

# Smiths Beach Project

Project Overview

## ACKNOWLEDGMENT OF COUNTRY

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*We respectfully acknowledge the traditional custodians of the land upon which Smiths Beach stands today, the Wardandi Clan of the Nyoongar Nation.*

*We honour elders past, present and emerging whose knowledge and wisdom will ensure the continuation of cultures and traditional practices.*

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*For over 20 years this privately owned land has been zoned and ready for development – now it's time for a new vision backed by contemporary thinking and planning.*

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#### Environmentally sensitive

- Reduced density and dispersed buildings to maximise vegetation retention (larger lot sizes).
- Key habitats retained for better fauna protection.
- 41% of site transferred by owners to National Park.
- Additional 10% of site set aside as natural open space.
- Coordinated vegetation management to facilitate a sensitive, site responsive bushfire management approach.

#### Better visual response

- Buildings nestled within larger areas of retained/managed vegetation.
- Low profile and dispersed built form.
- Site specific building envelopes selected to manage visual integration.

#### Well defined, contemporary tourism offering

- Dedicated Cape to Cape Welcome Centre.
- Cultural education through immersive Aboriginal experiences.
- Diverse range of accommodation – hotel, camping, holiday homes (short stay).

#### Meaningful community assets

- New Surf Life Saving Club.
- General Store/Bakery, café, hire shop.
- Rehabilitated foreshore.
- Improved pedestrian and vehicle access to Smiths Beach and Smiths Point.
- Additional public foreshore parking.



Landscape Led Masterplan Vision



# Project Introduction

The Smiths Beach Project is a unique, world class tourism village located on approximately 40 hectares of coastal land on Smiths Beach Road, Yallingup, in the South West region of Western Australia. The project vision is to create Australia's most sensitive coastal village deeply rooted in place and culture.

The village, with natural elements unmatched in the region, is bordered by spectacular coastline and National Park. The Cape to Cape Track which spans between Cape Naturaliste and Cape Leeuwin, runs adjacent to the site and is an integral element of the Project's regional and local tourism vision. The Project is also positioned adjacent to a pre-existing tourist settlement.

The Smiths Beach Project incorporates an environmentally sensitive and landscape led design approach that prioritises the site's unique natural elements. Behind the project is a leading team of experts who share design excellence in delivering a best-practice, environmentally sensitive, development outcome. The result is a built form proposal that integrates lightly into the landscape and is sympathetic to surrounding vegetation.

At the heart of the village will be the Cape to Cape Welcome Centre, providing a curated selection of experiences for all visitors on the track and to the region, including immersive Aboriginal cultural experiences. Important new community facilities will be delivered, including the new Smiths Beach Surf Life Saving Club, a general store, café and bakery. A range of accommodation options completes the village, including a hotel, restaurant, wellness offering, campground, and Holiday Homes. The village offers something for everyone, from walkers, tourists, hotel guests and locals.

## Design Statement

The Smiths Beach Project, located on Wardandi Country of the Nyoongar Nation, is a landscape led destination that leverages the region's iconic coastline, National Park, and endemic ecology to create an authentic experience true to the Aboriginal translation of Gunyulgup Boodja - a place to rest on Country. Working in close collaboration with the City of Busselton, Aboriginal stakeholders and the local community, a comprehensive site structure weaves vegetation-bound accommodation with traditional cultural elements and the iconic beachfront through a series of nature-embedded trails.

## Our Design Vision has been formulated to achieve the following key objectives:

- **Landscape Led** - allowing the landscape to define the appropriate location for development on the site.
- **Visual Integration** - design and location of built form sensitively located within the landscape to minimise visual impact.
- **Environmental Safeguard** - protecting the site from bushfire risk and coastal erosion processes.
- **Landscape Rehabilitation** - regenerating degraded areas of the site with endemic species.



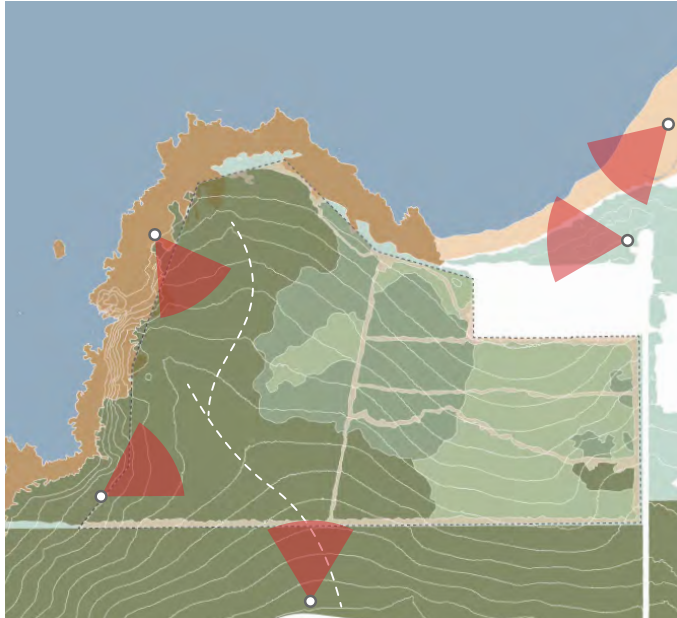
# Masterplan Objectives

The design team has adopted the approach outlined in the Smiths Beach Combined Methodologies 2004 to complete a thorough landscape, visual and environmental assessment of the site. Through the guiding principles the design of the Smiths Beach Project aims to achieve the following key objectives.



