terrain with gentle level changes especially near the waterfront. At Bicentennial Square, the change in terrain is more noticeable with a shift in elevation within the central plaza and lawn areas, defining separate zones within the space. Access to the multi level design is provided through steps and ramps. The Square slopes towards the east, allowing for views across to the inlet and the foreshore. While the topography supports visual connectivity within the Precinct, the level changes in the Square create challenges for direct and accessible pedestrian movement.

Landscape

The landscape condition across the Bicentennial Square Precinct is largely open and hardscaped, with limited vegetation and shade. Within Bicentennial Square, the northern and central plaza space is predominately paved, with minimal greenery, while the adjacent lawn offers soft landscaping but lacks tree cover and shelter. Raised planter beds and mature trees around Graham Bricknell Memorial Music Shell offer some shade, but their placement restricts visibility and spatial openness.

At Pat Usher Promenade, the landscape consists mainly of open grassed areas with scattered trees along the Promenade. The foreshore generally lacks shade, seating and other comfort-enhancing amenity, reducing its usability during the warmer months and limiting its appeal for passive recreation.

Drainage and Stormwater

The Bicentennial Square exhibits typical urban stormwater characteristics, with a significant portion of the area comprised of hard surfaces such as paving and concrete. These impermeable areas generate surface runoff during rainfall events, which is directed through conventional drainage infrastructure. While functional, the existing system offers limited opportunities for sustainable stormwater management or integration with the public realm.

Pat Usher Promenade, by contrast, is primarily grassed and more permeable, helping to absorb surface water. However, due to its proximity to the Leschenault Inlet and its flat topography, the area may be vulnerable to localised pooling or inundation during heavy rain or high tide events, particularly in poorly drained sections.

The Leschenault Inlet is the receiving water body for several surrounding stormwater catchments. A piped drainage system discharges stormwater directly into the inlet. To help manage water quality, gross pollutant traps have been installed at some outlet points to capture large debris and visible pollutants from stormwater runoff before it enters the inlet.

Coastal Hazard Risk Management and Adaptation Plan (CHRMAP)

The City of Bunbury's Coastal Hazard Risk Management and Adaptation Plan (CHRMAP) provides a strategic framework for managing coastal risks, including those associated with sea level rise and storm surge. Although Bicentennial Square is not explicitly referenced, its proximity to the Leschenault Inlet places it within a broader area identified for long-term coastal hazard planning.

Under projected sea level rise scenarios, parts of central Bunbury including low lying open spaces and public infrastructure, are expected to face increasing exposure to coastal inundation.

Future design and infrastructure decisions within the precinct should therefore apply water-sensitive urban design and incorporate adaptive principles aligned with the CHRMAP's guidance to mitigate these long-term risks.

3.3 Built form and Use



Built Form Character

The built form within Bicentennial Square is modest in scale and civic in nature, defined by a small number of key structures. The most notable is the heritage-listed Old Railway Station building that frames the western edge of the Square. While architecturally significant, its current use is limited, with only a small café occupying a portion of the building. Adjacent to it is a public toilet block, also heritage-listed, which, along with the station building, contributes to the historical character of the precinct. The Graham Bricknell Memorial Music Shell is another prominent built form at the Square, its large volume framed by a steel structure and anchored by an impermeable painted-brick green room.

At the foreshore there is minimal built form. This space is an open expanse of hard paving and turfed lawn punctuated by trees, the Pat Usher Promenade, and some benches.

Inland, the Precinct is surrounded by a mixture of land uses and building typologies reflecting its central location within the Bunbury CBD. These range from low to mid rise commercial and retail buildings such as shops, cafés, and offices along Victoria Street, to a large-format shopping centre to the south, and the large-scale Bunbury Regional Entertainment Centre (BREC) to the north of the Precinct. Immediately to the north is Lot 3 Blair Street, approved as the site for a new short-stay accommodation development over an activated ground floor.

Land Use

According to the City of Bunbury Local Planning Scheme No. 8, the Bicentennial Square Precinct spans multiple land use zones, reflecting its strategic position within the heart of the Bunbury CBD. This zoning diversity supports a range of urban functions and highlights the area's importance as a civic, recreational, and commercial hub.

At the eastern edge of the Precinct, Pat Usher Promenade is zoned **Regional Public Open Space**, recognising its function as a key recreational and environmental asset adjacent to the Leschenault Inlet. Bicentennial Square itself is zoned **Public Open Space**, which aligns with its intended use as a public gathering and event space, and supports future enhancements to improve its recreational and community value.

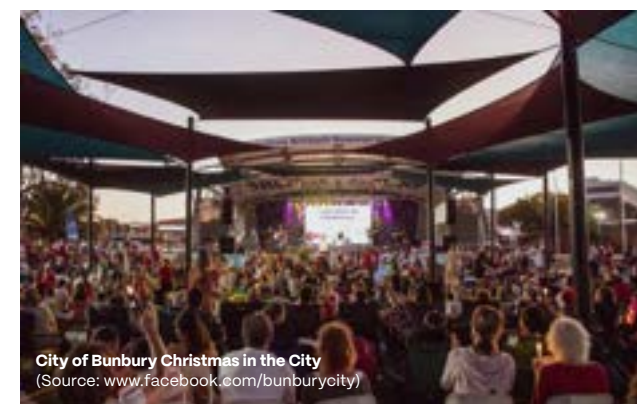
The Old Railway Station building and associated heritage structures are zoned **Regional Centre**, consistent with their location at the interface between the public realm and the commercial core. This Regional Centre zoning also applies to much of the surrounding land, including Victoria Street and the nearby shopping and entertainment precincts. The zoning allows for a wide range of permissible uses, including retail, commercial offices, hospitality venues, civic institutions, and community services, all of which are typical of a central business district and are intended to support a vibrant, active, and diverse urban environment.

Events and Activation

Bicentennial Square Precinct serves as a key civic space in Bunbury and has historically hosted a range of events that contribute to the city's cultural and community life, centred on Bicentennial Square. These include seasonal festivals, outdoor concerts, community gatherings, markets, and official civic ceremonies. Key event infrastructure is located throughout the precinct to support these activities including power access points.

Bicentennial Square is the primary event space, offering a large, flat, and flexible area suitable for staging, marquees, stalls, and temporary infrastructure. The two-tiered design of this area accommodates a variety of setups, with the lower lawn area often used for public gatherings and the upper plaza providing circulation space, informal viewing areas or an annex event space. In the northern section of the Square, the Graham Bricknell Memorial Music Shell provides a dedicated performance venue. This shell is used for live music, cultural performances, and formal addresses, supported by a small shaded amphitheatre-style lawn framed by mature trees and planter walls.

Leveraging on its expanse use open space and scenic waterfront location, Pat Usher Promenade is also a dedicated event space for the City and hosts large outdoor events throughout the year. During Bunbury's large cross-city events, road closures are implemented to ensure public safety and to facilitate event operations. These road closures include Blair Street from Haley Street up to the Koombana Drive roundabout.



3.4 Safer Places by Design

Crime Prevention through Environmental Design (CPTED) is 'the proper design and effective use of the built environment [which] can lead to a reduction in the fear of crime and the incidence of crime, and to an improvement in the quality of life.'³

Originally designed in 1985 as a community asset, Bicentennial Square is now underutilised, due in part to a lack of amenity, but exacerbated by its perception as being unsafe. The shelter and concealment offered by the sound shell and station buildings attract rough sleepers and a low-level of anti-social behaviour. While not all individuals present engage in threatening behaviour, the presence of abandoned items, poor maintenance, and unaddressed social disorder contributes to a negative perception across the community.

From a CPTED perspective, the space lacks the positive design features that contribute to a safe precinct such as active frontages, clear sightlines, natural surveillance and spatial management.

Active Frontages: The precinct lacks the formal built edges that might contribute to activation and surveillance. Instead, the buildings within the Square are inactive outside of the station café opening hours and staged events.

3 T.D. Crowe, Crime Prevention Through Environmental Design: Applications of Architectural Design and Space Management Concepts, 2nd edition, 2000.



Clear Sightlines: Despite being largely open in nature, the key sightlines through the precinct are blocked by raised landscape beds and the two built structures within the square. The solid green room of the sound shell anchors it to the square, but, together with the walled planting beds, blocks views north-south from Symmons Street to the square. Whilst the main station building is visually permeable, with windows along its frontage, the toilet building presents solid brick facades in all directions, with high-level windows to the west and open doorways to the south and east. The narrow passage between the main building and the toilet provides an area for concealment, and the building itself prevents clear views east-west across the square from Wellington Street to the Pat Usher Promenade.

Natural Surveillance: Despite relatively high traffic volumes on Blair Street, traffic passing at speed fails to provide the visual connection needed to contribute to passive surveillance. The orientation of the toilet block is directed to the former station platforms, and is now set so far back from Blair Street that the entrance is effectively concealed from view.

Space Management: The limited signage, absence of active management, and low level of environmental upkeep reinforce a sense of neglect. The existing landscape and furniture layout, including high planter walls and perimeter-facing benches, further contribute to poor visibility and user discomfort.

