





COCKBURN COAST PLACE MAKING STRATEGY

FINAL REPORT 16 MARCH 2012

**PLACE
PARTNERS**
Place Making Consultancy

Place Partners L2 3 Oxford Street Paddington, Sydney AUSTRALIA 2025
Ph. +61 2 8065 7401 W. www.placepartners.com.au ABN 97 134 359 372
© 2012 All information remains the intellectual copyright of Place Partners.

INTRODUCTION

ABOUT PLACE MAKING

METHODOLOGY

EXECUTIVE SUMMARY - The Place Framework

PART A Influences on the Emerging Character of Cockburn Coast

A1 ABOUT COCKBURN COAST

Regional Review

A2 HOLISTIC APPROACH TO PLACE

The Evolving Character of Cockburn

Summary of Findings from SEEC

Social summary

Economic summary

Environmental summary

Cultural summary

A3 EXTERNAL INFLUENCES ON PLACE CHARACTER

Summary diagram

Government Policy & Strategy

The Masterplan

Branding and Marketing

Global Forces and Trends

PART B – The Place Framework

B1 THE VISION AND OBJECTIVES

DSP & Masterplan Vision

Masterplan Objectives

Place Making Objectives

B2 PLACE DRIVERS FOR COCKBURN COAST

Place Drivers (Project Themes)

B3 COCKBURN COAST’S FUTURE PLACE CHARACTER

Delivering a Sense of Transition at Cockburn Coast

Place Making Principles

B4 The Precincts

Rob Jetty Place Character & Principles

Hilltop/Emplacement Place Character & Principles

Power Station Place Character & Principles

PART C – Place Making Overlay

C1 COCKBURN COAST PUBLIC REALM

Landmarks and Gateways

Open Space Hierarchy

Street Hierarchy

C1.1 Cockburn Coast Public Trails

C2 ROBB JETTY

The Robb Jetty Overlays

RJ1 Place Structure and Staging

RJ2 Catherine Point

RJ3 Foreshore Park

RJ4 Robb Jetty Foreshore

RJ5 Robb Jetty Mainstreet

RJ6 Oval and Park

C3 POWER STATION

The Power Station Overlays

PS1 Place Structure and Staging

PS2 Power Station Foreshore - Option 1

PS2 Power Station Foreshore - Option 2

PS3 Power Station Civic Square

PS4 Power Station Entry

C4 HILL TOP & EMPLACEMENT

The Emplacement Overlays

HE1 Place Structure and Staging

HE2 Emplacement Park

Appendices

i. Cockburn Coast Public Art Strategy

ii. Workshop Findings

INTRODUCTION

Place Partners has been engaged by Landcorp to co-ordinate and deliver a Place Making Strategy for the Cockburn Coast Project. The Place Making Strategy provides the directions for the 'soft infrastructure' of Cockburn Coast; how people use the place, community development and public art.

This document dated 13 September is the first iteration of a developing strategy (Stage 1 of the commissioned works) and provides:

- › Part A. Context - Influences on the Emerging Character of Cockburn Coast
- › Part B. Place Framework
- › Part C. Place Making Overlays

Appendices: Community Development Plan Framework & Public Art Strategy Framework.

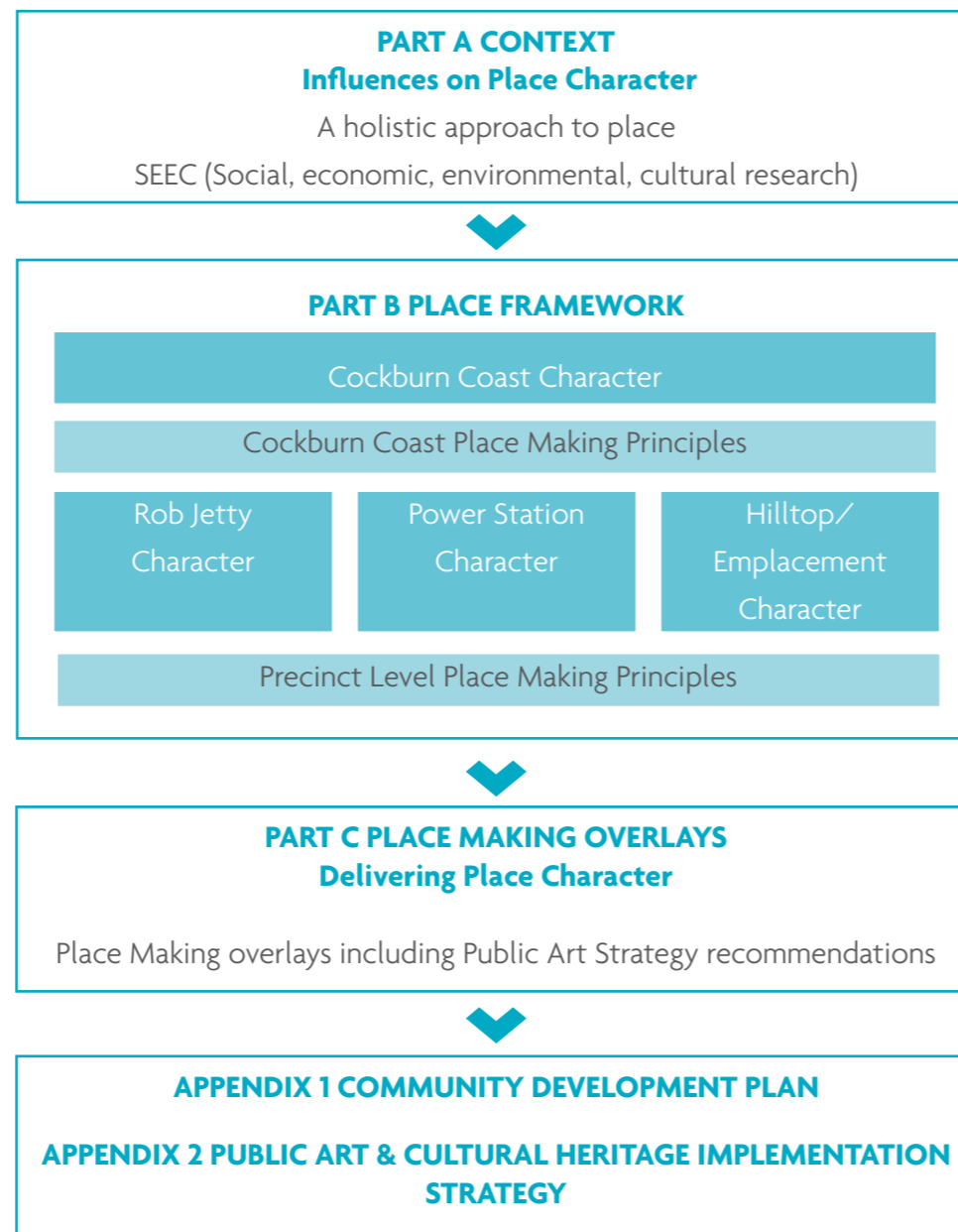
The place making services are being conducted concurrently with the Local Structure Plans for three precincts within the Cockburn Coast Masterplan area; the Rob Jetty Precinct, the Hilltop/Emplacement Precinct and the Power Station Precinct. This Place Framework and the subsequent Place Making Overlay (Stage 2) will ensure that place making principles concerning; public amenity, accessibility, people focussed planning, local identity, community attractions and uses, management and other considerations, are incorporated into the up front planning and design of the project.

The objectives of the place making process are to:

- › guide the planning and delivery of a dynamic coastal development that offers the existing and future community a unique place with a mix of business, lifestyle and civic activities
- › provide a framework for the creation (over time) of a built environment and local identity that incorporates the historical, cultural, social and natural characteristics of the area
- › support the delivery of the Cockburn Coast Project Vision: 'To develop Cockburn Coast as an integrated and high amenity beachside residential and mixed use area highly accessible by public transport'
- › align with, and inform, LSP processes and outcomes to create an integrated plan for the future Cockburn Coast

The place making process is iterative in that it relies on a variety of inputs over time. Like an organically created place, a new place and its development framework should allow for flexibility and the evolution of planning directions to reflect the changing needs of pioneer residents, external forces or any other new information that comes to hand.

The following diagram illustrates the place making process for the Cockburn Coast Project:



REPORT STRUCTURE

The final Place Making Strategy will be divided into 4 sections:

› Part A. Context - Influences on Cockburn Coast's Place Character

Part A provides an overview of the Cockburn Coast site and its regional context including a review of the proposed Masterplan and DSP objectives to set the context for the research. It then goes on to describe the Place Partners approach to SEEC (Social, Economic, Environment and Cultural) influences on the Cockburn Coast Place Character. The key outcomes of this research are provided in the form of questions moving forward to be addressed by the Place Framework in Part B.

› Part B. The Place Framework

Part B describes a Place Framework that will align the DSP and Masterplan vision and objectives with Place Drivers for the Cockburn Coast as informed by the outcomes of Part B. It will include the Cockburn Coast Place Character statement and Place Making Principles that will guide the delivery of place at Cockburn Coast. The framework will provide both the strategy and specific directions for the delivery of the 3 precincts; Rob Jetty, Power Station and Hilltop/Emplacement.

› Part C. Place Making Overlays

Part C of the Cockburn Coast Place Making Strategy is known as Place Making Overlays. This document provides a series of conceptual illustrations of place making recommendations for key locations across the Cockburn Coast. Each illustration aims to demonstrate the elements required in the future place in order to ensure self-sustaining activity and the development of authentic local place character. Illustrations provide a conceptual diagram of these elements overlaid on the current masterplan. Detailed design work should consider the Overlays as a briefing tool not a prescription.

› Appendices

The appendices contain the Public Art and Cultural Heritage Strategy and the Community Development Plan 2011 - 2041. The Recommendations contained in these documents have been integrated into the Place Framework and Place Making Overlays, where appropriate.

ABOUT PLACE MAKING

Place making is the process of creating places that people inherently understand, participate in and feel ownership of. These places respond to the unique 'essence' or character of their location and build authentic and meaningful relationships between people, and between people and their environments.

Place Partners contends that a successful people place is a living system of relationships where each element plays an important role in the making of the whole - a civic ecosystem. It is difficult to know how the removal of even one element might impact the whole. Like a game of pick-up sticks, the infrastructure of the place (soft and hard) could hold together with any number of its elements removed, or fall apart if a single relationship is altered.

There are many definitions of place making. Perhaps the most commonly held is that regarding the activation of a place. Place making is much more than this; it is the creation of meaningful environments that reflect the values and aspirations of the people who will use the place, as well as the layers of narrative that contribute to the essence of that place - its 'genius loci'.

PLACE

Place is defined as a location that has meaning for the people who use it, has a unique character that reflects the needs and aspirations of the community and the narrative of the site's history.

PLACE MAKING

The aim of place making is the creation of meaningful environments that respect the unique qualities of each different location.

PLACE MAKING MUST:

- › Respond to the essential character of the place
- › Be meaningful to people; emotionally and spiritually
- › Involve people in the place's production
- › Be attractive to people; physically and intellectually
- › Provide a choice of experiences
- › Be sustainable economically and environmentally

PLACE MAKING OBJECTIVES:

A place making approach has a number of key objectives:

- › Being appropriate for each unique place and its people through the facilitation of meaningful experiences.
- › Putting people first by prioritising the experience of the pedestrian over all other modes of movement.
- › Prioritising the 'every day' through an understanding that the greatest attractor of people is other people. Everyday uses attract every day users (and can still cater for special events) which leads to organic/natural activation that is sustainable and low cost.
- › Building relationships between people and places to create an inter-dependent network of businesses, public spaces and users.

PLACE MANAGEMENT

Place Management describes the governance, maintenance, enhancement and protection of public places in our cities. It is not only concerned with the physical aspects of a place but more the 'life' of a place; a holistic system that has a single aim - to attract and retain diverse human activity and build their relationship to their place.

PLACE ACTIVATION

Place activation is defined as planning for diverse human activity in a place. When planning new places, the focus of place activation is on ensuring that the needs of all potential users are met. This will provide for the natural, organic and sustainable use of places by people as part of their daily life. In turn having a place full of people will attract more people.

PLACE DRIVER

The 'place driver' describes the core focus and mind set that is driving the vision and the future place character. It provides the foundation for the vision and the place principles.

PLACE VISION AND CHARACTER

Building the character of a place is not an intuitive by-product of the design process. It is a series of explicit and discrete actions that focus the decision making process. The Place Vision and Character clearly articulates the future we aim to achieve for this place and allows for alignment of project teams and stakeholders. It is development from an understanding of influences on place identity and stakeholder values and aspirations.

PRINCIPLES OF SUCCESSFUL PUBLIC PLACES

There are three broad dimensions of the public realm - rights, needs and meanings. "Successful public places are ones that are responsive to the needs of their users; are democratic in their accessibility; and are meaningful for the larger community and society" (Francis 2003).

RIGHTS

The Cockburn Coast has long been seen by the wider community of the City of Cockburn as 'our beach'. Historically stretching along 7kms of accessible coastline, the community has seen it reduced over many years to the remaining 2kms of public beach we see today. The Power Station, whilst strongly in the public's eye, has been somewhat out of reach (in terms of legal access) since its closure. Re-opening and redevelopment of the Cockburn Coast site needs to be both inviting and welcoming to the community of the LGA as a whole.

The Cockburn Coast site needs to ensure that in substance over gesture it provides:

- › for the public good
- › a welcome to all members of the community
- › accessibility to all members of the community
- › for participation in the process by members of the community

NEEDS

Meeting user needs is the simplest method of guaranteeing a place that attracts people, yet is often the primary cause of a place's failure. Identifying primary users of a place, providing them basic amenity in the form of comfortable seating, play areas, meeting places, toilets etc and supporting this with appropriate services whether coffee shops, banks, nightclub or library will attract people, who in turn will attract more people.

MEANING

New places have to work twice as hard to be meaningful for their users than older places with their own embedded histories. For the creation of new places place making requires the integration of cultural and social narratives, association and ritual in order to create connection with the community and importantly, to provide the cues that will enhance their ability to read or understand the place

THE MOVE BACK TO PLACE

While historically place making was the responsibility of all people in a community, there has been a discernible move away from the creation of place over the last two centuries; philosophically, economically and socially. Interestingly it is the last, the social, that has given rise to the current trend that is seeing the rise in value of place as a measurable commodity. Places that attract people have economic value in a competitive market and as such are increasingly being seen as an objective of the development of urban public spaces. Today's development market is responding to worldwide concern for the loss of places that the community values, the loss of cultural diversity and local autonomy that is occurring in the face of globalisation. In capital cities where 'city image' or place brand is the key to sustainable tourism this is particularly important.

PLACE MAKING SUPPORTS:

- › Competitive and marketable destinations
- › Leisure and recreation society
- › Community demand for better urban experiences
- › Community wellbeing

Place making relies on a thorough understanding of the unique attributes and characteristics of each place. For the purpose of developing this and subsequent documents Place Partners carried out the following research.

DESKTOP REVIEW

A wide variety of data sources and documents were reviewed as part of Place Partners' approach to this Place Making Strategy. They were extremely valuable in contributing to the legislative, social, economic, environmental and cultural context for the findings in this report. Some of the most notable documents and data sources were:

- › Cockburn Coast District Structure Plan (Western Australian Planning Commission 2009)
- › Cockburn Coast Master Plan (Landcorp 2011)
- › Cockburn Coast Integrated Transport Plan (Parsons Brinckerhoff 2011)
- › Cockburn Coast Vision Workshop Outcomes (Hassell 2010)
- › Analysis of Three Development Scenarios: Floorspace requirements (Pracsys 2010)
- › Infrastructure Servicing Report for the proposed Cockburn Coast development (Wood & Grieve Engineers 2011)
- › State Planning Policy 4.2- Active Centres for Perth and Peel (Western Australian Government 2010)
- › Various stakeholder and community engagement findings reports

Other notable documents and data sources are mentioned below and a full list of sources considered in developing this report is attached as an appendix.

SCALES OF INTEREST

This report has considered the Cockburn Coast site from the perspective of 5 different scales; from the metropolitan to the micro, that is the defined site. The aim of this method has been to provide an understanding of the factors that may influence the development of the site both internally and externally, to consider Cockburn Coast as one place within a greater network of places.

Metropolitan Study Area

The Perth Metropolitan area has a population of 1.6 million and is growing rapidly. The Cockburn Coast, located in the Southern Suburbs of Perth, will be shaped by the current and future planning decisions, market forces and general character that play out at the Metropolitan Scale.

Key Stakeholders:

- › Western Australian Government
- › WA Department of Planning and Infrastructure
- › Department of Immigration and Citizenship

Key documents and data sources:

- › ABS data including 2006 Census Data and 2010 National Regional Profiles data
- › Climate Change Climate Change Risk Management and Adaptation Action plan for the Southern Metropolitan Councils (GHD 2009)
- › Crime statistics (Western Australian Police 2011, <http://www.police.wa.gov.au/ABOUTUS/Statistics/CrimeStatistics/tabid/1219/Default.aspx>)
- › Love it or leave it? (Down under out west 2011, <http://downunderoutwest.wordpress.com/2011/01/23/love-it-or-leave-it/>)
- › Publications, Research, Statistics and Historical Resources (Department of Immigration and Citizenship 2011, <http://www.immi.gov.au/media/publications.htm>)
- › Social Trends (Department of Sport and Recreation, Government of Western Australia 2005)

Regional Scale

The regional context of the Cockburn Coast site has been considered at a scale of approximately 10km around the site. This region considers the trends and characteristics of the Local Government Area (LGA) of Cockburn in which the site is located, and adjoining LGAs including Fremantle, Melville, Canning, Armadale and Kwinana. Consideration of the site within the context of this regional scale is partially important because of localised migration trends from the northern side of the region down to Cockburn and Kwinana.

Key Stakeholders:

- › Southern Metropolitan Councils
- › WA Department of Transport
- › WA Department of Health

Key documents and data sources:

- › ABS data including 2006 Census Data and 2010 National Regional Profiles data
- › The Changing Cockburn Coast: European Heritage (WA

Department of Planning and Infrastructure 2008)

- › The Changing Cockburn Coast: Indigenous Heritage (WA Department of Planning and Infrastructure 2008)
- › The Changing Cockburn Coast: Socio-economic Analysis (WA Department of Planning and Infrastructure 2008)
- › City of Cockburn Local TravelSmart Guide West (WA Department of Transport & Department of Health 2010)
- › Cockburn Crime Prevention Plan 2011-2014 (City of Cockburn 2011)
- › Drivers of Activity Centre Development in the Fremantle CBD: Fremantle's position in the metropolitan hierarchy (Urbis 2011)
- › A forgotten Strip (Vanessa De Groot 2010, Australian Property Investor January 2010)

Local Government Study Area

The Cockburn Coast site is located in the north western corner of the City of Cockburn LGA. The northern boundary of the site adjoins the southern boundary of the City of Fremantle LGA. A study of both LGAs is critical to understand the role this area plays for the site in terms of employment and servicing the proposed community. The Cockburn LGA is one of the fastest growing areas of Perth with the Cockburn Coast projected to provide accommodation for around 10,000 residents in the years to come.

Key Stakeholders:

- › City of Cockburn
- › City of Fremantle

Key documents and data sources:

- › City of Cockburn (www.cockburn.wa.gov.au)
- › City of Cockburn 2005 State of the Environment Report (Ecologia Environment 2005)
- › City of Cockburn Community Development Service Unit: Summary of Community Organisation Interviews (City of Cockburn 2009)
- › City of Cockburn Community Development Service Unit: Summary of Officer Interviews (City of Cockburn 2009)
- › City of Cockburn Community Profile (National Growth Areas Alliance 2010)
- › City of Cockburn A Great Place for Business: Presentation to MCCC (City of Cockburn 2010)
- › City of Cockburn Sustainability Strategy (City of Cockburn 2006)

- › City of Fremantle (www.fremantle.wa.gov.au)
- › Cockburn Coast District Structure Plan Frequently Asked Questions (WA Department of Planning 2009)
- › Cockburn Community Development Strategy: Art of Enterprise Sustainability in practice (City of Cockburn 2007)
- › Cockburn Community Development Strategy: Cockburn Community Development Strategy Guide (City of Cockburn 2007)

Suburban Study Area

The western half of the site is located within the suburb of North Coogee and represents a large proportion of the total area of this suburb. Eastern portions of the site are located in the suburbs of Hamilton Hill in the north and Spearwood in the South. A study of these suburbs contributes to a greater understanding of the site and the predominant influences upon its future development. A study of North Coogee is considered to be useful as the local population, housing types and density along the coast is most consistent with the anticipated Cockburn Coast development.

Key stakeholders:

- › Local residents
- › Local business operators

Key documents and data sources:

- › Population and Household Forecast: Coogee- North Coogee (City of Cockburn 2010)
- › Port Coogee Marina Village Masterplan (Australand Holdings Limited 2008)

The Cockburn Coast Site

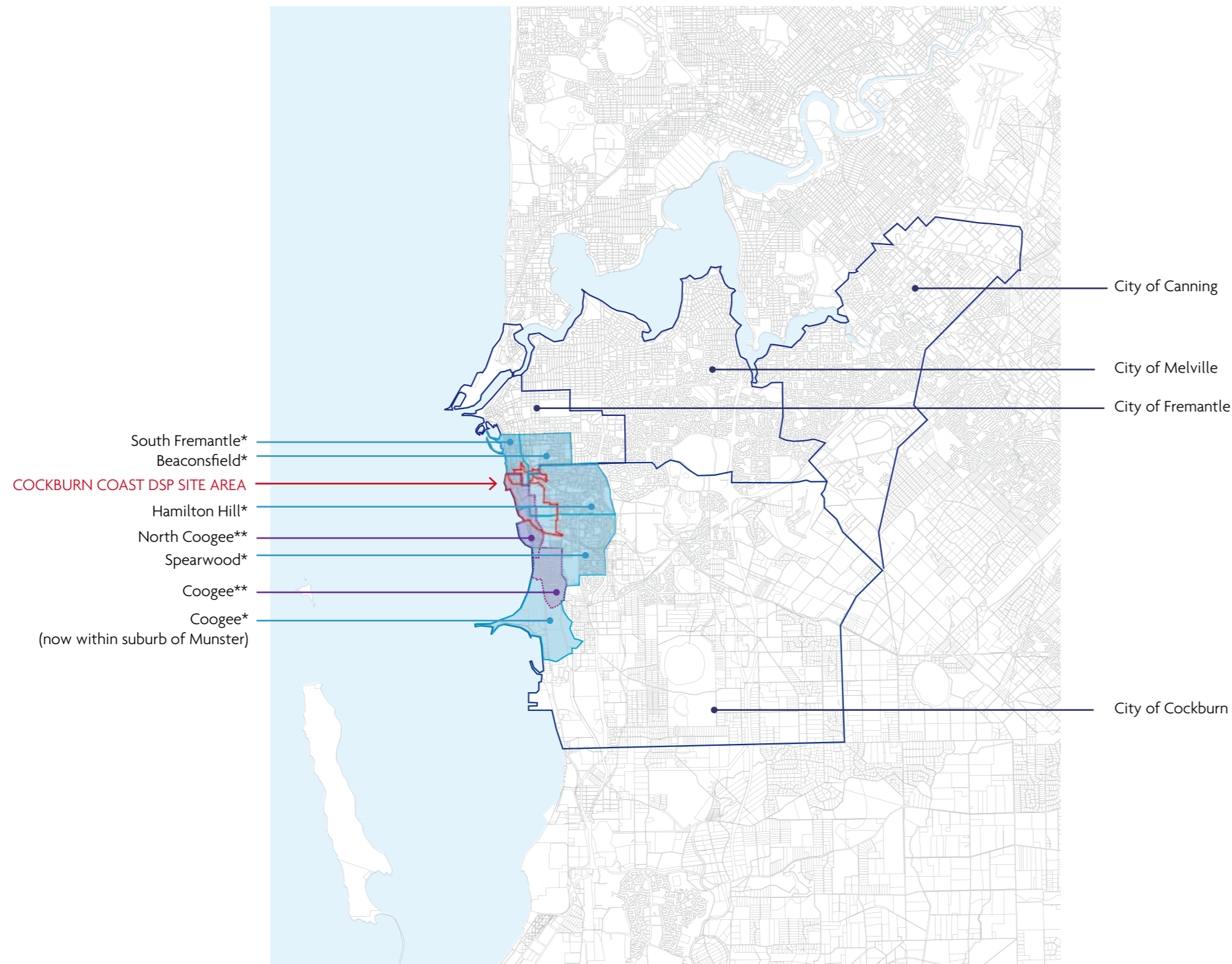
Although highly unutilised, the Cockburn Coast site has a distinct character and a strong identity. Physically, the site runs parallel to the coast and has an expansive dunal system long its entire western edge, a moderate slope from a ridgeline to the east and heritage items that complement a valuable narrative history.

