



*Future of
Fremantle*

Future of Fremantle

Place and Economic Vision

November 2024





Kaya kaya kaya

Koora yey benang kalyakoorl nitja nyung boodjar.

Nih, nyinning, kitkit kaartjin nyulluk waangkiny.

Yeye alidja djineng kylie, kulbardi, yoon njamin nyung mangkatj wer borda wer kuliny nitja.

Djinang moombaki kep worl. Nitja ngaank, boorong nyung boodjar nyulluk boodjah nitja noonook boodja. Nitja nyung mia nitja noonook mia. Nyulluk wortkoorl boodjar.

Nidja nyung boodjar.

Nidja noonook boodjar.

Nidja nyulluk boodjar.

Freda Ogilvie

Noongar Elder

Member Future of Fremantle Planning Committee

Hello hello hello.

From the past, the present and the future, we acknowledge the Elders, our teachers, and our leaders. They are the archives, libraries and keepers of the language, culture and stories of the Whadjuk people.

Listen, sit, laugh, and learn about our language, that is passed down through oral traditions, story, and art.

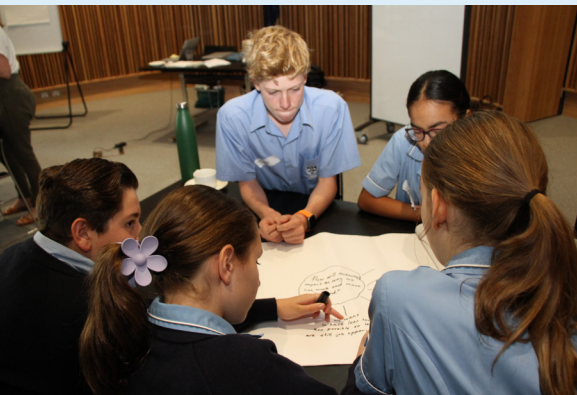
Over there on the green grass the bobtail roams and like the flight of the boomerang, the magpie flies across the river and feeds on the sweet Banksia fronds.

Look up and down the land to where the river meanders and meets the horizon. Look at the sun which warms the land and feel the rain which nourishes and encourages growth.

This is my country.

This is your country.

This is our country.



FROM THE FUTURE OF FREMANTLE PLANNING COMMITTEE

Imagining a vibrant future for Fremantle | Walyalup's iconic inner harbour port precinct has been both a privilege and a challenge for those of us who have participated in this innovative planning venture.

The Fremantle Inner Harbour has for many thousands of years been a place where people have come together to meet and trade. It embodies the spirit of Fremantle and the wider Western Australian community – resilient, adaptable, hardworking and welcoming. From its inception, the Future of Fremantle Planning Committee has been acutely aware that any future social and economic proposal for the site once the container operations shift to Kwinana through the Westport initiative, must capture and reflect these values as well as the area's cultural importance to local Traditional Owners. We hope we have achieved this.

A hallmark of the Future of Fremantle project has been a genuine commitment to listen to as many voices as possible. Through extensive consultation – open days, workshops, design forums, focus groups and online surveys – we have heard from more than 1,000 people.

I thank the State Government for its foresight to establish this initiative. In particular, the Future of Fremantle Planning Committee remains grateful for the support and generous contributions of the many people from the Noongar and wider Aboriginal community who participated in the engagement opportunities and have shared the deep cultural significance of the site and its surrounds with us. The Committee was also inspired by the strong, positive values and innovative ideas expressed by the many young people who participated.

We have now distilled the thousands of diverse comments, suggestions, ideas and proposals to help shape a comprehensive vision for the port precinct's future transformation over the next 50 years and beyond.

The result is a bold and ambitious proposal that will unlock the site's unparalleled potential across six unique precincts as a future global waterfront city. It will reconnect Fremantle | Walyalup with its waterfront. It creates a pathway to deliver a range of homes, open spaces and supporting infrastructure for 55,000 new residents. It has potential to support 45,000 new jobs and to generate \$13.6 billion in gross state product annually. Most of all, it will be a place that demonstrates a genuine respect for our incredible natural environment and supports people carrying out their lives in a way that is both rich and sustainable.

Our delivery of this report presents a considered and comprehensive social and economic strategy for future generations to draw from; and a realistic and workable vision that reflects the inner harbour's historic role in shaping Western Australia while also detailing its future as an exemplary waterfront destination.

Thank you to all involved.

Jane Bennett
*Chair | Future of Fremantle Planning Committee,
on behalf of the Western Australian Planning
Commission*

ABOUT THE FUTURE OF FREMANTLE PROJECT

The Future of Fremantle was borne out of the State Government's decision recommending Kwinana as the preferred location for a new container port to meet Western Australia's long term freight needs.

The Future of Fremantle Planning Committee was established by the State Government to develop a vision for the redevelopment of Fremantle | Walyalup's Inner Harbour port district in collaboration with the community and wider stakeholders.

The State Government's Westport program is planning for how and when the future container port will be built, how it will operate and a timeline for the move. Fremantle | Walyalup will continue to operate as Perth's main port until that time.

On behalf of the Future of Fremantle Planning Committee, the Department of Planning, Lands and Heritage (DPLH) led a comprehensive planning process throughout 2023 to establish a shared, 50-year place and economic vision for the transformation of this iconic Inner Harbour. The project was delivered in three phases:

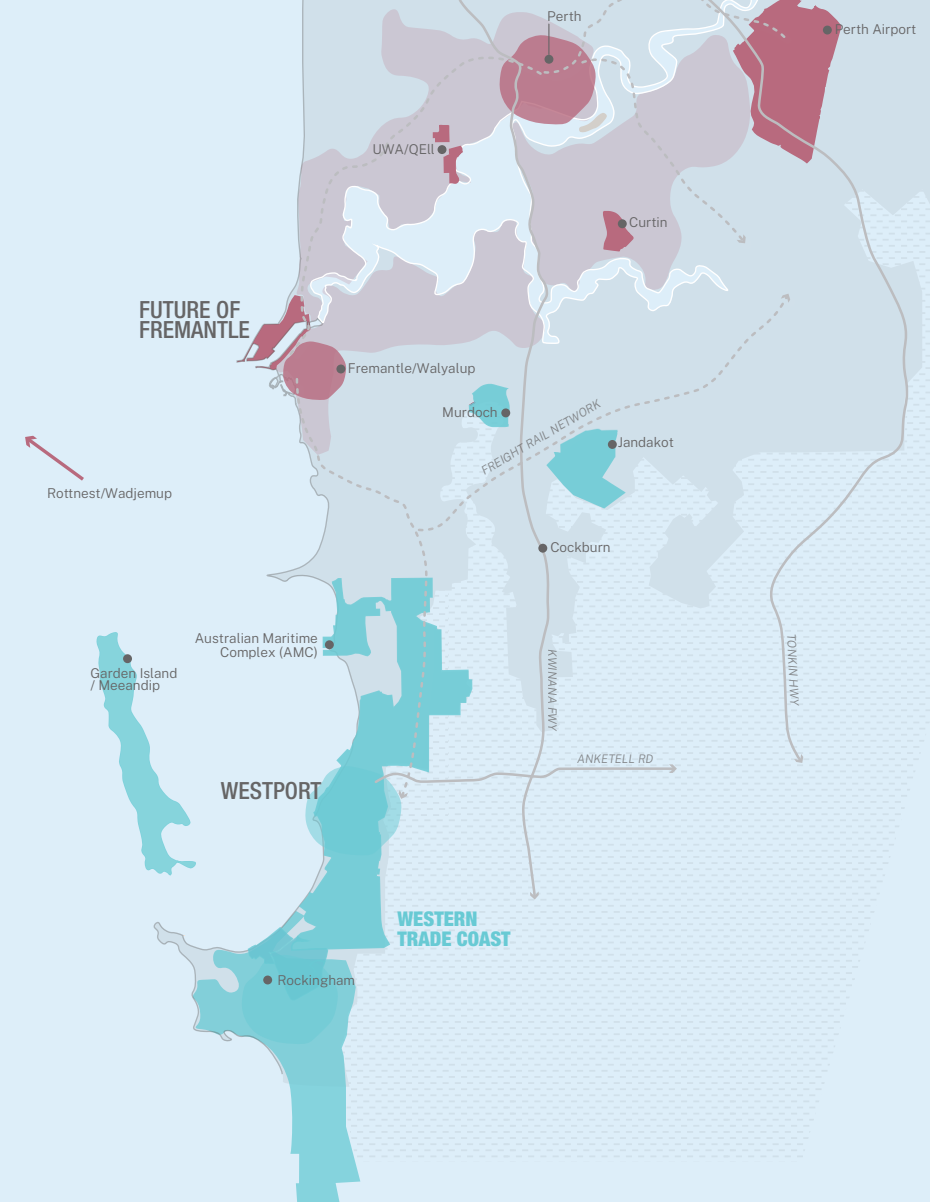
- **Phase one** –involved early stakeholder engagement, background technical studies, site and context analysis, case study research and analysis of global trends.
- **Phase two** –involved an extensive collaborative visioning and design process to develop a shared vision and three preliminary land use scenarios in partnership with community and key stakeholders.

- **Phase three** –identified a preferred place and economic vision and a supporting vision elements plan for the consideration of the Western Australian Government.

A cornerstone of the approach was more than 150 hours of interactive engagement with government, industry and the community, which involved more than 1,000 participants and included Aboriginal Elder workshops, community visioning days, youth focus groups and a six-day Place Design Forum.

A significant body of technical work also informed the process. This included baseline investigations focused on environment, heritage, asset conditioning, geotechnical studies, global trends and case studies. It is also underpinned by an Aboriginal cultural heritage assessment, strategic economic analysis, and transport modelling.

The process enabled many voices to be heard, to shape and inform the vision.



PROCESS

Background Research and Preliminary Engagement

Place and Economic Directions

Collaborative Visioning and Design

Emerging Vision and Three Preliminary Scenarios

Community Advertising and Input

Place and Economic Development Vision

Recommended Place and Economic Development Vision to Western Australian Government

INTRODUCTION

IMAGINING A GREAT WATERFRONT CITY

Fremantle | Walyalup has always been a place of connection, trade and exchange. A significant place for Whadjuk Noongar people for over 60,000 years, and for 120 years home to a working port – a key economic driver for the local community and Western Australia. The Future of Fremantle project is a once-in-a-generation opportunity to imagine the transformation of the 370-hectares of port land and waterways and reinforce Fremantle | Walyalup as one of the world's great waterfront cities.

Future of Fremantle has established a bold and ambitious 50+ year vision to make the most of the unparalleled potential of infrastructure, land and water-based assets of the Inner Harbour, and define a new role for Fremantle | Walyalup as a strategic city of the south

In doing so, future lifestyle choices have been explored, and the potential economic and social benefits that can be achieved from redevelopment of the Inner Harbour have been revealed.

By pivoting the economic focus to export industries aligned with the State's economic diversification agenda, the Future of Fremantle will unlock prospective opportunities to transform the city into a global destination. This includes highly desirable investment credentials with the capacity at full build-out for:

- 45,000 new jobs within diversified industry sectors
- 55,000 new residents, including 8,000 students
- 20,200 households, including 2,400 affordable dwellings
- \$800 million new annual consumption expenditure across wider Fremantle | Walyalup and North Fremantle
- \$1.7 billion potential annual uplift through high-value industry clusters
- \$13.6 billion in gross state product annually.

This means the Future of Fremantle could help to reinforce Western Australia as a leading economy in the Indian Ocean Rim and Fremantle | Walyalup's ongoing evolution as one of the world's great waterfront cities in which to live, work and visit.

Purpose of this report

The *Future of Fremantle Place and Economic Vision* report represents the culmination of feedback and detailed analysis undertaken over a 12-month process. It provides an overview of findings, opportunities and recommendations covering the following components:

- 1. Future of Fremantle Vision** | Defining a long-term shared Vision to create one of the world's great waterfront cities. The Vision is supported by five Vision Goals and a Vision Elements Plan to unlock the socio-economic potential of the site.
- 2. Strategic Context** | An overview of the priority considerations and opportunities that have informed the 'Future Place and Economic Role' of the project.
- 3. Stakeholder Engagement** | Outlining the comprehensive and highly collaborative engagement process and a summary of key considerations identified by the participants.
- 4. Place and Economic Development Framework** | Providing additional information on how the vision may be delivered through a series of Place and Economic Directions and Desired Outcomes.
- 5. Precinct Response** | Identifying six unique precincts to bring the vision to life, and the economic, place and infrastructure assets that may support the renewed functions.
- 6. Towards the Vision** | Summarising delivery considerations, principles, and potential phasing aligned to economic development priorities and enabling infrastructure.

As a 50+ year long-term proposition, the Place and Economic Vision report is not intended to predict the future.

Its purpose is to provide an enduring document that assists in identifying opportunities and ideas to guide strategic decision making and the collective effort / further investigation required to begin working towards an aspirational outcome.



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01 FUTURE OF FREMANTLE VISION

Through big picture thinking and sharing of ideas, an enduring and bold long-term vision has been established to create one of the world's great waterfront cities. The vision responds directly to the strategic opportunities of the site and the significant feedback received through an extensive stakeholder engagement process.

It also represents a paradigm shift that supports new ways of living, working and moving into the future, recognising that the world and Perth will be a vastly different place over the 50+ year vision timeframe.

The vision is supported by five vision goals and captured spatially within a flexible and adaptable vision elements plan. The plan identifies key moves to unlock the socio-economic potential of the site, and together with a place and economic development framework, provides a guide for long-term strategic decision making.



Visualisations are for illustration purposes only.

FUTURE OF FREMANTLE VISION STATEMENT

Sitting proudly on the world stage, the Fremantle Inner Harbour will be transformed into a contemporary and progressive waterfront district, steeped in character and experiences reminiscent of its age-old tradition as a place for cultural connection, trade and exchange.

In supporting the economic diversification of Western Australia, the redevelopment will strengthen Fremantle | Walyalup's existing economy through investment in high-value strategic industries and infrastructure to unlock new jobs for the future.

As a socially diverse community rich in creativity and spirit, people from all walks of life will feel welcome to come together, meet and connect, enriching Fremantle | Walyalup's legacy of delivering shared prosperity.

By reconnecting the City to the water, the Fremantle Inner Harbour will become an exemplary waterfront destination, complete with advanced technologies, renowned green spaces and diverse experiences that offer fresh lifestyle opportunities to celebrate and enjoy the river and sea.

Through storytelling and world-class tourism assets that celebrate its unique Aboriginal culture and port heritage, together with an enduring respect for place character, it will reinforce Fremantle | Walyalup as an eclectic, dynamic and resilient waterfront city and one of the world's great places to live, work and visit.



FUTURE OF FREMANTLE VISION

VISION GOALS

Five vision goals have been identified to outline critical elements to achieve the long-term vision. They provide the foundation for key spatial moves and a structure to the Place and Economic Development Framework outlined in Chapter Three of this report.



GROW AN ECONOMY FOR THE FUTURE

Fremantle | Walyalup's Inner Harbour will continue to be a place of trade and exchange, acting as Australia's western gateway to the world. It will be home to high-value, industry clusters around blue and green economy, tourism, creative industries, and Aboriginal enterprise, creating new jobs to support Fremantle | Walyalup and the State's economic diversification agenda.



REFLECT FREO'S | WALYALUP'S IDENTITY

Diverse coastal, waterfront and creative experiences will cultivate lifestyle opportunities and enrich Fremantle | Walyalup's identity. World class tourism assets and cultural / creative storytelling will celebrate Aboriginal culture alongside port heritage, becoming a socially diverse community rich in creativity and spirit.



RECONNECT LAND AND WATER

As a net zero carbon development with a heightened focus on mitigating climate change, the Future of Fremantle will reconnect Fremantle | Walyalup to the river and sea. Abundant green open spaces, natural landscapes and river edges, will combine with infrastructure to protect the coastline, supporting resilience and commercially aligned investment opportunities.



DIVERSE AND HEALTHY

Equitable opportunities for all people and cultures will be provided, delivering genuine housing diversity and social infrastructure to support healthy, connected communities. Harnessing spectacular views with visually striking buildings that stand proudly across the harbour, it will reorientate the growth of Perth, supporting consolidation and providing a blueprint for sustainable urban living.



WALKABLE AND WELL-CONNECTED

Future of Fremantle will be served by a transport network that prioritises the movement of people to enable easy and safe access for all ages and abilities without a car. World class, innovative transport solutions will help to strengthen links with Fremantle | Walyalup, unlock investment potential and support high intensity, mixed land uses.



Visualisations are for illustration purposes only.

FUTURE OF FREMANTLE VISION

PRECINCT ROLES

Given the significant scale of the site, **six unique precincts** have been identified as logical organising elements to bring the vision to life. The precincts are assigned a clear role and purpose based on existing infrastructure, potential floorspace supply, alignment of activities to place character, and connectivity to strategic assets. With deliberately flexible boundaries, the precincts will help to collectively position Fremantle | Walyalup as a global waterfront city.