Key desired outcomes based on the CPTED analysis are:

- Activate the buildings with positive uses that generate daily visitation.
- Open up sightlines by lowering or removing tall planter walls.
- Reduce speeds along Blair Street to improve visual connection with passing traffic.
- Open up the toilet building façade to become more active.
- Close the gap between the toilet building and station building.
- Display clear signage to show ownership, terms of use, and contact information.
- Increase visibility by improving lighting and maintaining vegetation.
- Encourage daily use with public art, play areas, pop-ups, markets, or outdoor seating.
- Create defined, lit and accessible paths to guide safe movement through the space.
- Improve pedestrian crossings across Blair Street for better access to the foreshore, encouraging movement across the square.
- Maintain a clean, tidy and attractive environment with regular maintenance and refuse removal.
- Involve the community in artwork, gardens, or local stewardship programs.

3.5 Constraints and Opportunities

Bicentennial Square's constraints and opportunities identified through the site analysis are set out in the table below. Some of the challenges highlighted affect access, amenity, and the use of the space, balanced by opportunities to improve connectivity, comfort and activation across the precinct.

Connection and Transport		Topography and Landscape	
Constraints	Opportunities	Constraints	Opportunities
– Blair Street prioritises vehicle movement over pedestrian accessibility. – Lack of safe pedestrian crossings across Blair Street. – High traffic volumes on Blair Street create a physical and psychological barrier. – Bus station perceived as unsafe due to anti-social behaviour. – Bus station lacks integration with the public realm. – Poor surveillance of the footpath between Symmons Street and the bus station. – Limited shade and comfort along Pat Usher Promenade and Bicentennial Square footpaths. – Wayfinding and access to key destinations not well defined.	– Well connected to Bunbury's broader walking and cycling network. – Introduce traffic calming measures on Blair Street to create a better pedestrian experience. – Create a welcoming gateway to the city and waterfront. – Strengthen pedestrian connections between the CBD, Bicentennial Square, and Pat Usher Promenade. – Relocate the bus station and repurpose the land for higher public benefit. – Support passive surveillance from adjacent uses and public spaces. – Retrofit walking/cycling paths with tree cover and seating for improved comfort.	– Limited vegetation, shade, and seating throughout Bicentennial Square and Pat Usher Promenade. – Landscape around Graham Bricknell Memorial Music Shell restricts visibility and spatial openness. – Level changes within the Square pose accessibility challenges. – Pat Usher Promenade offers minimal amenity for passive recreation or interaction with the water. – Vulnerability to water pooling at the foreshore during rainfall or high tide. – Extent of hard surfaces limits natural stormwater absorption.	– Increase urban tree canopy, weather shelter and flexible seating configurations. – Reconfigure planting and planters to enhance sightlines and usability. – Improve equitable access through ramps and graded paths. – Enhance the foreshore with shade structures, rest areas, and inclusive design. – Implement integrated water-sensitive urban design solutions. – Increase ground permeability through green infrastructure.

Built Form and Use

Constraints

- Bicentennial Square lacks formal, activated edges associated with town squares.
- Heritage buildings are underutilised.
- Public toilet lacks surveillance and is perceived unsafe due to anti-social behaviour.
- Buildings offer unsupervised shelter, attracting unauthorised use.
- Land uses are fragmented across the precinct.
- Inactive edges along key movement corridors.
- Minimal event infrastructure aside from the fixed assets designed for largescale events.
- Lack of everyday activity beyond programmed events and bus passengers.
- Poor visual and physical connection with the surrounding built form.

Opportunities

- Create a more seamless integration with the CBD by extending built form into the Precinct to create active edges to the square.
- Reactivate heritage assets to contribute to cultural identity and public use.
- Support mixed-use development that extends hours of activation.
- Activate frontages with community, retail, or cultural uses especially on the western edge closer to the CBD.
- Provide flexible event infrastructure to support diverse event formats year-round.
- Encourage daily use through amenities, pop-ups, or public art.
- Passively activate the space with public art, layered lighting and soft landscaping.
- Leverage zoning flexibility to support long-term redevelopment and revitalisation.



St Barbara's Square, Kalgoorlie City Centre
(Source: Aspect Studios)



4. Stakeholder and Community Engagement

This Precinct Plan has been developed in consultation with a wide range of stakeholders including industry representatives, elected members, internal and external working groups and the local community. This includes representatives from:

- Public Transport Authority
- Department of Planning, Lands and Heritage (DPLH), Historic Heritage and Conservation
- South West Development Commission
- Bunbury-Geographe Chamber of Commerce and Industry
- Regional Development Australia
- ECU Creative Tech Village

Key considerations from stakeholder discussions

DPLH Historic Heritage and Conservation

- A Heritage Interpretation Plan will assist in the storytelling of the Precinct's historical layering. DPLH suggest that this should include archaeological input.
- Continue discussions with DPLH on the adaptive reuse of the Old Railway Station buildings.

Public Transport Authority (PTA)

- PTA have concerns about passenger safety at the Bunbury Bus Station and are supportive of moving the bus station to another location, reducing the number of bus stops within the Precinct.

Key findings from community engagement

"A place for people and community that supports business activity."

Don Punch

"Make it easier for older people, young families and people with disabilities to walk through the precinct and enjoy events."

Disability perspective

"Provide places to hang out with friends, with shade, greenery and games"

"Include arty features like murals, sculptures, water features and painted road crossings by local artists."

"Support free and affordable entertainment like an outdoor cinema, live music, buskers and casual performance spaces."

Youth

"Provide something iconic and unique to Bunbury that will draw people into the city centre."

"Complement, don't compete, with local businesses."

Local Business

"Bunbury is a family-friendly short-stay destination for exploring the South West."

Tourist Perception Study

"Provide a flexible, sheltered, north-facing events space that can be scaled up or down to suit the event."

"Upgrade the amenity – toilets, seating, play areas – to encourage women and families to attend."

Community Events Organiser

"Include a space for men to talk men's business and women to talk women's business."

Aboriginal Elder Ray

"Create a more liveable city centre – attract more visitors, residents and people to live and work here."

Bunbury Community

- Treed walkways
- Public performances, concerts and major events
- Waterfront cafes and activities
- Outdoor markets to support local businesses
- Connect the City to the Leschenault Inlet

Community Priority List



Metcalfe Park, Sydney
(Source: Landezine)

5. Benchmarking

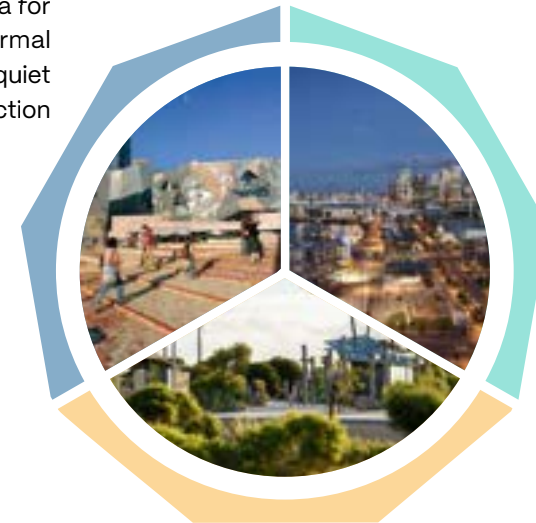
Bicentennial Square Precinct is a unique and prominent place at the heart of Bunbury, serving three distinct yet interconnected roles; each of which brings its own identity, function, and spatial character.

Public open space

A central area for daily use, informal gatherings, and quiet reflection

A Waterfront destination

A key point of connection between the city and the natural beauty of the Leschenault Inlet and foreshore



The city square

A civic destination for cultural celebrations, performances, and major community events.

Together, these characteristics position the Precinct as a key place for community life, city identity, and urban activation. To help shape a clear and inspiring future for Bicentennial Square Precinct, a detailed study of best practice approaches to public open spaces, waterfronts, and civic squares has been undertaken to identify key lessons that have informed the development of the precinct masterplan.

Public Open Space

Public open spaces are essential components of urban life, offering places for rest, recreation, and social connection. They support everyday activity, encourage inclusivity, and enhance the overall liveability of cities. Successful public open space balances comfort, accessibility, and flexibility for a wide range of users.



Midland Railway Square
(Source: landscapeaustralia)

Midland Railway Square, Midland

Located within the historic Midland Railway Workshops in Western Australia. This area, formerly the shunting yards for manoeuvring locomotives, has been transformed into a public open space that honours its industrial heritage while serving the community's present needs

Relevant design attributes

- **Integration of heritage interpretation in the landscape design** communicate the site's rich railway history.
- **Enhanced lighting and water misters** to create a fun, programmable atmosphere.
- Incorporation of **visually appealing functional art and amenity** including shade structures, custom seating, and alfresco dining areas.



Noosa Junction
(Source: landscapeaustralia)

Noosa Junction Precinct, Noosa

Exclusive and functional public facility for this beachside town transport node. The design draws inspiration from the Aboriginal meaning of Noosa, 'place of shade', utilising shade structures and vegetation to filter light into a series of outdoor spaces, reinforcing Noosa's distinct subtropical and coastal character.

Relevant design attributes

- **Improved pedestrian and cyclist connectivity.**
- **Integration of living shade structures.**
- Landscape acknowledges cultural associations and reinforces local character.
- Enhanced streetscape and functionality through expanded outdoor dining and street planting.



Federation Square
(Source: landscapeaustralia)

Federation Square, Melbourne

An iconic public open space that seamlessly blends modern design with cultural and social vibrancy. Striking architecture combined with expansive open areas and a mix of open-air spaces, performance stages and adjacent cultural institutions position it as a dynamic and thriving hub for community events, cultural celebrations, and daily urban life.