Key stakeholders:

- › Local residents
- › Local business operators
- › Regular and potential visitors

Key documents and data sources:

- › Cockburn Coast Master Plan (Landcorp 2011)
- › Opportunity Lost, Freo Tribe (Jon Strachan 2011)



* Suburban area 2006 ABS
 ** Current suburban areas as per City of Cockburn definition of suburban boundaries

SITE INVESTIGATIONS

The Place Partners team spent 3.5 days visiting the site and the region to understand the local context, regional competition and current public realm uses and users.

Local Context

Place Partners spent time on the ground in the local centres of Spearwood, Hamilton Hill, South Fremantle and North Coogee to observe how these communities currently use the public realm through behaviour mapping and place audits.

Regional context

Place Partners visited the regional centres of Fremantle, Cottesloe, Mosman, Ellenbrook, Rockingham and Cockburn Central to gain insight into the diversity of competitors in the region to the Cockburn Coast.

TEAM ALIGNMENT

Place Partners has ensured alignment with the LSP team through ongoing communications during the project duration. This has been achieved through:

- › Phone conversations
- › One to one meetings
- › Team Place Making Workshop

The Place Making Workshop was held in Perth on Wednesday 3rd August. Participants from the following organisations were in attendance:

- › Landcorp
- › Department of Planning
- › City of Cockburn
- › BlocUrban
- › Brand Agency
- › Brecknock Consulting
- › Culture Play
- › Hassell
- › Parsons Brinkerhoff
- › Pracsys
- › Yeates Heritage
- › Place Partners

In addition, Place Partners attended a workshop held by Culture Play, the organisation commissioned to deliver the Place Brand for the Cockburn Coast, in order to ensure alignment moving forward.

EXECUTIVE SUMMARY

This Place Making Strategy provides strategic directions and detailed recommendations for the development of a unique place character for Cockburn Coast and its precincts. It synthesises the key findings from primary and secondary research and identifies influences and drivers on the emerging character of the Cockburn Coast. The Strategy builds upon this research to define place character and provides detailed recommendations for its delivery in the form of Place Making Overlays.

The following pages provides a summary of the Place Making Strategy which is divided into three parts

- > Part A: Context
- > Part B: Place Framework
- > Part C: Place Making Overlays

SUMMARY OF PART A: CONTEXT

PROJECT VISION AND OBJECTIVES

The District Structure Plan (DSP) vision and objectives form the basis of the Masterplan, this Place Framework and future Place Making Overlays. The DSP vision and objectives will also provide the foundation for the ongoing development of local structure plans for the three precincts within Cockburn Coast. The Place Framework supports the development for the LSPs by providing a response to the place and its unique nature. It aims to illustrate opportunities for the project to deliver the over arching vision and do so in a way that creates a place that meets and exceeds community expectations for place making in coastal developments.

The project vision is to create:

“A vibrant, landmark destination that is connected, integrated, diverse and accessible”



DSP & MASTERPLAN OBJECTIVES

The following objectives outlined in the DSP & Masterplan set the high level aspirations for the project to date.

The project objectives are:

- Responsive to the context – regionally and the immediate environment
- Establish a sustainability framework for future detailed planning and design
- Transit orientated development with appropriate density
- Inclusive / participatory planning and consultation process
- Create a place with a mix of people, housing, uses, experience and lifestyle
- Establish an urban development framework that provides guidance for implementation

PLACE MAKING OBJECTIVES

The following place making objectives are a synthesis of the priorities shared by workshop participants at the Place Making Workshop August 2011. They have been further developed to respond to the Masterplan Objectives and aim to provide the next iteration for their delivery.

- Leverage existing assets; natural and heritage, with creative and innovative opportunities for re-interpretation and use
- Establish a point of difference or ‘wow factor’ that will set this place apart from others creating a locational advantage that is complimentary to surrounding centres and their roles (locally & regionally)
- Concentrate activity around key places and connect destinations with quality pedestrian experiences and public transport
- Identify existing and new markets and build place-based relationships that will evolve and strengthen over time; locally and regionally as part of a network of centres and community infrastructure
- Identify a range of community uses and infrastructure that will generate social sustainability and social cohesion
- Develop a staged approach to manage the transition of landmark uses such as the power station

PLACE DRIVERS & PLACE THEMES

Place character is influenced by a wide range of factors; these drivers of place can be historic, cultural, local, political, and/or global. By understanding the factors that have contributed to the current character of the Cockburn Coast we can incorporate the 'essence' of the place in shaping its future. These place drivers/themes provide the basis for the development of a unique place character statement for the Cockburn Coast and should be utilised as themes in themselves to be interpreted on site in the delivery of place.

INTENSITY

Intensity can be both exciting and challenging. This driver describes social, cultural and physical aspects of the place from its productive, and sometimes dramatic past, to its planned future where intensity refers to a concentration of activity and amenity.

The intensification of coastal development can be received unenthusiastically as there is a perceived tension between nature and the built environment. But with intensity of amenity comes a number of environmental benefits. It involves the centralisation people, buildings, gathering spaces and infrastructure to realise the greatest potential from a more compact city form.

HONESTY

There is real sense of the 'down to earth' nature of this place and its people, a rawness that is appealing and essentially honest. Textures of industry, past and present combine in a sincere expression of hard work and integrity.

However, this driver is deeper than the physical only, it involves sharing the story of the place, its planned evolution and listening and responding to community needs by involving them in a transparent and participatory process. In attracting a community who will help build the culture of the place we need to ensure that they understand their role in the development of the place they want.

DUALITY

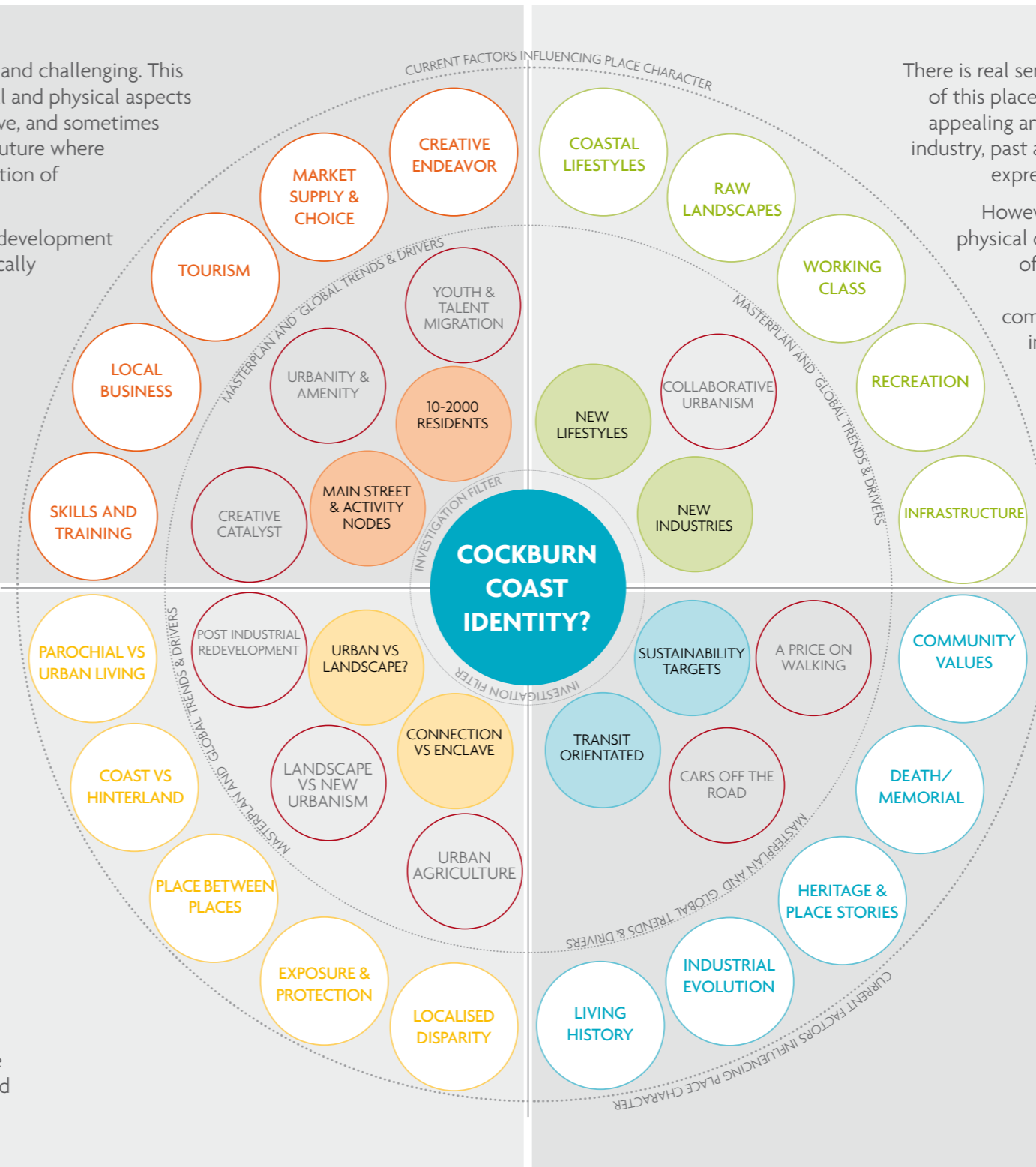
This driver reflects the contrasts inherent on and around the site. Internally it is a place of dualities; from beach to dune, to bush to road, from industry to nature. Each contrast provides an opportunity for an authentic set of experiences that are unique to the site.

There is an opportunity to explore and enhance these place based experiences to provide a diversity of transitions that reflect the larger regional context and the shift between the suburban and the semi-urban.

LEGACY

This driver is an important aspect of the place, reflecting both tangible and intangible place based assets of the current site that are valuable to the local community and the history of Perth's development.

Its also suggests a need for leadership and responsibility in the future planning of the place, a long term view that considers infrastructure as a communal asset and investment. Sustainability, in all its forms is critical in our ability to pass on a positive contribution to future generations.



SUMMARY OF PART B: PLACE FRAMEWORK

COCKBURN COAST'S FUTURE PLACE CHARACTER

Building the character of a place is not an intuitive by-product of the design process. It is a series of explicit and discrete actions that focus the decision making process to consider all aspects that contribute to the personality or experience of a place.

Place Making aims to build on the strengths of a place and its community to ensure the future place reflects their culture, stories and aspirations. The following articulates the future story for the Cockburn Coast.

The over arching place character of 'Experiencing Difference, Embracing Change and Evolving Together' can be defined most simply by the term 'transition'. The idea of transition is particularly valid at Cockburn Coast because of its already rich history of change and the planned future evolution, but also because of the range of experiences that the place already offers a visitor. The idea of transition is 'of the place' it reflects what Cockburn Coast 'is' and what 'it wants to be'.

Transition reflects the ongoing and organic change that occurs at all places in all communities. It can be considered strategically, spatially as well as through time. Transition questions the notion that a drawing can determine all aspects of the future needs of a place, especially one with such a long development horizon. Transition also considers that at the completion of the thirty year development time line the place will continue to change. Flexibility and responsiveness are key to building in resilience in both the place and its people.

The delivery mechanisms for Cockburn Coast need to consider how new information can be responded to and how the essence of transition with all its myriad possibilities can be ingrained into the environment and experience offered. Cockburn Coast needs and over arching story of change that can itself evolve to engage with current and future residents and visitors to an area that will need many hands to see its vision realised

INTENSITY HONESTY DUALITY LEGACY



Cockburn Coast is a place that explores the essence of transition. From the beach to the bush, the local to the regional, the suburban to the semi urban, the intimate to the grand, Cockburn Coast delivers real diversity - of experience, offer and lifestyle.

It is not only different from its neighbours, it is a place that offers choice and variation within. From seamless movement between beach and main street to bold contrasts between new and old, Cockburn Coast plays with the idea of transition as a means of offering meaningful experiences that connect people to the place.

Cockburn Coast celebrates its dynamic evolution and collaborates with its community to make a place that reflects both local needs and regional expectations.

REGIONAL TOURISM/ RECREATION DESTINATION	CO-LOCATED DIVERSITY OF HOUSING PRODUCT	ACCESS TO AMENITY	RANGE OF EXPERIENCES
Power Station	Terrace	Public Transport	Intense Activity
Beach	Work/Live	Main Street	Quiet & Intimate
Beeliar Reserve	Family-Singles	Fremantle	Open & Public
	Rent/Buy	Public Realm	Comforting
			Challenging

PLACE MAKING PRINCIPLES FOR COCKBURN COAST

The Place Making Principles guide the high level delivery of the place character and provide a measurement tool to assess the successful delivery of the character and experience of the place we aim to create at Cockburn Coast . Whilst each of the Principles sits most strongly within the social, economic, physical environment or cultural realm, the Principles should be considered as applying across all aspects of the place.

social	environmental
PRIORITISE DIVERSITY AS A KEY DRIVER OF CULTURAL CHANGE	EXPLORE TRANSITION BETWEEN EXPERIENCES & PLACES, ACTIVE AND PASSIVE SPACES, LOCAL AND REGIONAL DESTINATIONS
To succeed as a great people place Cockburn Coast needs to focus on providing a greater diversity of housing options, price points and recreational spaces. Providing choices extends people's stay and localises resident activity.	Providing a variety of experiences will keep residents and visitors engaged with their place, provide options for walking paths and choices based on how an individual feels on a particular day.
economic	cultural
IDENTIFY SERVICE AND SUPPORT ROLES FOR LOCAL AND REGIONAL NETWORKS	BUILD A CULTURE OF CHANGE CAPACITY THAT CELEBRATES INNOVATION & PARTICIPATION
At the centre of a triangle of key economic centres including Fremantle, Murdoch and Henderson, the local economy in Cockburn Coast needs to transition from the existing heavy industries to service and support businesses.	Culture is the beliefs, values, behaviours and expressions of a group of people, it covers the arts but also local rituals and how an area is governed. The Cockburn Coast will encourage ideas, education, and entrepreneurship while responding to community values and civic pride.

THE PRECINCTS

The Cockburn Coast Masterplan nominates 3 precincts Robb Jetty, Emplacement and Power Station. Each of these precincts will be subject to further design refinement through the development of a Local Structure Plan for each. The precinct based place framework is intended to inform this process.

Cockburn Coast as a whole should have a universally understood character, however, within each precinct there will be variations in how that character is delivered. By providing the precincts with their own identities it is possible to:

- › respond to specific land uses in the precinct
- › reflect expected market values and place aspirations
- › build a base for marketing efforts
- › to align the team around opportunities for diversity
- › to provide the framework for detailed decision making over time; i.e which precinct should a certain activity or land use be located in? Will it contribute or lessen the local character development?

The three precincts all vary in identity but share common themes that will allow them to be considered independently but also have a natural fit with one another. It is important that this occurs both in terms of the character of each area as well as through physical connectivity.

Residents in Emplacement will feel connected as they watch over Robb Jetty and visit to grab daily essentials, go to the beach and for coffee. While Robb Jetty will interact with Emplacement as its own backdrop, and a passage to Manning Reserve. Power Station will be the regional draw card, the primary access point for visitors to the Coast.

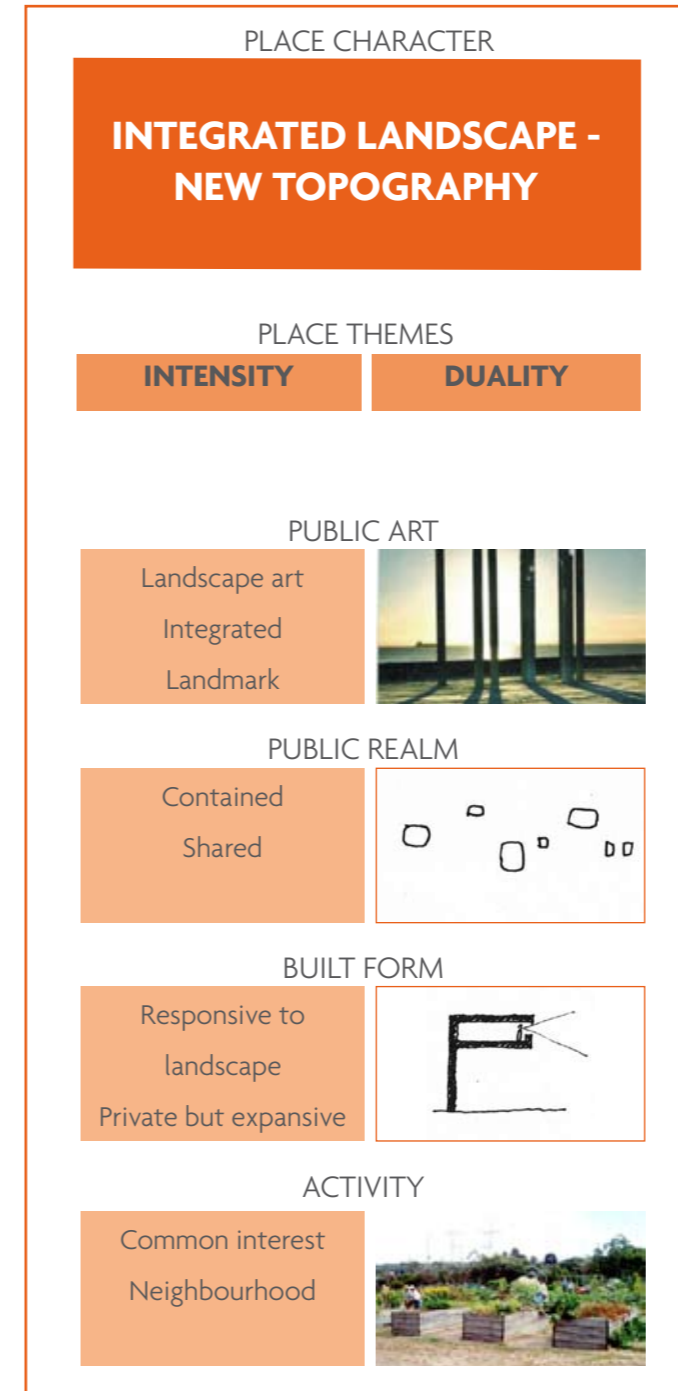
The following provides a summary of the key place making directions and illustrates how the precincts relate to one another and are also different.

PLACE MAKING KEY ELEMENTS

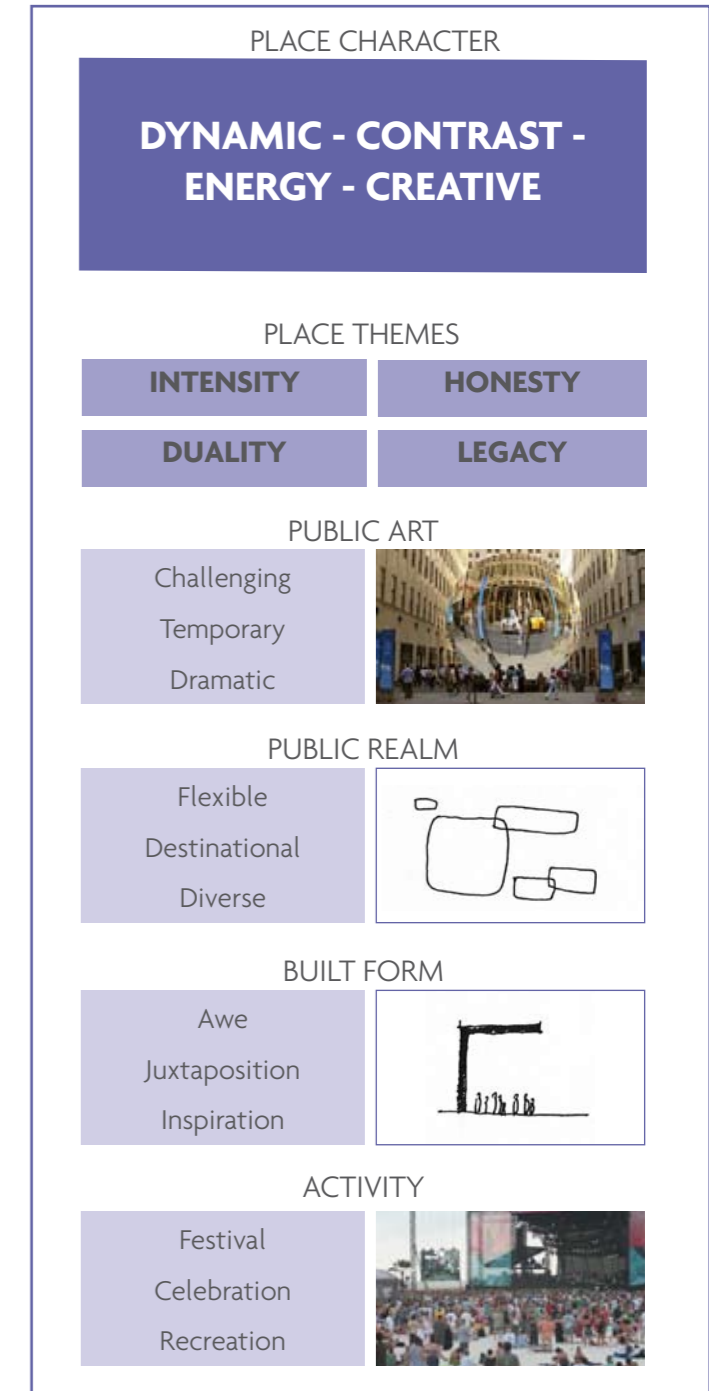
ROBB JETTY



EMPLACEMENT



POWER STATION



SUMMARY OF PART C: PLACE MAKING OVERLAYS

The following pages provide recommendations for the development of 'places' across the Cockburn Coast project area. These sites have been selected as nodes of community and or public activity and are considered critical to the success of the project becoming a place that attracts self sustaining human activity.

The recommendations are provided as Place Making Overlays. Each Overlay can be considered as both a review and a set of recommendations that define the elements that each place should incorporate to make it both meaningful and attractive to future users. Illustrations provide a conceptual diagram of these elements overlaid on the current masterplan. Detailed design work should consider the Overlays as a briefing tool not a prescription.

The following map locates the 3 key precinct areas for structural and staging recommendations and overlay locations within them. Each overlay has been allocated an acronym to ease with reading this report i.e. Robb Jetty Overlay 1 = RJ1, Emplacement 2 = HE2, Power Station Overlay 3 = PS3.

The facing page provides an overview of the key character statements for each precinct as described in Part B Place Making Framework, and the role and function of each overlay within it.