Rous Head

With a mix of prime headland views and iconic crossings, working marinas and creative maker spaces, Rous Head will reflect the essence of Fremantle Port's industrious past.



North Quay

Boasting magnificent open spaces, waterfronts and car-free living opportunities, North Quay will set a new benchmark for healthy, sustainable lifestyles in Western Australia.



Leighton

Leighton will lead the way in housing diversity and innovative transport solutions becoming a high amenity and integrated coastal neighbourhood.



North Fremantle

North Fremantle will become a bustling cityhub, helping to reposition Fremantle | Walyalup as a strategic city of the south and key player in the Indian Ocean Rim.



South Quay

South Quay will be transformed into a modern waterfront destination. It will redefine harbour and riverside living and working in Perth.



Victoria Quay

Victoria Quay will become Australia's iconic western gateway – a world class tourism, creative and arts precinct and a globally recognised must-visit destination.



FUTURE OF FREMANTLE VISION VISION ELEMENTS PLAN

To deliver the vision and goals, a series of key spatial moves has been identified and captured within a flexible and adaptable **vision elements plan**. The plan provides a high-level guide to inform future decision-making, and a roadmap to unlock the socio-economic potential of the site.

The vision elements plan captures the critical spatial enablers required to deliver a high intensity, mixed-use outcome for the Future of Fremantle, with capacity for 45,000 jobs and 55,000 residents.

This level of development makes the most of the unparalleled potential of land, infrastructure and amenity, is aligned to global best practice, and is commensurate with the shared ambition embedded within the Vision and Goals.

The strong focus on economic job creation aligns with the State Government's diversification goals and strategic intent for the Western Trade Coast, building on Fremantle | Walyalup's existing assets and emerging competitive advantages. As a 'jobs positive' development, it also helps to safeguard the economic health and competitiveness of Fremantle | Walyalup as the port transitions in the future.

Balancing this economic focus with new, medium and high-density residential development brings vitality and activity to Fremantle | Walyalup and the Inner Harbour and is aligned with proven urban consolidation principles. This includes accommodating enough people to support everyday services, facilities and social infrastructure, as well as housing options that support a socially diverse community.

Achieving a relative balance between job and resident numbers also helps to accomplish the principle of self-containment, providing people with the opportunity to live, work and recreate locally, and limiting impacts on the regional transport network.

To support these land-use outcomes, the vision elements plan seeks to enhance the amenity and unique place qualities of the site. New public space destinations make the most of its waterfront aspect, and green links between the river and the coast amplify the exceptional and special place qualities.

Together with significant gestures to celebrate Aboriginal culture, the adaptive re-use of heritage assets, new landmark building opportunities and spaces for creativity and cultural exchange, these elements will help to create a unique identity, that attracts investment, talent and people to the site.

A world class land and water-based transport network, together with sustainable and innovative transport initiatives, will prioritise the movement of people and reconnect the site. A combined policy and infrastructure response will be critical in achieving the land use vision and unlocking its investment potential.

These interrelated outcomes provide the foundation to realise the vision and goals. Key spatial moves captured within the vision elements plan are identified on the following pages.



FUTURE OF FREMANTLE VISION

VISION ELEMENTS PLAN



GROW AN ECONOMY FOR THE FUTURE

Catalyst infrastructure to support the creation of high-value, diversified industry clusters, including:

- **Employment Capacity:** Provision of floorspace capacity, infrastructure and economic development initiatives to support 45,000 jobs in target industry sectors.
- **Precincts:** Designation of six integrated precincts with a clear place and economic purpose that contribute to strategic job creation through:
 - **Victoria Quay:** A world class creative industries, tourism and destination economy, anchored by iconic infrastructure, short-stay accommodation and a world-class cruise terminal.
 - **North Fremantle:** A globally recognised, innovation district anchored by research and development institutions and providing space for head offices, global anchor tenants and next generation creative technology.
 - **Rous Head:** A productive working harbour providing infrastructure and common user facilities to support high value marine and ocean industries, green technology and marine servicing / engineering.



REFLECT FREGO'S | WALYALUP'S IDENTITY

Begin with Country, history and heritage to create new lifestyle opportunities and enrich identity, including:

- **View Line:** Protection of the Cantonment Hill | Dwerda Weelardinup to Rottneest Island | Wadjemup view corridor as part of recognising the Aboriginal cultural significance of the site.
- **Waterfront Nodes:** Identification of waterfront nodes, being key points of water-based activity that help to define adjacent land use and activation opportunities, including:
 - Oceanfront destinations: North facing beach and Port Beach regional coastal node.
 - Harbourside Attractions: South Quay, North Fremantle and North Quay waterfront nodes.
 - Activity Drivers: Rous Head working harbour, cruise terminal and Victoria Quay (slipways).
- **Heritage Building:** Protection and adaptive re-use of existing heritage assets.



RECONNECT LAND AND WATER

An abundance of green open spaces, natural landscapes and accessible river edges and coastal destinations, including:

- **Waterfront Access:** Eight kilometres of public waterfront access to connect and celebrate the water's edge.
- **Green Connections:** Designation of key green open space connections covering upwards of 20% of the site's total land area, including:
 - Continuation of the Coastal Foreshore Reserve
 - Generous river to coast connections
 - Harbourside green spaces.
- **Coastal Protection and Management Investigation Area:** To further define an appropriate 'protect' response to coastal erosion at Sandtrax, Port and Leighton beaches, that maintains a sandy beach environment.

FUTURE OF FREMANTLE VISION

VISION ELEMENTS PLAN



DIVERSE AND HEALTHY

High-intensity and mixed land-use to support healthy, accessible and connected communities, including:

- **Residential Capacity:** Provision of floorspace capacity to support 55,000 residents and target minimum densities of 15,000 people per square kilometre within each precinct.
- **Landmark Sites:** Identification of potential landmark sites that provide opportunities to define the urban environment, create amenity, cultural attractions and generate economic activity.
- **Social Infrastructure:** Provision for community infrastructure to support a diverse community, including spaces for primary and secondary education and training, health and wellbeing, arts and culture and sport and recreation.



WALKABLE AND WELL-CONNECTED

Transport infrastructure to support the land use vision and 70% sustainable mode share target, including:

- **Cross Harbour Connections:** A fixed bridge at James Street; and a potential moveable active transport bridge at Victoria Quay to maintain a close spatial and economic relationship between new and old Fremantle.
- **Mid-Tier Transit:** Providing local public transport connectivity to each precinct, and indicative potential future connections beyond the site boundary.
- **Heavy Rail:** An upgraded Fremantle Train Station and potential relocation of the North Fremantle Train Station further south to facilitate a seamless interchange with the proposed mid-tier transit system.
- **Key Street Connections:** Multiple road connections to/from North Quay to improve access and reduce pressure on North Fremantle.
- **Active Transport Connections:** Identification of new active transport connections to re-connect Fremantle and North Fremantle to the site.
- **North Fremantle Connectivity Investigation Area:** To identify an integrated transport solution for the location and design of the North Fremantle Station, Curtin Link, re-alignment of Tydeman and Port Beach Roads, and active transport connections to North Fremantle town centre.



02 STRATEGIC CONTEXT

A *Place and Economic Directions report* was prepared to understand the local, district and community priorities that can drive the delivery of social value; and broader influences including global, state and city-wide trends that can position the site for economic prosperity.

This analysis, together with feedback received from the community and key stakeholders, has been used to define a future Place and Economic role and the strategic opportunities and challenges that will need to be addressed. The following chapter is a summary of this work, providing context to the Place and Economic Development Framework outlined in Chapter Four.



Visualisations are for illustration purposes only.

STRATEGIC CONTEXT

CONNECTION TO COUNTRY

The Fremantle | Walyalup area is rich in Aboriginal history and holds great cultural importance to the Whadjuk Noongar people. Future of Fremantle will protect and preserve Aboriginal culture - sharing stories, truth-telling, supporting reconciliation and creating future prosperity.

For thousands of years Aboriginal people have been here in Fremantle | Walyalup. Located at the mouth of the Swan River | Derbarl Yerrigan, the land and waterways around Fremantle | Walyalup represent highly significant spiritual relationships.

It is the birthplace of many important Dreaming stories between people, land, freshwater and the sea, and there are several culturally significant sites in the area as well as important songline connections. The Seven Sisters Dreaming is linked to Fremantle, forming one of Australia's most significant songlines, from the Central Desert to the western coastline.

Fremantle | Walyalup had a ritual role as a place of trade, camping, meeting and funerary rites. Walyalup means 'the crying place' or 'place of tears' - deceased would be buried in the sand dunes. Singing and mourning would start so that the deceased could go on their next journey into the spirit world, across the sea to Rottnest Island | Wadjemup and beyond.

Fremantle | Walyalup was also the first Noongar sighting of the British fleet's arrival. It was one of the first places that Noongar people experienced the full impact of colonisation including massacres, forced removal, the loss of land, cultural loss and incarceration.

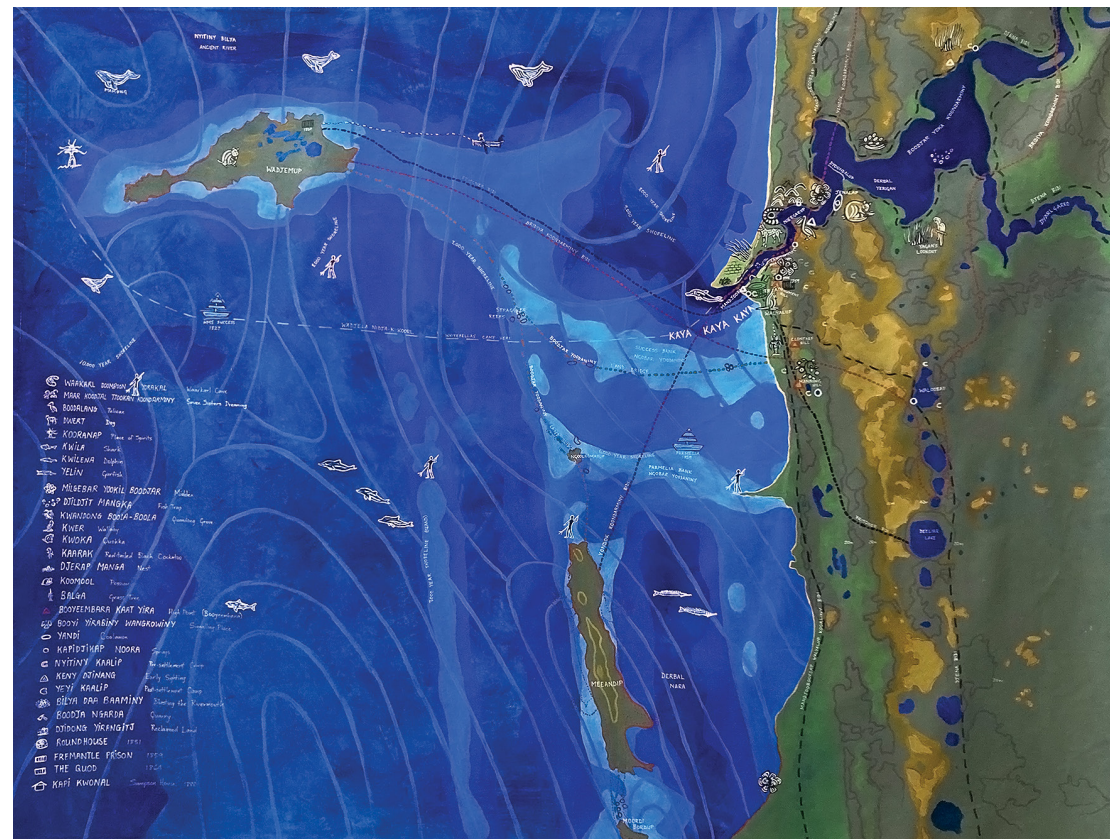


Image Credit: Mapping Boodjar, Walyalup | Fremantle - Noongar Boodjar Language Cultural Aboriginal Corporation, 2022

THE ANCIENT DREAMING

The Waarkal/ Waagal (Rainbow Serpent) story and how it created the land, sky and waterways.

Waarkal/ Waagal (Rainbow Serpent) and Yondock (crocodile) story and the creation of Rottnest Island | Wadjemup, Carnac Island | Ngooloomayaup, Cockburn Sound | Derbal Nara, Garden Island | Meeandip and the Swan River | Derbarl Yerrigan.

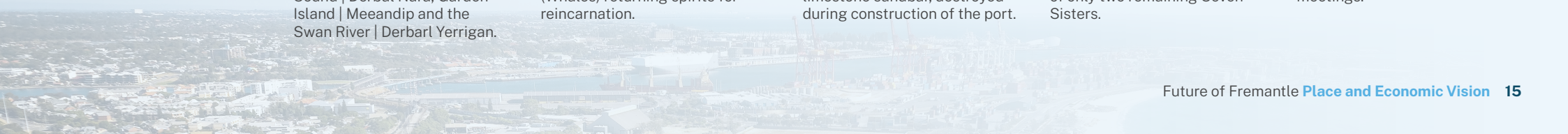
Kooranup, Noongar spirituality depicts how the spirits travel to Dreaming after death. Miya/mia - Fremantle | Walyalup - Rottnest Island | Wadjemup - Kooranup (Place of Spirits) - Mamang (Whales) returning spirits for reincarnation.

KEY LOCATIONS

Djoondle - Sandbar
It is said that the Waagal placed the crocodile's tail at the mouth of the Swan River | Derbarl Yerrigan to prevent salt water from entering; this became a limestone sandbar, destroyed during construction of the port.

Cantonment Hill | Dwerda Weelardinup
The area means 'Place of the Dingo Spirit'; the peak is also referred to as Walyarup, which means 'Sea-Eagle Nest'. It is one of only two remaining Seven Sisters.

Rottnest Island | Wadjemup
6,500 years ago, when still connected to the mainland, Wadjemup was used by the Whadjuk Noongar people for important ceremonies and meetings.



STRATEGIC CONTEXT

AN EVOLVING PORT-CITY RELATIONSHIP

For 60,000 years, Fremantle | Walyalup was a place for social gathering and a significant place of trade and exchange for Whadjuk Noongar people. More recently, Fremantle | Walyalup's rich history has emerged through an evolving port-city relationship. Future of Fremantle will draw on this heritage and strengthen Fremantle | Walyalup's reputation as one of Western Australia's most cherished places.

Early Port City 1829 – 1897

Fremantle | Walyalup and the Port share a close spatial and functional relationship, being located in and around Bathers Beach | Manjaree. City growth is heavily influenced by local resources, colonial ideology and key global events of convict arrival and a mini wool boom.

Expanding Port City 1900s

Rapid commercialisation and industrial growth necessitates port development beyond the city confines, with blasting of limestone and sand shoals at the mouth of the Swan River | Derbarl Yerrigan, reclamation of land and construction of North Mole. City population, infrastructure, and social life flourish on the back of state growth. Fremantle | Walyalup is heavily connected to global conflicts and events.

Modern Industrial Mid 20th Century

Industrial growth, especially the oil refinery, requires separation and space resulting in further reclamation and expansion of North Quay. Post war economic expansion makes Fremantle a gateway to international migration.

Waterfront Retreat 1960s – 1990s

Changes in maritime technology, particularly container trade and roll on roll off, induce growth of separate industrial areas, with a large-scale modern port consuming land, water and space. Vacant spaces appear (due to changes in space requirements and technology) and initiatives to protect heritage, support creative industries and instigate urban renewal begin.

Port City Renewal 2000s onwards

Globalisation and intermodalism transform the port's role. Urban redevelopment begins to enhance integration and relationship between water and the city with new uses such as education, tourism, cultural, and food and beverage helping to pivot Fremantle | Walyalup's role and identity.



A CONTINUING ABORIGINAL STORY: HISTORICAL AND CONTEMPORARY

First point of contact

Fremantle | Walyalup was the first Noongar sighting of the arrival of the first British ships to Fremantle. It is a place where Noongar people experienced the full impact of colonisation with sites like the Round House, Rottnest Island | Wadjemup and Fremantle Prison all deeply connected to this period.

Truth-telling

Between 1838 and 1931, 3,700 male Aboriginals from around the state were sent from Manjaree | Bathers Beach to serve in prison on Rottnest Island | Wadjemup. Noongar women used to light fires along the beach to send signals to the Aboriginal prisoners at Rottnest Island | Wadjemup.

It is reported that 369 prisoners died and are buried at an Aboriginal cemetery within the Thomson Bay Settlement. The prison closed in 1904, although prisoners were deployed to build roads and other works up until 1931.