Relevant design attributes

- Central public space capable of accommodating 35,000 people.
- Integrated cultural institutions.
- **Innovative architectural design, creating a visual landmark site.**
- **Enhanced connectivity improving pedestrian access between the CBD and the Yarra River.**
- Adaptive and flexible reuse of space, transforming a former railway site into a vibrant public space.

Waterfront destination

Waterfronts serve as powerful connectors between city and nature, offering scenic, cultural, and recreational value. When well-designed, they become active, accessible destinations that celebrate local identity and ecology. Integration with adjacent urban areas is key to their success.



Eastern Beach Reserve, Geelong
(Source: visitvictoria)

Geelong Promenade, Geelong

Revitalisation of the Geelong Waterfront reconnecting the City with Corio Bay through new boulevards, promenades, event spaces, hospitality venues, and public parks.

The vibrant and accessible public space integrates artworks celebrating Geelong's rich maritime heritage.

Relevant design attributes

- Variety of edge conditions, formal and informal event spaces.
- **Accommodates a range of experiences and uses.**
- Maritime artifacts are incorporated into **interpretative and place-based art.**
- Catalyst for investment, fostering stronger connections between the central business district and the waterfront.



Auckland Waterfront
(Source: urbannext)

North Wharf Promenade, Auckland

A transformative waterfront project that balances industrial heritage with contemporary public space design.

The promenade preserves the working character of the waterfront while enhancing pedestrian access and community engagement.

Jellicoe Street provides soft landscaping, whilst Silo Park repurposes the retained cement silo as flexible community spaces.

Relevant design attributes

- **Integration of industrial artifacts,** celebrating the site's industrial past.
- **Creation of diverse, greened pedestrian friendly public routes.**
- **Reimagined heritage structures into flexible community spaces.**
- **Enhanced connectivity** and accessibility between the city and the waterfront.



Henley Square
(Source: City of Charles Sturt)

Henley Square, Adelaide

Revitalised beachfront precinct seamlessly connecting the town and the coast with a continuous promenade loop.

The redesign features a central plaza, improved beach access, playful water elements, and a 'ripple lounge' that visually extends the jetty inland.

Relevant design attributes

- **Improved beach accessibility** enhancing the coastal experience.
- **Flexible and open village square** encourages community interaction and diverse uses.
- **Design elements celebrate the relaxed seaside character.**
- **Incorporation of functional design elements** like shade structures inspired by historic beach pavilions.

Civic Square

Civic squares are the symbolic and social heart of a city spaces for gathering, celebration, and public expression. Their design must support both large events and everyday use through strong edges, diverse programming, and clear identity. A successful square invites people to linger, engage, and feel connected.



Goyder Square, Palmerston

The transformation of a car-centric area into a vibrant civic space that embodies the city's tropical climate and outdoor lifestyle.

Community engagement is fostered through tropical landscaping, a multi-purpose stage for events, an outdoor library, children's playground, splash pool, and art installations, including a lighting concept for the iconic water tower.

Relevant design attributes

- **Repurposing existing infrastructure.**
- Implementation of tropical landscaping and shade structures to **enhance comfort and aesthetics.**
- **Versatile environment** prioritises pedestrian access and encourages social interaction.
- Enhanced community activation and **economic revitalisation.**
- **Visual interest** created through ambient lighting and art installations.



Bremer Bay Town Square, Bremer Bay

A vibrant and inclusive public space for all ages featuring local materials to foster a strong sense of place.

Combines active and passive play with amenity to support social gatherings around barbecues and communal long tables .

Relevant design attributes

- Creation of **town focal point** for community events and social interactions.
- Use of **locally relevant materials.**
- **Enhanced public amenity** and recreational facilities such as barbeques, shade shelters and communal tables.
- Community centred design process ensured the space meets local needs and **fosters a sense of ownership.**



Merrylands Civic Square, Sydney

A state-of-the-art multifunctional public space inspired by nature and the area's rich heritage.

The provides a dynamic community hub strategically located near local retail outlets and businesses making it an ideal venue for cultural gatherings, events and social activities, boosting local economy and nightlife.

Relevant design attributes

- Creation of a **multifunctional** civic space.
- Integration of **natural and cultural heritage.**
- **Economic activation.**
- Revitalisation of the urban core that reinforces Merryland's identity and **fosters civic pride.**

Key themes and lessons for lessons for Bicentennial Square Precinct:

- 1 Adaptive Reuse**
Repurpose existing infrastructure and reimagine heritage structures to create flexible, multifunctional civic spaces.
 - 2 Landscaping and Comfort:**
Enhance comfort and aesthetics through endemic landscaping, living shade structures, and recreational amenities such as barbecues, communal tables, and water misters.
 - 3 Community Activation and Identity**
Foster social interaction, community events, and civic pride, using local materials and design elements that celebrate cultural, maritime, and industrial heritage.
 - 4 Visual and Artistic Interest**
Public art, ambient lighting, interpretive displays, and functional artistic features enliven the spaces and communicate local stories.
 - 5 Connectivity and Accessibility**
Improved pedestrian and cyclist routes enhance access to waterfronts and beaches, and strengthen links between CBD, waterfront, and public institutions.
 - 6 Economic and Cultural Revitalisation**
Catalyse economic revitalisation by expanding outdoor dining opportunities, activating public spaces, providing local business opportunity and attracting investment.
 - 7 Flexibility and Capacity**
Accommodate diverse experiences, with formal and informal event spaces, village squares, and large-scale event areas.
 - 8 Architectural Innovation**
Landmark architectural features create distinctive, memorable spaces that reinforce local character and identity, be that relaxed, a waterfront vibe or dynamic urban energy.
-

6. The Vision

The Bicentennial Square Precinct:

Welcome to the Heart of Bunbury.

The Vision

Bicentennial Square Precinct will be transformed into Bunbury's most vibrant and inclusive public space – a dynamic hub where community and culture thrive.

Seamlessly connecting the CBD and waterfront, it will offer modern amenities, adaptable spaces, and year-round activation through events of all scales.

As the heart of Bunbury, the precinct will prioritise accessibility, safety, and comfort, creating an urban oasis where all ages and abilities feel welcome.

Redefining its role within the city, Bicentennial Square will become a landmark of pride and vitality, showcasing the rich history, culture and produce of Bunbury and the Geopraphe region.

Bicentennial Square welcomes you to Bunbury and invites you to stop and explore all the city has to offer.

6.1 Guiding Principles

The Bicentennial Square Precinct Masterplan is underpinned by the 4 guiding design principles of Movement, Comfort, Activation, and Celebration. The principles support the delivery of a precinct that is welcoming, resilient, and grounded in place; one that is inclusive and vibrant, where people feel a strong sense of belonging, a connection to each other, and a deep relationship with the City's waterfront identity.



Movement

A place that connects City and water, people and place



Comfort

A place designed for people to safely dwell, engage and enjoy



Activation:

A place alive with people, purpose and possibilities



Celebration

A place that honours local identity, culture and creativity



Movement

A place that connects City and water, people and place

The Masterplan contributes to a safe, legible, and accessible movement network that supports walking, cycling, and public transport through Bunbury city centre. Intuitive pathways with clear sightlines form strong physical and visual connections between the city centre and the waterfront.

A pedestrian-first approach underpins the Masterplan (slower vehicle traffic with safe and frequent crossing points; streets and spaces that prioritise walking and cycling over car) contribute to a more inclusive, navigable, and people-focused precinct that encourages active transport and enhances the overall public realm experience.

Key design objectives:

- Strengthen pedestrian and cycle links between the CBD and waterfront.
- Enhance intuitive wayfinding with clear, safe and legible movement pathways across the precinct.
- Prioritise pedestrian movement across Blair Street.
- Reinforce visual corridors to the water and key landmarks.
- Support interchange between modes of transport.
- Ensure universal access and inclusive design for all ages and abilities.
- Use landscaping and materials to guide movement, support wayfindings and reinforce site identity.



Comfort

A place designed for people to safely dwell, engage and enjoy

By providing a variety of public spaces that feel welcoming, safe, and enjoyable throughout the day and across the seasons the precinct will attract people to relax, linger and return.

Shaded seating, thoughtfully designed lighting, protective wind screens and enhanced safety will ensure users can comfortably dwell and enjoy the waterfront outlook. A variety of planted and built shade structures will moderate sun exposure, contributing to a more pleasant microclimate with reduced glare and heat. Other considerations include accessible public amenities, including public toilets and water fountains, and high-quality materials appropriate for local conditions.

Clearly visible from the approach into Bunbury, the amenity offered at Bicentennial Square will entice visitors to break their journey, park up and explore the city centre.

Key design objectives:

- Integrate shaded rest areas through the precinct from City Centre to foreshore.
- Provide shade through tree canopy and purpose-built structures.
- Increase planting and green cover to reduce ambient heat and enhance amenity.
- Create spaces that feel safe and inviting with layered lighting, natural surveillance and clear sightlines
- Provide shelter from wind, rain and sun.
- Use durable and comfortable materials for all weather conditions.
- Provide modern public amenities such as accessible toilets, drinking fountains, charging stations, bins.
- Ensure all comfort features are accessible and inclusive for all.



Activation

A place alive with people, purpose and possibilities

Through a rich layering of uses, experiences, and programming the precinct will attract locals and visitors alike to visit, stay and create lasting memories. The dynamic public realm accommodates both everyday life and special events, balancing vibrant spaces for social interaction with quieter areas for rest and retreat.