COCKBURN COAST PLACE MAKING OVERLAY LOCATIONS



SUMMARY OF ROBB JETTY OVERLAYS



Robb Jetty is primarily a place for local residents and businesses, a walkable village that is intimate in scale and 'soft' in character. In Robb Jetty the beach comes to the main street, locals walk barefoot and the stories of the past and its people are part of everyday life.

A variety of small but connected public places offer a range of experiences from the quiet to the communal, the sheltered to the open, the organic to the formal.

Robb Jetty is a place to build meaningful and lasting relationships; to share a chat on the bus, to know the local news agent, to have your favourite seat in the park.

RJ1 ROBB JETTY PLACE STRUCTURE

The Robb Jetty central shopping and activity zone, and its future success as a walkable community hub, is key to the attractiveness of the area as a local neighbourhood that can compete with the perceived amenity of the suburbs. The area needs to take advantage of its natural assets, and the opportunity of a new build, to create a comfortable outdoor environment that encourages social interactions in a relaxed and intimate environment.

RJ2 CATHERINE POINT

Catherine Point is the transition point between south beach and the Cockburn Coast. A relatively unchanged experience, it provides for animal and passive beach enjoyment with the addition of modest development for community use. It is a seamless experience that is well integrated with the natural environment.

RJ3 FORESHORE PARK

Foreshore Park is the laid back, informal 'backyard' for Robb Jetty residents. A place for casual community gathering and play, it is a commercial free space that transitions from natural dunal vegetation to a more formal landscape of outdoor 'rooms'. Low scale and modest it is a comfortable and soft place for all ages.

RJ4 ROBB JETTY FORESHORE

Robb Jetty Foreshore is a modest and organic beachside recreation area; connected to its past and providing a range of spaces and activities that reflect the needs of all members of the community. It is an integral part of the broader cultural and exercise trails and the local residents' focus for communal recreation.

RJ5 ROBB JETTY MAINSTREET

Robb Jetty Mainstreet provides a convenient and inviting local shopping experience. It concentrates street trading and active retail in its western block creating a vibrant community hub. Its diverse and contiguous streetscape continues to the east where civic and business services support active retail ensuring sustainable business mix.

RJ6 OVAL AND PARK

Oval and Park is the traditional village green, the focus of active recreation at Cockburn Coast. It feels established and balanced, this is a place that is shared harmoniously by many user groups. It embodies a sense of pride in the sporting and community legacy it will lay for future generations.

SUMMARY OF POWER STATION OVERLAYS



The power station is an iconic landmark, its physical dominance should translate into the area's primacy as the key regional destination for the Coast. The centre of recreation and leisure activity Power Station is the place where community celebrations are held and tourists enjoy multiple experiences that vary with each visit.

New and old are juxtaposed, events showcase the innovative and challenging. Creative entrepreneurship is encouraged across multiple fields from energy production, to arts, culture, experiential tourism and business.

Self sustainability for this precinct is key - activity has to be self generating and infrastructure flexible and attractive to a range of users on weekdays, evenings and weekends in summer and winter.

PS1 POWER STATION PLACE STRUCTURE

Power Station is the leisure, entertainment and recreational destination of the Cockburn Coast. As a regional attraction, consideration of appropriate staging of development will be essential to ensuring its short and long term success as a tourism and recreation destination. It should take advantage of the iconic nature of the power station architecture and create summer and winter spaces for year round activation.

PS2 POWER STATION FORESHORE OPTION 1

A Power Station Foreshore with a Marina will feel intense, active and inviting. It balances the private and the public by providing clear invitation for visitor activity from kids to elders, big spenders to picnickers. The area embodies a unique industrial maritime aesthetic that is sophisticated but honest.

PS2 POWER STATION FORESHORE OPTION 2

An organic edge to the Power Station Foreshore will retain the current rugged and casual atmosphere. A waterfront experience anchored by play and recreation areas for all ages. The relaxed atmosphere contrasts with the boldness of the power station and formally programmed Civic Square.

PS3 POWER STATION CIVIC SQUARE

Civic Square is the dynamic and highly programmed heart of activity in the Power Station precinct. A highly diverse and urban experience, the Square is enjoyable full or empty, in summer or winter, on a week day or during a regional event.

PS4 POWER STATION ENTRY

A balance of the bold and the intimate, Power Station Entry talks to both drivers and pedestrians. A gateway to a regional recreation, residential and commercial district, the Power Station Entry is a bold landmark on Cockburn Coast Road as well as a welcoming and comfortable pedestrian access point.

SUMMARY OF EMPLACEMENT OVERLAYS



Emplacement is a place in the early stages of transition, an established industrial area, its future is residential. Located along the ridge line separating the coast from the bush, Emplacement will be the new high point, a manufactured horizon line that offers the opportunity for a new architectural topography, an integrated landscape of nature and built form.

Residents enjoy the expansive views but also the sense of containment and groundedness. Facades and balconies host vertical parklands that shade and veil occupants. Ground level public realm is internalised and focussed on the residential community's common interests.

HS1 EMPLACEMENT PLACE STRUCTURE

Residential development at Emplacement will create a new topography upon the existing undulating landscape. High and low places should be emphasised by the scale of built form surrounding them. Links to Beelie Park add value to the residential offer. Pocket parks and integrated greenery with built form create a calming, natural feel throughout the precinct, despite the intensity of development.

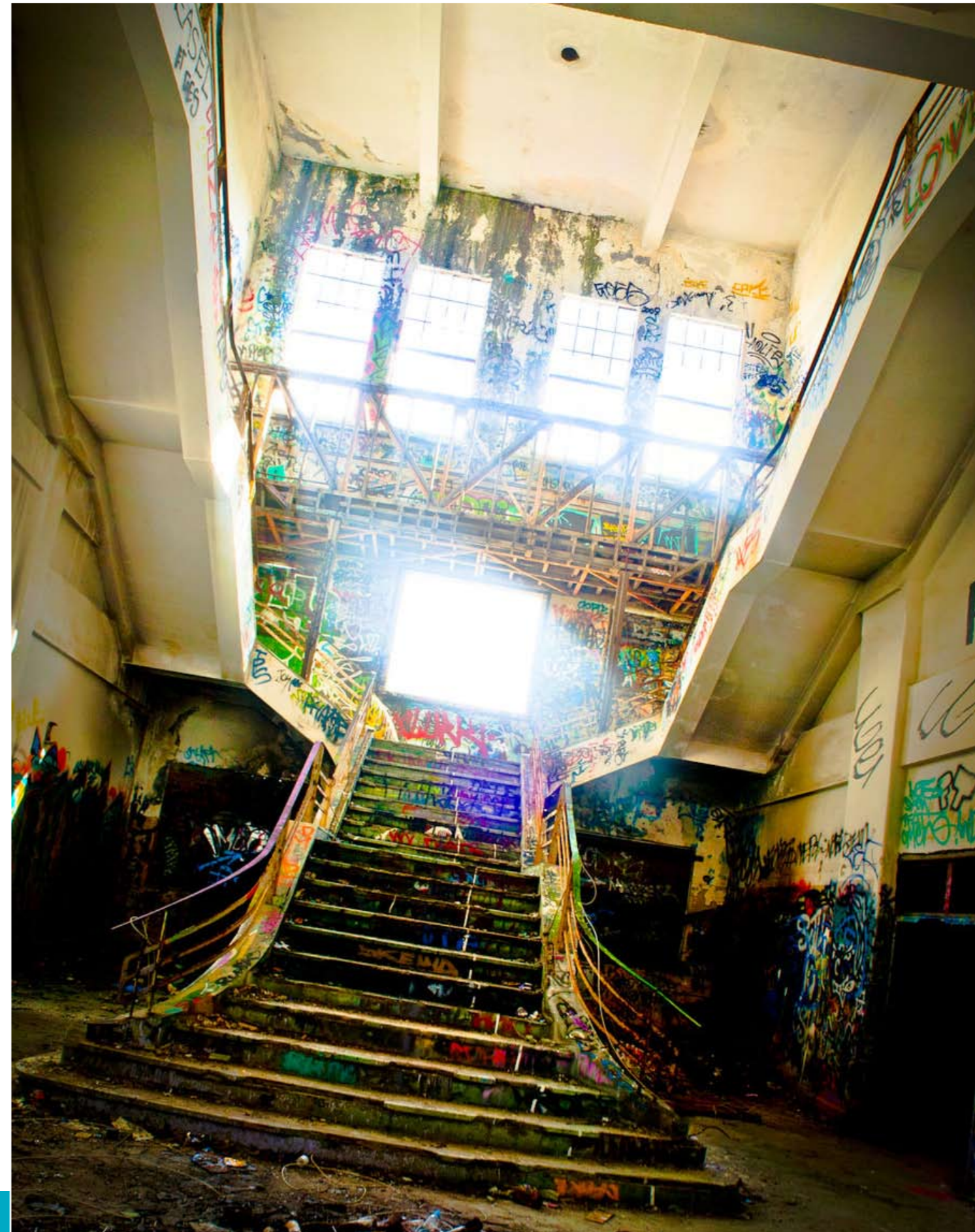
HS2 EMPLACEMENT PARK

Emplacement Park is a traditional, formal memorial to Cockburn Coast's brush with war time defence. It is a quiet contemplative place, for reflection and appreciation of views to the islands of Cockburn Sound and other emplacement sites. A destination for heritage visitors and a pocket park for local residents.

PART A

CONTEXT

Influences on the emerging character of Cockburn Coast



A1 ABOUT COCKBURN COAST

The proposal to develop the Cockburn Coast area was tabled in 2005 by the Western Australian Government at a forum that aimed to seek the opinions of the community in designing a future vision for the area. This dialogue provided the foundation for the development of the Cockburn Coast District Structure Plan (DSP), setting out the vision for transforming the site into a mixed use urban community.

The Cockburn Coast District Structure Plan was prepared by the Department of Planning, on behalf of the Western Australian Planning Commission.

Guided by a Steering Committee, comprising of State and local government representation, the plan was prepared with the input of the Cockburn Coast reference group, including landowners, local community members and stakeholders.

In May 2011 the Cockburn Coast Masterplan, a further iteration of the DSP, was delivered. The Masterplan is a comprehensive plan for the site and details how the vision will be delivered. A further three regulatory documents, Local Structure Plans, will be developed to provide more detail for three precincts within the Masterplan area.

THE SITE

The Cockburn Coast site is located on the Indian Ocean approximately 18km south of Perth and 4km south of Fremantle. The majority of the site is within the City of Cockburn Local Government Area (LGA) but its northern end, including the Fremantle Village Caravan Park is located in the City of Fremantle. The City of Cockburn covers an area of 167.5 square kilometres, has a population of 74,472 (2006) that is expected to grow to 127,885 by 2031.

The Cockburn Coast site falls within the boundaries of four different suburbs. The Western half is in North Coogee, the eastern side is part of Hamilton Hill, the very northern part is located in South Fremantle and the south-eastern corner is in the suburb of Spearwood.

There are a total of 446 landholdings contained within the Cockburn Coast site boundary and 182 of these are owned by private landowners.

A concentration of residential properties located on site are concentrated to the north east, both to the north and south of Rockingham Road. Residential development, south of Rockingham Road, largely consists of apartments and town house developments, while to the north many properties remain single dwellings.

A dominant feature of the site is the dunal landscape that spans the entire western side of the site. The site has a moderate slope to a ridge line, which runs along the eastern side of the site parallel to the coast. The topography of the area means that the majority of the site is orientated like a grandstand looking out to the ocean and the setting sun. Other dominant features of the site include the abandoned Fremantle Power Station, operational switchyard, freight rail line, Robb Jetty and proximity to Beelie Regional Nature Reserve.

The site has traditionally accommodated industrial operations with isolated pockets of residential development. An abattoir and power station once operated on site, but both operations have since closed. Today the site consists of a number of light industrial businesses.

An audit of local businesses was undertaken to identify the range of industries currently operating on site. While specific businesses have been identified in the table to the right, other businesses at the site include engineering/drafting services, insulation services and water management services and were not captured due to lack of company identification signage. The table to the right (organises these businesses according to Local Structure Plan area (refer to page 15) and does not include businesses outside the Masterplan study area.



EMPLACEMENT

- > Perth Hide & Skin Exports
- > Schutz DSL Australia
- > Far West Scallops Industries
- > Metro Ice
- > Endeavour Foods
- > PK Print
- > Flowserve Australia
- > Livestock Express
- > Ricciardi Seafoods and Coldstores
- > Alba Edible Oils
- > Early Bird Seafood and Bait
- > Southern Trading Australia Pty Ltd
- > Freo Octopus
- > Inside Out Direct Garden Wholesale
- > Stazo Marine Equipment
- > Aqua Care
- > Wellness Clinic
- > Tradelink
- > LAZCO Engineering
- > The Ashronia Community Services

ROBB JETTY

- > Fremantle Cold Stores and Grando Processing
- > Plantagenet Pork
- > Hempel Marine Paints
- > ERS Equipment
- > Tank and Vessel Engineers
- > Viento p/s
- > Ball Noodle Manufacturing
- > Don Vica Pty Ltd (Gourmet Olives)

POWER STATION

- > BETA Spuds
- > Potato Marketing Corporation of Western Australia
- > WA Salt Supply
- > Western Salt Refinery

TOP: SITE CONTEXT
BOTTOM: BUSINESS AUDIT TABLE

THE DEVELOPMENT

The Masterplan developable area (right) consists of approximately 300 hectares of post industrial land. The DSP and Masterplan propose a mixed use development to house between 10-12,000 people in a medium density, transport oriented development. Two primary retail/commercial centres are proposed, one at the power station and another at Robb Jetty. Other retail will be spread across the site and existing land uses are expected to continue in the north-west of the site. The employment objective is c.3000 jobs for local and neighbouring residents.

Opportunities and Challenges

The site area presents a number of unique opportunities and challenges.

Opportunities include:

- > Predominantly government land ownership
- > Minimal existing residential, and
- > Access to numerous natural assets including the Beach and reserves

Challenges include:

- > Adaptive reuse of heritage Infrastructure
- > Post industrial land decontamination
- > Potential conflicts in current and future land uses, and
- > Freight rail line

Local Structure Plans

In addition to providing a macro level design for the entire Cockburn study area, the Masterplan has defined three Local Structure Plan Areas (LSP Areas) in accordance with the City of Cockburn's Development Zone. These LSP Areas comprise of:

- > Robb Jetty LSP Area
- > Hill Top/Emplacement LSP Area
- > Power Station LSP Area

The LSPs aim to provide a greater level of design considerations on a precinct scale, and aid in the implementation of this design, while being directed by the District Structure Plan and Masterplan.



ABOVE: Cockburn Coast Masterplan and LSP Areas
Masterplan as updated September 2011

STRATEGIC PLANNING CONTEXT

The following strategic and regulatory documents have played a significant role in the development of the DSP and Masterplan. Their influence will continue to be considered through the Local Structure Planning process and the delivery of the Place Making Strategy.

METROPOLITAN REGIONAL SCHEME (MRS)

The MRS defines the future use of land, dividing it into broad zones and reservations. It requires local government town planning schemes to provide detailed plans for their part of the region.

IMPROVEMENT PLAN NO. 33 (IP 33)

IP 33 was prepared under the provisions of Part 8 of the Planning and Development Act 2005. It came into effect in June 2006 and was designed to prevent inappropriate development within Cockburn Coast while the DSP was being prepared. IP33 was intended as an interim statutory mechanism to allow the district structure planning to occur and is likely to be rescinded at the end of the planning process.

DIRECTIONS 2031: DRAFT SPATIAL POLICY FOR PERTH & PEEL

Directions 2031 is a framework for steering detailed planning and delivery to provide the housing, infrastructure and services that will be needed for future population growth in the Perth and Peel metropolitan region.

STATE PLANNING POLICY 4.2 ACTIVITY CENTRES (SPP 4.2)

SPP 4.2 provides broad planning requirements for the planning and development of new and existing active centres. The policy is applicable to Cockburn Coast because it was named as a District Centre under Directions 2031.

STATE PLANNING POLICY 2.6- COASTAL PLANNING POLICY

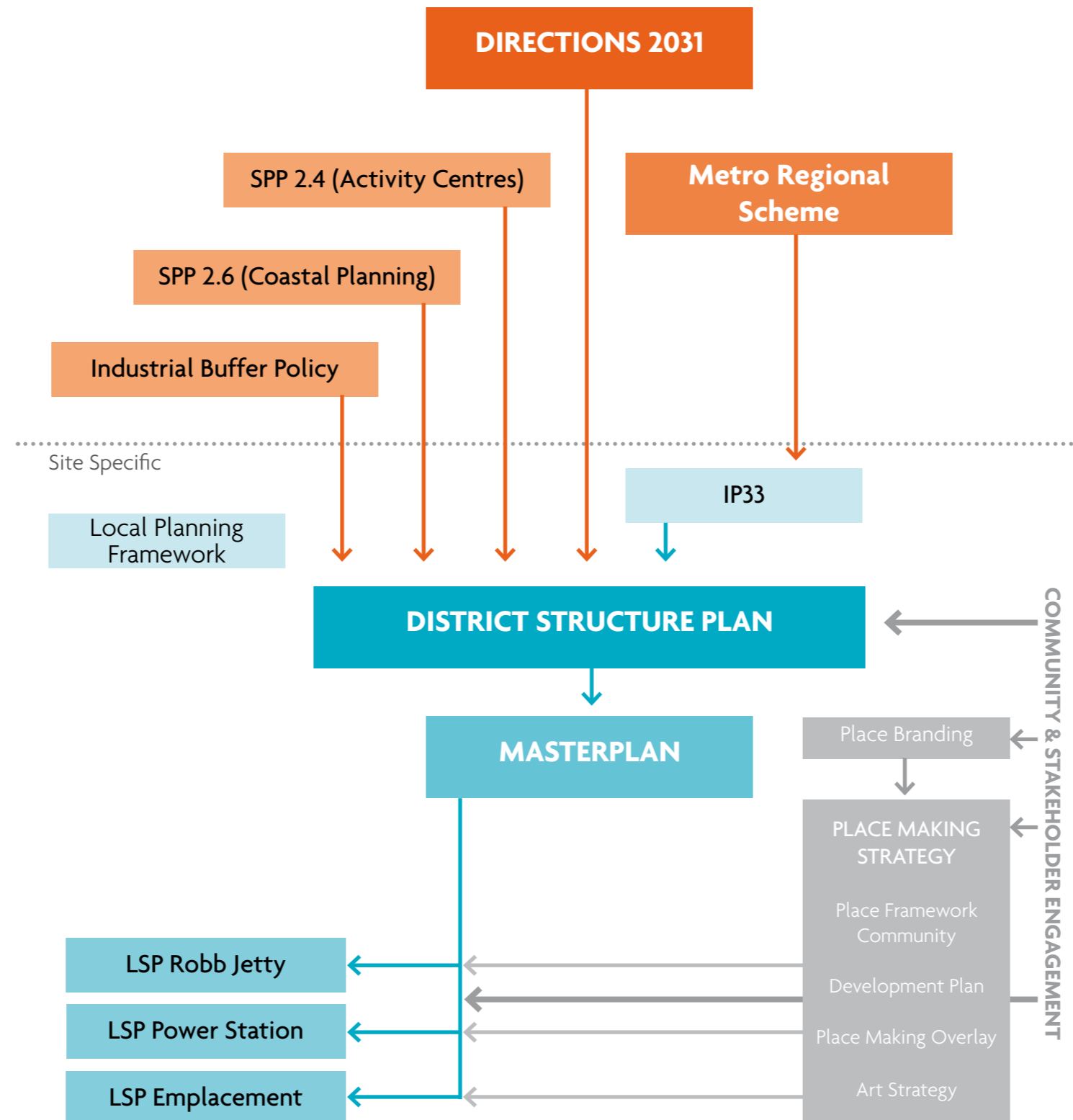
SPP 2.6 applies to development along the entire coastline of Western Australia it provides guidance relating to development and land use along the beach including building setbacks and height limits.

STATE INDUSTRIAL BUFFER STATEMENT OF PLANNING POLICY 4.1

The Industrial Buffer Policy potentially applies to a number of existing industrial uses including the Fremantle Cold Stores and Water Corporation Pumping Station.

LOCAL PLANNING FRAMEWORK

The City of Cockburn Town Planning Scheme No.3 is the key document in the approval process. However, IPN 33 means that it is not a statutory document with regard to Cockburn Coast. However the project should aim to be consistent with its vision and objectives.



PROJECT VISION & OBJECTIVES

The table on the following page summarises the key directions and objectives of each document. The purpose of this summation is to provide a foundation for the development of place making principles that reflect and deliver the Masterplan vision and objectives.