Forced resettlement

In the early decades of the twentieth century a phase of exclusion applied, which prevented Aboriginal people from accessing Fremantle | Walyalup. In the 1960s forced resettlement of Aboriginal people from the south-west to suburbs such as Coolbellup and Hamilton Hill took place, and the stolen generation began.

STRATEGIC CONTEXT

A NEW WATERFRONT CITY RELATIONSHIP

In many ways the Future of Fremantle project is about the evolution of an urban renewal process that continues to redefine Fremantle | Walyalup’s relationship to Perth and the state.

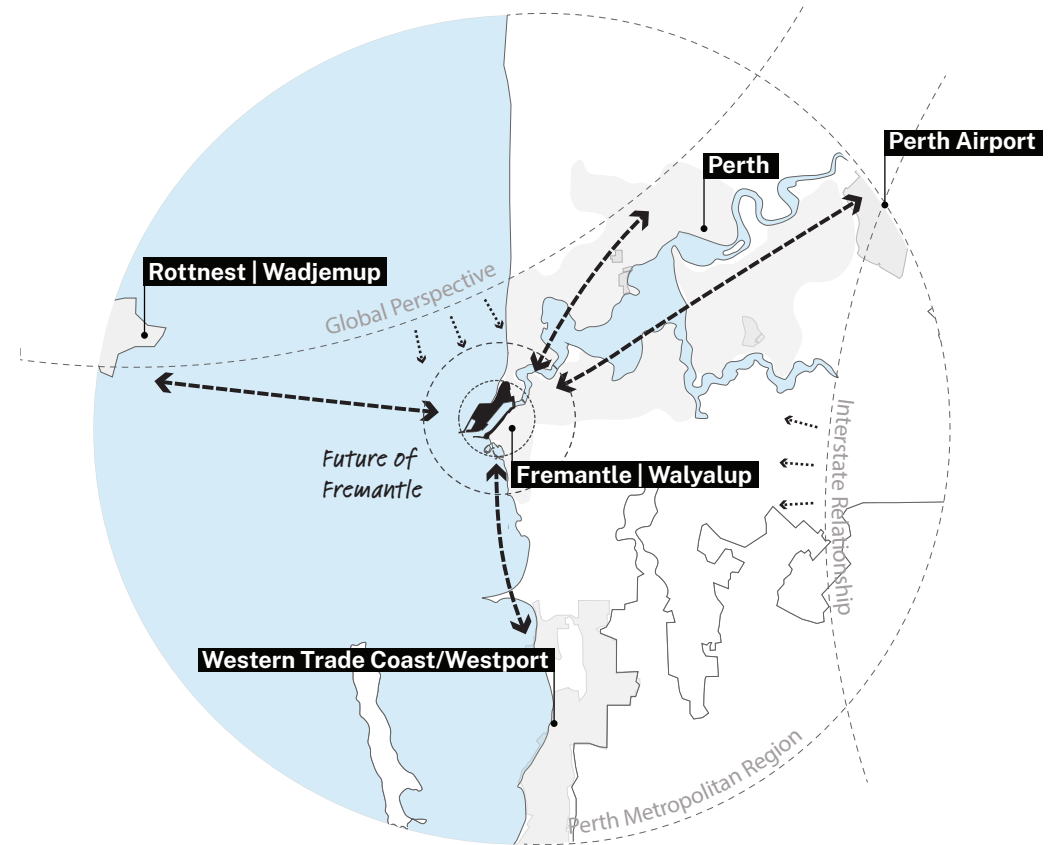
The Inner Harbour has a defining history, heritage and character that contributes significant meaning and attachment.

After many changes to the relationship between the port and Fremantle | Walyalup, it is a place that is now much more than a port city. Its urban structure and buildings have allowed for Fremantle| Walyalup’s evolution to become a burgeoning education, tourism, cultural, creative and innovation centre that continues to redefine its relationship with the water.

Reclamation and expansion of the port over time has created a site of significant scale. At 260 hectares (370 hectares including waterways), the site is comparable in size to large scale national and international redevelopment projects, including Darling Harbour (Sydney), HafenCity (Hamburg) and Canary Wharf (London).

Whilst each project is unique, these major global redevelopments have all demonstrated the potential to accommodate a significant number of new residents and workers and define a new relationship with their city.

Given its scale, waterfront location and amenity, the redevelopment of the Inner Harbour will reshape Fremantle | Walyalup’s future role, and its relationship with Perth’s global brand, urban structure and movement patterns.



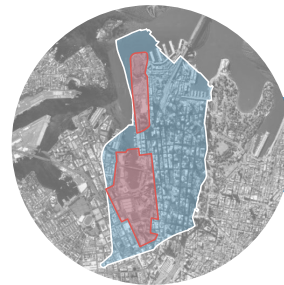
SCALE COMPARISON



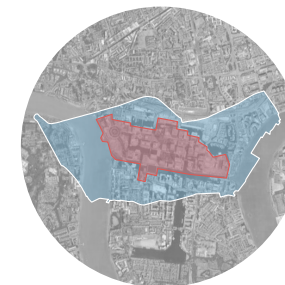
SITE



PERTH CBD



DARLING HARBOUR SYDNEY



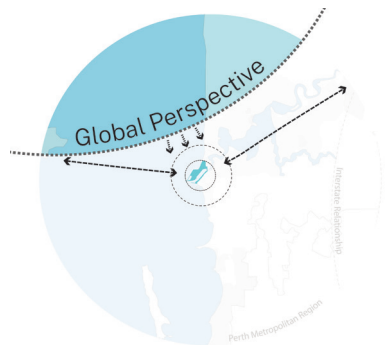
CANARY WHARF LONDON

STRATEGIC CONTEXT

PLACE AND ECONOMIC ROLE

Through leveraging its unique locational and competitive advantages, Future of Fremantle has the potential to sustain and strengthen Fremantle | Walyalup's local economy and contribute to Western Australia's regional and state prosperity over the next century.

Aligned to strategic government direction, stakeholder ambition and global best practice, Future of Fremantle's place and economic role is to:

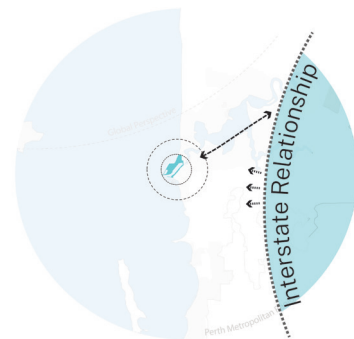


Be a leading gateway in the Indian Ocean Rim

Become a hub for global knowledge exchange, innovation and tourism that supports the rapidly emerging Indian Ocean Rim economies.

Strategic Opportunities and Challenges

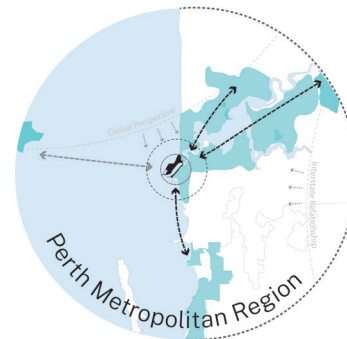
- Develop, attract and retain talent
- Welcome international residents, students and tourists
- Unlock the potential of time-zone and geography



Drive state economic diversification

Support the development of major industries including international education and research, shipbuilding design, defence, tourism, and creative industries.

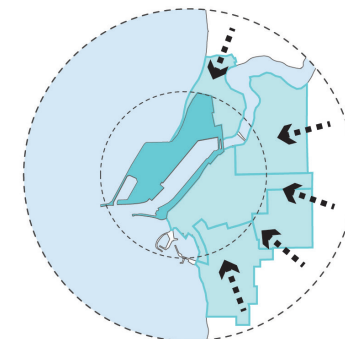
- Support innovation and knowledge creation
- Provide attractions and housing for knowledge workers
- Support the shift to a decarbonising economy



Leverage regional competitive advantages

Build on the significant economic opportunities being developed in the Western Trade Coast strategic industrial area by being an epicentre of talent and attraction, research and development, and a highly attractive location for business headquarters and residents.

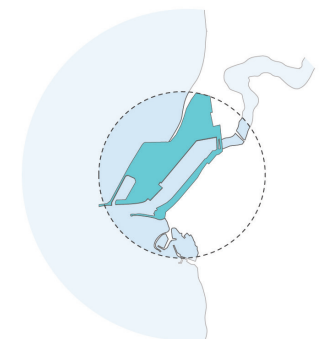
- Deliver consolidated, sustainable growth to support Fremantle | Walyalup and the southern growth corridor
- Unlock the amenity and economic potential of the ocean and the river
- Improve regional transport accessibility to support economic growth



Support Fremantle's evolution

Build the population, employment and industry base that supports Fremantle | Walyalup and North Fremantle to thrive as local communities and economies, while helping to carefully manage the transition of existing port jobs.

- Enhance the unique identity and character of Fremantle and North Fremantle
- Build competitive advantages associated with the blue economy
- Provide infrastructure that connects the site with existing communities



Be a self-sufficient waterfront city

Support an intensity of uses that allow people to live and work locally by providing unrivalled amenity and delivering a diversity of jobs, housing and recreation opportunities for the whole community.

- Connect the site to the water's edge
- Remediate and green the site and respond to climate change impacts
- Leverage water-based infrastructure and heritage as foundations for the economy

03 STAKEHOLDER ENGAGEMENT

Future of Fremantle has been supported by a comprehensive and highly collaborative 12-month engagement journey that has involved hundreds of stakeholders representing all levels of government, business, locals and the broader community.

The extensive feedback received has been used to directly shape and inform the vision, goals and supporting strategies reflected in this Place and Economic Vision. The shared vision now provides an enduring foundation to begin building a proud legacy for Fremantle | Walyalup and all Western Australians into the future.



STAKEHOLDER ENGAGEMENT PROCESS

A cornerstone for the Future of Fremantle project has been the development of a collaborative and shared vision between the government, industry and the community.

The significant community connection to Fremantle was acknowledged at the outset, and ideas and feedback were sought from a diverse audience to assist in capturing the essence of the place, its people and visitors, and ensure the vision reflected local values and priorities.

This resulted in a comprehensive 12-month engagement program involving all levels of government, business, locals and the broader community, with a strong focus on highly interactive visioning and design activities and engagement with hard-to-reach members of the community. The geographical reach from where feedback has been received included Fremantle and North Fremantle and extended to the wider Perth metropolitan area and regional Western Australia.

The engagement activities have included: focus groups and workshops; visioning and open days; targeted meetings and youth workshops; Aboriginal Elders workshops and videos; and online surveys. These activities were supported and promoted through e-news, social media and blogs, in addition to traditional local and regional media outlets (print, radio and TV). Two reports ([Place and Economic Directions](#) and [Future Scenarios and Emerging Vision](#) reports) were also published and advertised, providing an opportunity for the broader community to shape direction at strategic project milestones.

At the heart of the process was a two-part, six-day Place Design Forum that helped shape an emerging vision and goals, as well as the creation of three different scenarios. The three scenarios considered different economic roles for

Fremantle's Inner Harbour, and presented a range of ideas and possibilities that could be delivered over a 50-year time horizon. Each scenario was designed to test aspirations and understand priorities and trade-offs between land use intensity, infrastructure delivery and the provision of public amenity, activation and green space.

At the conclusion of this extensive process, there was ultimately strong support for a development outcome that reflects a level of ambition and intensity that can achieve the following outcomes:

- A place that supports genuine social diversity and builds on place character
- Abundant green open space to offset density, protect Port Beach and respond to the impacts of climate change
- A bold and aspirational transport system that strengthens connectivity and prioritises access without a car
- Sustainable infill development that helps reduce pressure for outer metropolitan growth
- Diverse housing opportunities exemplifying high quality, healthy design and dispersed height distribution to limit impacts on local character
- A job positive development that supports economic outcomes aligned with the State Government's economic diversification agenda.

The vision, goals and supporting strategies reflected in this Place and Economic Vision have been shaped and informed by the outcomes collated through this engagement process.



350+
COMMUNITY VISION DAY ATTENDEES



300+
PLACE DESIGN FORUM PARTICIPANTS OVER 6 DAYS




130
ABORIGINAL ELDERS WORKSHOP PARTICIPANTS



81
YOUTH FOCUS GROUP PARTICIPANTS




384+
OPEN DAY PARTICIPANTS



296
COMMUNITY SURVEY SUBMISSIONS

STAKEHOLDER ENGAGEMENT PRIORITIES

Fremantle and North Fremantle are proud communities highly regarded for their strong shared values and rich histories. Stakeholders want the Future of Fremantle to embody similar qualities that can strengthen and reinforce these traits.

Through its heightened focus on shared social values, 'Freo' embodies a unique sense of identity where people from all walks of life feel welcome. Throughout the process, all stakeholders reinforced the importance of encapsulating these characteristics, centred around equity, resilience, wellbeing and prosperity.

Stakeholders all agreed that the Future of Fremantle represents an opportunity to sustain and strengthen Fremantle's local economy and contribute to Western Australia's prosperity over the next century. In doing so, several fundamentals were highlighted:

- Be a job positive development
- Protect heritage listed buildings and other iconic port infrastructure (i.e. cranes)
- Maintain cruise and ferry access in the Harbour
- Maintain public access to the waterfront
- Prioritise active and public transport
- Protect Port Beach and acknowledge its role as a regional recreational destination
- Create high intensity and self-sufficient neighbourhoods, and
- Celebrate and protect significant Aboriginal cultural sites.

The long-range timeframe for this project means it is today's young people who stand to benefit the most, therefore hearing from them was an important part of the process.

Their input highlighted the need for a values-driven outcome, which prioritises inclusivity, affordable and mixed-use housing, sustainability / climate resilience, walkability and intergenerational, green open spaces, underpinned by courageous thinking and most importantly, a voice in all future planning.

Stakeholders also called for a well-structured framework to guide implementation as an essential element for the site's successful transformation.

A high-level summary of the most frequent feedback captured through engagement, based on the key themes explored, is summarised in this supporting graphic.

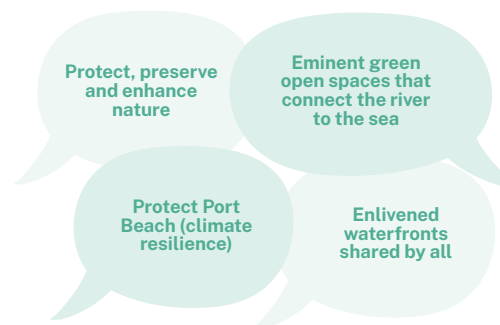
JOBS AND ECONOMY



IDENTITY AND CULTURE



ENVIRONMENT AND PUBLIC SPACE



URBAN PLANNING AND MOBILITY



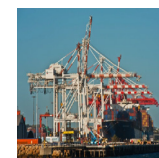
WHAT MAKES FREO SPECIAL



View heading over the bridge



Access to waterfront



Iconic Freo skyline



Existing Freo culture



Being close to a working port



History and industrial roots

STAKEHOLDER ENGAGEMENT ABORIGINAL ELDERS' PERSPECTIVE

“ THE BIGGEST OPPORTUNITY FOR ABORIGINAL PEOPLE IS ACKNOWLEDGEMENT THAT WE WERE HERE. WE MADE OUR LIVES ON THIS PART OF THE RIVER FOR THOUSANDS OF YEARS. ”
ELDER GREG UGLE

The Future of Fremantle could become a high-profile development that genuinely delivers social and economic advancement for the Whadjuk community, and the Elders are excited by its prospective opportunities.

The Elders welcomed the opportunity to be extensively involved in the upfront and early planning for this high-profile project. Their ideas have been positioned to the front and centre of the entire process.

Aboriginal Elders actively participated in shaping the vision through a range of forums, including the Future of Fremantle Planning Committee and Aboriginal Reference Group; a half-day Cultural Tour, two dedicated workshops; and strong representation at the Place Design Forums.

Aboriginal students also participated in the Cultural Tour and youth focus groups.

It is important to the Elders that Aboriginal people derive direct social and economic benefit from the future redevelopment. To achieve this, they want to be integral to shaping the next evolution of this place.

The Elders imagine the Future of Fremantle as a place where all Aboriginal people, including the vulnerable, can feel welcome and fully included in future community. The project's values of equity, wellbeing, resilience, and shared prosperity reflect these aspirations.

The Elders are enthusiastic about the opportunity to be actively engaged in an ongoing role, to draw on goodwill and achievements, grow trust and strengthen relationships.

A summary snapshot of the key themes and priorities identified have been captured in the supporting graphic.

FEEDBACK THEMES AND PRIORITIES

CULTURAL RECOGNITION

Acknowledge that Aboriginal people have a long-standing and special connections with the area.

- Protect Aboriginal heritage and significant sites
- Share stories and celebrate cultural connections (land and waterways)
- Embed culture into design and the landscape
- Truth-telling is an important part of this story. Fremantle | Walyalup was a place of incarceration – this is fundamental to the past, present and future
- This history also reinforces the importance of this site for Aboriginal people across Western Australia

HOUSING, INCLUSION AND WELLBEING

Create a place where all Aboriginal people, including the vulnerable, do not feel alienated.