A successfully activated precinct feels safe, inclusive, and inviting throughout the day and into the evening, offering opportunities for play, gathering, dining, and discovery for people of all ages.

Building on its legacy as a historic landmark, premier event space and destination, the precinct will continue to draw visitors, celebrate local culture, and reinforce Bunbury's position as the region's leading events hub.

Key design objectives:

- Create flexible spaces that expand and contract to support both programmed events and informal everyday uses.
- Support a variety of uses through the day and into the evening.
- Foster social connections through gathering spaces, shared zones and community infrastructure.
- Support the local economy and entrepreneurship by providing opportunities for local businesses and creatives.
- Integrate infrastructure across the main square and foreshore that will support cultural and community programming e.g. water and power supply for pop-up stalls and vendors.
- Activate ground level frontages in existing and new buildings.
- Use lighting, art, landscape and heritage interpretation to create a safe and welcoming space at all times of the day and night.
- Foster community participation and ownership through inclusive and flexible design.



Celebration

A place that honours local identity, culture and creativity

Positioned in the heart of the city, the precinct will showcase the unique character of Bunbury and the broader South West region. Celebration is embedded in the design, programming, and atmosphere of the precinct, honouring the city's rich heritage while embracing its evolving story. It is a place where culture, talent, and enterprise are made visible, supporting creative industries, artisan makers, and regional producers.

A new landmark building forms a civic and cultural anchor in the heart of Bunbury's CBD, visible from across the Leschenault inlet. Sensitive repurposing will breathe new life into the heritage buildings, preserving their history whilst adapting them for contemporary use.

Through public art, events, storytelling, and landscape the precinct becomes a proud platform for the South West – a place that celebrates people, place and potential with authenticity and imagination.

Key design objectives:

- Deliver a landmark building as a cultural and civic centrepiece.
- Revive the heritage buildings with active, contemporary uses.
- Integrate public art and storytelling that reflect local history, community values and the Wardandi culture.
- Provide flexible spaces for local artists, creatives, and performers.
- Support events, markets, and exhibitions that showcase local talent.
- Use materials and design cues inspired by Bunbury and the South West.
- Create welcoming and inclusive spaces for cultural expression.
- Promote the precinct as a regional destination and showcase.

6.2 Key moves

The Masterplan is guided by nine key strategic moves that shape its overall vision and structure.



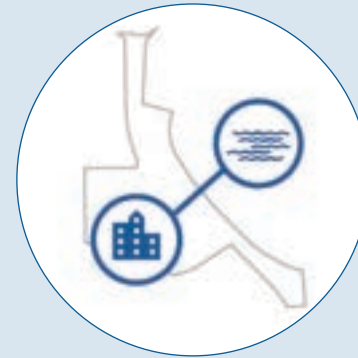
**Rename
the Precinct**



**Relocate Bunbury
Bus Station**



**Make Blair Street
an inviting environment
for pedestrians**



**Connect the
City and the water**



**Relocate Graham
Bricknell Memorial
Music Shell**



**Breathe new life into
the Heritage Buildings**



**Reimagine
the Waterfront**



**Destination
Location**



City Living



Rename the Precinct

The opening of Bicentennial Square in 1988 was part of the country-wide investment to mark Australia's Bicentenary, two-hundred years' since the arrival of the First Fleet at Sydney Cove, NSW. Celebrating colonial achievements is now recognised as a cause of friction within our blended communities. With the imminent bicentenary of the arrival of European settlers in Western Australia the City is presented with an opportunity to contribute to the journey of reconciliation, commemorating the milestone in time through a symbolic gesture of renaming this precinct in the heart of Bunbury with the Wardandi Noongar people.

Strategies:

- Consult with Wardandi Noongar elders on an appropriate name for the Bicentennial Square precinct.
- Consult with the wider community on the naming process and selection of a new name for the precinct.

Outcomes:

- A new name for the city centre precinct that reflects its role as the heart of the local community.

Design Principles:



Kendall Center, Boston, Massachusetts
(Source: selbertperkins)



Relocate Bunbury Bus Station

The removal of bus station operations and associated infrastructure from Bicentennial Square enables the reclamation of a key civic space in Bunbury's city centre. This strategic move allows the station forecourt to be redesigned as a Heritage precinct garden for the city, softened by planted garden beds and shaded seating with winding pathways that lead to the Old Railway Station Building and the Bicentennial Square event space beyond.

This relandscaped plaza contributes to the transformation of the Precinct into a flexible, high-quality cultural quarter that prioritises public life, creative activation, and community gathering. City centre bus services will be retained, served by peripheral bus stops on Blair Street, Symmons Street and Carmody Place (subject to PTA approval).

Strategies:

- Remove the bus station and bus access from the site.
- Locate bus stops on the perimeter of the precinct to support ongoing access to public transport.
- Reclaim the bus station site as a green, attractive public space furnished with shaded seating and feature lighting, that attracts everyday public use e.g. lunchtime picnics and informal buskers to small events.

- Prioritise pedestrian access through a network of landscaped paths that support safe and accessible connections to the waterfront and adjacent precincts.
- Provide interpretation of the transport history of the site through public art and wayfinding signage.

Outcomes:

- An attractive lunchtime destination for the local workforce.
- An accessible and flexible civic space that supports community gathering and cultural activation.
- Improved pedestrian experience and connectivity between the city centre and the waterfront.
- Celebration of the City's transport industry in public art and landscape design.

Design Principles:



Raoul Wallenberg Square, Stockholm
(Source: pinterest)



Midland Railway Square
(Source: PLACE Laboratory)



Make Blair Street an inviting environment for pedestrians

Blair Street currently acts as a significant barrier to safe and comfortable movement between Bicentennial Square and the foreshore. As a four-lane arterial road, it has been designed to prioritise the efficient flow of vehicles between Koombana Drive and Sandridge Road, resulting in a high-speed environment through the city centre that discourages pedestrian movement. This infrastructure disconnects the city from the waterfront, limits opportunities for safe crossings, interrupts seamless integration between the precincts, and prevents passing traffic from contributing to the meaningful passive surveillance of activity within Bicentennial Square. During large-scale events the road is completely closed off to vehicle traffic from Haley Street in order to create a safe pedestrian environment.

A key move within the Masterplan is the realignment and narrowing of Blair Street from Symmons Street through to Haley Street to slow vehicle speeds and improve pedestrian safety. Reducing this short section of Blair Street from four lanes to two lanes will reinforce a more pedestrian-friendly environment in the heart of the city. The more pronounced curve in the road further reduces vehicle speeds while also unlocking additional developable land along the foreshore, enhancing its potential for public and commercial uses.

Strategies:

- Reduce Blair Street from four-lanes to two to create a safer, more pedestrian friendly environment.
- Introduce traffic calming measures to reduce traffic speed on Blair Street including reduced speed zone, road realignment and textured road surfaces.
- Strengthen the visual connection between passing traffic and the adjacent public open spaces by framing sightlines with buildings, trees and landscaping.
- Provide safe, visible and accessible crossing points between the square and the foreshore through raised and signposted pedestrian crossings.
- Encourage traffic to slow down on Blair Street by increasing the pedestrian activity within the public realm such as programmed and incidental activation.
- Incorporate infrastructure into the landscaping to protect pedestrians from passing traffic and support event related road closures.
- Modify the Symmons Street junction to include a roundabout to support traffic movement.

Outcomes:

- A sense of arrival in the heart of the city encouraging visitors to stop and explore.
- Improved pedestrian safety and comfort from slower vehicle speeds, and safer crossing points across a two-lane road.
- Increased passive surveillance of Bicentennial Square and the Foreshore from vehicles moving at slower speeds along a two-lane road.
- Stronger connection between the city and foreshore through enhanced access and visual links.
- A people-focused street environment that is attractive to all ages and abilities.
- An expandable pedestrianised environment for large events.
- Opportunities for new development and activation along the foreshore.

Design Principles:





Darling Quarter, Sydney
(Source: ASPECT Studios.)



Drs. Kenneth and Catherine Ender Pavilion, Palatine, United States
(Source: harpercollege)



City of Bunbury Australia Day event
(Source: City of Bunbury)



Connect the City and the water

Blair Street, Symmons Street and Haley Street establish a network of physical and visual corridors that connect the City to its waterfront setting – Back Beach to the west and the Leschanault Inlet to the east. Enhancing permeability through the precinct will frame sightlines to the inlet foreshore.

The strategy transforms Blair Street into a pedestrian spine, defined by generous pavements, active edges, and a human-scaled public realm, visually marking the arrival into Bunbury CBD. Shade structures, trees and native landscaping will deliver seasonal interest, shade, and a comfortable walking environment that will encourage passing visitors to stop and join the locals moving through and dwelling in the space.

Additional upgrades to the adjacent streets (i.e. Symmons and Haley Streets) with interventions including widened footpaths, soft landscaping, and improved pedestrian amenity, collectively enhance and reinforce the connection between the heart of the city and the waterfront.

Strategies:

- Prioritise Blair Street as a primary pedestrian spine with widened pavements, accessible paths and strong visual connection to the waterfront.
- Upgrade Symmons and Haley/Wellington Street strengthen the broader active transport network.
- Use a high quality, local material palette for

street furniture, lighting and active edges to create a vibrant and safe pedestrian environment that reinforces the local sense of place.