The Cockburn Coast Dialogue Report

insert overview of doc here (to be completed post feedback)

District Structure Plan

insert (to be completed post feedback)

Masterplan

insert (to be completed post feedback)

	COCKBURN COAST DIALOGUE REPORT	DISTRICT STRUCTURE PLAN	MASTERPLAN
VISION		<ul style="list-style-type: none"> › To create a vibrant, landmark destination that is connected, integrated, diverse and accessible. 	<ul style="list-style-type: none"> › To create a vibrant, landmark destination that is connected, integrated, diverse and accessible.
		<ul style="list-style-type: none"> › To create a coastal settlement of beauty, charm and vibrancy that exhibits world leadership in architecture and building design, landscape and water design, and social and cultural sustainability. › To create a place that offers new and exciting living, employment and recreation opportunities, whilst also providing an appropriate level of compatibility and support for existing residents and enterprises in the area. 	
PUBLIC REALM	<ul style="list-style-type: none"> › Mainly green open recreational space, as natural as possible, preserved from development, with no high rise except the 	<ul style="list-style-type: none"> › The Structure Plan seeks to create a distinct urban public domain that complements the existing natural and urban areas within and surrounding the project area, and diversifies the opportunities for people to enjoy a vibrant outdoor city life. 	<ul style="list-style-type: none"> › Link between quality of the green infrastructure and social cohesion.
	<ul style="list-style-type: none"> › Limited development and plenty of access to beach for general public. 	<ul style="list-style-type: none"> › Establish a sense of place through interesting and interactive streetscapes and built form that reflecting the history and coastal influences of the site. 	<ul style="list-style-type: none"> › Focus green infrastructure on the waterfront to maximise exposure and appeal.
	<ul style="list-style-type: none"> › A vibrant community area that is family friendly, with clean and plentiful public facilities, which is a destination for locals and 	<ul style="list-style-type: none"> › Create strong legibility and enhancement of the project area's entries, focal points, movement networks, open spaces and activity nodes. 	<ul style="list-style-type: none"> › Infuse a strong green infrastructure identity as a 'marketing brand' to appeal to a wider market to accelerate growth.
		<ul style="list-style-type: none"> › Ensuring attractive, interactive and interesting street environments for pedestrians and cyclists. › Ensuring safety in the public realm, particularly at night. 	<ul style="list-style-type: none"> › Creating real links to the beach through walkways and environmental conservation trails.
		<ul style="list-style-type: none"> › The old South Fremantle Power Station brought back to life as a dynamic new waterfront centre which, combined with the new Port Coogee marina development, will create a regionally significant coastal node for Perth's southern suburbs. 	
		<ul style="list-style-type: none"> › It will be a collection of great streets and inspiring public places in which to explore and enjoy the Cockburn Coast's past. 	
		<ul style="list-style-type: none"> › Integrating and optimizing civic land uses. › Providing a network of open spaces. 	<ul style="list-style-type: none"> › Creating a connected series of 'internally orientated' parks, streets and built up areas that embody the character of this coastal location.
ENVIRONMENT		<ul style="list-style-type: none"> › New sustainable performance criteria, as outlined in the Regional Framework, will be implemented and are based upon environmentally sustainable design principles, while an integrated urban water design will have a focus on collecting, storing and recycling water. 	<ul style="list-style-type: none"> › Respecting the unique and fragile condition of the coast through careful consideration as to where and how the coast is developed.
		<ul style="list-style-type: none"> › A focus on environmental considerations in landscape design and management. 	<ul style="list-style-type: none"> › Establish a sustainability framework for future detailed planning and design.
		<ul style="list-style-type: none"> › A green design focus for buildings, which collectively provide a demonstration of best practice sustainable development. 	<ul style="list-style-type: none"> › Land value capture – long-term strategic land investment. High building standards (reflect Aust. climate). Local energy generation (WA min. demand on SWIS).
LIVEABILITY	<ul style="list-style-type: none"> › A vibrant beach culture, with access for young and old to cafes, restaurants, housing, active and passive recreation. 	<ul style="list-style-type: none"> › Creation of an integrated mix of land uses - a place to live, work and play, where people have a choice of activities throughout the day and night 	<ul style="list-style-type: none"> › Create a place with a mix of people, housing, uses, experience and lifestyle.
		<ul style="list-style-type: none"> › The use of the natural landform, different character and roles of individual streets to create varied land use and built form character precincts. 	<ul style="list-style-type: none"> › Attracting the wider community- establish a district hub or Main Street.
		<ul style="list-style-type: none"> › A range of residential types that promote a mixed population. 	<ul style="list-style-type: none"> › Overcome physical barriers (railway line/ roads) in key locations and create real links to the beach through walkways and environmental conservation trails and creating East-West links that connect people in this community to the coast.
		<ul style="list-style-type: none"> › Create a beach lifestyle. A sense of shared ownership of open space and recreation opportunities. 	
BUILT FORM	<ul style="list-style-type: none"> › Medium to high density housing developments to ensure sufficient population for a viable community and to support a comprehensive public transport system. 	<ul style="list-style-type: none"> › Creation of a variety of building types, with a key focus on sustainable design 	<ul style="list-style-type: none"> › Respecting the unique and fragile condition of the coast through careful consideration as to where and how the coast is developed (explore opportunities to create 'finger' development).
	<ul style="list-style-type: none"> › South Fremantle Power Station redeveloped as an icon, with mixed use. 	<ul style="list-style-type: none"> › Local activity/retail nodes, an active main street focus on Cockburn Road, and a significant destination opportunity with the Power Station special development area. 	<ul style="list-style-type: none"> › Integrating a rejuvenated South Fremantle Power Station as a significant building and place making centrepiece that becomes a "world class" commercial and tourist destination.
		<ul style="list-style-type: none"> › Promoting traditional 'main street' forms of building design within commercial areas. 	
		<ul style="list-style-type: none"> › Focusing on public realm and built form outcomes – not strict land use regulations. Providing housing density and diversity, embracing an integrated mix of uses where people have a choice of activities throughout the day and night. Maintenance of the integrity of the existing land uses where appropriate and desired. 	
		<ul style="list-style-type: none"> › Stipulating adaptable mixed use buildings in appropriate locations. Facilitating development of commercial and mixed use buildings to the street edges. Encouraging active building edges fronting the public realm, particularly at the ground floor level. 	

Place Partners conducted a regional review to consider opportunities for Cockburn Coast's point of difference and its contribution to the regional offer. The following pages consider each of the centres reviewed and outlines the key strengths and weaknesses of each.

A point of difference is established when a gap in the market is realised. The Cockburn Coast has the potential to respond to market gaps through a review of new developments, tourist destinations, major economic centres, recreational spaces and established and local shopping centres.

The major economic centres reviewed provide a variety of employment opportunities that range between blue and white collar jobs. Improved connections to Henderson, Murdoch, Perth CBD and Fremantle, will attract commuters and a greater social mix within the development. The Cockburn Coast should market itself in attracting both blue and white collar residents based on location, unique place character and affordable lifestyle.

Tourist destinations reviewed at Whiteman Park, Rockingham, Hillary's Harbour and the North Coast are a significant distance from the Perth CBD and promote themselves as the ideal 'day trip'. The Cockburn Coast's proximity to Perth CBD presents an opportunity to capitalise upon convenience but will also need to provide a significant tourist offer that differs from its competitors.

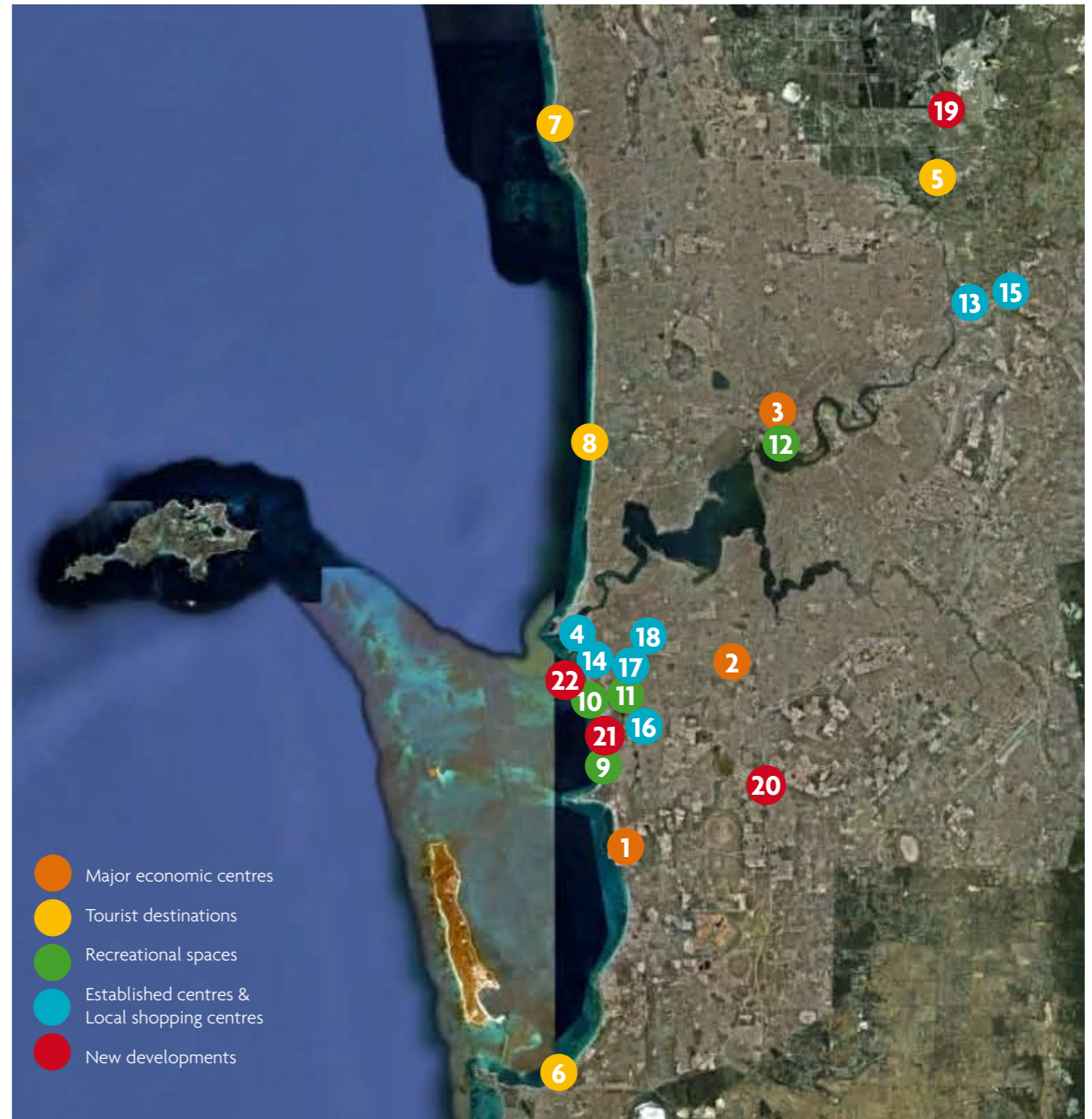
The recreational spaces of Coogee Beach, C Y O'Connor Beach, Manning Park and Alf Curlewis Gardens, are diverse in user groups and activities, providing a variety of different experiences. The strongest contrast is the experience between the coastal and inland recreational spaces, from the beach to the green sheltered spaces of Manning Park.

There is a general lack of quality public realm within the town centres reviewed. The role of many of these spaces are more like paths between destinations rather than destinations in their own right. The public realm often fails to convey a sense of comfort, but also to provide a point of interest or some form of self sustaining activity.

All new developments reviewed focussed on providing well maintained and green public open space as part of their offer. In pursuit of this aim, much of the open space was either too big to be actively used by surrounding residential development, too small or some even felt like an extension of an adjacent residential house.

WHAT WE LEARNT

- > The major economic centres of Henderson, Murdoch, Perth CBD and Fremantle provide the Cockburn Coast with an opportunity to provide accommodation for blue and white collar residents and support industries
- > Hillary's Harbour is the primary competitor for the Perth city tourist market but distance to the CBD creates an opportunity for the Cockburn Coast to provide Perth with a 'Hillary's of the south'
- > Throughout the Perth metropolitan area, recreational spaces are over managed with restrictions and regulations common. An opportunity exists for the Cockburn Coast to develop a point of difference based on its openness to diversity of activity
- > Migrants provide entrepreneurship and sense of vitality to established centres
- > Local shopping centres are car dependent with no existing public realm
- > New developments have focussed on the delivery of open space resulting in an over supply and have disconnected town centres
- > The suburbs north of the Cockburn Coast, such as Fremantle, are ideal case studies for amenity and urbanity within the metropolitan area
- > Overall the metropolitan area has a poor level of public transport and is largely car dependant
- > 50% of centres reviewed have poor or no public transport connections
- > The primary users of rapid bus transport were school children and workers, who parked close to the station, and commuted to their place of employment
- > The Northern beaches are different to the Southern beaches. They are more dramatic than the South and in the past have attracted national events and carnivals. The Southern beaches attract a wider range of uses and have a greater sense of local ownership
- > Generally, tourist attractions within the region are disconnected and attract specific audiences on day visits



ABOVE: REGIONAL REVIEW MAP

MAJOR ECONOMIC CENTRES

1 HENDERSON

Henderson is a major industrial hub, located 8km south of the Cockburn Coast. As public transport to the area is poor, private vehicle commuting exacerbates peak hour traffic in the region. The Cockburn Coast is ideally located to provide housing for these workers and office accommodation for support businesses.

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> › Employment hub (blue and white collar) 	<ul style="list-style-type: none"> › Travel to work distances › Not serviced by public transport

Characteristics

- › Large industrial precinct
- › Predominantly new buildings (with most built past 10 years)
- › Beeliar Park acts as a buffer between residential and industrial areas
- › Developed coastal edge (industrial use)
- › Maritime businesses/industries
- › Large warehouses and construction yards
- › Boat harbour and wharf
- › Car dependent
- › No formal public parking areas with cars parked either on site or on curb
- › Motorcycle club and international raceway

2 MURDOCH

Murdoch is a health and education activity hub based on campus style development, located 8km north east of the Cockburn Coast. Centralisation of education and health services makes it difficult for the Cockburn Coast to compete, but distance and lack of connectivity may leave a gap for local services in the area.

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> › Open space › Employment hub (white collar) › Student population › Train station 	<ul style="list-style-type: none"> › Car friendly design with large carparks separating buildings › Campus development

Characteristics

- › Education and health activity centre
- › St John of God Hospital
- › Fiona Stanley Hospital (under construction)
- › St Ives Large retirement village constructed past 5 years
- › Murdoch University
- › University affiliated uses including residential colleges
- › Train station and bus interchange
- › Car dependent
- › Large parkland reserve and open spaces

3 PERTH

Perth CBD, located 18km north east of the Cockburn Coast, attracts a large number of daily commuters but is home to few residents. As such the CBD becomes lifeless outside work hours. With the Cockburn Coast a short distance from the Perth CBD, the area could provide affordable housing and lifestyle options for urban professionals attracting youth and talent as key audiences.

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> › Public transport › Employment hub (white collar) › Major tourist attraction 	<ul style="list-style-type: none"> › Lack of activity on weekend › Lack of late night trading

Characteristics

- › Swan River waterfront
- › Convention Centre
- › Urban laneways
- › Hay Street pedestrian mall
- › Public transport (Train, Bus, Ferry)
- › Bike paths and walking trails
- › Disconnect between CBD and Northgate
- › Recreational spaces (formal and informal)
- › High density

4 FREMANTLE

Fremantle, located 4km north of the Cockburn Coast, is characterised by an active and diverse street life that makes the most of its unique heritage buildings, continuous street heights and range in street widths. Fremantle provides a local case study of good design outcomes and possibilities for any urban development along the Cockburn Coast. The Cockburn Coast could learn from Fremantle's urban offer without trying to replace it.

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> › People sitting out on street › Shelter and awnings › Paving treatment, highly pedestrianised › Train station 	<ul style="list-style-type: none"> › Lack of street vegetation

Characteristics

- › People going to work primary audience
- › School and university students secondary audience
- › Place to get coffee
- › Mix of demographic groups
- › Morning trade is busier on weekends than during the week
- › Café culture
- › Heritage buildings
- › Gino coffee is an anchor but other tenants seem quieter
- › Train station



TOURIST DESTINATIONS

5 WHITEMAN PARK

Whiteman Park, located 34km north east of the Cockburn Coast, is an inland tourist destination attracting a local, regional and international tourist market. Learning from Whiteman Park, the Cockburn Coast could consider a wide range of uses to activate the public realm at various times of the day and night and provide a niche offer for particular audience groups.

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> > Variety and diversity of offer, formal or informal > Parking 	<ul style="list-style-type: none"> > Poor wayfinding > No public transport connections

Offer and Attractions

- > Birds of prey flying display
- > Caversham Wildlife Park (features over 200 species) family owned
- > Children's forest and amusements
- > Natural product and therapy shop
- > Village art gallery
- > Pottery centre
- > Handcraft centre
- > Western Australia's only land transport heritage centre
- > Tractor Museum of WA
- > Motor Museum of WA
- > Train and tram rides



6 ROCKINGHAM

As a key Southern destination, Rockingham, located 21km south of the Cockburn Coast, represents strong regional competition for holiday makers and tourists. While Rockingham attracts large numbers of tourists and family groups during the summer months, the BBQ areas remain dormant during the winter months. The Cockburn Coast could activate the dunal landscape of C Y O'Connor during the winter months by encouraging dog based activities and wind/kite surfing.

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> > Park and recreational offer 	<ul style="list-style-type: none"> > Car dependent > Dramatic density variations

Offer and Attractions

- > Beach restaurants (higher price point) attract white collar local business workers and tourist grey nomads
- > Local wealthy retirees
- > Shopping centre big box 5min inland
- > Shopping strip – takeaway (cheap) vs dining (higher price point)
- > High density residential/hotel apartments (10 storeys) vs 1 storey retail
- > Recreational beach, family beach, no surfing
- > Park buffer between high density development and ocean/beach
- > Exposed to wind
- > Public art
- > Apartment hotel



7 HILLARY'S HARBOUR

Hillary's Harbour is currently Perth's major coastal tourist node for day trippers and visitors. Located 30km north of the Cockburn Coast it provides a weather protected shopping and eating experience. As Hillary's Harbour is 'one of a kind' in the Perth metropolitan area, an opportunity exists to establish a Hillary's Harbour of the South at Cockburn Coast.

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> > Undercover and protected > Variety of commercial mix 	<ul style="list-style-type: none"> > Outdated public realm materials and appearance

Offer and Attractions

- > Multigenerational
- > Local, regional and international visitors
- > Main meal price point \$25 - \$47
- > Children friendly safe beach and recreational area including water slide and play equipment
- > Everyday services and demand for locals (i.e. hairdressers)
- > Weekend activity centre for tourists
- > Predominantly souvenir and tourist orientated businesses
- > Sit down meals in cafes/restaurants facing the water but with very little outdoor seating unless protected from the wind
- > Big family Sunday lunch
- > Aquarium of WA
- > Family groups and young teenagers watching surfers
- > Expansive car parking



8 NORTH COAST

The North coast, including the Cottesloe, Scarborough and North Beach centres, is more dramatic than the South with the landscape changing frequently from beach paradise to cliff face. The softer edge of the Cockburn Coast and relatively untamed beach landscape establishes a point of difference.

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> > Active and well used recreational spaces > Iconic beach landscapes 	<ul style="list-style-type: none"> > Environmental conditions

Offer and Attractions

- > Dramatic edge condition
- > Coastal drive separates residential from recreational
- > Large detached 2 - 3 storey new housing development
- > Scattered pockets of 1 - 2 beach shacks
- > Scarboro SLSC located at Scarborough Beach has attracted national surf life saving competitions
- > Popular swimming beach at Cottesloe and its historic and iconic club
- > Active walk/bike paths regardless of weather conditions
- > Dispersed centres along the coastline with surf life saving clubs anchoring businesses
- > The public realm takes the full strength of the Perth winds



RECREATIONAL SPACES

9 COOGEE BEACH

A stand alone cafe and surf life saving club service Coogee Beach, located 3km south of the Cockburn Coast. A large well maintained open space adds another recreational element to the beach. The dunal landscape that separates the beach from the green space provides protection from the wind. Coogee Beach is family friendly and primarily attracts residents from the City of Cockburn. A jetty provides a romantic setting to a sunset backdrop. As a point of difference, the Cockburn Coast should maintain its wild appearance while meeting the needs of an increased number of beach users.

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> › Popular local beach › Surf Life Saving Club › Large recreational spaces protected by dune 	<ul style="list-style-type: none"> › Disconnect between residential development and beach

Users and activities

- › Family
- › Empty nesters, business meeting, tradies
- › Higher price point café
- › Facilities: bbq, seating, grass and play equipment
- › Parking
- › Heritage markers



10 C Y O'CONNOR BEACH

The users of C Y O'Connor Beach, located on site, travel to the area to walk their dogs, train horses from the Randwick Stables or participate in recreational activity; running, walking and cycling. There are no businesses located along C Y O'Connor Beach and the overgrown vegetation provides a sense of enclosure and restrict views to the ocean. It is important to maintain current uses of the beach.

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> › Local character › Off leash dog areas 	<ul style="list-style-type: none"> › No existing businesses, cafes, services, or Surf Life Saving Club

Users and activities

- › Dog walkers primary audience
- › Young Asian background university students with spray cans
- › "You could see the ocean before the Council started planting trees and moving sand. I've been bringing my dogs here for years but Council has reduced the number of off leash dog areas so I drive 15min to come here to let my dogs have a run" - Local Resident, Woman, Mid 60s
- › People drive to park here to visit the Power Station for graffiti, art, photography and exploration



11 MANNING PARK

Across the ridgeline of Manning Reserve, to the east of the Cockburn Coast site, Manning Park is a natural sanctuary catering for numerous recreational uses. The Park is protected from strong winds and includes views and access to the lake while being surrounded by remnant bushland. While not being a part of the Cockburn Coast site, the Manning Park is an important natural asset to consider in any planning, particularly maintaining access and connections.

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> › Clean, › Well maintained grass › Quiet escape › Picturesque › Activated 	<ul style="list-style-type: none"> › Car dependant

Users and activities

- › Dog walkers primary audience
- › Cyclists secondary audience
- › Older people, mother's groups and community groups
- › Large open space surrounding a lake
- › Established trees
- › Views to Manning Lake
- › Well used children's playground
- › Azelia Ley Homestead



12 ALF CURLEWIS GARDENS

The Alf Curlewis Gardens is an active recreational space in the heart of Perth CBD. The park balances formal and informal uses and is well used during weekdays responding to the needs of local workers. The Cockburn Coast should consider everyday users in the design of public open space.

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> › Large open space used for ball sports › Responds to user groups needs and wants 	<ul style="list-style-type: none"> › Lack of weekend activation

Users and activities

- › Large open space
- › Well used during the week, especially between 12pm and 3pm
- › Lower usage rates on the weekends and at night
- › Group and individual exercise
- › Activities include ball game sports such as soccer
- › Cafe/restaurant
- › Adjacent to CBD
- › Used for live entertainment
- › Well maintained
- › Toilet facilities
- › Connected to wider parklands network



ESTABLISHED CENTRES

13 GUILDFORD

Guildford, located 28km North of the Cockburn Coast presents a sense of local pride, unique heritage and community to the visitor. The past and present merge in Guildford, with residents claiming ownership of their place and supporting the preservation of important community buildings such as the historic Guildford Hotel.

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> > Train station > Community involvement/interest > Sense of place > Established community > Heritage village 	<ul style="list-style-type: none"> > No concentration of activity or centralised high street

Characteristics

- > Community activism – “Save the Guildford Hotel”
- > Museum of Natural History
- > City of Swan Library
- > Guildford Grammar School, approximately \$16,000/year tuition fees, with boarding an additional \$14,000/year, Anglican tradition
- > Boutique cafes
- > Boutique antique stores
- > Train station
- > The Rose and Crown Hotel is the oldest pubs in Perth

14 SOUTH FREMANTLE

South Fremantle, located 2km North of the Cockburn Coast, has a similar built form to Fremantle but attracts more creatives and artists. A number of formal and informal relationships could be developed between the artists of South Fremantle and future uses and businesses of the Cockburn Coast. However, because this vibrant centre is established with an identifiable place identity, it is important the Cockburn Coast does not compete directly, but rather complements the creative industries of South Fremantle.

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> > Identity > Niche market > Creative > Variety and diversity 	<ul style="list-style-type: none"> > High price point

Characteristics

- > Variety of street widths
- > Pedestrian friendly – wide footpaths, seating, planter boxes, street art
- > Businesses: Artists, massage, whole foods, healthy living, gourmet, yoga, and pub

15 MIDLAND

The multiculturalism present in Midland, located 30km north east of the Cockburn Coast, is represented through its business mix. The fresh local produce and low price point attracts a regional catchment and tourists on route to the Swan Valley. As there is demand and a gap for fresh and cheap produce within the southern suburbs, an opportunity exists for the Cockburn Coast to activate spaces early on by encouraging markets. Migrants are also important facet of any community, providing entrepreneurship and creativity. A point of difference that could be realised at the Cockburn Coast would be to attract the settlement of migrants into the area.

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> > Fresh local produce and low price point > Multicultural feel > Public transport 	<ul style="list-style-type: none"> > Vacancies and degraded streetscape

Characteristics

- > Train station
- > Weekend farmers markets (every Sunday)
- > Fresh produce
- > Library
- > Small businesses including the Filipino oriental store and the happy herb shop
- > Street based developments with a low price point
- > Shop top housing
- > Adaptive reuse - “The workshops, an urban revolution” – redevelopment of the heritage listed railway workshops at Midland - Midland Redevelopment Authority
- > Vacant shops
- > Service/support businesses such as Anglicare



TOP: The Rose and Crown Hotel in Guildford
 MIDDLE: Creative Industries at South Fremantle
 BOTTOM: Weekend farmers Markets at Midland

LOCAL SHOPPING CENTRES

16 SPEARWOOD (& PHEONIX SHOPPING CENTRE)

Spearwood, just under 2km East the site, which includes the Pheonix Shopping Centre and Council Chambers, favours vehicle access and convenience over the comfort of the pedestrian. As a point of difference Cockburn Road should consider connectivity between precincts and pedestrian comfort.