- Housing (all ages, all incomes. Including larger houses for families)
- Dedicated homecare services for Aboriginal Elders (Aboriginal owned and run)
- Support for the vulnerable (housing, health and social support)
- Social inclusion – infrastructure and services tailored to the needs of Aboriginal people (including youth)
- Ongoing Aboriginal engagement to enable a continuous and ongoing voice

ECONOMIC EMPOWERMENT

Provide access to full economic participation and opportunities for employment (beyond just tourism).

- Opportunities for economic empowerment through business development models and partnerships
- Remediation and construction opportunities
- Training, skills capacity, professional development and capability (targeted and specific opportunities)
- Diverse Aboriginal employment opportunities
- Grow opportunities in culturally-aligned industries
- Accountability around targets

HEAL THE LAND AND WATERWAYS

Protect and restore natural landscape (carers of the land).

- Environmental stewardship (carers of the land)
- Access to water
- Green open spaces
- Native landscaping / bush plants
- Environmentally sensitive design (land and water)



04 PLACE AND ECONOMIC DEVELOPMENT FRAMEWORK

The Place and Economic Development Framework provides a guide to support long term decision making. It indicates how the shared vision can be delivered through a series of place and economic directions and desired outcomes identified for each vision goal.

Read in conjunction with the vision elements plan, the framework identifies key areas of focus that will help inform further work and technical study to unlock the socio-economic potential of the site over the project's delivery timeframe.



PLACE AND ECONOMIC DEVELOPMENT FRAMEWORK

A GUIDE FOR FUTURE DELIVERY

The Place and Economic Development Framework provides a guide for long-term decision-making and informs how the Future of Fremantle Vision may be delivered.

The framework is structured to align with the five vision goals and includes the following information:

Vision goal overview

Providing additional context as to why the goal is important to achieving the vision and the potential socio-economic outcomes that can be delivered.

Key moves and spatial opportunities

Conceptualising how the goals may be accommodated spatially on the site.

Place and economic directions (below)

Providing direction on how the vision goals can be delivered and identifying key areas of focus that will help inform further work. They are supported by a series of desired outcomes and relevant case studies.



Vision Goals



GROW AN ECONOMY FOR THE FUTURE



REFLECT FREO'S I WALYALUP'S IDENTITY



RECONNECT LAND AND WATER



DIVERSE AND HEALTHY



WALKABLE AND WELL-CONNECTED

Place and Economic Directions

1 Develop a globally significant innovation district

2 Empower and grow Aboriginal enterprise

3 International leaders in the blue and green economies

4 Develop a distinctive destination economy

1 Protect and celebrate Noongar culture as a leading narrative

2 History and heritage is embedded in the experience

3 A place of creativity, entrepreneurship and cultural exchange

4 Derive identity through world-class waterfront destinations

1 Be a beacon of leadership to create a positive legacy for future generations

2 Embed restorative landscape values to heal the land and waters

3 Reshape lifestyle identity through parks and open space

1 A genuine community for all

2 Distinctive development with strong visual appeal

1 Infrastructure investment which supports the place vision

2 A place that prioritises the movement of people instead of cars

3 A place that utilises and reconnects to the waterways



GROW AN ECONOMY FOR THE FUTURE

The Inner Harbour will continue to be a place of trade and exchange, acting as Australia’s western gateway to the world. It will be home to high-value, industry clusters around blue and green economy, tourism, creative industries, and Aboriginal enterprise, creating new jobs to support Fremantle | Walyalup and the State’s economic diversification agenda.

Creating a globally competitive city that promotes shared prosperity is not a matter of chance. Investment in the Future of Fremantle will support a future economy for Fremantle | Walyalup that is forward-looking, anticipating new and emerging global market demands while ensuring that opportunities are accessible to all segments of the community. Achieving this vision necessitates coordinated efforts from public, private, and community stakeholders throughout all phases of project development.

Human capital is one of the best predictors of a city’s success, with the intensity of highly educated, skilled and experienced workers directly associated with strong socio-economic outcomes. Future of Fremantle will be a significant centre within Perth’s knowledge economy, unlocking new value and productivity, generating a wide variety of jobs related to unique specialisations. This activity will create ongoing positive social benefits for existing and new residents including vibrant places, small business opportunities, access to education and health outcomes.

Creativity and innovation will be crucial to realising sustained comparative advantages. A well-connected mature innovation ecosystem will foster the commercialisation of novel solutions to local, national and international challenges. These deep specialisations enable

enterprises to differentiate themselves, adapt to changing market demands, and ultimately gain a competitive edge.

Similarly, social diversity and a culture of inclusion will help realise the full potential of local talent, and in-turn attract global talent. Maintaining diversity in population, jobs, industry sectors and housing is crucial.

Finally, the Future of Fremantle will help to create the foundation for the economic inclusion of Aboriginal people. It provides an exciting opportunity to promote sustained Aboriginal prosperity through business opportunities, economic participation, social services, training and job opportunities at all stages of development.

The context will change over time, meaning project development will need to be adaptable and responsive to ever-evolving shifts in market conditions, societal trends, pressures and expectations. This will require planning for strong fundamentals that will be best able to pivot to new opportunities and challenges as they emerge.



POTENTIAL OUTCOMES

 **\$1.7b**

POTENTIAL ANNUAL UPLIFT ACHIEVED THROUGH INDUSTRY CLUSTERING

DELIVERING \$13.6B IN GROSS STATE PRODUCT ANNUALLY

GENERATING \$1.3B IN INTERNATIONAL EXPORTS ACROSS WA ANNUALLY

ABORIGINAL ECONOMIC DEVELOPMENT

\$400M-\$500M in estimated contracts awarded to Aboriginal businesses during site remediation and infrastructure.

(in line with 4% target in Aboriginal Procurement Policy, Dec 2023)

876,000

Total destination based floorspace in creative industries, performance spaces, destination retail, recreation and hospitality spaces (sqm)



GROW AN ECONOMY FOR THE FUTURE

KEY MOVES AND SPATIAL OPPORTUNITIES



Visualisations are for illustration purposes only.



GROW AN ECONOMY FOR THE FUTURE

PLACE AND ECONOMIC DIRECTIONS



DEVELOP A GLOBALLY SIGNIFICANT INNOVATION DISTRICT

DESIRED OUTCOMES

Talent attraction: Innovators, entrepreneurs, students, researchers, workers and visitors live, work and play in a high-amenity precinct that offers world class jobs and business opportunities, as well as unparalleled lifestyle, culture, amenity and services, all within walking distance.

Specialisations: Enabling infrastructure and services support the growth of State-identified target sectors and activities, including the leveraging and development of innovation hubs, services and programs, and market collaborations.

Networked: Western Australia's innovation ecosystem is supported via physical and virtual two-way linkages with local and global major innovation districts, research and development universities, research institutes, corporate headquarters, capital and innovation providers.

International education: Tertiary and vocational education opportunities are aligned with high quality support infrastructure including student accommodation.

Active facilitation: Proactive management of the Innovation District ensures sustained oversight, direction and support to value generating activities.

Investment attraction: Innovation district becomes a magnet for diverse investment that commercialises the state's research and development into scalable solutions to globally significant challenges.



EMPOWER AND GROW ABORIGINAL COMMERCIAL ENTERPRISE

DESIRED OUTCOMES

Delivery models: Implementation frameworks and partnerships are co-designed with peak bodies to empower Aboriginal-owned and operated enterprises.

Workforce development: Skills capacity, training and development help ensure Aboriginal people represent an equitable proportion of the workforce.

Market access: Market access for Aboriginal businesses is facilitated by connecting them with customers, investors, and supply chains across strategically aligned sectors including marine science, tourism, and land and sea management.

Incubation and support: Mechanisms are in place to grow and support Aboriginal businesses and social enterprises, including funding schemes, lease incentives, mentoring programs and co-working spaces.

Targets and accountability: Aspirational targets and outcomes, and impact reporting frameworks are developed and applied to uphold accountability and compliance.

CASE STUDY

LOT FOURTEEN ADELAIDE

Lot Fourteen is a seven-hectare precinct located on the former Royal Adelaide Hospital site. The planning and redevelopment of the site into an innovation precinct is being undertaken by Renewal South Australia on behalf of the South Australian Government.

Catalytic investment

Public investment of \$757 million from the Government of South Australia and the Australian Government is anticipated to trigger a further \$1.2 billion of private sector investment

Cultural connections

Located on a culturally significant site for the Kurna people of the Adelaide Plains, adjacent to the Karra Wirraparri (River of the River Gum Forests), and part of a significant Kurna dreaming story. As such, an Aboriginal Art and Cultures Centre will be a part of the innovation precinct.

Strategic partnerships

Strategic partners of the Innovation Precinct include the Australian Space Agency, Defence and Space Landing Pad, Stone and Chalk, the Government of South Australia, The Circle and MIT Bigdata Living Lab, showcasing a collaboration between industries including space, defence and machine learning.



GROW AN ECONOMY FOR THE FUTURE

PLACE AND ECONOMIC DIRECTIONS



INTERNATIONAL LEADERS IN THE BLUE AND GREEN ECONOMIES

DESIRED OUTCOMES

Blue economy cluster: The premier location for research, development and commercialisation of blue economy goods and services on the Indian Ocean Rim, developing and driving advances in cutting edge sectors including marine services, aquaculture, ocean regeneration and marine tourism.

Shared resources: Curated permanent and interim spaces, infrastructure, and resources that support enterprises to develop, trial, scale and demonstrate innovations.

Research and development: Physical and virtual presence of globally significant blue and green economy research and development institutions and investors.

Education and training: Offering on and off-water experiential education opportunities with leading industry and researchers.

Carbon negative technology: Building the know-how needed for sustainable carbon negative cities by pioneering and scaling world leading green and clean technologies.

Corporate destination: Headquarters for major international ocean economy firms and host of blue and green economy seminars and events that attract global industry leaders.

Foster intersectionalities: Collaborative spaces and programs where creative technologies can be applied to specialisations including blue economy, defence and tourism.



DEVELOP A DISTINCTIVE DESTINATION ECONOMY

DESIRED OUTCOMES

Attractor: High-end tourism infrastructure, attractions and icon assets that reinforce Fremantle | Walyalup as a beloved destination, rich in unique value and anchored by its distinctive charm.

World class arts and culture: A nationally significant creative hub, with world-class facilities to host major cultural events that draw local, interstate, and international visitors.

Activation: Events and programming including festivals, performance, song, dance, language and visual art, make use of permanent and interim spaces and waterways.

Whadjuk Noongar offer: Aboriginal-owned and operated cultural activities and programming such as guided cultural tours, art installations, dancing, festivals and ceremonies and interactive visual art exhibitions.

Cruise arrival point: A world class cruise terminal and arrival experience that welcomes people to Western Australia, promotes the State's tourism offer and activates the Fremantle | Walyalup city centre.

Diverse offer: A vibrant 18-hour economy that thrives day and night, providing leisure, amenities and entertainment opportunities.

CASE STUDY

KALAOA, HAWAII

The Hawaii Ocean Science and Technology Park (HOST Park) is situated on in Kailua-Kona on the island of Hawaii and is administered by the Natural Energy Laboratory of Hawaii Authority. It has been in operation for 40 years. The State of Hawaii has invested over \$130 million since 1974 in HOST Park.

Demonstration and proof of concept

HOST Park is a demonstration site for emerging renewable energy, aquaculture and other ocean-based sustainable technologies. It is part of the State's plan for economic diversification, targeting sectors that provide resilience during times of economic uncertainty.

Shared infrastructure and data

Three pipeline services operating continually; access to deep sea water and surface sea water; meteorological station; high-quality real time and historical meteorological data.

Incentives and promotion

The Park is activated via initiatives including the Hawaii Enterprise Zone tax benefits, social media marketing support and monthly education seminars.



REFLECT FREO'S | WALYALUP'S IDENTITY

Diverse coastal, waterfront and creative experiences will cultivate lifestyle opportunities and enrich Fremantle | Walyalup's identity. World class tourism assets and cultural / creative storytelling will celebrate Aboriginal culture alongside port heritage, becoming a socially diverse community, rich in creativity and spirit.

For thousands of years Fremantle | Walyalup has been a place of special significance for Aboriginal people, where identity is deeply linked to its role as a place where people come together, to meet and connect.

Today, the port is a beating heart of Fremantle | Walyalup's identity. It is a significant site, and for many, where their Australian story began. It has influenced Fremantle | Walyalup's heritage buildings and social history, its spaces for making and creativity, and openness to cultural exchange.

Future of Fremantle will build on and enhance this identity as a place where the community makes, explores and experiences culture and stories unique to Walyalup.

Stronger connections to the water's edge will create new lifestyle opportunities. Breathing new life into iconic buildings and the re-use of water-based infrastructure assets will maintain much loved harbour activity and industrial character, while providing the foundation for a new economy. It will use this process of transition to forge stronger community connections and attachment to place.

A focus on equity, entrepreneurialism and wellbeing will help to re-define prosperity for the whole community, regardless of background, age or income. Through enhanced social diversity and the embodiment of deep local values, the Future of Fremantle will ensure that all voices continue to come together and be heard through the process of redevelopment. It will leverage the opportunity that comes with a significant high-profile development to genuinely deliver social and economic advancement for everyone, including Aboriginal people.

Done well, this strong focus on social wellbeing, identity and adaptability will not only enhance the quality of life for residents, but also attract talent and investment, driving new and resilient economic growth.



POTENTIAL OUTCOMES



5,000

Startups in Diversify WA target industries supported in the first 20 years (post-Westport)

INTRODUCING **2,100** JOBS IN THE PERFORMING ARTS INDUSTRY

SUPPORTING **400** JOBS IN STUDIO BASED ACTIVITIES

8,000

LOCAL STUDENT POPULATION



165,000

SQM OF CREATIVE SPACES



REFLECT FREO'S | WALYALUP'S IDENTITY

KEY MOVES AND SPATIAL OPPORTUNITIES



Visualisations are for illustration purposes only.

Note: The plan identifies opportunities to help achieve the vision goals and will be subject to further consideration.



REFLECT FREO'S | WALYALUP'S IDENTITY

PLACE AND ECONOMIC DIRECTIONS



PROTECT AND CELEBRATE NOONGAR CULTURE AS A LEADING NARRATIVE

DESIRED OUTCOMES

Knowledge sharing: Aboriginal knowledge, perspectives and culture are recognised, valued and acted upon through appropriate frameworks that are culturally safe and respectful.

On-going engagement: Decisions regarding Aboriginal socio-economic advancement are made with Aboriginal people and businesses, with ongoing engagement based on principles of collaboration, inclusion, Aboriginal leadership and participation.

Inclusive and welcoming: Aboriginal people feel welcome to live, work and contribute to everyday life, with access to social and affordable housing designed to meet their needs.

Start with Country: A place renowned for its recognition and response to Country, with significant sites protected and celebrated, language promoted and cultural stories shared. Key opportunities include:

- Celebrating the Djoondle Crossing and the Cantonment Hill | Dwerda Weelardinup view line.
- Landmark Aboriginal facility with a focus on cultural knowledge, language, arts, science and / or wellbeing.
- Aboriginal place names for the city, precincts, streets and significant infrastructure.
- Cultural programming, including guided cultural tours, art installations, dancing, festivals and ceremonies.
- Truth-telling through interpretation, commemorative symbols (e.g. eternal flame) and strengthened links to Rottnest Island | Wadjemup, the Round House, Bathers Beach | Manjaree, historical campgrounds, and Fremantle Prison.



HISTORY AND HERITAGE IS EMBEDDED IN THE EXPERIENCE

DESIRED OUTCOMES

Cultural exchange: People create, explore, experience and reinterpret historical stories unique to Fremantle, with cultural exchange embedded in everyday life.

Heritage buildings: Heritage structures are protected and adaptively re-used in a way that enhances their unique attributes and creates public access and offerings.

Interpretation and storytelling: Layers of meaning are integrated within all aspects of public space design, with a particular focus on Port, migrant and Aboriginal history.

Working port character: New development is integrated with the industrial and maritime character of the historic working port through:

- Water use and activity including cruise, visiting naval vessels, Rottnest Island | Wadjemup ferries, commuter and tourism ferries, recreational boating and commercial docking;
- Retention of complementary port activity to support marine servicing, vocational training and water transportation sectors;
- Water edge infrastructure (e.g. boat stackers, docks, mooring infrastructure and marinas);
- Retention and re-use of key features that contribute to the character of the area (e.g. sheds, cranes, sea containers etc).