- Implement human-scaled, climate-responsive endemic landscaping to provide shade, seasonal interest and comfort for pedestrians.

Outcomes:

- Improved pedestrian connectivity by providing direct, legible and accessible links from the city to the waterfront.
- Clear sightlines and intuitive routes that support orientation.
- An engaging and comfortable environment for walking and social interactions that enhances the sense of place.
- A cohesive and connected urban environment that supports broader city-shaping objectives and future precinct development.

Design Principles:



Empress Place and Esplanade Park, Singapore
(Source: UDA)



Chicago Riverwalk, Chicago, United States
(Source: Archdaily)



Relocate Graham Bricknell Memorial Music Shell

The City and community have acknowledged that the Graham Bricknell Memorial Music Shell has become an outdated piece of community infrastructure with limited functionality. As a performance space, the stage is oversized and lacks the flexibility to accommodate a wide range of events. The viewing area is constrained by high planter walls that limit accessibility and audience capacity, whilst the orientation causes presenters to be facing into the rising sun during ANZAC Day services. In recent years, the semi-enclosed nature of the music shell has made it a focal point for antisocial behaviour, the shelter attracting rough sleepers.

The relocation of the Graham Bricknell Memorial Music Shell to an alternative site will free up valuable city centre land for development. This strategic move will bring new active land uses into the heart of the city, activating the precinct at ground level and providing new opportunities for dynamic public uses, events, and community engagement. A new building on this site could accommodate a range of activities and functions, enhancing Bicentennial Square's role as a central hub for the community.

Staged events will continue to take place in the precinct, held in a new soundshell backing onto Haley Street. A more lightweight structure will provide the flexible stage set-up that the City and community desire, supporting outdoor film-screenings, small dance groups, community services and music festivals.

Strategies:

- Deconstruct the steel frame structure and relocate to another event venue within the City of Bunbury.
- Seek an amendment to both the Greater Bunbury Region Scheme and the City of Bunbury Local Planning Scheme No. 8 to accommodate a wide variety of land uses within a future mixed use building.
- Construct a new building on the vacated site with an activated ground floor opening on to the precinct with alfresco dining and publicly accessible amenity that appeals to locals and visitors alike from morning to night.
- Reinforce the city centre's identity by creating an iconic architectural design on the Symmons Street-Blair Street-Leschenalt Inlet axis that celebrates the sense of place.
- Integrate public toilets into the building to improve management and surveillance.
- Integrate safe, attractive and overlooked pedestrian connections between Bicentennial Square and the northern precinct.
- Create comfortable and inviting spaces for socialising, relaxation and informal gathering within and around the new building.
- Build a new, lightweight and visually permeable sound shell in the southern lawn area with associated equipment stored in the new building or former station building.

Outcomes:

- A strong sense of place established through a landmark building and public realm design.
- Activated building frontages overlooking and spilling out into the square.
- Economic, cultural and community activity within the new building that support and complement new and established local businesses and community groups.
- An inviting, active and multi-functional precinct that attracts increased visitation.
- Improved pedestrian connectivity between Bicentennial Square, the foreshore, and the surrounding areas.
- Expanded public amenity including seating, green spaces and public toilets.
- Enhanced safety and accessibility through improved sightlines, increased passive surveillance, pedestrian infrastructure and inclusive design.
- A flexible community events venue overlooking the Events Lawn.

Design Principles:





Gilly, Belgium
(Source: Landezine)



Towers @ 2nd, San Jose, California
(Source: lpadesignstudios)



Breathe new life into the Heritage Buildings

The heritage buildings are a valuable cultural asset and have the potential to create meaningful, place-based activation rather than the visual and physical barrier they currently present. Through the adaptive reuse of these buildings, opening up their facades to reinstate original passageways and incorporating new adaptations to suit modern use, the buildings will become more positive, visually permeable anchors within the square.

A perimeter alfresco zone will allow the internal activities to spill out into the public realm increasing the background activity currently lacking in the precinct, encouraging informal gathering, interaction, and extended use of adjacent open spaces.

By relocating the public toilets to a new, modern facility and reconfiguring the internal space of the heritage buildings to support community, cultural, and creative functions, such as galleries, maker spaces, co-working hubs, or food and drink outlets, the buildings will become active contributors to the square's daily life.

This move depends on the support of the Heritage Council and in accordance with the Conservation Management Plan.

Strategies:

- Adapt the Heritage buildings to accommodate cultural, community or commercial uses such as galleries, studios, small scale retail or hospitality, that will activate the buildings from morning to night.

- Re-open passageways through the Old Railway Station building to support direct pedestrian movement across the site.
- Design the perimeter alfresco zones to enable businesses to extend outdoors, fostering vibrancy within the precinct.
- Relocate the public toilets to a modern public toilet facility closer to Haley Street for improved management and surveillance.
- Include a Changing Places facility in the public toilet block within easy reach of the public event spaces and ACROD parking.
- Liaise with the Heritage Council and relevant officers to support the building adaptations to support uses permissible within the Regional Centre zoning.
- Honour the buildings' historical significance through retention, adaptation and interpretation of key architectural features. Update the Conservation Management Plan and commission a Heritage Interpretation Strategy. (subject to approval by the Heritage Council).
- Seek support for significant openings within the toilet building façade to create a visually permeable building that supports CPTED principles of passive surveillance and clear sightlines through the public open space.
- Partner with local artists and businesses to honour the heritage of the site with exhibitions, workshops, performances and events.

- Allocate some internal area to storage of event infrastructure such as stage equipment, outdoor games and moveable seating.

Outcomes:

- The heritage-listed buildings come to life as an integrated, publicly accessible component of the precinct, enhancing site permeability and contributing to place identity.
- Unique spaces for use by local businesses, local producers, community groups or creatives.
- Increased surveillance and activation of the public realm.
- Safe, attractive and accessible public toilet and Changing Places facility within the heart of the CBD.
- Ongoing conservation of the heritage buildings through adaptive reuse and maintenance.
- Reimagine the toilet building as a boutique bar, café or retail outlet.
- The buildings become a canvas for storytelling, creative expression and civic pride, reinforcing Bunbury's character and connection to its cultural heritage.
- Opportunity for maintenance and works flagged under the Conservation Management Plan.

Design Principles:







Reimagine the Waterfront

This Key Move repositions the foreshore as a dynamic and inclusive public destination – an active, welcoming edge where city life meets the water. The vision focuses on enhancing comfort, access, and amenity to create a place that invites people to gather, linger, and connect.

A defining feature of the revitalised foreshore will be a series of sculptural harbour structures, serving as visual anchors that draw people towards the water. These elements provide shade, shelter, and orientation, creating comfortable spaces for rest and social interaction along the waterfront. Seating will be varied and responsive, ranging from simple benches to intimate social settings that encourage both quiet retreat and collective gathering, set within a landscape that supports year-round use.

To strengthen the physical and experiential connection to the water, the strategy includes the introduction of a public jetty, offering direct access for walking, viewing, recreational boating, and water-based activities. Commercial and hospitality opportunities are discretely integrated along the foreshore, creating a vibrant, people-oriented interface while preserving views and maintaining public accessibility.

This key intervention reinforces Bunbury's coastal identity and expands opportunities for interaction with the marine environment.

Strategies:

- Install landmark harbour structures along Pat Usher Promenade that are architecturally distinctive, providing shade, shelter and visual cues that guide people to the waterfront.
- Construct a publicly accessible jetty that enables direct interaction with the water, strengthening the city's relationship with the coast.
- Provide a range of seating and gathering spaces including benches, informal perches, and intimate social settings.
- Integrate small-scale food, beverage, and retail opportunities along the foreshore that enhance visitor experience and activation.
- Incorporate public art at key visual corridors and crossing points at the foreshore to create interest and improve wayfinding.
- Support the ongoing use of the foreshore as a flexible community event space through the inclusion of multifunctional, adaptable and inclusive spaces.
- Deliver high-quality, climate-responsive public realm with native planting, lighting and water sensitive design elements.

Outcomes:

- A visually distinctive and welcoming foreshore through the introduction of place-defining harbour structures.
- An interactive waterfront with opportunities to walk on water (the jetty) or play in the water (recreational water sports).
- A series of connected, flexible spaces that support community events spanning from Bicentennial Square up to Koombana Bay.
- An enticing foreshore footpath that encourages walking and cycling into the city centre, contributing to a vibrant and activated foreshore.
- Context sensitive local business opportunities along the foreshore.
- High-quality and resilient public realm with improved visitor comfort, supporting year round use.

Design Principles:







Destination location

The precinct is envisioned as a Destination Location – a key drawcard for Bunbury, offering a dynamic mix of things to do, places to gather, and reasons to return.

Building on the precinct's historic role as a venue for celebration, the Masterplan continues to support its event space legacy by providing purpose-designed buildings and open spaces equipped to support a wide range of events from cultural festivals and performances to community markets, workshops, and civic celebrations. These spaces are flexible, accessible, and designed to accommodate both large-scale gatherings and smaller, everyday interactions, ensuring year-round activation and everyday community use.

By offering a high-quality, curated environment for engagement, the precinct becomes Bunbury's go-to place – a destination where culture, creativity, and community life come together. It not only supports local vibrancy and economic development but reinforces the city's identity as an inclusive, welcoming, and people-focused regional centre.