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> Services and facilities (i.e. Banks and medical services) 	<ul style="list-style-type: none"> No places for people or self sustaining activity

Key Findings

- Big box shopping centre (Pheonix Shopping Centre)
- Takeaway and fast food restaurants promote the area as strictly a drive through shopping strip
- Banks located within shopping centre but also adjacent to takeaway restaurants along the shopping strip
- Local area medical centre located on the western side of Rockingham Road
- Large street advertising signage
- No public realm with residents gathering inside the Pheonix Shopping Centre to socialise
- Rubbish and dumping in residential streets
- Predominantly detached one storey housing (circa 1970s)
- Pedestrian unfriendly with poor connectivity and urban design responding to the needs of the private vehicle
- Council Chambers at southern end of shopping strip

17 HAMILTON HILL SHOPPING PLAZA

The Hamilton Hill Shopping Plaza, located 500m East of the site on Rockingham Road, provides a local shopping catchment with quick and convenient everyday needs. The Cockburn Coast should aim to promote a similar mix of businesses and services that work together in attracting the consumer. If only restructured to provide a greater public realm experience, the businesses and services at Hamilton Hill Shopping Plaza would represent a close to perfect mix.

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> Vibrant (no vacant businesses) local shopping plaza 	<ul style="list-style-type: none"> No gathering spaces No family restaurants dining out

Key Findings

- Local shopping centre
- Diverse range of businesses that sell bicycles, motorbikes, African products, pizza, property, groceries, and general gifts
- Diverse range of services such as a pharmacy, child care and gym
- Function Centre
- Peak time after school, collecting everyday items/needs
- Competitively priced for lower price point
- Set back from the road with internalised focus on parking area
- Parking is busy but appears sufficient

18 HAMILTON HILL SHOPPING CENTRE

The Hamilton Hill Shopping Centre, just under 2km North East of the site, is primarily food based, with fresh bakers and butchers complementing the larger supermarket. The diversity of food offer lends Hamilton Hill to an enclosed box shopping centre concept but it promotes itself as a casual and relaxed shopping experience with high street tendencies. People gather out the front of the small independent shops and there is a short distance between shops on either side. However, the Cockburn Coast will find its point of difference to Hamilton Hill in providing formal and informal, intimate and exposed public realm spaces that activate the senses.

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> Slow traffic Busy No vacant shops 	<ul style="list-style-type: none"> No place to sit and relax

Key Findings

- Local shopping centre at the back of a takeaway strip
- Businesses: IGA, pharmacy, bakers delight, Chinese restaurant
- IGA open 7 days
- Walkable with slow traffic movements and pedestrian dominance



TOP: Spearwood and Pheonix Shopping Centre
MIDDLE: Hamilton Hill Shopping Plaza
BOTTOM: Hamilton Hill Shopping Centre

NEW DEVELOPMENTS

19 ELLENBROOK

Ellenbrook, located 40km north east of the Cockburn Coast, is based on new urbanist principles of open space and activity centre surrounded by smaller villages. The commercial space allocated to the villages remains vacant and the over supply of open space and separation of civic and community uses further deactivates the place. Planning for the incoming 'real' population while considering future needs will help the Cockburn Coast provide open space and centralised activity on a scale appropriate for the community.

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> › Open space and preservation of pine trees/ landscape 	<ul style="list-style-type: none"> › Over supply of open space › Disconnect between large box shopping centre and high street › Disconnect between shopping precinct and civic precinct and library › Businesses closed for weekend trading

Characteristics

- › WA's largest display village
- › Strong italian theme throughout residential
- › High proportion of vacant businesses within residential areas
- › Private and public schools
- › Medium density residential (dense detached residential and attached townhouses)
- › Library
- › Shared pedestrian/vehicle zones throughout the high street
- › Cheap offer along the high street (i.e. Dominos, Fish and Chips)
- › Large box shopping mall closed Sunday
- › Green room where residents bring their waste to be recycled
- › Aged care



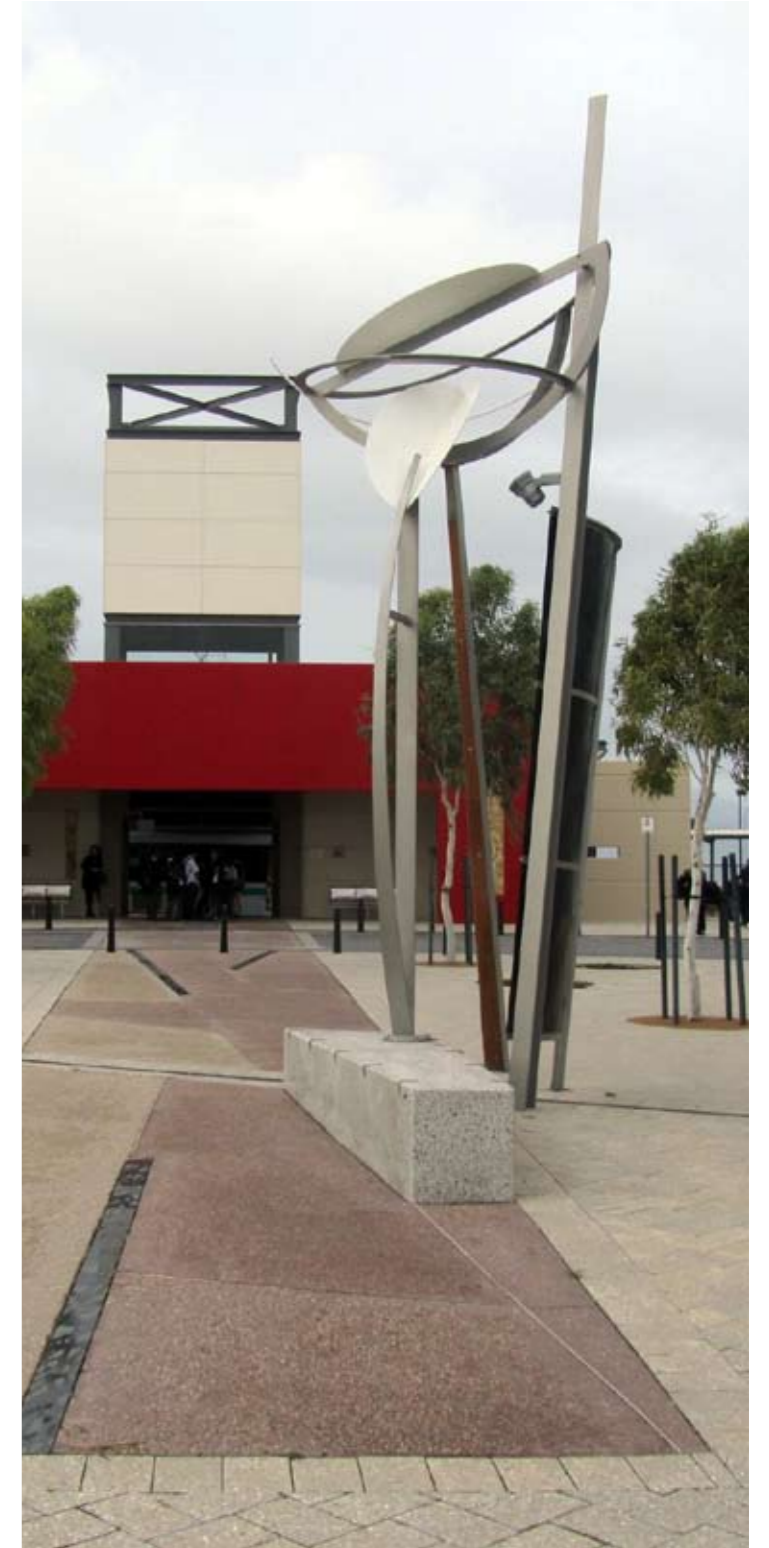
20 COCKBURN CENTRAL (& GATEWAY SHOPPING CENTRE)

Cockburn Central is the key centre for the local region, located 10km east of the Cockburn Coast. Cockburn Central is characterised by high density development and poor activity levels in the public realm. The transport interchange at Cockburn Central is currently serving school children, not workers, as its primary audience. While the intention to provide a Transit Orientated Development is good, the poor delivery of the public realm for local residents and visitors has created empty spaces and uncomfortable micro climates between buildings.

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> › Transit orientated Development (T.O.D) 	<ul style="list-style-type: none"> › Disconnected youth centre › Disconnected shopping centre from T.O.D › High car usage

Characteristics

- › School children primary audience and workers as the secondary audience
- › The family group drives to the Gateway Shopping Centre
- › Contrasting T.O.D with vehicle dominated suburban habits – driving between sides of the shopping centre
- › Youth Centre separated from T.O.D and retail
- › Lack of public space in shopping centre precinct and therefore lack of opportunities for interaction
- › Public space at the entrance of T.O.D seating, public art and play equipment
- › No retail/activated edges at T.O.D
- › Surrounded and dissected by freeway and high traffic roads



21 PORT COOGEE

Port Coogee is a marina and residential estate development by Australand and is the Cockburn Coast's immediate neighbour to the South. Significant marina infrastructure and terracing of the landscaping have created a series of perceived barriers between the regional community and the water's edge. Future medium density and retail on the water's edge may alleviate this problem.

The Cockburn Coast should promote itself as an extension of the existing community and build upon existing links with locals. A respect for the existing built and natural environment and the inclusion of a traditional main street within the Cockburn Coast will be the biggest point of difference. The South Fremantle Power Station will become an important buffer between the two developments and will need to be managed to mitigate any potential conflicting activities or uses at the border.

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> Children's beach 	<ul style="list-style-type: none"> Lack of activity Sense of privately owned public spaces

Characteristics

- No people/residents only builders
- Detached 2-3 storey residential development
- Beach front land
- Marina
- Walls and raised platforms, that create terraces for the development
- Some public realm could be perceived as 'private' despite public access



22 SOUTH BEACH

South Beach, to the immediate North of the Cockburn Coast site, links Fremantle and provides the Cockburn Coast with the opportunity for integration and a seamless coastal transition. The Cockburn Coast should consider how South Beach has incorporated the railway line within its development. A combination of built form and open space either disguises the infrastructure or displays it as a component of the landscaping.

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> Welcoming and attractive 	<ul style="list-style-type: none"> Beach is disconnected Corporate feel

Characteristics

- Exercisers and dog walkers primary audience
- Local residents checking beach conditions secondary audience
- Friendly and informal interaction
- Good sense of community
- Railway is a barrier to the beach but well managed through landscaping
- Exposed to elements
- Dog walkers on beach in proximity to residential
- Kids play in park area
- Beach attracts a mix of people
- Concern from some, especially older residents, about erosion
- Younger people job and cycle
- BBQs don't cook well but are still used
- Price Point - \$950,000 house and land package



A2 A HOLISTIC APPROACH TO PLACE

Place Partners utilises a quadruple top line approach to place making. That is we consider the social, economic, environmental (natural & man made) and cultural (SEEC) aspects of place. We see a successful people place as a living system of relationships where each element plays an important role in the making of the whole. It is difficult to know how the removal of even one element might impact the whole. Like a game of pick-up sticks, the infrastructure of the place (soft and hard) could hold together with any number of its elements removed, or fall apart if a single relationship is altered.

Considering a place according to SEEC provides a holistic framework for the assessment, making and maintaining of places that balances their social, environmental, economic and cultural aspects. A SEEC approach reflects the theory of holism with its emphasis on the whole and connections between parts. 'Transferred to cities it has made us see connections between the different domains: the environmental, social, economic and, at last, also the fourth pillar of sustainability, the cultural' (Landry 2006,).



THE EVOLVING CHARACTER OF COCKBURN

The diagram on the facing page illustrates some of the most significant factors that have influenced how people have perceived the Cockburn Coast over the years. Some of these narratives are still relevant while others have slipped away. Some stories have been overshadowed and need to be brought back to light.

Three significant narratives include the landscape, lifestyle and work ethos of the area:

The Dunal Landscape and the Ocean Edge

Indigenous stories tell of Carnac & Garden Islands once forming part of the coast "the ground split under great noise and sea rushed between". This dunal landscape creates distinct character qualities, view lines and separation between ocean and inland vegetation. Both protected and degraded landscapes are present within the site area. Significant natural reserve and parkland lies to the east of the site, contrasting with degraded industrial areas.

Coastal Lifestyle

A place between places, the Cockburn Coast was used as a camp between destinations by indigenous people. Active beach life has been part of the sites history dating back to horse racing in the 1830s and lifesaving in the early 1900s. A strong boating culture is present, both for trade and for recreation. The Cockburn Coast was part of the 1987 America's Cup race.

Today O'Connor beach remains a popular dog walking and fishing destination.

Powerful Working Class Town

Traditionally a blue collar working class area associated with meat production and the Power Station, the Newmarket Hotel became the focal point and watering hole for industry and racing fraternities.

Not just a power producer, the site was home to a powerful monopoly on meat production and the working class often banded together to make improvements to their districts.

There has been a shift from production to processing in recent years, with and increase in manufacturing and food processing focus.

SOCIAL

A place between places - the Cockburn Coast was used as a camp between destinations by indigenous people.

Pioneering - early white settlers saw themselves as pioneers in this relatively uninhabited area

Mining migration - workers moving through the site to mining camps and also bring materials to the ports for distribution.

Blue collar - area associated with meat production and the Power Station, the Newmarket Hotel became the focal point and watering hole for industry.

ECONOMIC

Hunting & Gathering/ At one with the land - indigenous peoples worked in harmony with the land and its produce.

Farming/Living off the Land - white settlers struggled to succeed in taming the land.

Food & Power - not just a power producer, the site was home to a powerful monopoly on meat production and the working class often banded together to make improvements to their districts.

Blue to white collar - more recently the area has attracted increasing numbers of professionals and managers attracted to the coastal lifestyle

ENVIRONMENTAL

The Coast - the most enduring physical characteristic of the area, a series of transitions from water to beach, to dune, to ridge and to the eastern suburbs.

Exploitation - previous generations have not always cared for the land as they should, there are implications of long term industrial uses.

Homestead, military, suburban sprawl - the area has had a wide variety of dominant land uses, each with different impacts on the identity of the area.

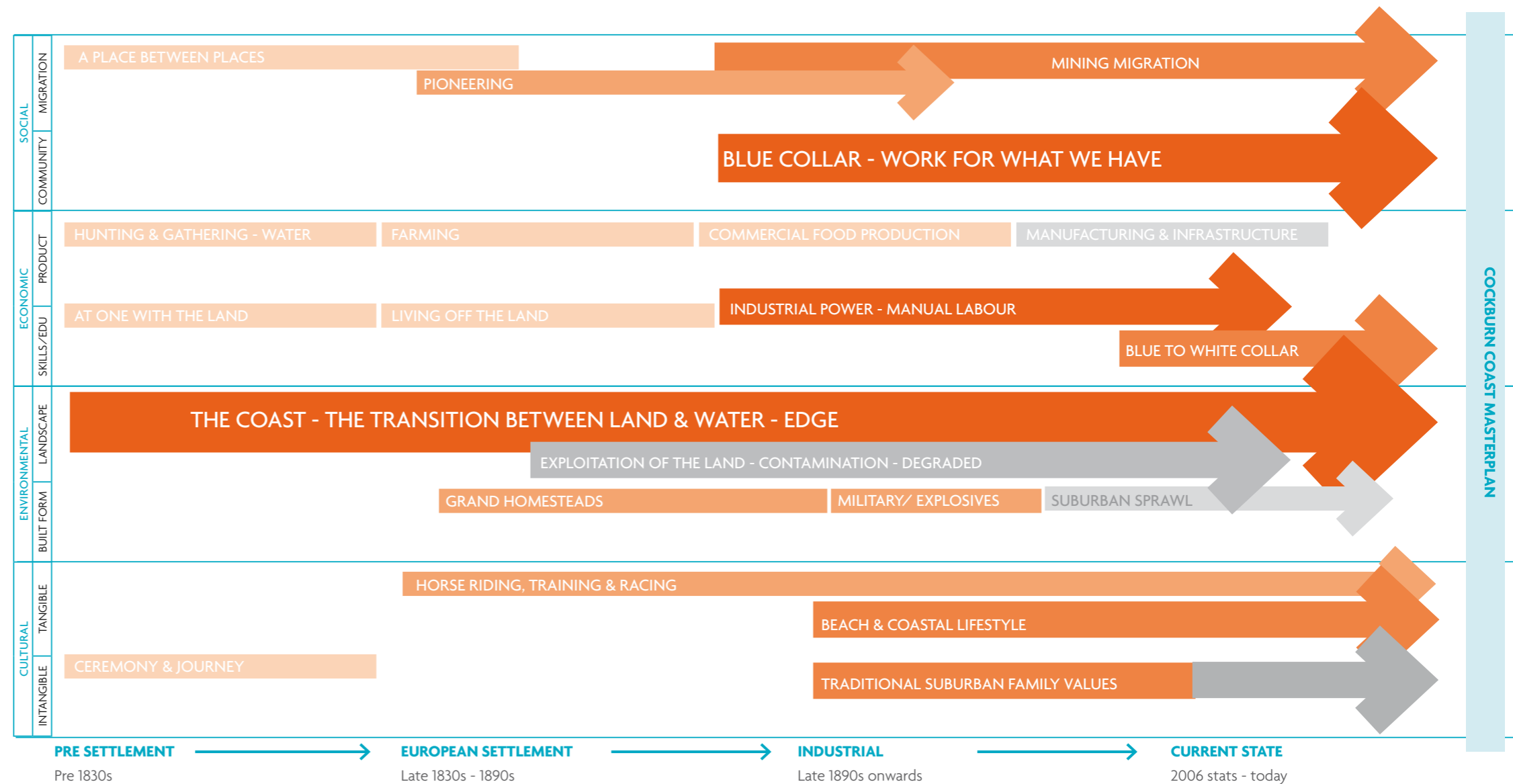
CULTURAL

Ceremony & journey - indigenous stories tell of Carnac & Garden Islands once forming part of the coast "the ground split under great noise and sea rushed between".

Horse riding and training - the longest continuous use of the site since white settlement.

Beach & coastal lifestyle - A strong boating culture is present, both for trade and for recreation and O'Connor beach remains a popular dog walking and fishing destination.

Traditional suburbia - no longer a sustainable lifestyle choice, however, supporting the values of the community is essential.



SUMMARY OF FINDINGS

The following pages provide an overview of key factors influencing the development of the Cockburn Coast across social, environmental, economic and cultural aspects of place. The key findings presented here are primarily based on desktop research but are also supported by place based observations in the field.

SOCIAL

The people of a place, its community, whether permanent or temporary, play a significant role in determining its place character. In the first instance they are the ones who 'read' it, they interpret the local narratives and give them meaning through their personal relationship with them. Secondly, the people themselves contribute to the overall character of a place, by being 'of it', or part of the narrative and experience. At the Cockburn Coast, a strategic decision making process is required to ensure the future population attracts adequate diversity and skills to meet the cultural and economic aims of the DSP, particularly younger audiences to service new industries. The Cockburn Coast must also consider its integration with its neighbours, and how the north/south gentrification process can be utilised as a positive force and avoid the exclusion of its potentially less affluent neighbours.

KEY FINDINGS

- › Gentrification is occurring from north to south along the coast
- › There are local disparities in affluence in the areas surrounding the Cockburn Coast site. The most culturally diverse suburbs are Hamilton Hill and Spearwood, and these are the least affluent
- › Future forecasts for the LGA predict a shift in dominant household type from couple family with dependants to those without
- › Those moving from northern suburbs are more likely to be managers and professionals than those from the LGA
- › Residents tend to be older, more affluent and smaller in household size the closer they are to the coast (and conversely younger and less affluent the further they are inland)
- › The largest group of people moving into the LGA are those coming from overseas with an anglo saxon cultural dominance is likely to be reinforced as the largest immigrant groups come from the UK and Ireland
- › The LGA has more in common with the demographic characteristics of metropolitan Perth than its neighbour Fremantle
- › Employment is very high compared to the national average
- › Defining the future population will be a significant challenge and is likely to be linked with the viability of new industries

ENVIRONMENT

The environment of a place, both its man-made and natural physical elements, have an immediate influence on how a place is perceived. Our physical environment represents the culture and story of a place. What buildings look like, their materiality, the quality and diversity of the public realm and even the type of vegetation planted, all give us clues as to who the place is for and how we are expected to behave. Cockburn Coast's strong coastal edge and dunal landscape contrast with the historical industrial infrastructure and provide both opportunities and challenges for the next evolution of the area.

KEY FINDINGS

- › The site runs parallel with the Indian Ocean and is edged by public beaches and a dunal landscape
- › 330ha site, the largest single redevelopment project in the region
- › The Fremantle Doctor (south-westerly wind) is strongest during afternoons of the summer months. Whilst refreshing can make the public realm unpleasant when at its peak
- › Hot dry summers and cool wet winters (Mediterranean climate)
- › Industrial buildings and infrastructure are situated across the site
- › A freight rail line runs through the site dissecting it along the north south axis. C..44 train movement occur along this line each week, this is likely to increase to 56
- › Currently there is only a single bus service through the structure plan area. This is a low-frequency service linking Fremantle and Rockingham.
- › Cockburn Sound is the most intensively used marine embayment in Western Australia. The sheltered waters of the Sound are popular for fishing and more than 12,000 recreational boating trips are recorded annually
- › The area enjoys views to Carnac, Garden and Rottnest Islands
- › No threatened flora and fauna has been found on site
- › The Cockburn Coast beach, known as the C Y O'Connor beach, is designated as a dog friendly beach (including charity dog beach parties), and is great for fishing

ECONOMY

The economy of a place, what it produces and contributes, influences how it is perceived both by the residents and workers who know it, as well as by those who are looking in. The types of businesses and what they sell, whether product or service, will contribute to the development of the place character, and also the people who will be attracted to the place, as workers, residents and visitors. The Cockburn Coast aims to provide for a gap in existing employment sectors in the LGA which has little or no base for high-end jobs at present. The challenge will be aligning this employment with the skills and training occurring locally to ensure levels of self sufficiency can be achieved.

KEY FINDINGS

- › The dominant field of education of Cockburn residents remains engineering and related technologies (29%) and management and commerce (18%)
- › Top 3 employment industries in the LGA (2006) are manufacturing (29.8%), retail trade (13.5%) and construction (9.3%)
- › In 2006, 40% of people working in the Cockburn LGA lived there
- › Employees within the Cockburn LGA typically drive to work (78.3%, only 1.8% take public transport)
- › Employees within the Cockburn LGA typically have no formal qualification (45.5%) or certificate level qualification (28.8%)
- › Local businesses are dominated by business services and retail trade
- › Largest increase in the employment sector was in manufacturing between 2001 and 2006
- › Many workers travel into the LGA from the east and southern surrounds
- › Little or no economic base for high-end jobs at present

CULTURE

The culture of a place describes the physical or behavioural representation of a community's beliefs, values and creativity. It is not just about ethnicity but perhaps more importantly, how we encourage, manage and govern a community's ability to express itself. How people behave, the way they live, work and play impacts on the character of the place. For Cockburn Coast the challenge will be in changing the dominant culture of the region from suburban private lives to urban communal living. Alternatively there is a need to attract people with different cultural behaviours - those that are already attached to a denser lifestyle, the amenity and sense of community it can deliver.

KEY FINDINGS

- › There is not a high level of cultural/ethnic diversity in the local population
- › Migration to the area has relied on the attraction to affordable housing for young families and those pushed further south out of the city (gentrification)
- › Predominantly Anglo Saxon ethnicity
- › The indigenous peoples of the area used the Coast as a transitory camping ground
- › Early white settlement was sporadic and varied; from agriculture to horse farming, abattoirs to infrastructure
- › Horse racing and training is the most enduring historic theme of the Cockburn Coast
- › There appears to be limited local creative or communal activity
- › Local recreation focuses on active outdoor pursuits
- › There is a cultural divide between current resident lifestyles and the desired behaviours of the future residents of the Cockburn Coast



KEY QUESTIONS MOVING FORWARD

The below questions represent larger considerations and gaps found in the research, where it is either unclear or not specified as to their solution or answer. They provide the ideal starting point for discussion on how the Cockburn Coast is to achieve its ideal place character.