CASE STUDY

WYNYARD QUARTER, AUCKLAND

Wynyard Quarter has helped to position Auckland, New Zealand, as a global destination for tourism and business, contributing to the city's strategic direction to be 'the most liveable city' by 2040.

Embed Indigenous culture

Guided by the Māori Design Guide, Māori culture has been integrated into the development, including public art, place names and design features. It also moves beyond these gestures, with governance, engagement impact statements and statutory approvals that support indigenous culture and expression embedded within the development process.

Retain character alongside heritage

The redevelopment has a strong focus on retention of elements within the public realm that contribute to and reflect the site's industrial history. One example is 'Silo Park', a cluster of six silos that define the landscape, preserved and adaptively re-used as cinemas and exhibition spaces.

Keep it working

Wynyard Quarter has deliberately retained and supported maritime businesses working with the water, alongside modern corporate additions. Historical businesses, such as the Auckland Fish Market, which has operated within the area for over 100 years, continue to exist alongside residential and modern office uses.



REFLECT FREO'S | WALYALUP'S IDENTITY

PLACE AND ECONOMIC DIRECTIONS



A PLACE OF CREATIVITY, ENTREPRENEURSHIP AND CULTURAL EXCHANGE

DESIRED OUTCOMES

Creative placemaking: Support for creative, innovative and entrepreneurial ideas that are deeply invested in solving challenges and creating social value. Opportunities include:

- Placing arts and cultures at the centre of urban regeneration efforts;
- Student projects, design competitions, artist initiatives, international collaborations and events programming;
- Supporting the establishment and growth of social enterprises;
- Bringing together residents, businesses, government, researchers and non-profit organisations to address complex urban issues.

Interim uses: Transitional and interim uses activate the site, build its brand, prototype new ideas and reflect local experiences and attitudes. This could include:

- Creative and cultural activation (Victoria Quay)
- Community facilities (Leighton)
- Ocean enterprise infrastructure such as fabrication space and aquaculture ponds (Rous Head)
- Energy generation, sea container reuse, community facilities, and creative waterfront activations (North Quay)
- Adaptive reuse of cruise terminal and forecourt programming for conferences and community events (South Quay)
- Social enterprise experimentation and incubation (North Fremantle).



DERIVE IDENTITY THROUGH WORLD-CLASS WATERFRONTS

DESIRED OUTCOMES

Oceanfront destinations: Significant oceanfront destinations facilitate amenity and recreation opportunities, providing infrastructure to benefit local and regional communities and visitors.

Waterfront attractions: The river and harbour are celebrated through highly prominent public spaces, publicly accessible waterfronts and new recreation opportunities that support use and activity.

Productive edges: Water is used as a driver of economic activity and land productivity to create value across each precinct, including activated edges, promenades and working water bodies that offer commercial opportunities.

Water edge infrastructure: The re-use and provision of water-based infrastructure assets support the function of waterfront nodes and marine based activity, providing access and safety for a wide range of watercrafts (from personal use kayaks, paddleboards and recreational boats through to training, charter and navy vessels, superyachts and cruise ships).

CASE STUDY

STADSHAVENS, ROTTERDAM

Rotterdam's largest port repurposing venture, Stadshavens, has tested an alternative approach to redevelopment, providing an invitation for businesses and the community to participate in the development process over many years.

Think Big, Start Small

Rather than a complete reliance on transformational infrastructure investment, Stadshavens focused initial efforts into existing buildings, structures and businesses in the area. This approach attracted the right type of entrepreneurs to the precinct to begin working towards the vision.

Create Social Value

To ensure businesses attracted to the area were the right fit, Stadshavens reviewed and measured the potential social, economic and place value of the business in line with the vision. The larger the contribution to the three values, the more opportunity provided for better leasing terms and accessing government co-investment and funding.

Focused, Early Investment

Government investment in early infrastructure provided certainty and cues to the market that it is committed to achieving the vision. Initial investment included the adaptive re-use of a former gatehouse into 4,000sqm of manufacturing and office space for target sectors, including food and design-based businesses, as well as community event spaces.



RECONNECT LAND AND WATER

As a net zero carbon development with a heightened focus on climate change, the Future of Fremantle will reconnect Fremantle | Walyalup to the river and sea. Abundant green open spaces, natural landscapes and river edges, will combine with infrastructure to protect the coastline, supporting resilience and commercially aligned investment opportunities.

Few sites have such unique environmental challenges and opportunities, being at the junction of the river and sea, almost entirely human-made through ongoing reclamation and adaptation, and with a long industrial history associated with port use. The port transition creates a key opportunity to enhance the environmental qualities of the site and its immediate natural setting, and strengthen the site's relationship to water as a central component of the place experience.

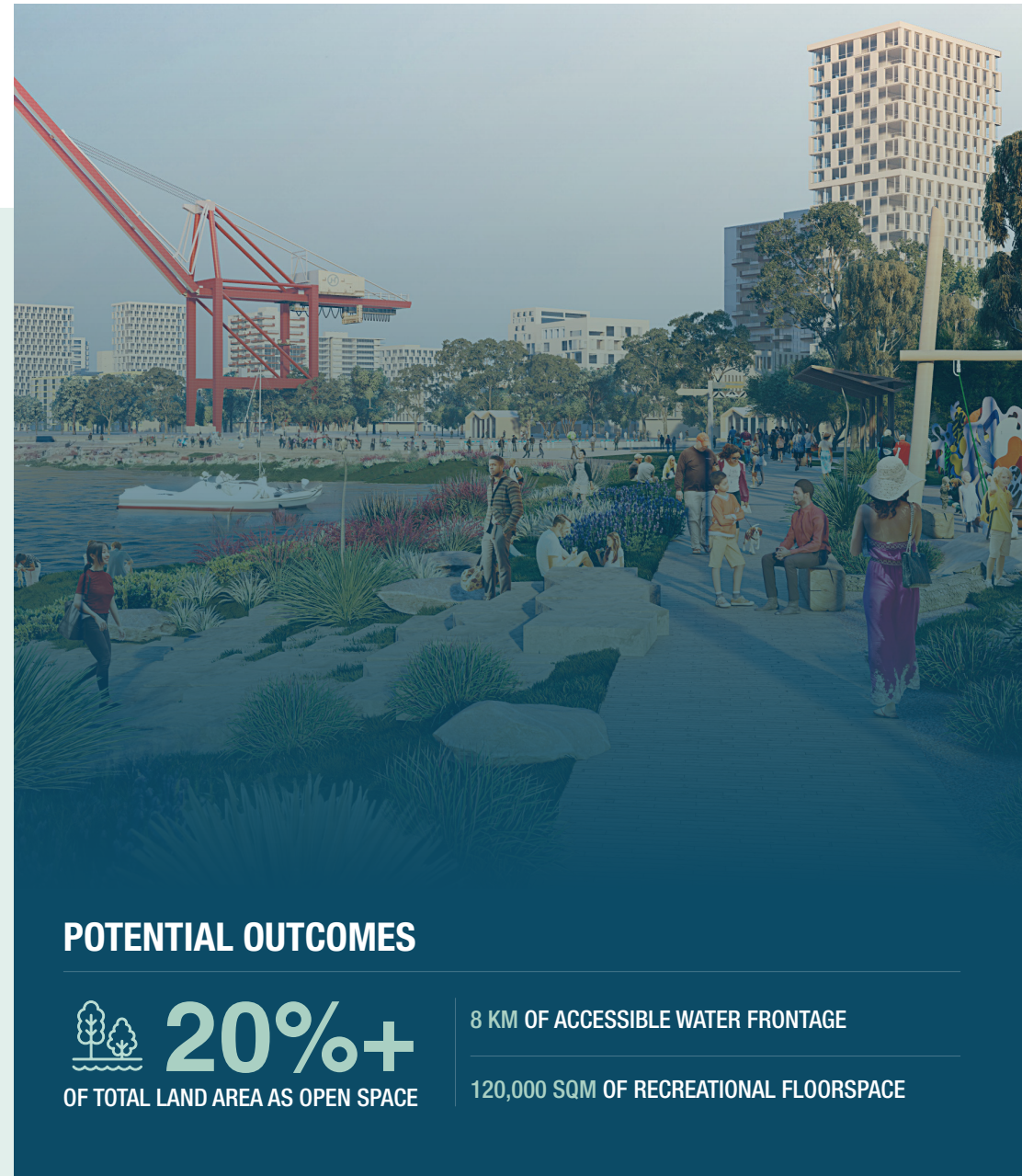
Resilience to climate change will be paramount, moving beyond acknowledgment to become a leader in adaptation and regeneration. It will provide a legacy to future generations through innovation in areas of the circular economy and net zero carbon, to support both local and regional environmental outcomes.

As a place of cultural significance, where the river and ocean converge, Elders have discussed the importance of restoring the health of land and water locally. The Future of Fremantle can adopt a restorative approach, with opportunities to introduce reclaimed naturalised river edges,

green links and organic, natural green spaces, as well as more formal treatments for sport and recreation and civic events. All these components will work together to create a strong relationship to the water, where the experience reinforces and generates value from the site's unique waterfront location.

This will be highly beneficial to lifestyle, support density outcomes, encourage walking and cycling, improve the health and wellbeing of the community, and further strengthen all aspects of liveability.

A project of this scale and profile also presents the opportunity to position Perth and Western Australia at the forefront of sustainable practices, leveraging our global leading expertise in marine and environmental sciences and our unique context as an international biodiversity hotspot. Leadership and environmental stewardship can become part of Fremantle | Walyalup's global brand, attracting entrepreneurs and innovative businesses in green technology that contribute solutions to local, regional and global sustainability challenges.



POTENTIAL OUTCOMES



20%+

OF TOTAL LAND AREA AS OPEN SPACE

8 KM OF ACCESSIBLE WATER FRONTAGE

120,000 SQM OF RECREATIONAL FLOORSPACE



RECONNECT LAND AND WATER KEY MOVES AND SPATIAL OPPORTUNITIES



Legend

- ↔ Green Connections
- ⋯ Waterfront Access
- Open Space
- Civic Space
- Spatial Opportunities

Note: The plan identifies opportunities to help achieve the vision goals and will be subject to further consideration.

Visualisations are for illustration purposes only.



RECONNECT LAND AND WATER

PLACE AND ECONOMIC DIRECTIONS



BE A BEACON OF LEADERSHIP TO CREATE A POSITIVE LEGACY

DESIRED OUTCOMES

Carbon neutral: Net zero carbon is achieved and Fremantle | Walyalup is recognised as a leader in emerging technologies, green energy supply, precinct scale infrastructure and urban electrification.

Climate resilient: Future of Fremantle is resilient to climate change, providing space for adaptation and responding to related issues including sea level rise, storm surges, erosion, reduced rainfall and the urban heat island effect.

Sea level rise: Current sea level and storm surge protection infrastructure associated with the Port is maintained and all new developments respond to evolving climate change scenarios.

Coastal erosion: A sustainable long-term 'protect' solution to coastal erosion at Port Beach is achieved that maintains the usability of the beach and supports its role and function as a regionally important destination.

Circular economy: Urban resources are considered holistically, reducing waste and pollution, circulating products and materials within a closed loop system, and enhancing efficiency of urban areas.



EMBED RESTORATIVE LANDSCAPE VALUES TO HEAL THE LAND AND WATERS

DESIRED OUTCOMES

Site remediation: The site is remediated in response to its long-term industrial history, and decontamination achieves an 'unrestricted' land use classification.

Biodiversity and landscaping: Flora and fauna returns to the site and adjacent waterways, particularly through landscaped green linkages, including coastal reserves / dunes, re-naturalised river foreshore areas and river to coast connections, including the retention of the Fairy Tern Sanctuary.

Geomorphology: The geomorphology of the site is understood and respected, particularly acknowledging the ancient paleochannel through the co-location of public open space and / or lower to mid-rise building typologies as necessary.

Water sensitive: Future of Fremantle acknowledges the value of water and prioritises its recovery, recharge and re-use within precinct-scale water recycling, harvesting and management systems.



RESHAPE LIFESTYLE AND IDENTITY THROUGH PARKS AND OPEN SPACE

DESIRED OUTCOMES

Waterfront access: Public access to the waterfront is protected and prioritised over private commercialisation, offering diverse experiences and treatments that draw people to the water's edge.

Open space networks: Prominent networks of open spaces link key public destinations, provide a diversity of spaces for recreation, social infrastructure and active use, natural landscaping and green infrastructure.

Coastal foreshore: The metropolitan coastal foreshore reserve is extended, allowing an uninterrupted and generous coastal reserve connecting Leighton, Port and Sandtrax beaches to a new north facing beach destination.

Infrastructure design: Infrastructure is utilised as part of the open space network enhancing the role and function of streets, promenades, public transport corridors, cross-harbour bridges and break walls.



RECONNECT LAND AND WATER CASE STUDY



CASE STUDY

NORDHAVN, COPENHAGEN

Part of Copenhagen’s plan to achieve net-zero carbon by 2025, Nordhavn is a port and industrial land repurpose project 3.5kilometres from the centre of Copenhagen.

Become a living laboratory

EnergyLab Nordhavn is a collaborative project for sustainable energy solutions, creating a ‘living laboratory’ to develop and test innovative technologies, including a smart grid system optimising energy usage.

Produce, store and reduce energy consumption

Energy production in Nordhavn involves district heating, solar, and offshore wind power, with storage initiatives led by the government and green building standards for private development.

Design multi-functional infrastructure

Park ‘n’ Play is a multi-use mobility hub with electric vehicle charging, car parking, play space, and green technology. It features a high-performing battery charged by renewable energy.





DIVERSE AND HEALTHY

Equitable opportunities for all people and cultures will be provided, delivering genuine housing diversity and social infrastructure to support healthy, connected communities. Harnessing spectacular views with visually striking buildings that stand proudly across the harbour, it will reorientate the growth of Perth, supporting consolidation and providing a blueprint for sustainable urban living.

Fremantle | Walyalup has long been a source of inspiration for how we plan and design functional, loveable and iconic places in Perth. Being supported by an interconnected street network, a diverse mix of uses, and enduring, adaptable buildings, Fremantle | Walyalup continues to reinvent itself as a productive and resilient city with capacity to respond to an evolving context and challenges. Its distinctive network of hubs and neighbourhoods like South, East and North Fremantle collectively make it a diverse, exciting and attractive city for locals and visitors.

The Future of Fremantle will continue this legacy, setting a new benchmark in liveability in Australia and creating prosperity by focusing on the health and wellbeing of people and place.

Meaningful diversity in people, housing (including affordable and social housing) and jobs in well-designed, high-intensity precincts will contribute interest and vibrancy and enable the benefits of the redevelopment to be shared across all segments of the community.

The Future of Fremantle will ensure that all residents and businesses are provided with the highest level of amenity, service provision and accessibility. Delivering places with enough people to support local shops, services, schools, community infrastructure and job creation, together with providing infrastructure that allows people to walk, cycle or take public transport to access daily needs, will limit impacts on regional transport networks and support community health outcomes.

The opportunity to live and work in the area will be further strengthened through the provision of diverse housing options, including affordable options for key workers in a range of industries.

Finally, the Future of Fremantle will recognise the value of uniqueness and exceptional character-sensitive design in attracting people, ideas and capital. By delivering purposeful precincts focused on job creation and understanding the socio-economic benefits of landmark buildings and people-centered design, it will enhance Fremantle | Walyalup's personality and fully integrate with the city's ever evolving context and character.



POTENTIAL OUTCOMES

\$800m

Opportunity for new annual consumption expenditure across wider Fremantle and North Fremantle

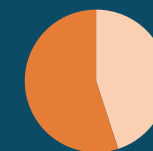
UP TO 55,000 TOTAL RESIDENTS

UP TO 20,200 TOTAL HOUSEHOLDS

UP TO 2,400 AFFORDABLE HOUSEHOLDS



Significant efficiencies in infrastructure and service provision through consolidated infill development compared to new housing on the urban fringe.



45%

of residents will live and work in Fremantle | Walyalup



DIVERSE AND HEALTHY KEY MOVES AND SPATIAL OPPORTUNITIES





DIVERSE AND HEALTHY PLACE AND ECONOMIC DIRECTIONS



A GENUINE COMMUNITY FOR ALL

DESIRED OUTCOMES

Affordable and diverse housing: Diverse housing, including social, affordable and key worker housing, provide opportunities for the whole community to live within the area, and support the principle of living and working locally.

Affordable workspaces: Diverse employment opportunities are supported by affordable workspaces for social enterprises, Aboriginal businesses, co-working spaces, incubators, independent retail and creative uses.

Social infrastructure: Primary and secondary education and training, health and wellbeing, arts and culture and sport and recreation infrastructure support a connected community, with implementation guided by the principles of timely delivery and multifunctional hubs.

Thriving precincts: A critical mass of medium and high-density housing within each precinct support socially vibrant and economically viable neighbourhoods that offer an 18-hour economy with a full range of services and amenity to live local, healthy lifestyles.