Strategies:

- Retrofit existing heritage and equip new buildings to accommodate performances, workshops, exhibitions, and community events, enabling flexible and ongoing activation.
- Develop the lawn space to support a range of activities, from large public gatherings and festivals to smaller-scale events and daily social use.
- Curate a calendar of diverse events that reflects local culture, celebrates community, and draws consistent foot traffic into the precinct.
- Create a network of "things to do" across the precinct by incorporating informal play, interactive public art, temporary installations, and creative zones that provide spontaneous and ongoing engagement for all ages.
- Promote Bicentennial Square as the city's primary gathering place, an accessible, inclusive and recognisable destination that brings people together and contributes to a strong civic identity.

Outcomes:

- A vibrant and active destination.
- Adaptable buildings and inclusive public spaces that support a wide range of community-led events and cultural expressions.
- Strengthened social connections and local pride.
- Increased visitation, event-based spending, and activation of commercial tenancies contributing to the local economy and support of creative industries.
- Programmed and informal activities that ensure the precinct remains welcoming and usable throughout the year, day and night, for people of all ages and backgrounds.
- A 'must be' location at the gateway to the Georgraphe region.

Design Principles:





City living

Integrating residential accommodation into the Precinct contributes to a genuinely mixed-use city centre. By encouraging city-living more people are brought into the heart of the city, and by locating residential buildings adjacent to Bicentennial Square the residents benefit from access to high-quality public open space and waterfront views. The precinct becomes a more vibrant place, naturally activated from morning to night, enhancing safety and strengthening the local economy.

A growing local population will reinforce the precinct's role as a connected, active and people-oriented destination.

Strategies:

- Facilitate medium to high density housing at the waterfront and in the development area along Symmons Street through appropriate zoning and planning controls that encourage a mix of residential typologies integrated with commercial and community uses.
- Encourage active ground floor uses such as communal facilities that open onto the public realm creating a sense of community and place.
- Prioritise walking and cycling and access to public transport, green spaces, cultural facilities, shops and services to reduce car ownership.

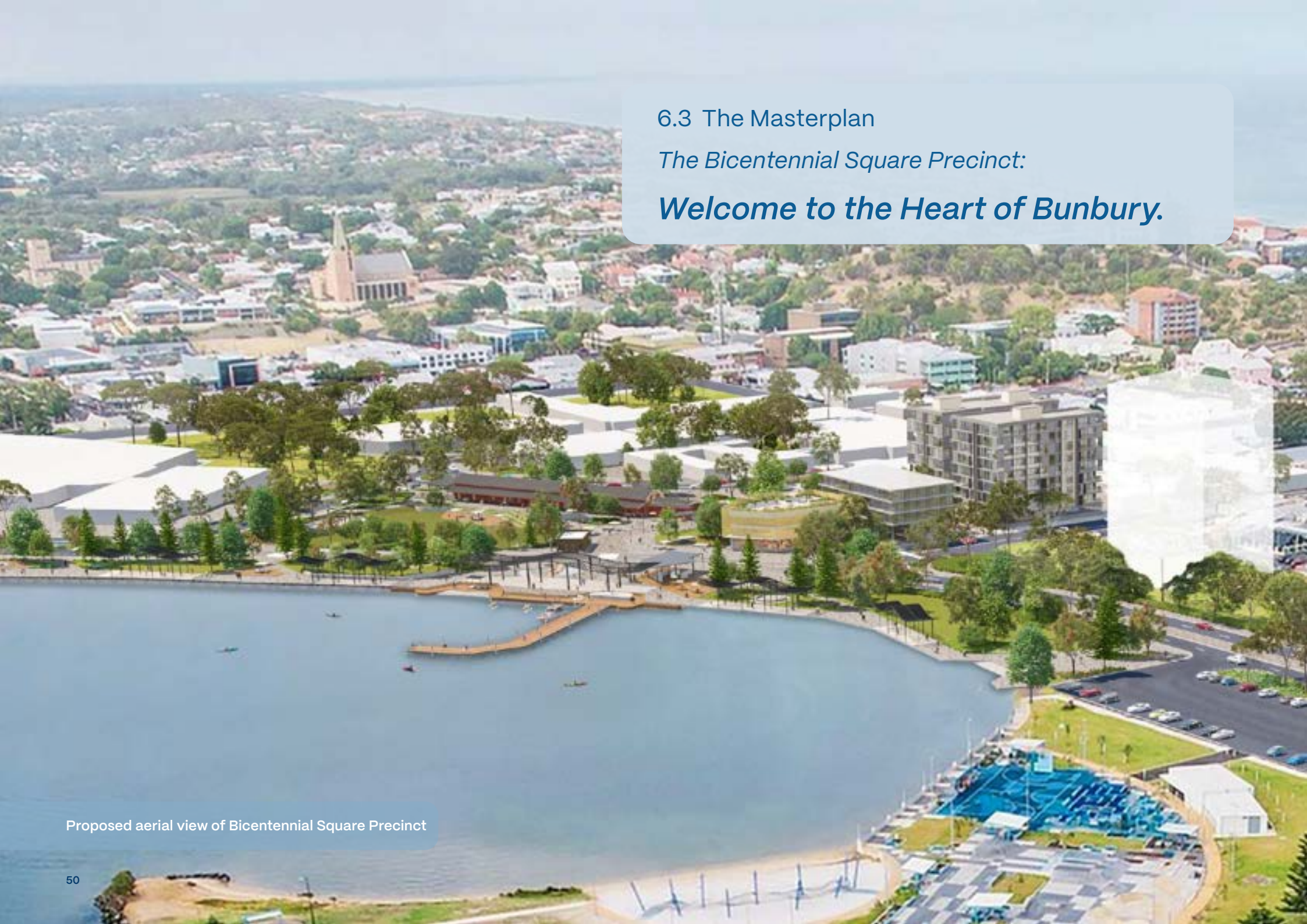
Outcomes:

- Increased local foot traffic, supporting local businesses and enhancing the vibrancy of the public spaces.
- A walkable, inclusive neighbourhood that supports a high quality of urban life.
- Stronger community presence contributing to the care, safety and activation of public spaces, creating a sense of ownership.

Design Principles:



Fareground at One Eleven, Austin, Texas
(Source: Studiodwg)

An aerial photograph of Bunbury, Australia, showing a mix of residential areas, green spaces, and waterfront developments. In the foreground, a large body of water (Bunbury Harbour) is visible, with a new pier and marina area under construction. The middle ground features a mix of modern and older buildings, including a prominent church with a tall spire. The background shows a dense residential area on a hillside overlooking the water.

6.3 The Masterplan

The Bicentennial Square Precinct:

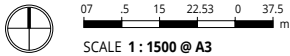
Welcome to the Heart of Bunbury.

Proposed aerial view of Bicentennial Square Precinct

LEGEND FOR RECOMMENDED DESIGN

1	Future development
2	Alfresco area
3	Opportunity for commercial/recreation building
4	Heritage toilet block adapted into coffee shop for activation
5	Heritage railway station
6	Terraced seating & steps down to open turf area
7	Water feature element within paving
8	New sound shell
9	Access laneway connecting Symmons and Wellington Street
10	Jetty
11	Future toilet location
12	Pat Usher Promenade
13	Options for yarning circle
14	Bus shelter. Active interface/awnings for weather protection
15	Seating opportunities
16	Semi-shaded structure with integrated lighting leading to foreshore
17	Spill-out space below shade structure
18	Terrace style seating down to the water's edge
19	Seating platform on timber decking
20	Entry statement
21	Public toilet / changing place facility
22	Roundabout to address increased traffic through Symmons Street
23	On-street disabled parking bays
24	Traffic lights to intersection / pedestrian crossing
25	Shade sails for additional shade in front of sound shell

	Grass		Shade structure
	Feature arbour		Decking
	Proposed trees		Existing trees to be retained
	Planting		Moveable furniture
	Public art opportunity		
	Architectural element		
	Traffic signal lights (subject to traffic engineer management)		
	Internal walkway		





Proposed view of the Events Lawn and Old Railway Station building from Haley Street





Proposed view of Central Plaza from Wellington Street





Proposed view of the Events Lawn from the Old Railway Station building



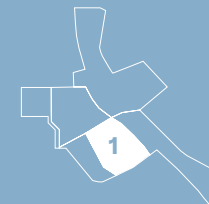
The Masterplan in Detail

To better understand the Masterplan and plan for its future, the 4.55 ha site has been divided into six distinct, but not exclusive sub precincts. Each of these precincts contributes to the overall creation of a vibrant city centre destination.

Sub Precincts:

- ① The Event Lawn
- ② Station Forecourt
- ③ Central Plaza
- ④ Symmons Street
- ⑤ Central Foreshore
- ⑥ Foreshore South





1 Event Lawn

An expansive urban lawn to support daily activation by way of informal picnics and outdoor games, through to staged events; providing a seating area for audiences enjoying performances in the new soundshell. The flexibility of a relatively large, flat open lawn will accommodate community events such as long-table dinners, and pop-up event tents, the space large enough for subdivision.

New Soundshell – a lightweight framed structure that can be transformed through the addition of canvas back-drops, lighting and sound rigs to host small to large-scale performances, community services and film-screenings. A stage that feels as comfortable for solo artists as it does for community orchestras. Positioned to take advantage of the sightlines offered by the natural slope of the ground.