<p>SOCIAL</p> <ul style="list-style-type: none"> › What does 10-12,000 residents look like at the Cockburn Coast? › How do we provide day time activation if our demographic shifts to predominately couples without dependants? › What do we have to offer a new audience? › How can we ensure a diversity of population in a somewhat culturally homogenous context? 	<p>ECONOMIC</p> <ul style="list-style-type: none"> › How do we attract the skilled workers for the desired industries? › How do we support local business start ups and entrepreneurship? › What types of businesses do we want to attract? › How can we support youth education into gap employment sectors? › How does the leverage off the major employment opportunities of Kwinana and the Western Trade Coast further south fit with employment at the Cockburn Coast?
<p>ENVIRONMENTAL</p> <ul style="list-style-type: none"> › How will the edges and crossing of the freight line be managed? › How do we manage the south westerly winds into the public space? › How do we enhance the view corridors to the water? › What is the commitment for the adaptive re-use of the heritage buildings and other infrastructure on site? › How do we activate the public space outlined in the Masterplan? › What is the primary activity zone - can 2 zones be supported by this population? 	<p>CULTURAL</p> <ul style="list-style-type: none"> › What cultural themes will resonate with the new community? › How do we make past heritage themes relevant today? › What if the people who move here value the old culture not the new? (i.e. cars & privacy) › How do we ensure the sustainability of local cultural practices such as the traditional use of the beach by horses and dogs? › How do we support the first residents of the Cockburn Coast, the incoming pioneers?

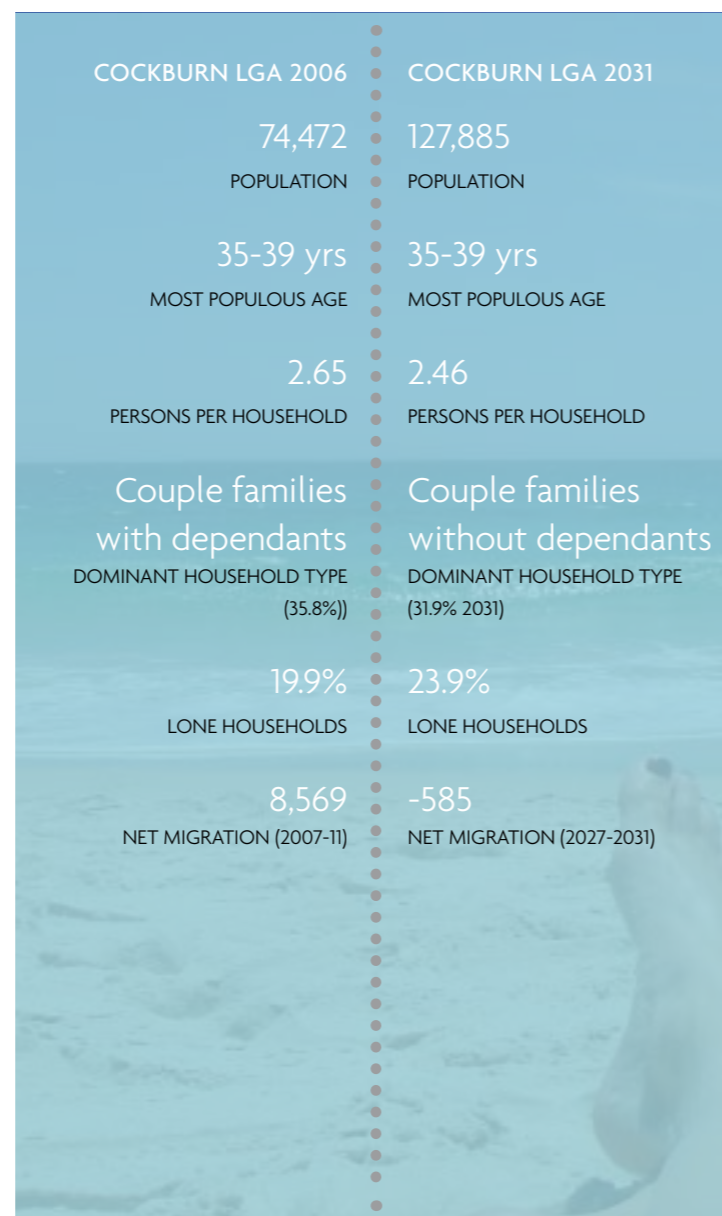
Social Aspects Influencing Place Character

The people of a place, its community, whether permanent or temporary, play a significant role in determining its place character. In the first instance they are the ones who 'read' it, they interpret the local narratives and give them meaning through their personal relationship with them. Secondly, the people themselves contribute to the overall character of a place, by being 'of it', or part of the narrative and experience. At the Cockburn Coast, a strategic decision making process is required to ensure the future population attracts adequate diversity and skills to meet the cultural and economic aims of the DSP, particularly younger audiences to service new industries. The Cockburn Coast must also consider its integration with its neighbours, and how the north/south gentrification process can be utilised as a positive force and avoid the exclusion of its potentially less affluent neighbours.

FAST FACTS FROM THE SOCIAL RESEARCH

The people that live, visit and work in a place are an intrinsic part of place character. The following provides a snapshot of the social findings with regard to the Cockburn Coast.

- › Gentrification is occurring from the north to the south along the coast
- › There are local disparities in affluence in the areas surrounding the Cockburn Coast site
- › Future forecasts for the City of Cockburn predict a shift in dominant household type from couple family with dependants to those without
- › Those moving from northern suburbs are more likely to be managers and professionals than those from the Cockburn Coast LGA
- › Residents tend to be older, more affluent and smaller in household size the closer they are to the coast (and conversely younger and less affluent the further they are inland)
- › The largest group of people moving into the LGA are those coming from overseas
- › The LGA has more in common with the demographic characteristics of metropolitan Perth than its neighbour Fremantle
- › Despite overseas migration, an anglo saxon cultural dominance is likely to be reinforced as the largest immigrant groups come from the UK and Ireland
- › The most culturally diverse suburbs are Hamilton Hill and Spearwood, and these are the least affluent
- › Employment is very high compared to the national average
- › Defining the future population will be a significant challenge and is likely to be linked with the viability of new industries



OPPORTUNITIES

The northern gentrifiers, high income, well educated creatives



National and international talent migration



Strategic approach to community development and attraction of new residents



CHALLENGES

Attracting adequate diversity in future population, particularly youth



'Us and them' challenges of integration with our less affluent inland neighbours



Less family households = fewer people to activate the public realm and retail during the day



PEOPLE IN THE CITY OF COCKBURN NOW

The City of Cockburn Coast is home to 91,448 people (forecast 2011) and is expected to grow to 127,885 by 2031. Much of this growth is to be accommodated by areas within the District Structure Plan of the Cockburn Coast. The following provides a summary of the key socioeconomic influences occurring at LGA level surrounding the Cockburn Coast.

IF IT WERE JUST BUSINESS AS USUAL

Traditionally a working class area, the City of Cockburn LGA is characterised by high levels of employment, a median age around the mid 30s and a larger proportion of young families than its northern neighbours. Across the LGA, incomes are relatively high and unemployment levels are lower than in any adjoining LGA at just 3.3%.

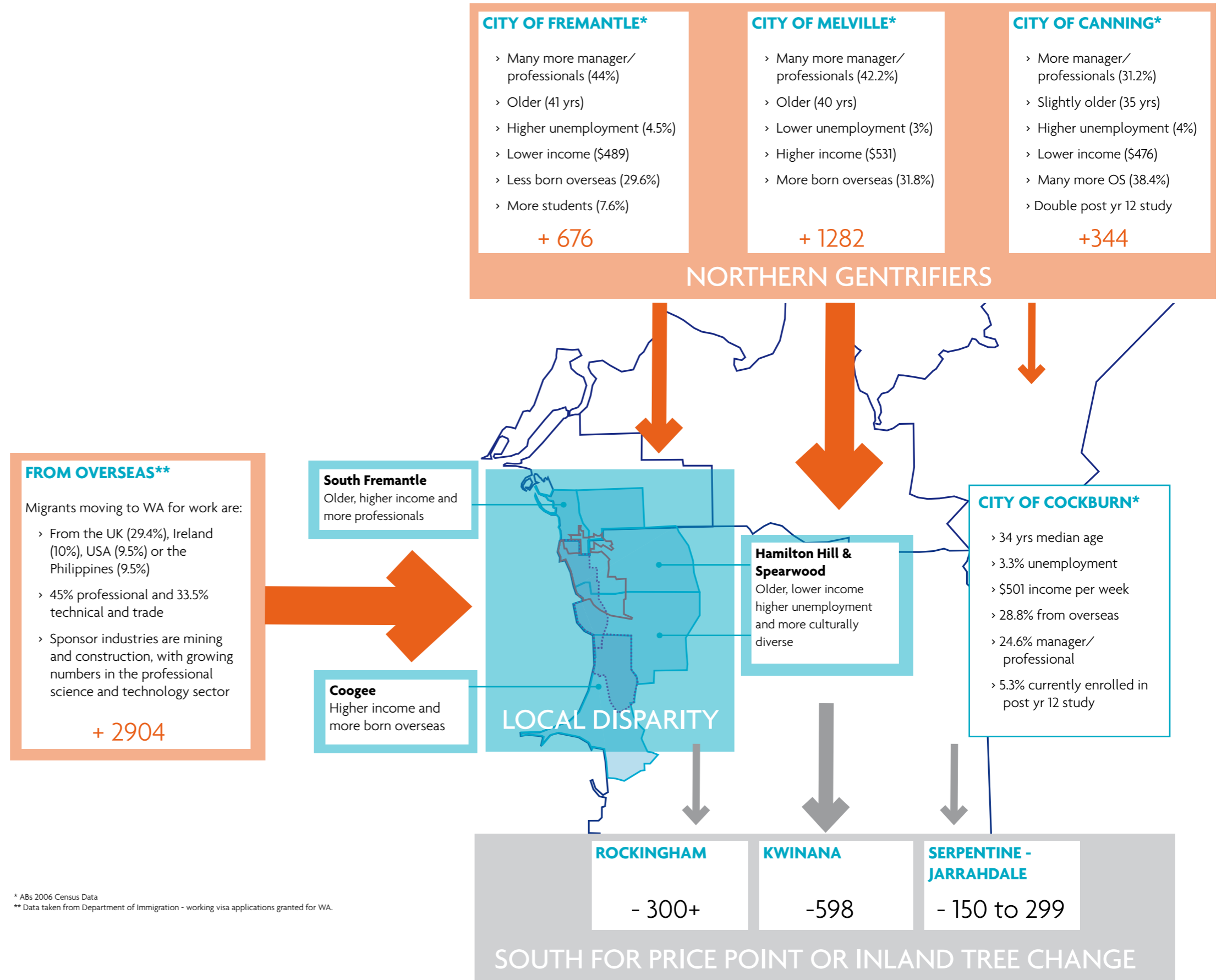
The LGA is experiencing a North to South migration of residents from the LGA's of Fremantle, Melville and Canning. Those moving out of the LGA are also moving south, to Rockingham, Kwinana and Serpentine-Jarrahdale, likely for cheaper housing. There is likely to be a significant shift in dominant household type from couple households with dependants to those without. The cities of Cockburn and Fremantle are both experiencing an ageing population with a decline in young children that is consistent with the metropolitan average.

The trend amongst coastal suburbs is a high proportional increase in 30-39 yr olds (compared to Perth average) which has been suggested indicates established households are purchasing in beach suburbs close to schools. This trend contrasts with the wider city of Cockburn trend which is experiencing a decrease in this age group.

A strategic decision will be required as to the type of people the Cockburn Coast wishes to attract, particularly with regard to the employment self-sufficiency the Cockburn Coast wishes to achieve.

The largest number of people moving to the Cockburn Coast LGA is from overseas. The dominate groups moving to WA to work are moving from the UK and Ireland. This suggests that overseas migration may reinforce the existing Anglo-Saxon demography. There is a percentage of working immigration from the Philippines, which is on the increase, which may provide for greater cultural diversity moving to WA in the future.

* ABS 2006 Census Data
** Data taken from Department of Immigration - working visa applications granted for WA.



COCKBURN COAST SOCIOECONOMICS

To the North, South, and East of the site, each suburban area has its own unique socioeconomic characteristics, with different needs and challenges. The Cockburn Coast will need to consider these audiences, our closest neighbours, to establish a level of integration with the existing community.

The current resident population within the DSP is predominantly isolated in the North of the DSP study area, with residents living higher densities than surrounding suburbs to the east. The Masterplan area does not include any residential development. It is estimated that the final population of the Cockburn Coast will be in the order of 10-12 000 new residents.

The DSP projects that the Cockburn Coast's future population is to be more similar to that of Cottesloe and Mosman Park than the LGA. The demographics of these town centres indicate the future demographic of the Cockburn Coast is likely to be:

- › wealthier
- › older
- › with fewer children
- › in professional service jobs or other higher income employment sectors

The City of Cockburn's greatest proportional age increase since 2006 is in the 20-29 year age group. This is in contrast to trends at Cottesloe and Mosman Park which have a decreasing proportion. A contributing factor to this increase may be as a result of young independents leaving home in the coastal suburbs and moving into more affordable suburbs such as those within Cockburn. As shown in the below table, the Cockburn Coast is expected to be home to larger percentages of couples without children than both the Fremantle or Cockburn LGAs

Cockburn Coast DSP 2009, Estimated Household Mix

Estimated household	Cockburn coast mix	Cities of Fremantle and Cockburn 2021
Couple with children	14-15%	33%
Couple without children	30%	23%
One parent family	10-11%	10%
Other family	2%	2%
Group households	5%	4%
Lone person households	38%- 40%	28%

LOCALISED DISPARITIES

At a suburban level, the local area surrounding the Cockburn Coast is characterised by disparity. The inland suburban areas of Hamilton Hill and Spearwood, to the East of the site, have an overall lower income and are home to larger percentages of people who speak a language other than English compared to the LGA average. The coastal suburbs of South Fremantle and Coogee are older and increasingly affluent. South Fremantle is home to a much higher proportion of the population enrolled in education studies, managers and professionals, with smaller household sizes. Home ownership purchases spike at 80% in Coogee consistent with significant new development with a very low percentage of current rentals. This is consistent with the most dominant household type in Coogee and North Coogee as 'couple families' with dependents, which accounted for 43.1% of all households.

ABOUT OUR NEIGHBOURS

The following provides a snapshot of key socio economic characteristics of the adjacent LGA's of Fremantle, Melville and Canning.

- › Fremantle LGA
 - Older and more professional but with a higher unemployment and lower income base than Cockburn.
- › Melville LGA
 - The highest income and lowest unemployment in the area with more professionals than Cockburn Melville is closer in age to Fremantle than Cockburn.
- › Canning LGA
 - The largest student base, twice that of Cockburn, Canning is younger than its western neighbours and contains a higher percentage of migrants than Cockburn.

COCKBURN COAST POPULATION SNAPSHOT

	Fremantle LGA	South Fremantle	Hamilton Hill	Spearwood	Coogee	Cockburn LGA	Perth
Total population	24,835	2,794	9,257	8,940	4,310	74,472	1,445,078
Median age	41	41	39	39	39	34	36
Unemployment	4.5%	4.6%	4.9%	4.1%	2.4%	3.3%	3.6%
Income (median individual per week)	\$489	\$537	\$378	\$411	\$541	\$501	\$513
Total labour force	12,499	1,520	4,162	4,345	2,232	37,852	730,634
Managers and Professionals	44%	49.9%	23.3%	18.6%	28.3%	24.6%	31.8%
Born overseas	29.6%	33.6%	31.9%	33.0%	34.7%	28.8%	31.3%
Language other than English spoken at home	22.6%	16.6%	29.1%	33.6%	22.9%	22%	20.1%
Technical and tertiary education attendants	7.6%	7.6%	5.3%	4.2%	5.2%	5.3%	6.8%
Average household size	2.2	2.2	2.2	2.5	2.8	2.7	2.5
Dwellings owned/being purchased	56.7%	62.2%	58.0%	68.1%	80.9%	71.5%	67.2%
Rented	33.2%	31.7%	34.8%	23.4%	12.4%	21.3%	24.7%
Persons who volunteer	17.2%	18.3%	11.7%	9.8%	12.9%	12.2%	15.1%



LEFT: Vibrant cafe strip in Fremantle. Home of the northern gentrifiers
 RIGHT: BBQ gathering in Kings Park of Perth locals. Likely indicative of the inland local dining/recreation approach of those living in Spearwood and Hamilton Hill.

WHAT WE ARE AIMING FOR

FORECAST CHANGES

The City of Cockburn had a population of 78,477 at the time of the 2006 Census and forecasts project an increase in population to 104,939 by 2016 and to 127,885 by 2031. This represents an average population change of 2% every year over the 25 year period. The suburbs of Coogee and North Coogee (as defined by Council) will host a great deal of this anticipated growth with an average rate of growth of 4.7% per annum between 2006 and 2031, growing from 4,294 to 9,244.

The speed at which this region will transform itself from a place of industry to primarily residential will provide challenges for the development of authentic place character. A flexible approach will be a required with regard to community development as the community evolves and changes.

LIFE IN COCKBURN

Healthy communities rely on a diversity of ages, household types and professions in order to develop a sustainable local economy and an active public realm. As such, a great place must provide for all stages of life, or we will leave to find them elsewhere. Imagine a life on the Cockburn Coast...

A parent with a young baby requires medical services, child care, parent's groups and easily accessible parks and playgrounds. Once this child reaches school age; schools, aftercare and part-time work opportunities become important. As a teenager, access to peers and public transport, active recreation, sports and cultural activities and the opportunity for part time low skilled work are required.

As a high school graduate, tertiary education looms, as does a higher skilled part time job and potentially apprenticeship or internship. He/she will need a place to celebrate their coming of age, an 18th or 21st birthday. Moving out of home requires affordable rental accommodation close to employment. Cafe and restaurant culture become key as they embark on a full time job in their associated industry of study.

Years later we meet this person again, to find they are now a parent with a child about to embark upon this whole process again. Their parents have retired to a cafe lifestyle and as they age they too need affordable housing alternatives and aged care to complete their life cycle in place.

Providing for this one individual and their family is a complex task. Add a layer of preferred experiences, diverse cultural backgrounds and behaviours and lifestyles and we complicated it further. Multiply this by a community of 10-12000, with little in the way of an existing resident community, the challenge ahead is clear.



ABOVE: Young people and tourists frequenting the Little Creatures brewery at Fremantle
BELOW: Local mothers group. Key to daily activation of the public realm.

KEY QUESTIONS MOVING FORWARD

What does 10-12,000 residents look like at the Cockburn Coast?

How do we provide day time activation if our demographic shifts to predominately couples without dependants?

What do we have to offer a new audience?

How can we ensure a diversity of population in a somewhat culturally homogenous context?

Economic Aspects Influencing Place Character

The economy of a place, what it produces and contributes, influences how it is perceived both by the residents and workers who know it, as well as by those who are looking in. The types of businesses and what they sell, whether product or service, will contribute to the development of the place character, and also the people who will be attracted to the place, as workers, residents and visitors. The Cockburn Coast aims to provide for a gap in existing employment sectors in the LGA which has little or no base for high-end jobs at present. The challenge will be aligning this employment with the skills and training occurring locally to ensure levels of self sufficiency can be achieved.

FAST FACTS FROM THE ECONOMIC RESEARCH

The economic health and vitality of a place is key to its place character. The visibility of industry and work places gives us a clue to what makes a community work when we experience it. The following provides a snapshot of the economic findings with regard to the Cockburn Coast.

- > The dominant field of education of Cockburn residents remains engineering and related technologies (29%) and management and commerce (18%)
- > Top 3 employment industries in the LGA (2006) are manufacturing (29.8%), retail trade (13.5%) and construction (9.3%)
- > In 2006, 40% of people working in the Cockburn LGA lived there
- > Employees within the Cockburn LGA typically drive to work (78.3%, only 1.8% take public transport)
- > Employees within the Cockburn LGA typically have no formal qualification (45.5%) or certificate level qualification (28.8%)
- > Local businesses are dominated by business services and retail trade
- > Largest increase in the employment sector was in manufacturing between 2001 and 2006
- > Many workers travel into the LGA from the east and southern surrounds
- > Little or no economic base for high-end jobs at present

COCKBURN LGA NOW	PLANNED FOR COCKBURN COAST
31,566 EMPLOYMENT BASE (2010)	3,175 NEW JOBS (OF TOTAL 5000 AS PROPOSED IN MASTERPLAN)
6,447 REGISTERED BUSINESS (2009)	?
Manufacturing (-348)	Shopping (31%)
Construction (+300)	Office (31%)
Retail trade (+530)	Health (12%)
TOP 3 EMPLOYMENT SECTORS 2011 AND THEIR CHANGE SINCE 2006	TOP 3 FUTURE EMPLOYMENT SECTORS (COCKBURN COAST MP)
49.1% no qualification	?
20% certificate level	?
11% bachelor/degree	?
EDUCATION LEVELS (2006)	
Business services & retail	Shopping & office/business
PREDOMINANT LOCAL BUSINESS MIX	PREDOMINANT FUTURE BUSINESS MIX

OPPORTUNITIES

Heritage character drives a tourism product



Local living and employment



New service and tourism industries



CHALLENGES

Industrial evolution or revolution, from production, to process, to services



Transition of skills and training for new industries



Self sustaining tourism sector



THE REGIONAL ECONOMY

The Cockburn LGA provides light and heavy industry, government and community services and retail sector jobs that can be found locally or regionally. The gap in the region, is in the professional occupations, where most travel into Perth.

The City of Cockburn has an employment self sufficiency of 68% (2001). However, if combined with Fremantle this increases to 106%. Levels this high indicate there is strength to be built upon in terms of its economic development.

The Cockburn Coast has the opportunity to play a positive role in the regional context. Unlike South Beach and Port Coogee developments which lack employment lands, the Cockburn Coast aims to provide high levels of employment self sufficiency. Part of this role, may also provide an opportunity for commercial development linked with Fremantle, which has traditionally been ports, logistics and consumer services focused but constrained by heritage regulation.

The City of Cockburn can be economically characterised by the following:

- > Sufficient local industrial land and substantial regional employment base in industrial estates
- > A high proportion of manufacturing workers and jobs, and a low proportion of white-collar and tourism-related jobs
- > Little or no economic base for high-end jobs at present
- > Top 3 employment industries in the Cockburn LGA (2006) are manufacturing (29.8%), retail trade (13.5%) and construction (9.3%)

Heavy industry is shifting south to Kwinana and Henderson, which are focussing on export orientated heavy industrial. This may also support migration of those currently living in Cockburn south for the employment base. Overseas migration of workers focuses predominately on the professional and technical trades for minding and construction, however there has been a large increase in the those sponsored by professional, scientific and technical industry.

EMPLOYMENT TRENDS

In 2006, 40% of people working in the Cockburn LGA lived here. Neighbouring suburbs that travel into the LGA to work were from Rockingham (11.3%) and Melville (9.8%). The largest sector of employment is manufacturing. It has a comparatively low self sufficiency of around 30% with many of its employees travelling into the region for work.

Employees within the Cockburn LGA typically drive to work (78.3%, only 1.8% take public transport) and have no formal qualification (45.5%) or certificate level qualification (28.8%), only 12.1% have a bachelor or higher degrees.