Healthy design: Precincts support active lifestyles and communities through activity that creates local destinations and infrastructure to encourage walking and cycling, including iconic harbourside active transport loops.

Integrated community: As an extension to Fremantle | Walyalup and North Fremantle, the redevelopment prioritises connectivity and complementary activities and facilities.



DISTINCTIVE DEVELOPMENT WITH STRONG VISUAL APPEAL

DESIRED OUTCOMES

Design quality: Future of Fremantle is renowned for its diverse new development that demonstrates exceptional design quality, responding in a contemporary way to Fremantle | Walyalup's and North Fremantle's unique place characteristics and appeal.

Public amenity: High density development is complemented by exceptional public realm, activation and community spaces.

Public views: Preservation of public views are prioritised including long views across the harbour to create an iconic skyline, views to key heritage and character landmarks, coastal views, and the Cantonment Hill – Rottneest Island | Wadjemup view corridor.

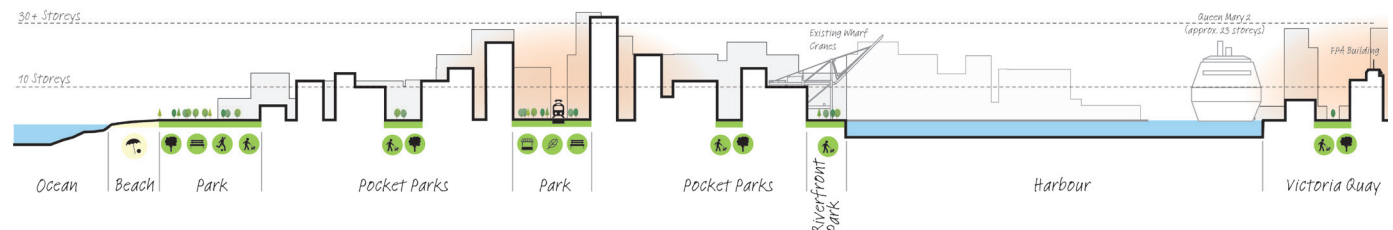
Landmark buildings: Landmark buildings are used to define the urban realm, catalyse new connections and bring economic activity and public benefit to precincts. Opportunities include: ferry terminals, research / conference facilities, cultural centres, surf lifesaving club, cruise terminal.



GUIDANCE FOR TALLER BUILDINGS

- Complement high-density development and taller buildings with investment in an enhanced public realm.
- Consider building heights that step down toward waterfront locations and create 'value in depth'.
- Disperse taller buildings across the peninsula and encourage slender buildings to enhance solar access, cross-ventilation and views.
- Protect the amenity of key public spaces (coastal reserves, harbourside connections and green linkages) by designing for limited overshadowing and wind impacts.

Indicative building height response





DIVERSE AND HEALTHY CASE STUDY



CASE STUDY

TORONTO, CANADA

As Toronto's land values have trebled in recent decades, the city's international brand for social diversity has had to work hard against the negative attributes of gentrification. This has led to new, innovative policy and not-for-profit groups working to maintain affordability.

Inclusionary zoning

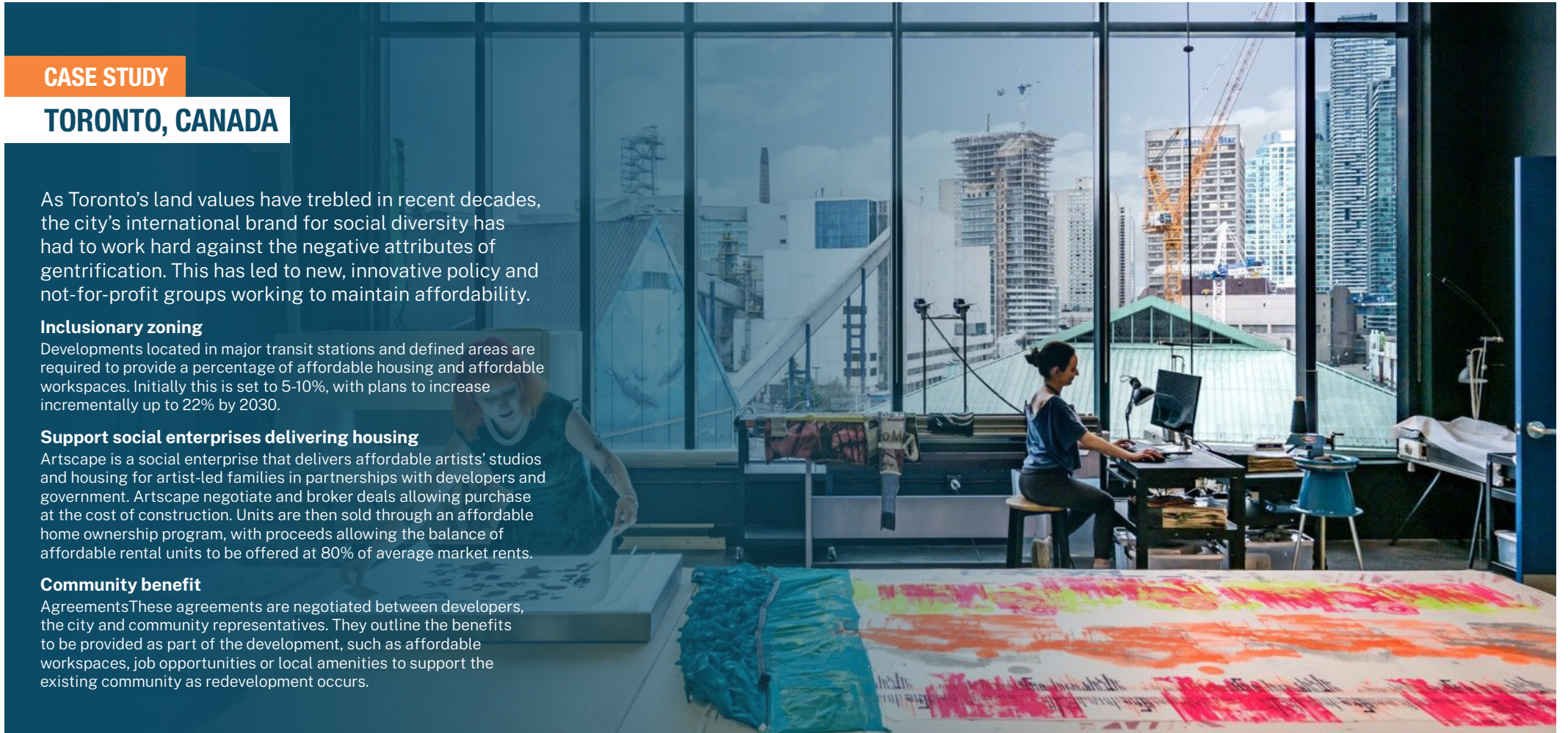
Developments located in major transit stations and defined areas are required to provide a percentage of affordable housing and affordable workspaces. Initially this is set to 5-10%, with plans to increase incrementally up to 22% by 2030.

Support social enterprises delivering housing

Artscape is a social enterprise that delivers affordable artists' studios and housing for artist-led families in partnerships with developers and government. Artscape negotiate and broker deals allowing purchase at the cost of construction. Units are then sold through an affordable home ownership program, with proceeds allowing the balance of affordable rental units to be offered at 80% of average market rents.

Community benefit

Agreements These agreements are negotiated between developers, the city and community representatives. They outline the benefits to be provided as part of the development, such as affordable workspaces, job opportunities or local amenities to support the existing community as redevelopment occurs.





WALKABLE AND WELL-CONNECTED

Future of Fremantle will be served by a transport network that prioritises the movement of people to enable easy and safe access for all ages and abilities without a car. World class, innovative transport solutions will help to strengthen links with Fremantle | Walyalup, unlock investment potential and support high intensity, mixed land uses.

A world-class transport network is critical to unlocking the economic potential of the site and realising the vision. It will contribute towards achieving the values that underpin the Future of Fremantle, unlocking economic prosperity, supporting health, wellbeing and equity through enhanced walking and cycling, and facilitating a net-zero carbon development. The adoption of “car-lite” transport planning philosophy is also required to prevent overloading the regional road network which is already approaching capacity.

In recognition of the importance of transport to achieving the vision, Future of Fremantle has set an aspirational target of 70% of all trips to be made using sustainable modes of transport. Achieving this target will require a steadfast commitment to minimise private vehicle use and change behaviours, particularly through staged infrastructure provision and innovative policy settings.

Future of Fremantle’s transport response therefore prioritises public and active transport, making it a sustainable and compelling choice for all future residents, workers and visitors.

Future of Fremantle will leverage the Perth-Fremantle | Walyalup passenger railway by concentrating economic activity around an upgraded Fremantle | Walyalup station and a relocated North Fremantle station. A “turn-up-and-go” mid-tier transit system is proposed to unlock

the economic potential of Future of Fremantle’s precincts. Further planning is required to explore how this mid-tier transit system may extend beyond the study area, particularly to key economic anchors within Perth’s southern corridor.

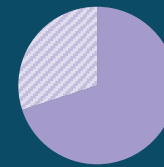
A dense network of active transport paths (walking, cycling and micro-mobility) is also proposed, which will be delivered to a standard that is attractive to people of all ages and abilities. Catering primarily for short trips, the active transport network will leverage and strengthen the walking and cycling culture that already exists within Fremantle | Walyalup and its surrounding community.

Two new bridge connections across the Inner Harbour are proposed to facilitate a strong social and economic relationship with the existing Fremantle | Walyalup city centre. While vehicular access to the Future of Fremantle will be possible, it will not be prioritised. Streets will be designed to promote the movement of people and progressive policies such as parking management, car-free zones and shared mobility will be applied. The design will also support access for service vehicles.

The Future of Fremantle will also enhance access to the water’s edge. New linkages will be created across infrastructure corridors and the use of expanded ferry services will be explored to ensure the Inner Harbour maintains its maritime culture, heritage and waterfront identity.



POTENTIAL OUTCOMES



70%
TARGETING AT LEAST 70% OF ALL TRIPS MADE USING SUSTAINABLE MODES OF TRANSPORT



100%
OF JOBS AND RESIDENTS LOCATED WITHIN 500M OF HIGH-QUALITY PUBLIC TRANSPORT



SUPPORTED BY 2 UPGRADED TRAIN STATIONS AND ACCESSIBLE MID-TIER TRANSIT STATIONS.



WALKABLE AND WELL CONNECTED KEY MOVES AND SPATIAL OPPORTUNITIES



Visualisations are for illustration purposes only.

Note: The plan identifies opportunities to help achieve the vision goals and will be subject to further consideration.



WALKABLE AND WELL CONNECTED PLACE AND ECONOMIC DIRECTIONS



INFRASTRUCTURE INVESTMENT THAT SUPPORTS THE PLACE VISION

DESIRED OUTCOMES

Mid-tier transit: Local public transport connectivity is facilitated through a world-class mid-tier transit system, which is seamlessly integrated with Perth's existing rail network.

Cross-harbour connections: Connections across the Inner Harbour facilitate social and economic relationships between new and old Fremantle.

Active transport: A world-class network of walking and cycling paths is established, making active transport a sustainable and compelling modal choice for people of all ages and abilities.

North Fremantle Station: North Fremantle Station is located further south to increase its walkable catchment and facilitate a seamless interchange with the future mid-tier transit system.

Distributed road network: North Quay's vehicular traffic is distributed across multiple corridors to strengthen the network's resilience and reduce pressure on key roads in and around the North Fremantle town centre.

Tydemans Road and Port Beach Road: Urban boulevard treatments are applied to key roads leading to/from North Quay, supporting lower speeds, pedestrian movement, and better land use outcomes.

Fremantle | Walyalup Station: Fremantle | Walyalup Station is upgraded to improve pedestrian connectivity to the Victoria Quay waterfront and facilitate a seamless interchange with the future mid-tier transit system.

Improved pedestrian connectivity: Additional underpasses/overpasses help improve cross corridor connectivity for the Perth-Fremantle | Walyalup passenger railway.

PROPOSED MID-TIER TRANSIT SYSTEM

- Consists of a 'h'-shaped network, with a singular crossing of the Inner Harbour co-located on the proposed James Street Bridge.
- Provides connectivity to both Fremantle | Walyalup and North Fremantle railway stations.
- Planning for the system will be 'mode-neutral' and will ensure turn-up-and-go service frequencies.
- Facilitates one-seat journeys between all precincts.
- The public transport network is expanded to service the transport needs of the Future of Fremantle area.

RELOCATED NORTH FREMANTLE STATION

- Serves as a transit anchor to a world class Innovation District.
- Creates a more central/walkable catchment for North Fremantle's residents and workers.
- Facilitates a seamless interchange with mid-tier transit.
- Enables safer and more convenient pedestrian connections across the railway.
- Improves access to the existing North Fremantle city centre.

PROPOSED JAMES STREET BRIDGE

- Serves as a logical crossing point for the proposed mid-tier transit system.
- Creates an additional active transport connection across the harbour.
- Provides a third vehicular connection to North Quay, thereby reducing pressure on Tydemans Road, Port Beach Road and North Fremantle city centre.

POTENTIAL MOVABLE BRIDGE

- Facilitates a direct/convenient active transport connection between Fremantle | Walyalup and North Quay/Rous Head.
- Allows for the continued operation of cruise ships and visiting naval vessels within the Inner Harbour.
- Creates an iconic harbour-side recreational loop, supporting economic and cultural activation on both sides of the harbour.



WALKABLE AND WELL CONNECTED PLACE AND ECONOMIC DIRECTIONS



A PLACE THAT PRIORITISES THE MOVEMENT OF PEOPLE INSTEAD OF CARS

DESIRED OUTCOMES

Walkable catchments: Mid-tier transit stations are spaced to enable all residents and workers to be within a five minute walk of their nearest public transport service.

Cycling and micromobility: A dense network of fully protected / segregated cycling routes are provided, and all developments incorporate safe and convenient parking for bikes and other micromobility devices.

Streets for people: Local streets apply self-explaining design principles to clearly signpost that 'cars are guests'.

Car-free zones: Car-free streets/laneways are established in the urban cores of each neighbourhood and around key public transport nodes.

Intersection design: Innovative intersection designs are adopted to afford higher levels of safety and priority to vulnerable road users.

Policies to reduce car dependence: Progressive policy and/or legislation (similar to that used in central Perth) is applied to reduce the proliferation of private parking.

Mobility hubs: The de-coupling of parking from private developments and use of car-sharing schemes help limit the number of privately owned vehicles throughout the redevelopment area.

Behaviour change measures: Travel-demand management policies are implemented to promote public and active transport while simultaneously disincentivising car use.



A PLACE THAT UTILISES AND RECONNECTS TO THE WATERWAYS

DESIRED OUTCOMES

Waterfront access: Pedestrian access is maintained along all public waterfronts through use of context-sensitive design responses, including promenades and boardwalks.

Victoria Quay waterfront: Connectivity between Victoria Quay and the existing Fremantle city centre is improved through the provision of additional pedestrian links.

Rottneet Island | Wadjemup ferries: Ferries will continue to depart from the Inner Harbour, ensuring Fremantle | Walyalup's close relationship with Rottneet Island | Wadjemup is maintained.

River hoppers: Consideration is given to short-distance ferry services to improve connectivity between various waterfront nodes around the Inner Harbour.

Commuter ferries: Consideration is given to the viability of additional long-distance ferry routes serving key destinations around the Swan/Canning River system or locations beyond the rivermouth including Rous Head and the Fremantle | Walyalup Fishing Boat Harbour.

Recreational boating: Short stay pens are provided at key waterfront nodes, offering new experiences for Perth's boating community.

Cruise ships: Cruise ships remain in the Inner Harbour, with a world-class terminal, improved pedestrian connections and public transport infrastructure forming a multi-modal transit hub to support seamless local and regional movements.

05 PRECINCT RESPONSE

Given the significant scale of the site, six unique precincts have been identified as logical organising elements to bring the vision to life.

The following chapter outlines how each precinct responds to the vision, defining their potential future role and the economic, place and infrastructure assets that may support the renewed function.



Visualisations are for illustration purposes only.

PRECINCT RESPONSE

PLACE AND ECONOMIC ROLE

To contribute to the long-term vision and reposition Fremantle | Walyalup as a global waterfront city, with the capacity to accommodate 45,000 jobs and 55,000 residents, a clear place and economic role has been assigned to each of the Future of Fremantle’s six precincts.

The anticipated role and function of each precinct is based on a range of factors including existing attributes and infrastructure, potential supply of available floorspace, alignment of activities to place character, and connectivity to strategic assets.