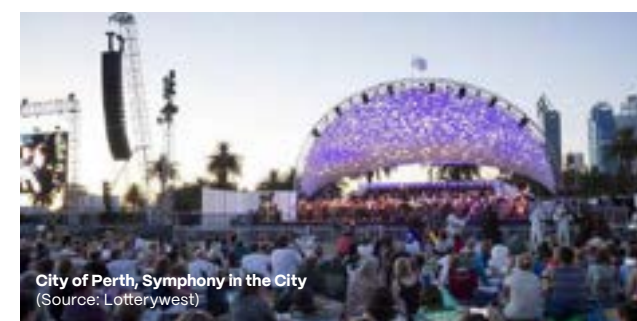
Perimeter steps to the rear of the lawn create amphitheatre styled tier seating, expanding the audience capacity of events. Additional seating can be added through mobile tiered seating along Blair Street when the road is closed for large events.

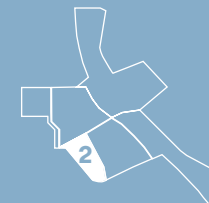
Planted borders of endemic planting provide acoustic protection from the passing traffic along Blair Street and Haley Street, and contribute to the stormwater management system.

A yarning circle within the trees with an aspect across to the water provides a connection to land and water for the Wardandi community.

An opening in the perimeter planting gives access to **a pedestrian crossing point** on Blair Street. **Retractable bollards** allow for the event space to open up to Blair Street as needed.

Activation	– Daily picnics and play – Outdoor film screenings – Small staged events: dance and music performances	– Large staged events: community ceremonies, dance and music performances – Fringe festival event tents
Target Audience	– All ages and abilities – Parents with children – Festival/event audiences	– Local workers – Local community – Visiting tourists
Hours of Activation	A public open space open 24 hours	
Management	City of Bunbury	
Partners	City of Bunbury, event organisers, local community groups, arts organisations	





2 Station Forecourt

Renovated and repurposed Old Railway Station Buildings create an active focal point at the heart of the precinct. Internal configuration remodelled with Heritage Council approval to enable local businesses, producers and creatives to operate from within, their activities spilling out into the shaded perimeter alfresco working and dining area.

Soft, lush planting beds and feature paving extend the City's adjacent landscape palette into the square, knitting the precinct into its wider context.

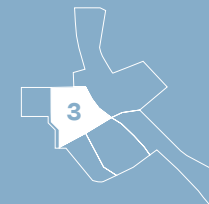
Shade structures and tree canopy provide respite from the weather, encouraging the local community to sit and enjoy the newly pedestrianised square.

Stands for food trucks or stalls are discretely integrated into the landscape design to support community events in the precinct.

A new public toilet and changing places facility to the south of the Station building will replace the existing on-site facility, providing locals and visitors with safer, modern facilities within easy reach of new ACROD parking bays on Wellington Street, the commercial tenancies in the Station Building, and events taking place on the Lawn.

Activation	– Daily picnics and informal play – Programmed food markets – stalls and foodtrucks – Ground level activation around the station buildings during operational hours
Target Audience	– All ages and abilities – Local workers – Local community – Visiting tourists
Hours of Activation	– Public open space accessible 24h – Alfresco activation during building operational hours. These may be extended to evening hours subject to occupation
Management	– City of Bunbury
Partners	– City of Bunbury – Local businesses – Local community groups – Arts organisations





New mixed use building frames the plaza and introduces an active ground floor use to the precinct, spilling out into the plaza through perimeter zones for outdoor dining. Feature north-eastern façade to create a landmark within the city centre, visible on approach from Koombana Bay.

Opportunities for local businesses and producers to occupy the ground floor tenancies offering a city centre providore, local produce, craft brewery or similar.

A façade mounted screen enables **outdoor film screenings** (alternative to soundshell location)

Integrated community spaces will provide Bunbury residents with desirable hireable spaces in the heart of the city, the upper levels offering views across the city and waterfront.

Ground level public toilets will replace the existing on-site facility, providing locals and visitors with safer, modern facilities that can be more successfully managed through integration with the commercial tenancies. Increased provision will meet the demand of the patrons to the adjacent commercial units, and also support events held in the precinct.

The **central plaza area** is orientated along the axis from Wellington Street to the foreshore supporting wayfinding and desire lines between the city centre and the waterfront.

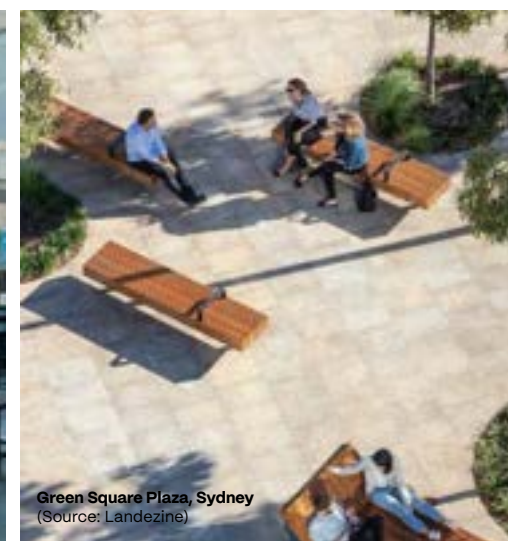
Landscaping strategy supports **day to night activation**, weaving public art and feature lighting through planting beds and tree canopy, softening the paved pathways and timber-decked platforms, and contributing to a sense of safety.

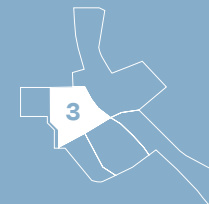
Event infrastructure (power and water) is integrated into the landscape features offering a choice of locations for food trucks and performance stages.

The hard landscape design echoes the design palette used in the adjacent city centre pathways and supports **stormwater management** across the precinct.

Integrated play structures add interest for children walking through or visiting the space.

Retractable bollards allow for the event space to open up to Blair Street as needed.





3 Central Plaza (cont.)

Activation	– Pedestrians and cyclists connecting from waterfront to city – Outdoor film screenings – Community activities – Seasonal events e.g. long table dinner, food and market stalls – Small staged events
Target Audience	– All ages and abilities – Parents with children – Festival/event audiences – Local workers – Local community – Visiting tourists
Hours of Activation	– Public open space accessible 24h – Alfresco activation during business operational hours
Management	– City of Bunbury and adjacent tenancies.
Partners	– City of Bunbury – Local businesses/producers – Events organisers – Local community groups – Arts organisations



4 Symmons Street

New mixed use development on the site of 29 and 31 Symmons Street, supporting city-centre living on upper levels above active ground floor uses that align with the Regional Centre zoning.

The central city site within walking distance of all the services the CBD has to offer including the adjacent public open space within Bicentennial Square, supports medium to high density development.

Ground level commercial tenancies to support emerging local businesses, whilst upper level apartments would appeal to first-home buyers and down-sizers, bolstering the inner-city residential population and supporting a night-time economy in the CBD.

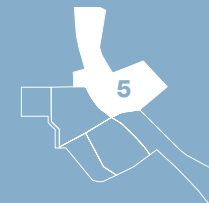
An inner courtyard will provide private parking and communal amenity for residents.

A **one-way laneway** provides an inviting shared space for pedestrians, cyclists and local traffic. Designed to prioritise pedestrian access to Bicentennial Square and the residential entrances, the laneway will also act as a service lane for the adjacent commercial and residential tenancies. Through traffic will be discouraged.

A **safe pedestrian environment** will be supported by connections to a new pedestrian crossing on Symmons Street to the north, residential entrances to the west and overlooking from the active frontage of the new plaza building to the east.

Activation	– Ground level commercial businesses. – Communal entrances to residential circulation cores
Target Audience	– Local businesses – Local community – Visiting tourists
Hours of Activation	– Ground floor activation during business operational hours – Day/night activation from tourists/residents as a key connection between the Ocean and Inlet
Management	– Private developer
Partners	– Residential provider – Commercial tenants





5 Central Foreshore

Proposed jetty into the inlet ending in a platform at the junction of the Symmons Street and Bicentennial Square plaza axis to create a launching platform for the City's fireworks' displays.

A **public artwork featuring water** will provide a permanent punctuation to the vista close to the end of the jetty.

Partially enclosed bay for recreational water activities, e.g. pedalos for hire.

Feature living harbour structures along the foreshore providing shade along the Inlet footpath.

Seasonal water play in the foreshore plaza creates a fun, interactive play area for children in the warmer months. Visible from passing traffic it will entice visitors to pause and enjoy the foreshore.

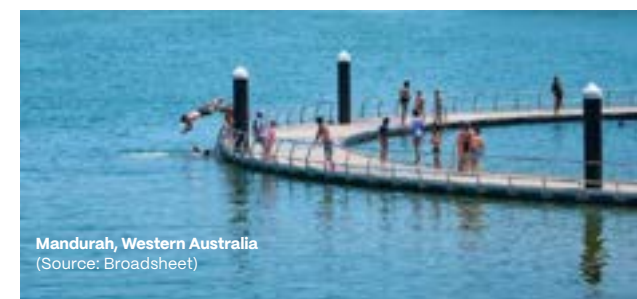
Small built structures along the foreshore designed to complement the living harbour structure will provide commercial waterfront tenancies such as a café, visitors' centre and recreational water-sport equipment hire such as pedalos.