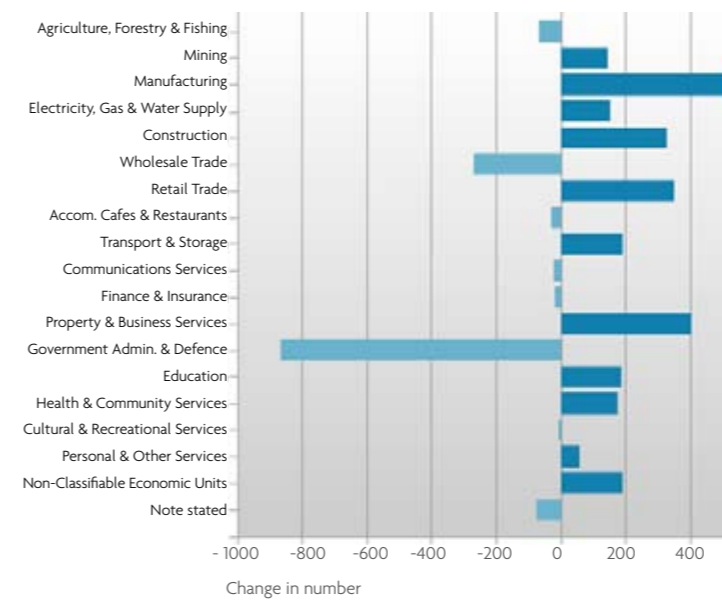
Changes in employment sector across the LGA show a significant decrease in government administration and defence jobs and a strong increase in manufacturing. Retail was also a growing employment sector, however culture, all recreation, accommodation, cafes and restaurants declined. Culture and recreation is also one of the smallest employment industries in the LGA (1.4%).

MARKET SUPPLY & CHOICE

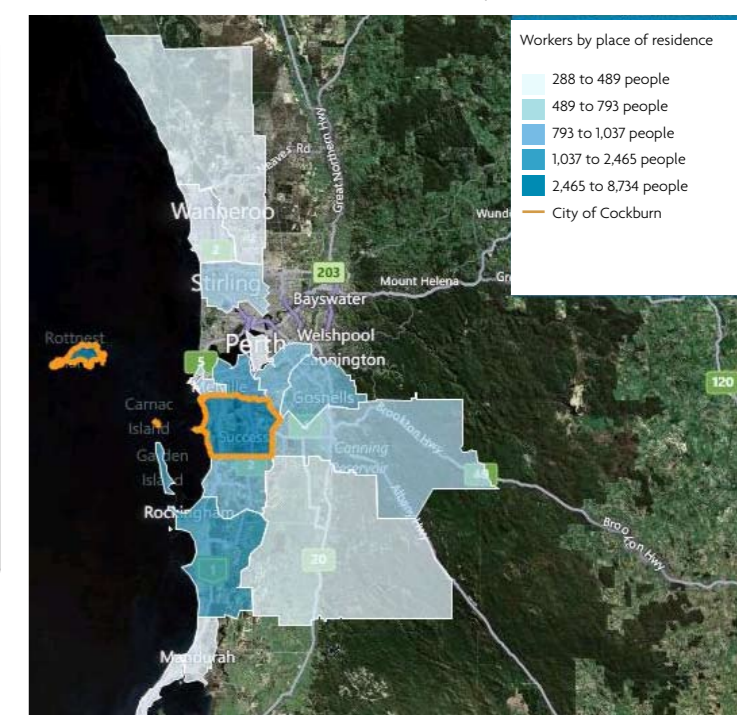
The housing market of the City of Cockburn has for a long time provided affordable opportunities for home ownership for families and prospective families from southern Perth. There has been a recent swing of some development towards a market of second and third home buyers, 'empty nesters' and retirees, particularly along the coast. Greenfield sites in the City of Cockburn are expected to be exhausted over the next twenty years which is likely to change population trends and push new development down the coast to Kwinana.

Within the Australian economic context, population growth is a key driver for economic development just as market supply and demand trends are for urban development. The majority of the current supply chain is polarised between freestanding 'suburban' houses and higher density, big block or tower developments. The demand is also split between those who desire the 'product'; a private house and garden no matter where, and those who seek amenity or experience, e.g. close to the city. Given its relative proximity to the CBD the Cockburn Coast has the opportunity to position itself within the existing market paradigm while exploiting opportunities to lead the future market.

Change in Employment by Industry Sector City of Cockburn 2001 to 2006



Areas of residence for workers in the City of Cockburn 2006



WA overseas workers (no. of applications 2010-2011)	Sponsor Industry	Occupation	Country of Origin
Major industries (2010-11)	<ul style="list-style-type: none"> > 23.3% mining > 26.6% construction 	<ul style="list-style-type: none"> > 45% professional > 33.5% technical and trade 	<ul style="list-style-type: none"> > 29.4% UK > 10% Ireland > 9.5% USA > 9.5% Phillipines
Biggest change in industries (since 2009-10)	<ul style="list-style-type: none"> > 365.7% professional, science & technology > 109% manufacturing 	<ul style="list-style-type: none"> > 169.9% clerical and administration > 165.2% machinery operation and driving 	<ul style="list-style-type: none"> > 185% Phillipines > 105% Ireland

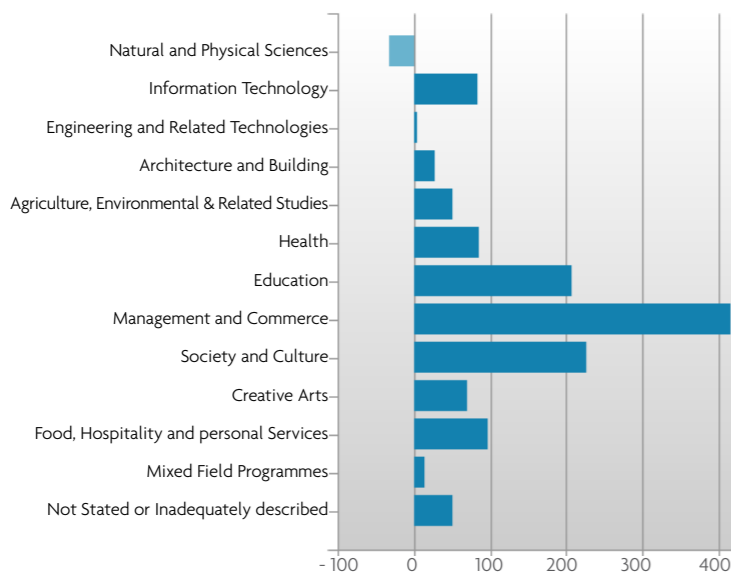
TOP LEFT: Source: id. Cockburn Coast Economic Indicators ABS Statistics
 TOP RIGHT: Source: id. Cockburn Coast Economic Indicators ABS Statistics
 BELOW: Number of working applications granted to immigrant workers moving to Western Australia. Source: Department of Immigration and Citizenship

EDUCATION

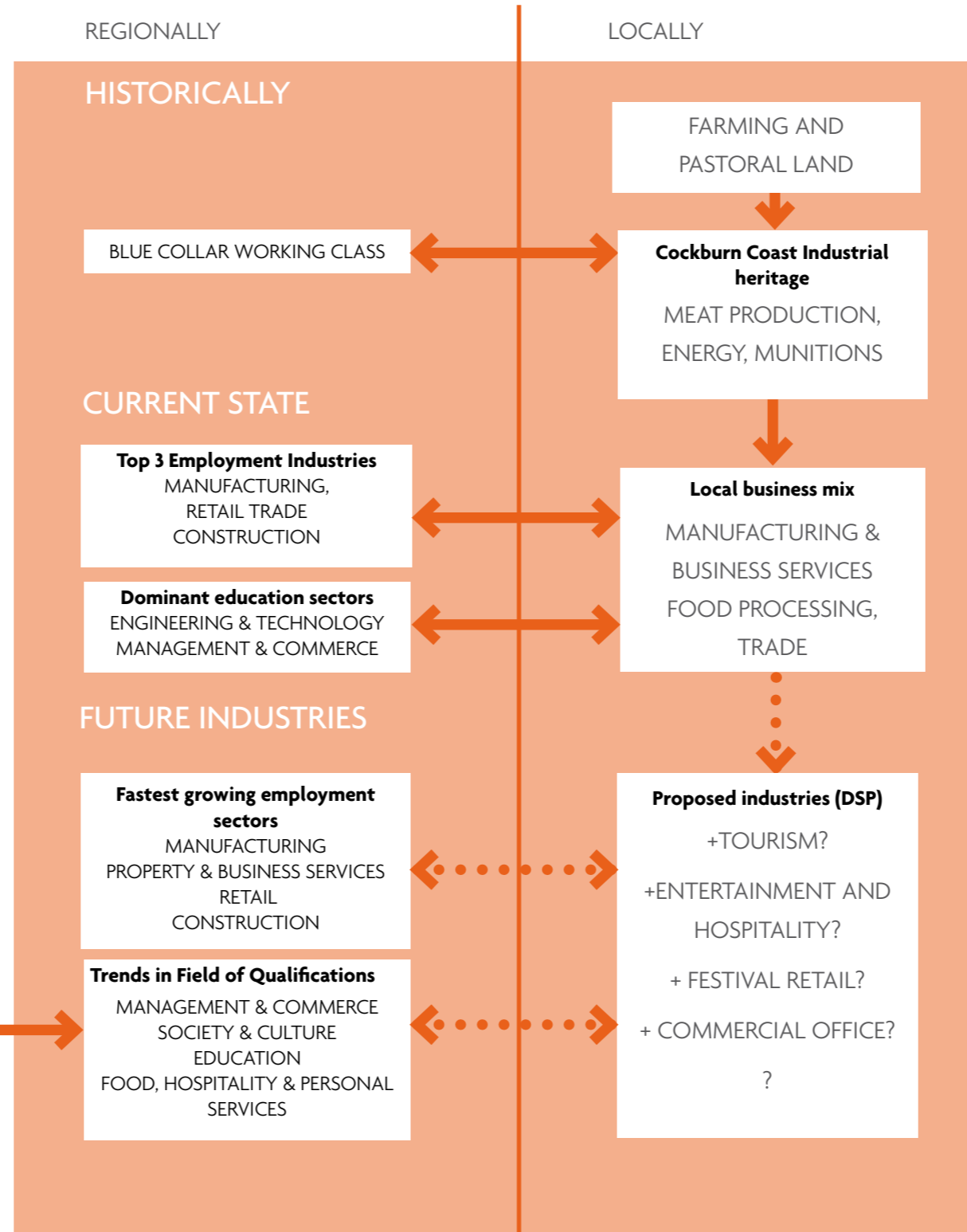
Planning for employment on the Cockburn Coast requires an understanding of who lives in the area now and what they are studying. Skills availability in the local area will be key to local employment self sufficiency.

Since 2011, changes in the training and education undertaken by those in the LGA were 5% more people choosing to study management and commerce, and 5% less in the engineering and technology sector. Food hospitality and personal services held steady at 8% and there was a decrease in employment in this sector in the LGA. This may indicate a potential gap in industry training and education for new hospitality and tourism sectors introduced to the Cockburn Coast.

**Change in Field of Qualification of the Workforce (all industries)
City of Cockburn 2001 to 2006**



ABOVE: Source: id. Cockburn Coast Economic Indicators ABS Statistics



LOCAL ECONOMY

The Cockburn Coast has traditionally played a strong role in the development of Perth as its industrial backbone. Originally farming and pastoral land, the site developed from primarily grazing to abattoir and meat production that monopolised the regional meat market.

The Fremantle Power station provides a formidable reminder of the sites past as a producer of energy as well as food. This industry has too evolved now focussing more on food processing and business servicing rather than producing.

The DSP notes that the Emplacement and Darkan precincts are home to businesses that will remain onsite that directly relate to the Fremantle economy (especially in seafood handling and marine services) and a range of other industries which provide vital services to the heavy industries in Kwinana and Henderson. The regional importance of local businesses at the Cockburn Coast reinforces its role as a supporter of the regional economy.

On a more local level, a number of services located in Emplacement Crescent lease flexible and affordable industrial units for community purposes, often used as a stepping stone for new start ups and innovation.

The Cockburn Coast is now facing its next stage of evolution, from servicing businesses, to becoming a home for business and servicing people and culture with a tourism products. The challenge will be balancing those industries onsite that are staying on, with a mixed use retail commercial future.

LOCAL BUSINESS

Most local business in the immediate areas of Spearwood and Hamilton Hill are predominately either property and business services, or retail trade. Both had a manufacturing presence in contrast to Coogee which is dominated by property and business services likely as it is during its development phase.

Spearwood has a much stronger hospitality focussed business mix than that of Hamilton Hill which appears to be more manufacturing focussed. Across the board there was few cultural and recreation services limited to sporting clubs.

TOURISM

The danger in focussing too much on this industry as a driver of place is its seasonal and weekender characteristics that during low season can result in high turn over of traders and resentment of tourism by local residents whose lifestyles peak season effects. The level of business and tourism activity envisaged by the DSP is relatively low and aims to complement the high levels of Fremantle.

Examples of regional tourism nodes at Cottesloe (38 rooms) and Fremantle (689 rooms) suggest Cockburn's proximity to Fremantle may allow for it to be positioned as a value add to the Fremantle experience.

Key assets that have the potential to attract the tourist market are:

- › Historic Districts - authentic experience and stories, particularly those shared by locals
- › Waterfronts/Beachfronts - the Cockburn Coast provides a beachfront experience, that is the closest to the CBD on the southern side of the river. However, Cottesloe is a similar distance away and is iconic as a tourism beach.
- › High Quality Retail and Catering Facilities - often considered a secondary element to tourism, food is increasing a reason to travel in search of high quality produce and cuisine. Fremantle has traditionally been well positioned in the food tourism market for its seafood and Little Creatures Brewery. The challenge will be determining what will set Cockburn Coast apart from its neighbour.

Other attractors for tourism to be considered:

- › Convention Centres and Exhibitions - attracting the corporate tourist market is a year round tourism offer.
- › Festivals and Events - have the potential to reinforce a places identity as well as activate it during lower periods of visitation
- › Special Visitor Districts - combination of visitor attractions such as cultural, entertainment or sports clustered in one location
- › Edutainment - entertainment options that are also designed to educate i.e. discovery/environmental centres

Another challenge for local year round tourism is price point. The local disparity of income and advantage means a variety of prices points will be required to ensure there is offer to match or risk becoming a tourist only destination that locals cannot afford.

WHAT WE ARE AIMING FOR - ECONOMIC TARGETS

The Masterplan and DSP set out specific targets for both industries and employment base within the Cockburn Coast development. These targets will need to be considered in terms of their difference or alignment with the business as usual evolution of the place as an additional driver of place character.

INDUSTRIES

The DSP has proposed new industries on the Cockburn Coast including tourism, entertainment, hospitality, festival retail and commercial based on a current gap in the market that is reflected by the skills shortage in the area. These will employ up to 3,125 people (Cockburn Coast Masterplan) approximately 31% shopping and 31% office, a significant shift from the industrial base that exists today.

The Masterplan suggests it will leverage off the major employment opportunities of Kwinana and the Western Trade Coast further south, which are heavy industrial areas.

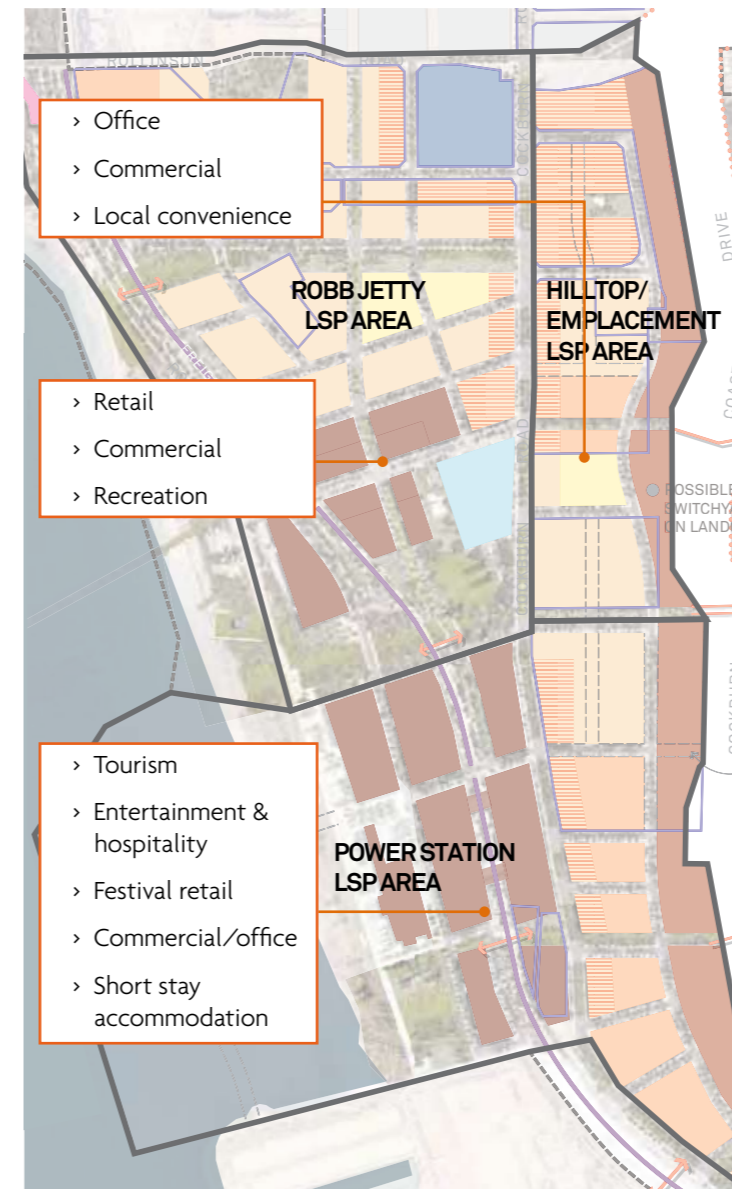
FUTURE EMPLOYMENT BY SECTOR

With a total expected labour force of 5000, the Masterplan proposes the following breakdown of the 3,125 new jobs to be created in the Masterplan area by industry:

- › 31% shopping
- › 31% office
- › 11.8% health
- › 5.7% manufacturing
- › 5.7% storage
- › 4.8% entertainment
- › 4.2% retailing
- › 3.9% service
- › 2.9% utilities

OCCUPATIONS REQUIRED

With a focus on shopping (undefined) and office employment (undefined), two distinct levels of occupations will be required which are currently in small numbers in the LGA; both sales and clerical workers and professionals.



ABOVE: LSP areas as defined by the Hassell Cockburn Coast Masterplan in reference to employment bases proposed by the DSP.

KEY QUESTIONS MOVING FORWARD

How do we attract the skilled workers for the desired industries?

How do we support local business start ups and entrepreneurship?

What types of businesses do we want to attract?

How can we support youth education into gap employment sectors?

How does the leverage off the major employment opportunities of Kwinana and the Western Trade Coast further south fit with employment at the Cockburn Coast?

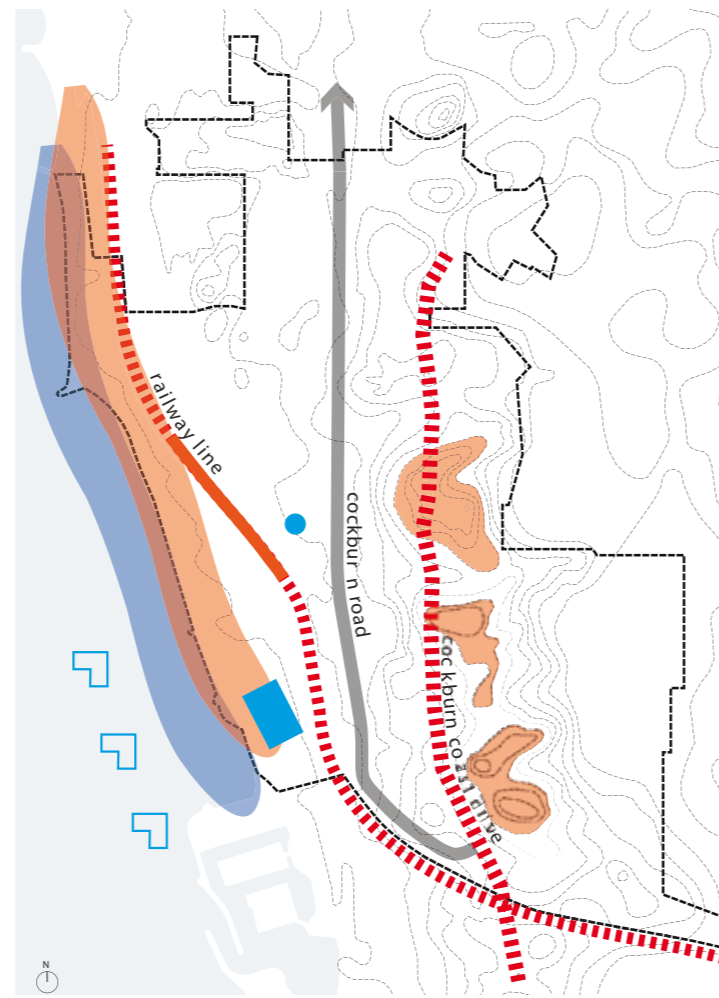
Environmental Aspects Influencing Place Character

The environment of a place, both its man-made and natural physical elements, have an immediate influence on how a place is perceived. Our physical environment represents the culture and story of a place. What buildings look like, their materiality, the quality and diversity of the public realm and even the type of vegetation planted, all give us clues as to who the place is for and how we are expected to behave. Cockburn Coast's strong coastal edge and dunal landscape contrast with the historical industrial infrastructure and provide both opportunities and challenges for the next evolution of the area.

KEY FINDINGS FROM THE ENVIRONMENTAL RESEARCH

The physical elements of a place are key markers of how an area is perceived, they provide visual cues to who is welcome and how to behave. The following list provides a summary of current environmental aspects influencing the place character of the Cockburn Coast:

- › The site runs parallel with the Indian Ocean and is edged by public beaches and a dunal landscape
- › 330ha site, the largest single redevelopment project in the region
- › The Fremantle Doctor (south-westerly wind) is strongest during afternoons of the summer months and while refreshing can make the public realm unpleasant when at its peak
- › Hot dry summers and cool wet winters (Mediterranean climate)
- › Industrial buildings and infrastructure are situated across the site
- › A freight rail line runs through the site dissecting it along the north south axis
- › C..44 train movement occur along this line each week, this is likely to increase to 56
- › Currently there is only a single bus service through the structure plan area. This is a low-frequency service linking Fremantle and Rockingham.
- › Cockburn Sound is the most intensively used marine embayment in Western Australia. The sheltered waters of the Sound are popular for fishing and more than 12,000 recreational boating trips are recorded annually
- › The area enjoys views to Carnac, Garden and Rottnest Islands
- › No threatened flora and fauna has been found on site
- › The Cockburn Coast beach, known as the C Y O'Connor beach, is designated as a dog friendly beach (including charity dog beach parties), and is great for fishing



Adapted from Barriers to access, Cockburn Coast Masterplan, Hassell 2011

OPPORTUNITIES

Industrial landscape integration



Continuous access to ocean along site



Coastal urban development



CHALLENGES

Freight line separating key destinations



Blocked views to beach & ocean



Wind directed into public places



The following provides a summary of the key thematic areas pertaining to environmental influences on place character:

LANDSCAPE

The site runs parallel to the Cockburn Sound and Indian Ocean to its west and from the eastern ridgeline, offers significant views to the coast. The Carnac, Garden and Rottnest Islands can be viewed from the shore and ridgeline providing a point of interest on the horizon.