To further define the precincts’ potential contributions to accommodating future jobs and residents, the following key steps were undertaken:

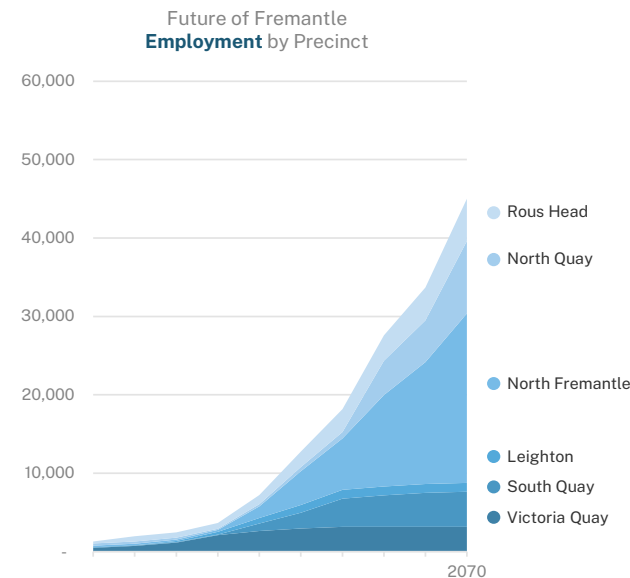
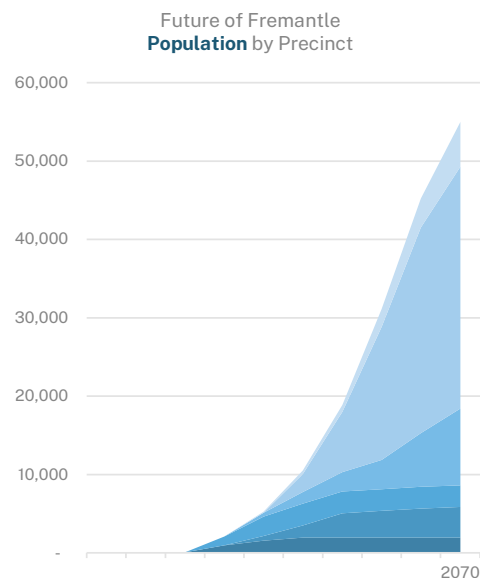
- **Benchmarking** of total number of jobs and residents across the entire Future of Fremantle area based on future role within metropolitan structure and global best practice sustainability indicators (including minimum density targets to support local living, and balanced job to resident ratio to support employment self-containment potential).
- **Assignment** of job and density distribution and targets by precinct based on precinct design, place considerations and capacity for floorspace.

- **Alignment** of jobs, residents and industry sectors to aspirational benchmark precincts nationally with similar place qualities and attributes.
- **Refinement** of floorspace capacity through iterative community visioning, industry engagement and concept testing.

Ultimately, this has led to an overarching vision and role for each precinct that is based upon future potential capacity at full build-out and beyond, aligned to the aspiration and long-term vision for the Future of Fremantle.

With deliberately flexible boundaries, the precincts help to collectively position Fremantle | Walyalup as a global waterfront city.

	Job / Resident Split	Share of total jobs	Share of total residents
Victoria Quay	60 / 40	7%	4%
South Quay	55 / 45	10%	7%
Leighton	30 / 70	2.5%	5%
North Fremantle	70 / 30	48%	18%
North Quay	23 / 77	20.5%	56%
Rous Head	50 / 50	12%	10%



PRECINCT RESPONSE

PLACE AND ECONOMIC ROLE



Visualisations are for illustration purposes only.



VICTORIA QUAY

3,200
TOTAL JOBS

2,200
TOTAL RESIDENTS

297,000
INDICATIVE FLOORSPACE CAPACITY (SQM GBA)

9,800
RESIDENTS /SQKM

14,000
JOBS/SQKM

In showcasing culture, heritage and creativity, Victoria Quay will become Australia's iconic western gateway – a world class tourism and arts precinct and a globally recognised must-visit destination.

Creative industries and tourism powerhouse

- Creative spaces (commercial and new starters)
- Test bed for strategic industries and innovation
- Iconic tourism infrastructure including world-class cruise terminal.

Celebrate arts, culture and heritage

- Enriched arts, culture and heritage experiences
- Symbolic welcome statement and cultural storytelling (Aboriginal and post-colonial history)
- Public access and new life for heritage buildings.

Reconnect Fremantle | Walyalup with the harbour

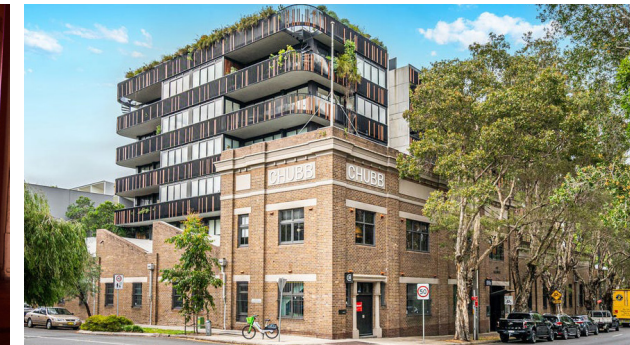
- Destination public space and improved linkages to reconnect Fremantle | Walyalup to the waterfront.

Cultivate visitation

- Drive tourism visitation and support Fremantle | Walyalup city centre with new residents, students and workers.
- Rejuvenate and unlock investment (including short-stay and student accommodation).

A well-connected gateway

- Improved active transport connections across the disused freight corridor and reduced at-grade car parking
- Moveable bridge for active transport connection to Rous Head
- Realignment and upgrade of Peter Hughes Drive.





SOUTH QUAY

4,500
TOTAL JOBS

3,900
TOTAL RESIDENTS

390,000
INDICATIVE FLOORSPACE CAPACITY (SQM GBA)

17,500
RESIDENTS /SQKM

20,500
JOBS/SQKM

As Fremantle | Walyalup's revived northern gateway, South Quay will be transformed into a modern waterfront destination. Its accommodation and office facilities will redefine harbour and riverside living and working in Perth.

Destination tourism

- National conference and events facility
- High-end tourism retail centre
- A-grade office and short-stay.

Cantonment Hill | Dwerda Weelardinup vista

- Revived northern gateway to Fremantle | Walyalup
- Heritage sensitive design response
- Major events and programming.

Recreating a harbour front city

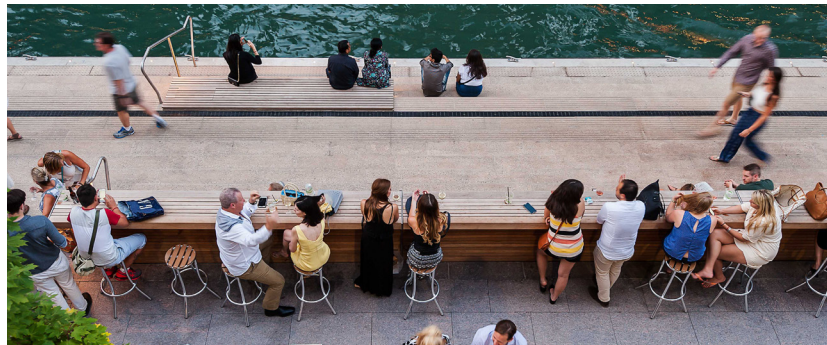
- North facing riverfront parkland
- Iconic harbourside promenade.

Harbourside living

- Recreational access to the harbour (active and passive)
- Diverse apartments, including affordable options.

Regional and cross-harbour connections

- Strengthened links to North Fremantle and the Fremantle | Walyalup city centre
- James Street Bridge and mid-tier transit
- Pedestrian harbourside connections.





LEIGHTON

1,100
TOTAL JOBS

2,800
TOTAL RESIDENTS

200,000
INDICATIVE FLOORSPACE CAPACITY (SQM GBA)

20,400
RESIDENTS /SQKM

8,300
JOBS/SQKM

As an early adopter for the Future of Fremantle, Leighton will lead the way -prioritising housing diversity, innovative transport solutions and delivering high amenity and connected coastal neighbourhoods.

High functioning neighbourhoods

- High-amenity neighbourhood centres
- Activated main street (beach to rail)
- Adaptable buildings for future commercial uses on southern boundary.

Coastal lifestyle

- Regional beachfront destination including high-quality surf life saving facility and complementary uses (e.g. café)
- Interpretative coastal walks and native landscaping.

Ocean front protection

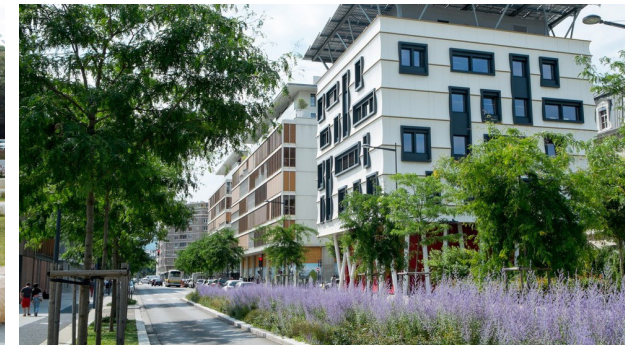
- Coastal erosion protection at Port Beach
- Public parkland and natural vegetation within the coastal reserve.

Integrated neighbourhoods

- Exemplary residential developments
- Early adopter best practice community infrastructure, including co-located facilities
- Medium to high density, diverse housing typologies.

Regional connections

- Realignment and boulevard treatment of Port Beach Road
- Low speed and pedestrianised coastal street
- Curtin Link and active transport connections
- Early adopter of initiatives to reduce car dependency.





NORTH FREMANTLE

21,600
TOTAL JOBS

9,900
TOTAL RESIDENTS

1,377,000
INDICATIVE FLOORSPACE CAPACITY (SQM GBA)

18,400
RESIDENTS /SQKM

40,200
JOBS/SQKM

North Fremantle will become a bustling city hub, anchored by an innovation district of national significance. With deep links to the Western Trade Coast, it will help to reposition Fremantle | Walyalup as a strategic city of the south and a key player in the Indian Ocean Rim.

Knowledge sharing neighbourhoods

- Innovation District anchored by research and development institutions
- Head office / global anchor tenants
- Next generation creative technologies.

Leading the narrative (Aboriginal Culture)

- Landmark cultural riverfront destinations
- Iconic vista from Cantonment Hill | Dwerda Weelardinup
- Potential Aboriginal-led landmark facility.

Green spaces and river front restoration

- Seamless connections to high amenity coastal locations
- Riverfront green connections and restoration of river edge
- Boat mooring access.

Bustling riverfront city hub

- Full spectrum of housing including social, affordable and key worker housing
- Outdoor spaces that facilitate social interaction
- Social enterprise and community services.

Regional transit hub

- Regional transit hub anchored by a relocated North Fremantle | Walyalup train station and two mid-tier transit connections
- Boulevard treatment of Tydemans Road
- Improved pedestrian connections and public realm upgrades to North Fremantle town centre.





NORTH QUAY

9,200
TOTAL JOBS

30,800
TOTAL RESIDENTS

2,078,000
INDICATIVE FLOORSPACE CAPACITY (SQM GBA)

34,000
RESIDENTS /SQKM

10,200
JOBS/SQKM

Boasting magnificent green open spaces, waterfronts and car-free living, North Quay will set a new benchmark for healthy, sustainable lifestyles in Western Australia.

Servicing population growth

- Everyday economy - schools, health services and retail employment
- Coastal destination (north facing beach, ocean pool and dive trails)
- Short-stay accommodation overlooking the river and sea.

Fremantle | Walyalup harbour art and cultural tourism precinct

- Early incubation of creative uses
- Iconic harbourside loop with facilities mirroring Victoria Quay (i.e. cultural, performing arts or modern art facility)
- Riverfront marinas.

Green living

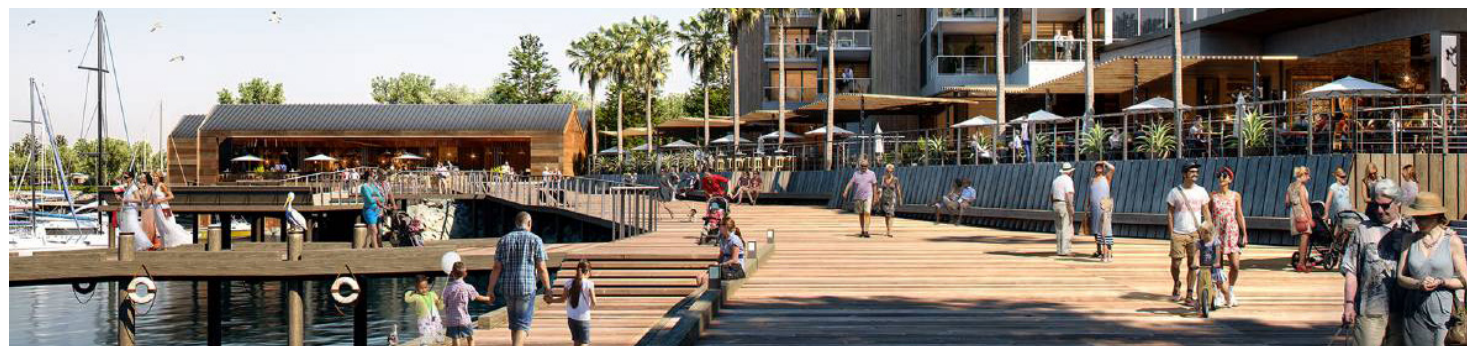
- Precinct scale sustainability infrastructure (for example, smart grid, battery storage and renewable energy sources)
- Green buildings with best practice energy efficiency
- Sustainable start-ups and circular economy.

Healthy lifestyles

- High density living overlooking expansive green corridors and waterfront views
- Centrally located schools collocated with community infrastructure
- High-quality design and iconic skyline.

Sustainable transport exemplar

- Turn up and go mid-tier transit services to allow car free lifestyles
- Distributed street networks allowing for car-free streets
- Harbour walking, cycling and cultural trails.





5,400
TOTAL JOBS

5,500
TOTAL RESIDENTS

644,000
INDICATIVE FLOORSPACE CAPACITY (SQM GBA)

14,100
RESIDENTS /SQKM

13,800
JOBS/SQKM

With a mix of prime headland views and iconic crossings, an oceanside marina and eclectic fabrication and maker spaces, Rous Head will reflect the essence of the Fremantle | Walyalup port's industrious past.

Blue and green technology hub

- Blue economy 'skills-of-the-future' training centre
- High-value marine and ocean industries (innovation infrastructure and common-user facilities)
- Oceanside marina catering to Rottnest Island | Wadjemup ferries and superyachts.

Harbour activity

- Working harbourside with creative destination uses
- Adaptive re-use of sheds for creative fabrication and industrial maker spaces
- A connector between anchor attractions (i.e Djoondle crossing, Aboriginal landmark facility, architectural icons, and repurposed port infrastructure).

Sustainable green and clean technology

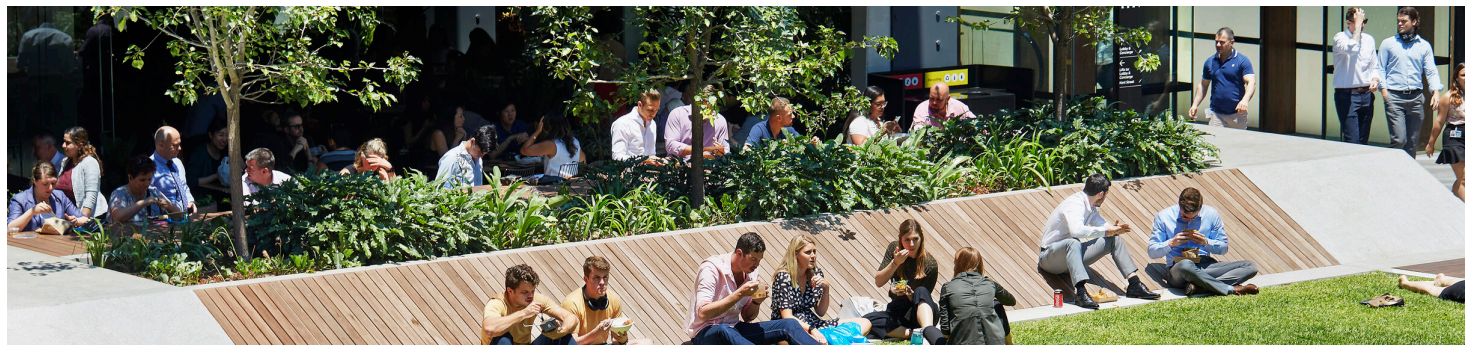
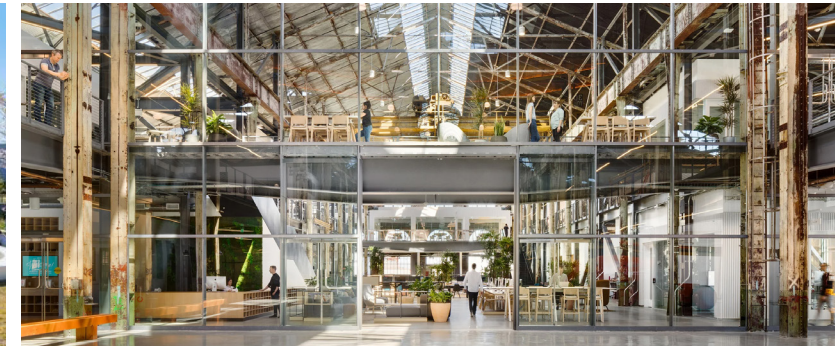
- Commercial and research hub for green technology aligned industries
- Test bed and transitional land uses associated with sustainable industries (i.e. aquaculture ponds).