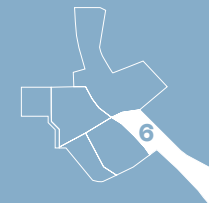
Event infrastructure (power and water) is integrated into the new landscape features offering a choice of locations for food trucks and event stalls.

A **yarning circle by the water** provides a connection to land and water for the Wardandi community.

General **landscape upgrades along the Leschenault Inlet footpath** will improve amenity for recreational users, such as shaded seating, water fountains, lit bollards and public art.

Activation	– Active walkers, cyclists and joggers on the Inlet loop – Recreational water activities – Café and visitors centre	– Yarning circle – Seasonal events – Public art feature
Target Audience	– All ages and abilities – Parents with children – Festival/event audiences	– Local workers – Local community – Visiting tourists
Hours of Activation	– Public open space accessible 24h – Alfresco activation during business operation hours	
Management	– City of Bunbury	
Partners	– Commercial operators	





6 Foreshore South

Residential development site adjacent to the rowing club with views across the water. A respectful mid-rise building will provide desirable city-centre residential accommodation in a waterfront location. The adjacent shopping centre is inward-looking with no established view corridors to the water that need to be protected. The ground level provides a **waterfront community space** for hire or for use by a local water sports group.

The central city site within walking distance of all the services the CBD has to offer including the adjacent public open space along the foreshore, supports **medium density development**.

General **landscape upgrades along the Leschenault Inlet footpath** will improve amenity for recreational users such as shaded seating, water fountains, lit bollards and public art.

A yarning circle by the water provides a connection to land and water for the Wardandi community.

Activation	– Walking – Cycling – Jogging – On-water sports
Target Audience	– Local walkers, cyclists and water sports patrons – Local businesses – Local community – Local residents
Hours of Activation	– Ground floor activation during business operational hours. – Day/night activation from residents
Management	– Private developer
Partners	– Residential provider



Materials Palette



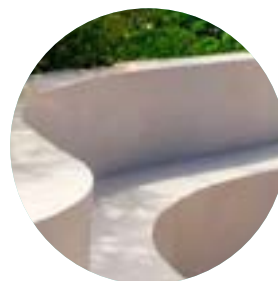
Paving – feature

Use contrasting colour for wayfinding

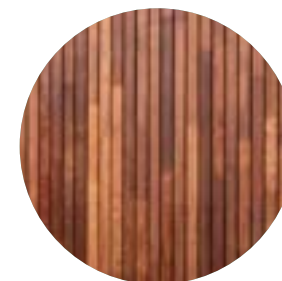


Paving – feature

Use contrasting textures for wayfinding and feature nodes



Use concrete feature wall for raised planting beds, informal seating and terrace seating



Warm timber tones for seating and decking



Secondary Paving – washed aggregate paving

- Exco exposed aggregate concrete karijini 14 mm
- Exco exposed aggregate concrete night sky 14mm



Secondary Paving – existing on site

- Urbanstone golden gunmetal shotblast 600x300x50
- Urbanstone western cream shotblast 600x300x50
- Urbanstone ivory shotblast 600x300x50

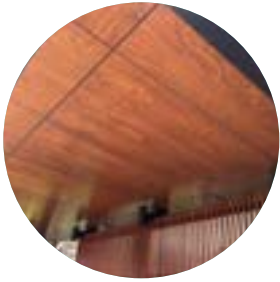


Drainage

Klassikdrain k300 system with custom designed freestyle grates



Use timber and concrete feature wall for seating



Use timber for shelter



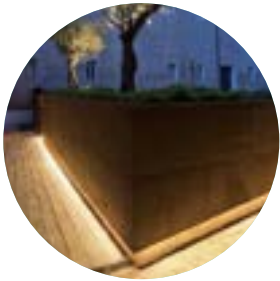
Use light-weight materials for structures to increase shade provision



Inlay wayfinding and rail interpretations into paving



Rail interpretation opportunities in metal edging



Use corten steel for raised planting bed and lighting opportunity



Use timber paving and lighting for wayfinding



Etched edged wayfinding and interpretation messages on furniture



Public art opportunity using shade as a medium

Landscape Palette

Indicative Softscape Palette

Trees

<i>Agonis flexuosa</i>	WA Peppermint
<i>Corymbia ficifolia</i> <i>grafted</i>	Grafted Flowering Gum
<i>Araucaria heterophylla</i>	Norfolk Island Pine
<i>Melaleuca quinquenervia</i>	Broad-leaved Paperbark

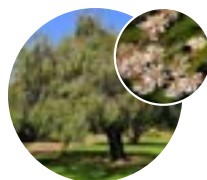
Shrubs

<i>Acacia cognata</i> <i>"Limelight"</i>	River Wattle
<i>Chamelaucium</i> 'Lady Stephanie'	Geraldton Wax Flower
<i>Kniphofia Hybrid</i>	Red Hot Pokers
<i>Maireana Sedifolia</i>	Pearl Bluebush

Low shrub & Grasses

<i>Correa pulchella</i>	Salmon Correa
<i>Grevillea rosmarinifolia</i>	Rosemary grevillea
<i>Grevillea</i> 'Flatz'	Grevillea hybrid 'GR01'
<i>Kunzea baxteri</i> <i>'Mandy's Surprise'</i>	Dwarf Scarlet Kunzea
<i>Lepidosperma gladiatum</i>	Coast Sword Sedge
<i>Lomandra longifolia</i>	Mat Rush
<i>Olearia axillaris</i>	Coastal Daisybush
<i>Rhagodia spinescens</i>	Spiny Saltbush

Trees



Agonis flexuosa
WA Peppermint



Corymbia ficifolia Grafted
Grafted Flowering Gum



Araucaria heterophylla
Norfolk Island Pine



Melaleuca quinquenervia
Broad-leaved Paperbark

Shrubs



Acacia cognata "Limelight"
River Wattle



Chamelaucium 'Lady Stephanie'
Geraldton Wax Flower



Kniphofia Hybrid
Red Hot Pokers



Maireana Sedifolia
Pearl Bluebush

Low Shrubs & Grasses



Correa pulchella
Salmon Correa



Grevillea rosmarinifolia
Rosemary grevillea



Grevillea 'Flatz'
Grevillea hybrid 'GR01'



Kunzea baxteri 'Mandy's
Surprise'
Dwarf Scarlet Kunzea



Lepidosperma gladiatum
Coast Sword Sedge



Lomandra longifolia
Mat Rush



Olearia axillaris
Coastal Daisybush



Rhagodia spinescens
Spiny Saltbush

6.4 Sustainability

Sustainability is about creating places that are good for people, the environment, and future generations. As cities grow and face new challenges like climate change, it's important that public spaces are designed to be greener, more energy-efficient, and better for community wellbeing.

The following table outlines key sustainability initiatives for the redevelopment of Bicentennial Square Precinct, organised under the four relevant focus areas from the *City of Bunbury Sustainability and Environmental Strategy 2023–2028*. These initiatives are intended to ensure the precinct becomes a resilient, inclusive and environmentally responsible civic and recreation space. Furthermore aligning with the sustainability vision of the City and contribute to its future targets.

Focus Area	Sustainability Initiatives
1. Sustainable Transport and Urban Infrastructure	– Enhancing pedestrian and cycling connections to surrounding streets and the foreshore. – Ensuring universal access with barrier-free pathways and inclusive design. – Installing solar-powered and smart lighting systems. – Installing solar panels on roofs, battery storage capability on site and rainwater tanks to harvest natural resources and create a self-reliant space. – Providing end-of-trip facilities such as bike racks, water refill stations, and shaded seating. – Future allowance for charging and shared e-mobility infrastructure. – Utilising recycled or low-impact materials in construction and paving.
2. Greening and Biodiversity	– Increasing tree canopy using local native species to provide shade and support biodiversity. – Incorporating waterwise landscaping and ecological plantings that connect with local habitat corridors. – Partnering with internal Parks and Maintenance team to ensure spaces are well maintained and thriving. – Partnering with local nurseries and community groups such as Sustainable Bunbury for revegetation and stewardship. – Improving soil health through organic treatments to support planting success. – Installing interpretive signage to educate users about local flora and fauna.
3. Climate Resilience	– Utilising durable, climate-resilient plants and materials. – Incorporating Water Sensitive Urban Design (WSUD) elements such as rain gardens and permeable paving to manage stormwater. – Utilising fit-for-purpose irrigation systems, such as rainwater harvesting, supported by smart metering. – Providing educational signage on climate change impacts and design responses.
4. Community, Culture and Well Being	– Creating flexible, shaded spaces for events, gatherings and informal community use. – Integrating public art and cultural interpretation that celebrates Noongar heritage and sustainability themes. – Fostering an inclusive space that supports social connection and community health. – Enabling community-led sustainability activities such as repair cafés and reuse markets. – Engaging the community in co-design and precinct activation.

7. Implementation

7.1 Staging

									
	Rename the Precinct	Relocate Bunbury Bus Station	Make Blair Street and inviting environment for pedestrians	Connect the City and the Water	Relocate Graham Bricknell Memorial Music Shell	Breathe new life into the Heritage Building	Reimagine the Waterfront	Destination location	City Living
Timing: Year 1 < 5 years <10 years	Now	2 years	5 years	5 years	5 years	2 year	5 years	10 years	10 years
Stakeholders	TOs Wider Community	PTA	MRWA Council			Heritage Council DPLH			Developer Partners