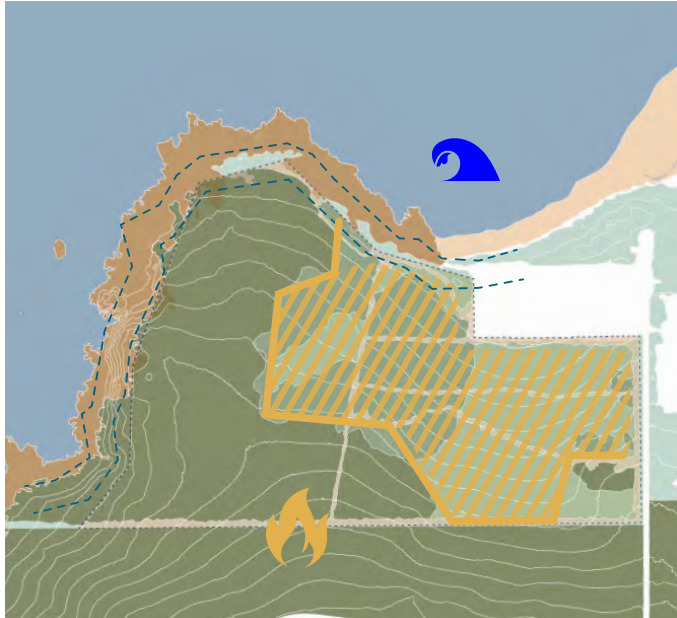
## Landscape Led

The Project seeks to establish a development footprint that responds to the natural assets of the site. Specifically, a key guiding factor for the envelope is the ‘Excellent’ quality vegetation which encompasses the western and southern portions of the site boundary. Much of this vegetation will be transferred to National Park which will provide an important ecological linkage to the existing northern and southern National Parks.



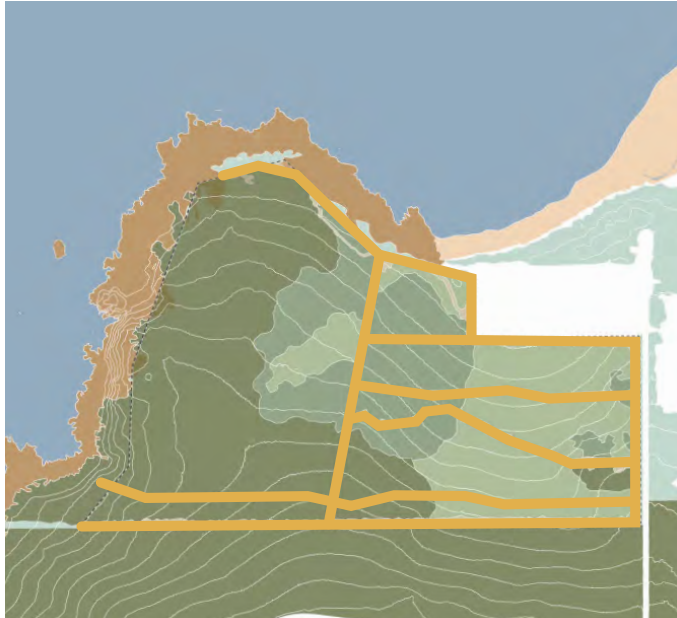
## Visual Integration

The site contains high levels of scenic amenity - the coastal topographic ruggedness, variety of vegetation communities and ocean presence defines a landscape of aesthetic significance. The visual amenity of the site taken from key external locations have been considered to best analyse and integrate the built form into the landscape as sensitively as possible.



## Environmental Safeguard

The Project utilises innovative strategies to cater for significant natural events, including coastal storm surges, climate change and potential bushfires. The Project proposes a series of setbacks and nuanced modified landscapes that respond to the site-specific context of the potential threat. These strategies have been endorsed as part of the design process to ensure a safe and resilient community for the years to come.



## Landscape Rehabilitation

The introduction of firebreaks and vehicular tracks throughout the site has produced large portions of degraded habitat creating visual and environmental scars that traverse through the landscape. The Project proposes a revegetation framework to transform these scars back to a regenerated state by using planting palettes of endemic species.



# Masterplan

## Community & Tourism Offer

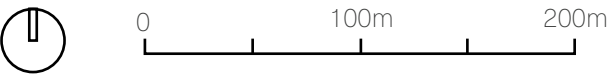
The Smiths Beach Project recognises its significance as an iconic tourism destination for the South West.

A landscape led process has informed a design that is sympathetic to the site's context and landscape features and qualities.

A sustainable offering of tourist accommodation is provided in conjunction with key community assets located adjacent to the foreshore for accessibility to all members of the public.

### LEGEND

- 1. Cape to Cape Track
- 2. Hotel Arrival
- 3. Restaurant
- 4. Universal Beach Access
- 5. Yarning Circle
- 6. Cape to Cape Welcome Centre
- 7. Surf Life Saving Club
- 8. Café & General Store
- 9. Smiths Lane Public Parking
- 10. Campground Facilities
- 11. Service Infrastructure





High level of retention of Peppermint Woodland in the Campground which is key fauna habitat.

Dispersed nature of built form allowing for the retention of tree canopy to improve visual integration of dwellings.

Road network working with the contours of the site to limit vegetation clearing.

Limited existing canopy to assist with visual integration therefore built form is single storey and sited to retain key vegetation stands.

Priority Ecological Communities and 'Excellent' vegetation forming part of land being transferred as National Park.



Artist impression of Development from Smiths Beach

Existing Canal Rocks apartments

Revegetated foreshore with clearly defined pedestrian and vehicle accessways to ensure protection of vegetation.