Exclusive harbourside living

- Innovative live-work residential typologies (including student accommodation and build-to-rent)
- High-amenity, high-value riverside living
- Fit-for-purpose enterprise lots with larger format working spaces.

Strengthening links with Fremantle | Walyalup city centre

- Early investment in ferry harbour crossing
- Iconic moveable bridge
- Harbourside and marina walks.



06 TOWARDS THE VISION

Realising the vision for Fremantle | Walyalup's evolution will require a sustained effort to align decisions from a wide range of public, private and community stakeholders.

The following chapter outlines key delivery considerations and principles, as well as potential phasing considerations aligned to economic development priorities and enabling infrastructure.



TOWARDS THE VISION

POTENTIAL PHASING

The scale of the Future of Fremantle undertaking will see development delivered in stages over several decades. In general terms, this is likely to proceed on two fronts: one moving northwards along Victoria Quay, from the Victoria Quay Precinct through to the South Quay Precinct, and a second moving south from the Leighton Precinct into the North Fremantle, North Quay and Rous Head Precincts.

The adjacent plans show an indicative sequencing scenario for the long-term realisation of the Vision demonstrating a frontal roll-out for development accompanied by a well-considered program for the provision of enabling transport and amenity infrastructure.

A range of considerations will inform the ultimate sequencing of development and staging timeframes including: decisions of Government and other investors for the funding of enabling infrastructure; property cycles and market conditions; and Government decisions for the relocation of containerised and non-containerised trades.

It is anticipated that phasing will be guided by the following delivery principles:

Delivery Principles

- 1 Frontal development to leverage existing centres and infrastructure to ensure early job-focused outcomes, as the essential driver for successive phases
- 2 Value creation through new infrastructure and facilities to attract international investment
- 3 Jobs and population delivery to support the self-containment objectives and sustainable delivery of infrastructure
- 4 Location, scale and type of development outcomes to ensure sustained economic health of surrounding communities



INCEPTION

POPULATION
3,000

JOBS
5,000



GROWTH

POPULATION
24,000

JOBS
23,000



MATURITY

POPULATION
55,000

JOBS
45,000



TOWARDS THE VISION

The Future of Fremantle has established a bold vision that would see redevelopment of the Inner Harbour play an integral role in Fremantle | Walyalup’s evolution from a working port city to a modern waterfront city.

Executing the vision over a time horizon that is likely to span several decades will require coordinated efforts and genuine alignment between all levels government, industry and the community. Its implementation will require a high degree of flexibility to adapt to an ever-changing landscape and to the many new challenges and opportunities that this will present for realisation of the vision. This includes having the ability to respond to interrelated and dependent projects, including major state infrastructure projects such as Westport and wider regional transport planning.

The vision elements plan – a spatial representation of the vision – is deliberately high-level to provide flexibility for future decisions, while identifying key infrastructure moves and areas for further investigation. It creates a framework for more detailed planning to unlock the opportunities presented by the vision. It also preserves optionality so that future decisions concerning staging and infrastructure delivery can be made at the appropriate time and in response to the relevant circumstances, including programming of trade relocation and market conditions.

GUIDING DELIVERY

Benchmark projects from around the world of comparable size and complexity point to several implementation principles that consistently support successful project delivery outcomes. These principles will guide Future of Fremantle, they include:

Participation and engagement

Open channels of engagement and effective collaboration between government, community, industry and the not-for-profit sector.

Vision stewardship

A dedicated role that ensures all project-related decisions and activities align with realisation of the vision and goals (this could be an entity, individual or collection of individuals).

Performance measures

Aspirational and realistic agreed performance targets aligned to the vision and goals to facilitate regular review and accountability for project outcomes.

Supporting policy framework

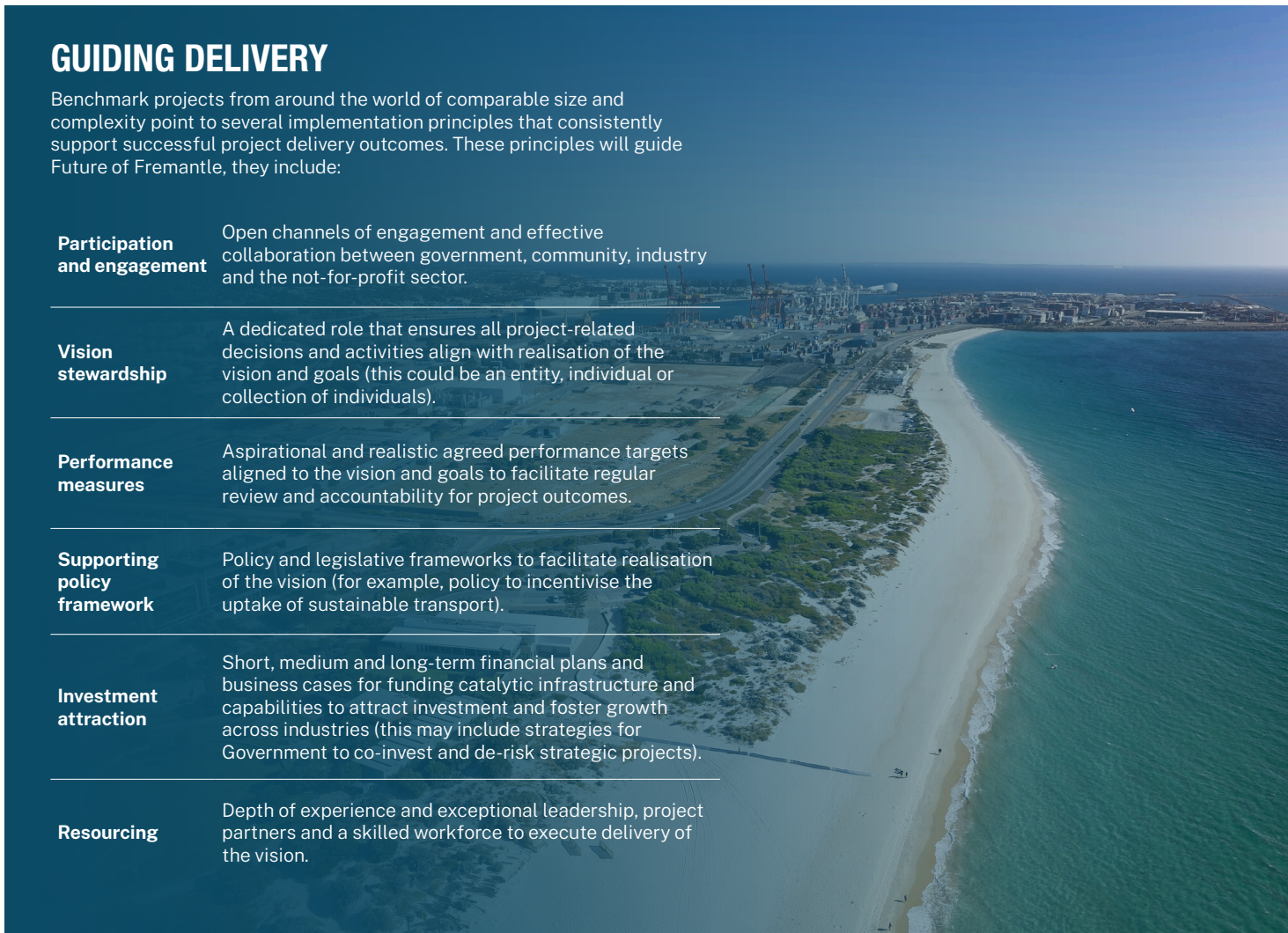
Policy and legislative frameworks to facilitate realisation of the vision (for example, policy to incentivise the uptake of sustainable transport).

Investment attraction

Short, medium and long-term financial plans and business cases for funding catalytic infrastructure and capabilities to attract investment and foster growth across industries (this may include strategies for Government to co-invest and de-risk strategic projects).

Resourcing

Depth of experience and exceptional leadership, project partners and a skilled workforce to execute delivery of the vision.



NEXT STEPS

Timeframes for implementation of the Future of Fremantle Vision will in part be guided by the timing for the relocation of trades from the inner-harbour as this will determine when land and waterways become available for repurposing and redevelopment. The period leading up to the relocation of trades creates a valuable window for a range of work to be undertaken in preparation for the future redevelopment.

This presents an opportunity for Fremantle to build on current momentum to further advance its identity as a competitive international destination for tourism, education and place to live, and as a preferred location for new enterprise networks and investment. When the Future of Fremantle redevelopment gets underway it will be well placed to further contribute to the economic, social, cultural and environmental capital that defines Fremantle.

Plans are already in place to revitalise the Victoria Quay waterfront, improve its connections with Fremantle, and realise its potential as a key cultural, tourism and hospitality, entertainment and education precinct. The WA Government has invested in the precinct's revitalisation, focusing efforts to improve pedestrian connections, enhance public spaces, and activate the portside heritage buildings with new cultural, commercial and community uses. This early activation of Victoria Quay will provide space to incubate new businesses, reconnect Fremantle to its harbour waterfront, and catalyse future redevelopment.

The result of this activation will be a reinvigorated Victoria Quay waterfront and bolstered local economy on the back of this unique character precinct. A next step will be progressing more detailed precinct planning across Victoria Quay to identify and facilitate further activation and development opportunities.

Additional studies, investigations and more detailed planning will also unfold across other precincts to inform future investment decisions in support of realising the Future of Fremantle Vision. This will provide many future opportunities for the community and stakeholders to participate in the planning and delivery of the Vision for this once-in-a-generation opportunity.

IMAGE REFERENCES

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Walking group at Aboriginal Cultural Tour. Credit: Department of Planning, Lands and Heritage

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1. Group photo at Aboriginal Cultural Tour. Credit: Department of Planning, Lands and Heritage

2. Students attending the Shaping Future Lifestyles focus group. Credit: Department of Planning, Lands and Heritage

3. Walking group at Aboriginal Cultural Tour. Credit: Department of Planning, Lands and Heritage

4. Presenter speaking at the Shaping Future Lifestyles focus group. Credit: Department of Planning, Lands and Heritage

5. Activity session at Aboriginal Elders Workshop. Credit: Department of Planning, Lands and Heritage

6. Students attending the Shaping Future Lifestyles focus group. Credit: Department of Planning, Lands and Heritage

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Indicative map of Cockburn Sound | Derbal Nara in relation to Fremantle | Walyalup Inner Harbour. Credit: Westport

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Future of Fremantle site looking towards Perth City. Credit: Joel Barbitta, D-Max Photography

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Mapping Boodjar, Walyalup Fremantle. Credit: Noongar Boodjar Language Cultural Aboriginal Corporation, 2022

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1. Attendees at Future of Fremantle Visioning Day. Credit: Department of Planning, Lands and Heritage

2. Walking group at Aboriginal Cultural Tour. Credit: Department of Planning, Lands and Heritage

3. Students attending the Shaping Future Lifestyles focus group. Credit: Department of Planning, Lands and Heritage

4. Attendees at Future of Fremantle Open Day. Credit: Department of Planning, Lands and Heritage

5. Attendees at Future of Fremantle Visioning Day. Credit: Department of Planning, Lands and Heritage

6. Activity session at Aboriginal Elders Workshop. Credit: Department of Planning, Lands and Heritage

7. Attendees at Future of Fremantle Visioning Day. Credit: Department of Planning, Lands and Heritage

8. Student writing on activity sheet at the Shaping Future Lifestyles focus group. Credit: Department of Planning, Lands and Heritage

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1. Aerial photo of The Containbow . Credit: City of Fremantle

2. Fremantle | Walyalup waterfront. Credit: Getty Images

3. Cranes at Fremantle Port. Credit: freoview.wordpress.com

4. High Voltage performing at Fremantle Oval. Credit: Cam Campbell

5. Boats at Fremantle Port. Credit: Fremantle Port

6. Fremantle | Walyalup High Street in the 1940s. Credit: City of Fremantle's Local history photographic collection

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Walking group at Aboriginal Cultural Tour. Credit: Department of Planning, Lands and Heritage

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2. Port Adelaide Renewal: Hart's Mill Surrounds by Aspect Studios. Credit: Don Brice

3. Lot Fourteen District Overview Aerial. Credit: freoview.wordpress.com

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2. Caribbean Park Stage 2, Commercial Offices by Peter Ryan Architects. Credit: Alex Reinders

3. Hawaii Ocean Science and Technology Park. Credit: Andrew Richard Hara

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1. Event photo from Wardarnji 2021. Credit: Fremantle Arts Centre

2. Event photo from Wardarnji 2021. Credit: Fremantle Arts Centre

3. The Wind Tree by artist Michio Ihara. Credit: Auckland Council

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1. Ribeira, Porto. Credit: RossHelen / Getty Images

2. Felons Brewing Co, Howard Smith Wharves. Credit: Jesse Lindemann, Tourism and Events Queensland

3. Floating Farm, Rotterdam. Credit: Iris van den Broek @eyerisshots

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1. Hunter's Point, South Park. Credit: Albert Vecerka/ courtesy of Balsley/SWA and Weiss Manfredi

2. Mulini Beach. Credit: 3LHD

3. Port Adelaide Renewal: Hart's Mill Surrounds by Aspect Studios. Credit: Don Brice

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Waterfront Nordhavn, Copenhagen. Credit: Rasmus Hjortshøj Coast

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1. Mobile vending at Spirit of Tasmania Street Fair 2017. Credit: Devonport Council

2. The restored Mariahilferstrasse, the central axis of Vienna's MaHü district. Credit: Christian Fürthner

3. Glenelg Waterfront. Credit: Peter Ciemitis

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Artscape Daniels Launchpad. Credit: Bob Gundu

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Portland Mall Revitalization. Credit: ZGF Architects LLP

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1. Family riding bikes. Credit: Bengt Stiller

2. Busy shopping street in Dordrecht. Credit: Dreamstime

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1. Cruise ships at Fremantle Port. Credit: Fremantle Port

2. Nightingale Housing. Credit: Tom Ross

3. Art in the Harbour. Credit: Duncan Wright

4. Elizabeth Street, Waterloo NSW. Credit: Real Commercial

5. London's Southbank Centre. Credit: Wikipedia

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1. Waterfront in Helsinki, Finland. Credit: www.pps.org

2. Green spine near Moorabool Streets. Credit: www.landscapearchitectureprojects.com

3. Chicago Riverfront. Credit: Christian Phillips

4. Dockside regeneration, Nordhavn Copenhagen. Credit: Frazer McNaughton (@FrazerMCN on X)

5. Barangaroo South, ASPECT Studios. Credit: Florian Groehn, Simon Wood, Simon London

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1. Beach volleyball at City Beach, Perth. Credit: www.metrotrekker.com

2. Glenelg Waterfront. Credit: Peter Ciemitis

3. Dee Why Square. Credit: Arcadia

4. The eco district of Bonne. Credit: www.grenoble-tourisme.com

5. Nature's Playground, Adelaide Zoo. Credit: Phillips / Pilkington Architects

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1. De Krook Public Library in Ghent. Credit: Karin Borghouts/ Stad Gent

2. Helping Heroes on the Lawn. Credit: cdn.concreteplayground.com

3. Sayer Street at Elephant Park. Credit: Lendlease

4. Marco-Polo-Terrassen. Credit: Thomas Hampel

5. Escala NewQuay. Credit: Sydney Morning Herald

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2. Bosco Verticale, Milan / Boeri Studio. Credit: Kirsten Bucher

3. Hammarby, Sweden. Credit: Design for Health

4. Kensington Street & Spice Alley. Credit: David Li Photography

5. An artist's impression of The Waterfront, Shell Cove.

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2. Vast warehouse at San Francisco's Pier 70 becomes Gusto headquarters, Gensler. Credit: Rafael Gamo

3. Oxford & Peel Apartments by Jackson Clements Burrows Architects. Credit: Peter Clarke

4. Installation view of 'Water Cities Rotterdam' at the Nieuwe Instituut. Credit: Ruben Dario Kleimeer

5. 275 Kent St by ASPECT Studios. Credit: Florian Groehn

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Future of Fremantle site looking towards ocean. Credit: Joel Barbitta, D-Max Photography

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Future of
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