The landscape of the Cockburn Coast has been significantly modified by past industrial use. Along the coast, six groynes, a seawall and jetty, and infrastructure associated with the development of the South Fremantle Power Station have all adversely impacted on the natural coastline

The Cockburn Coast is relatively flat, with a large dunal system the primary landscape to the west of Cockburn Road. The landscape between Cockburn Road and the freight rail line has been largely cleared of natural vegetation. A collection of established Norfolk Island Pines and other tree species (including Fig, Casuarina, Tamarisk and Melaleuca) that were planted in earlier settlement, form a grouping of cultural vegetation.

A more diverse range of species is found to the east of Cockburn Road at Manning Reserve, a disconnect between vegetation communities limits fauna movements. The Reserve contains Manning Lake and a low concentration of remnant bushland and high concentration of weed cover in the understorey.

DUNAL LANDSCAPE

An extensive dune system, covering 29ha of the Foreshore Reserve along with the ocean and beaches are the most significant features of the Cockburn Coast. The height of the dune and the dense covering of vegetation limit views to the ocean and islands beyond.

CLIMATE

The high and low gradients of the landscape mimic the dramatic variations in seasonal climate similar to that of a Mediterranean climate, with hot dry summers and cool wet winters. The 'Fremantle doctor', strongest from December to February, sends a cooling south westerly across the Cockburn Coast and is a welcome relief during the summer months. However the intensity and strength of this phenomenon has the potential to create an unpleasant public realm experience and discourage use of outdoor spaces.

BUILT FORM AND HERITAGE

The most significant built form on the site is the Power Station, switchyard and the freight rail line.

POWER STATION

The South Fremantle Power Station officially opened in 1951 to supply the South-West with electricity. It closed in 1985. The site has been registered as a prominent building with a strong functionalist structural industrial form. The building is currently abandoned and has been heavily vandalised. The power house building is listed on the State Register of Heritage Places.

FREIGHT RAIL

The western boundary of the site is dominated by a freight railway connecting to the Fremantle inner harbour. It currently services approximately 22 trains (44 movements) per week. Fremantle Ports has advised that future freight rail are likely to increase to 56 trains per week (112 movements) and are expected to be approximately 600m long. This increase in freight rail movements accords with key government policy to transfer freight movement from roads to rail, but presents a significant barrier for other transport and pedestrian movements throughout the site.

HERITAGE

Accompanying the Power Station on the State's heritage register is the Manning estate, which includes Azelia Homestead, Robb Jetty Chimney, Newmarket Hotel, Randwick Stables and the South Beach horse exercise area. Other culturally important sites of heritage significance have been identified as Owen Anchorage, the original Robb Jetty, Afghan camps at Davilak and World War 2 gun emplacements.

INDUSTRIAL

The existing industrial built form on site is predominantly 2 storey warehouses scattered throughout the precinct but concentrated along Cockburn Road. While built form along the Cockburn Coast is largely industrial, other development occurring in the urban zone to the north of Rollinson Road, includes the caravan park, town house or apartment style mix and some commercial.

INFRASTRUCTURE IN INDUSTRY

The Cockburn Coast supports a diverse but degraded landscape. As the traditional custodians of the land, the indigenous legacy shadows that of the post settlement, where the adverse impacts from industrial uses continues to the current day. The presence of historic industrial buildings, including the heritage listed South Fremantle Power Station and Robb Jetty Chimney, connect with the continued evolution of the site as an economic driver. The South Fremantle Power Station is the site's 'white elephant', visible from the coast and an iconic landmark of the Cockburn Coast site. A freight rail line that connects port Fremantle with the south divides the site. A planned intensification of this line in the future secures its strategic importance for the state.

WATER

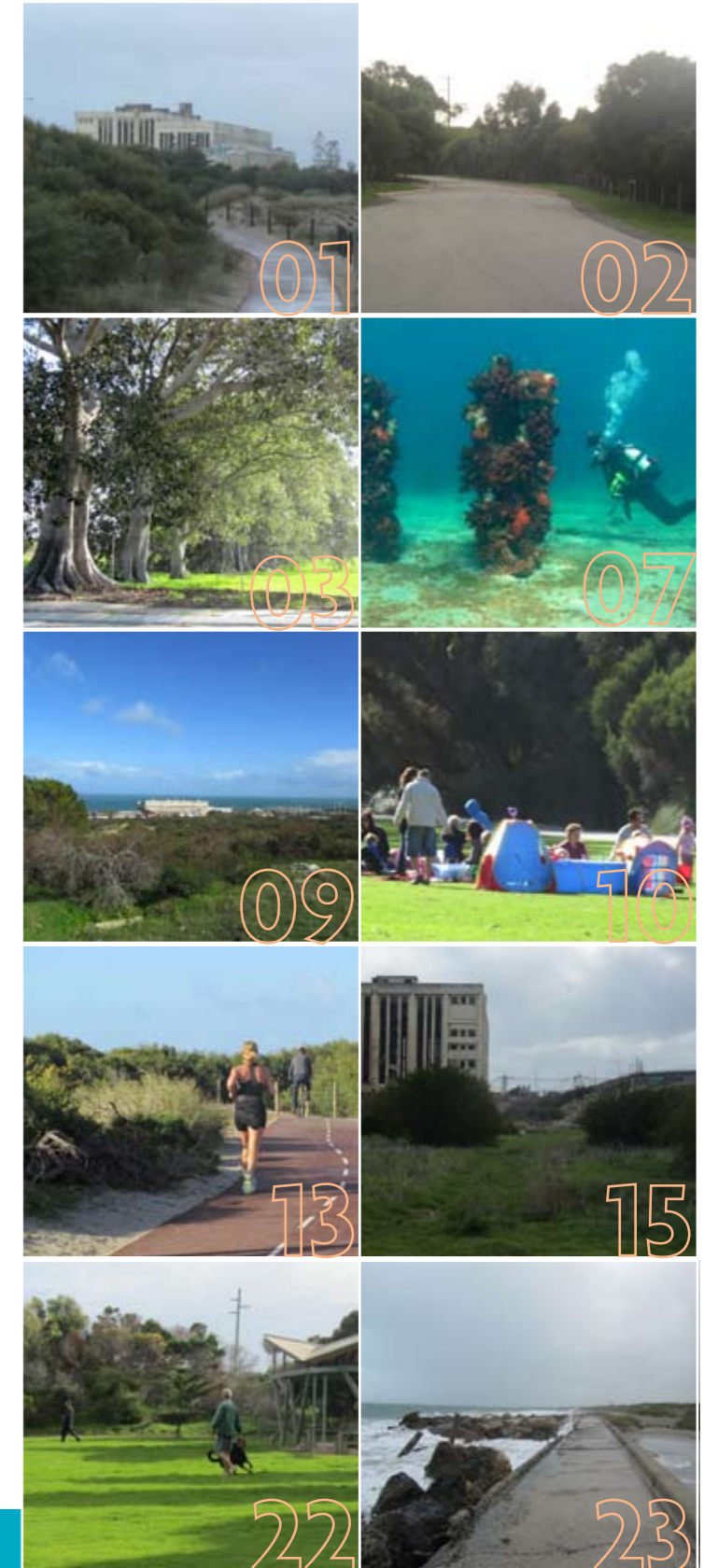
The Cockburn Coast is located parallel to the Indian Ocean and is bordered by Manning Lake to the east. The C Y O'Conner beach, named after one of Western Australia's greatest engineers, is the site's local beach introducing the coast to the shore. The C Y O'Conner beach is not known for its 'family friendly' offer but is promoted as one of region's 'dog friendly' beaches and is frequently used as a horse training beach by Randwick Stables. The award winning Coogee beach to the south, offers a wide range of services and facilities, and is the City of Cockburn's primary recreational beach. South beach to the north of the site, maintains its equestrian heritage with horses, both recreational and commercial, a common sight. The remediation, protection and recreation of water bodies, in and around the site, represents a growing consciousness of Cockburn residents towards open space and reflects global attitudes to the environment.



ASSET MAP

The facing map and images illustrate the physical elements within each precinct that contribute to the unique character of the site. These should be integrated into the detailed planning for the place providing a layer of authenticity and experience to the Masterplan.

1. Power Station - as landmark and creative outlet for graffiti artists and youth
2. Road access embedded in the landscape and framed by vegetation
3. Fig trees - heritage listed, shade and protection from Cockburn Coast Rd
4. Factory Chimney (check the name) - remnant of industrial past
5. View across to Power Station. Provides a sense of proximity.
6. Dunal landscape that allows for exposure or retreat
7. Rob Jetty remains - the original trade gateway
8. James and Diana ship wreck remains - potential diving attraction
9. Look outs atop Manning Parklands to the ocean across the site
10. Manning Lake - family friendly parkland attractor, home of heritage homestead and place to listen to frogs
11. Newmarket Hotel - the original drinking hole for working class and racing fraternity, currently in poor state of repair
12. View from the Emplacement Precinct across to the ocean
13. Coastal pathway connections - shade and exposure
14. Rugged dunal landscape and experience - intimate and held by the Switchyard
15. Varying heights and valleys in infrastructure surrounding the Power Station
16. CY O'Connor - icon and heritage, all the locals know his story
17. Norfolk Pines surrounding Sewer Pump Station
18. Emplacement, Darken and Hamilton Hill existing industry
19. Vegetated gateway entry from height with views to the water
20. Soccer Clubs
21. Horse and dog beach
22. Dog park and BBQ facilities
23. Out over the water on old Power Station Infrastructure



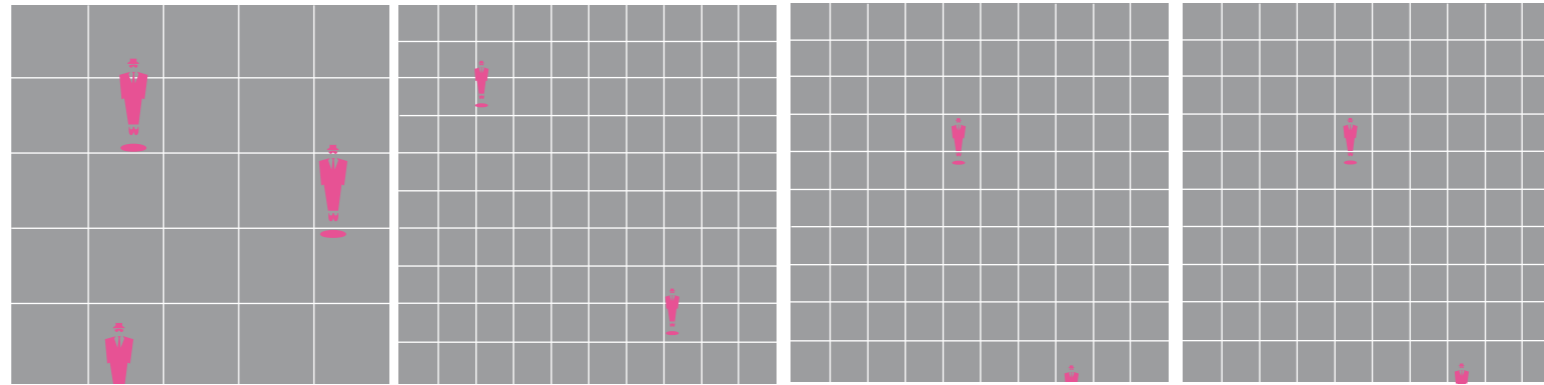
WHAT WE ARE AIMING FOR

The design vision of the DSP for the project area is to create a coastal settlement of beauty, charm and vibrancy that exhibits world leadership in architecture and building design, landscape and water design, and social and cultural sustainability.

“It will be a collection of great streets and inspiring public places in which to explore and enjoy the Cockburn coast’s past.”

The following list summarises considerations for the detailed planning of precincts during the Local Structure Planning Process:

- › The Masterplan offers over 9.57 hectares of open space. This allows for 6.84 m² for every person living and working in the area (c14,000).
If 10% of people were outside at any one moment between 7am and 7pm then the average density would be 68m² per person per hour.
Consideration should be given to reducing the amount of open space offered and concentrating it in areas where people will naturally cross paths or are likely to come together.
- › The three key linear parks do not offer a great deal of variation in terms of scale or current detail. They are relatively narrow and variously bounded by cars on one side and private housing on the other with zig zagging paths further breaking up the spaces. There is limited variation in experience between the parks or within them and a mixed message as to what they are meant for - are they private or public? pathway or park?
- › All of the primary public spaces are facing into the strong south westerly.
- › East/west links don't connect to the east. Movement paths only work when they are between destinations.
- › Splitting of activity zones.
- › Scale of public space similar to Esplanade Park Fremantle, however does not have the same strengths in terms of transport and activity attractors



25m²
Surry Hills, Sydney has a population of 15,000 people. St Margarets Plaza has an average density of 11m² per person per hour.

100m²
Paddington, Sydney has a local population of 12,000. The Paddington Reservoir Park has an average density of 44m² per person per hour.

100m²
Inner Fremantle, Perth has a working/studying weekday population of 10,000. The Esplanade Park as an average density of 66m² per person per hour.

100m²
The Cockburn Masterplan has 9.57ha of public open space - not including streets or the beaches. If we take an estimate of a daily weekend population of max 14,000 people and 10% of those were outside at any one time this would provide an average density of 68m² per person per hour in the formal public open space.

KEY QUESTIONS MOVING FORWARD

How will the edges and crossing of the freight line be managed?

How do we manage the south westerly winds into the public space?

How do we enhance the view corridors to the water?

What is the commitment for the adaptive re-use of the heritage buildings and other infrastructure on site?

How do we activate the public space outlined in the Masterplan?

What is the primary activity zone - can 2 zones be supported by this population?

Cultural Aspects Influencing Place Character

The culture of a place describes the physical or behavioural representation of a community's beliefs, values and creativity. It is not just about ethnicity but perhaps more importantly, how we encourage, manage and govern a community's ability to express itself. How people behave, the way they live, work and play impacts on the character of the place. For Cockburn Coast the challenge will be in changing the dominant culture of the region from suburban private lives to urban communal living. Alternatively there is a need to attract people with different cultural behaviours - those that are already attached to a denser lifestyle, the amenity and sense of community it can deliver.

FAST FACTS FROM CULTURAL RESEARCH

The culture of a place is both tangible and intangible, some is connected to place and other aspects of culture reside with the people who inhabit the place. The following list provides a summary of current cultural aspects influencing the place character of the Cockburn Coast:

- › There is not a high level of cultural/ethnic diversity in the local population
- › Migration to the area has relied on the attraction to affordable housing for young families and those pushed further south out of the city (gentrification)
- › Predominantly Anglo Saxon ethnicity
- › The indigenous peoples of the area used the Coast as a transitory camping ground
- › Early white settlement was sporadic and varied; from agriculture to horse farming, abattoirs to infrastructure
- › Horse racing and training is the most enduring historic theme of the Cockburn Coast
- › There appears to be limited local creative or communal activity
- › Local recreation focuses on active outdoor pursuits
- › There is a cultural divide between current resident lifestyles and the desired behaviours of the future residents of the Cockburn Coast

The following provides a summary of the key thematic areas pertaining to cultural influences on place character:

CULTURAL & ETHNICITY

In 2001 the proportion of Western Australian's born overseas was the highest in the nation (28.5%) with people of more than 200 nationalities living, working and studying in the state. In 2006 the City of Cockburn followed this trend with 28.8% of the local population born overseas. However the majority of those born overseas come from an English speaking country. This trend appears to be continuing with nearly 50% of successful 2010 working visa applications for WA coming from the UK, Ireland and the USA. This is significantly higher than the national average. The next largest group is from the Philippines with 9.5% of the applications granted.

The challenge of a population with this demography is potentially their lack of experience with denser and more urban environments.

34% of the local population's religious affiliation is Catholic and this is on the rise while 64.1% consider themselves Christians, only slightly higher than the Australian average.

OPPORTUNITIES

Existing recreation attraction



Local & meaningful heritage themes



Urban community living



CHALLENGES

Relatively homogenous and traditional population



Retaining and expanding existing user base and aligning with new community



Community engagement with a new way of living



HERITAGE

Prior to European settlement, the Nyungar people used the area as a camping ground and travelling route. The Robb Jetty camp site, an important resting area near Catherine Point, was used for camping and hunting as part of the coastal 'pad' or travelling route. Clontarf Hill to the north of the site is regarded as an important ceremonial, mythological and artefact site, and as a hunting place and a natural feature for the Nyungar people. As traditional custodians of the land Aboriginal People share a sacred connection to land and their way of knowing, the dreamtime. The Nyungar people describe a time when the islands now known as Rottnest, Carnac and Garden formed part of mainland before a 'great noise' separated them from the mainland and the sea 'rused in between'. The Indian ocean carries important mythological significance for the Nyungar people.

The following information is sourced from TPG in association with Yates Heritage & Big Island Research.

INDIGENOUS

"There is strong evidence, both archaeological and ethnographic, for the Cockburn Coast area having been utilised in the past by Aboriginal people, as part of a particular 'chain' route of favoured camping grounds, linked by wetlands and other water sources throughout the Perth metropolitan area. The Cockburn Coast also has mythological significance – a matter interrelated with the importance of water sources in the Cockburn area much favoured in the past as camping areas by Aboriginal people traversing the coastal route that passes through the Cockburn Coast (north Coogee) area.

Archival research undertaken in the preliminary investigation of Aboriginal heritage for the Cockburn Coast draft District Structure Plan indicates that there are ethnographic sites recorded close to and in the project area. These confirm that there continues to be a strong spiritual significance attached to the Cockburn coast area, particularly in the form of Waugal beliefs, as evidenced in the area's mythological sites including the Indian Ocean, Cockburn Road, Clontarf Hill, Lake Coogee and Woodman Point.

EUROPEAN

The Cockburn Coast area has a rich European heritage dating back to early Colonial times, with some of the original practices and themes continuing today.

The 1830s saw the first white settlers coming to the area. The original Robb Jetty was the focal point of the settlement of the northern Cockburn coast and its long association with the meat trade. The jetty was the first obvious landmark in the area.

Robb Jetty Chimney (on the State Register) is the only remnant of the Robb Jetty abattoir, which was built in 1919 and closed in 1993. In the early days the abattoir at Robb Jetty literally fed the metropolitan area and Goldfields. The heritage-listed Moreton Bay Fig Trees were part of the Robb Jetty Abattoir complex and are located in the vicinity of the Robb Jetty chimney.

In 1902 C. Y. O'Connor tragically took his life at South Beach, believing that his Perth to Kalgoorlie pipeline project was a failure. The site of the tragedy has since been interpreted through a bronze statue of O'Connor on his horse.

The Newmarket Hotel (on the State Register) was built on the corner of Rockingham and Cockburn Roads (north of the study area), in 1912 and soon became a popular watering hole for the workers in the industrial areas. It later became a focal point for the Southern Metro racing fraternity. The building continues to be used for its original purpose.

Horse racing and training is the most enduring historic theme of the Cockburn Coast. The Cockburn foreshore has been used as a horse exercise area since 1833, when it was the site of the first official horse race in Western Australia, and still continues today."

CREATIVE & COMMUNITY ENDEAVOUR

The City of Cockburn Public Artworks Strategy 2009 aims to foster a sense of community spirit within the district generally and neighbourhoods in particular. However, the area does not appear to have a strong creative community. Only three local arts and cultural groups are noted on the Council website and two are collocated at the old Council Chambers at Hamilton Hill. The Council supports arts and culture through a program of events throughout the year with a focus on the Summer of Fun program with music events, festivals and community activities.

Predominant activities taking place in the LGA include:

- › Children's and family activities
- › Charity events eg Australia's Biggest Morning Tea
- › Local community events eg School fund raising
- › Environmental education
- › Local sporting competition
- › Beach activities and events

The Council website notes a number of community organisations in the LGA, these are predominantly residents groups and access to their websites through a community portal provided by Council suggest that many may not be very active. This correlates with Perth wide data that illustrates a generally low volunteering rate of only 12.3% of the population in 2006 compared to a national average of 17.9%.

RECREATION

The City of Cockburn's Sport & Recreation Strategic Plan focuses on active reserves, the facilities located on these reserves and the sporting clubs who use them. It does not provide an assessment of current recreational activity or needs across the LGA. Anecdotal reporting and evidence of existing recreational activity suggests that City of Cockburn residents enjoy simple pleasures such as walking, sports, family activities and visiting the beach. These are all activities that are available all along the Perth coastline. Interestingly a smaller percentage of those not born in Australia, than those born here, participate in sport or other physical activities. This could be caused by lack of knowledge of the sports played, communication barriers, family and cultural tradition and racism.

Longer working hours has led to recreation time being increasingly valued and competition for recreation dollars and activity will also continue to increase. In addition, the more diverse the population the wider range of amenity local public places need to supply to retain community activity.

A last consideration for Cockburn Coast is the duality presented by outdoor lifestyles. In one sense active sports have positive impacts on general wellbeing and team activities can help develop community cohesion. On the other hand increasing health concerns with the timing of outdoor activities with peak ultraviolet radiation times, means that sporting facilities and other outdoor focussed activity areas need to provide extensive shade areas and program events away from peak times. Water based recreation is highly valued on the coast and Cockburn Sound generates significant water born traffic, this is in addition to beach visitors and swimmers.

Most common facilities used for physical activity in Western Australia¹³³

Level of activity	Proportion (%)
Local streets/paths	57
Home	50
Public paths and ovals	17
Cycle/walking paths	14
Gymnasiums	14

Note that survey respondents could report for more than one type of facility.

ABOVE: Social Trends, 2005 Source: Department of Sport & Recreation- WA
RIGHT TOP: Family and local competitive sports are popular
RIGHT BOTTOM: The area accommodates predominant passive water based activities

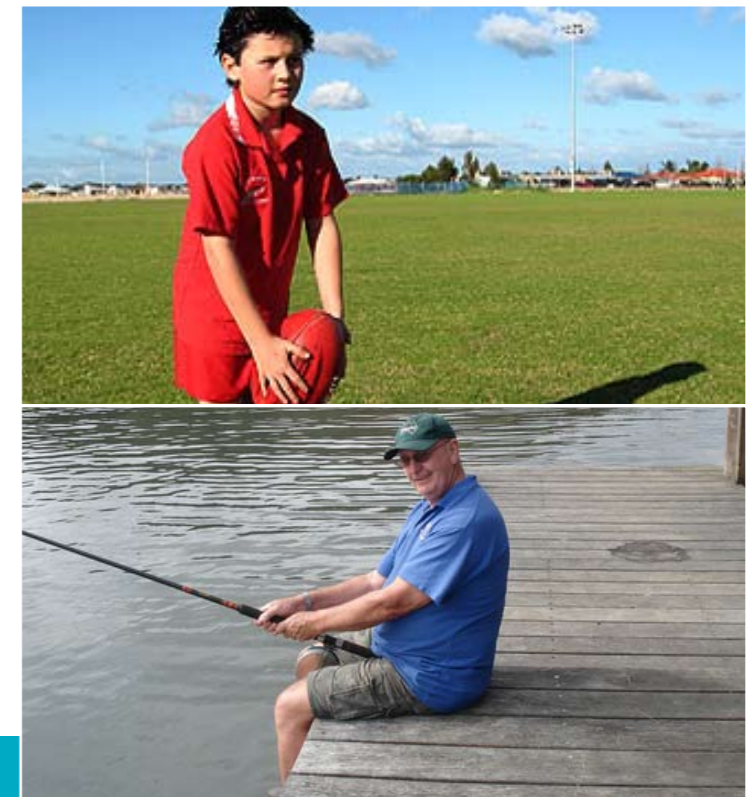
CHANGING LIVES

Current demographic trends reveal the City of Cockburn's age structure is forecast to get progressively older with the highest proportional population growth in people aged 50 plus. In addition Cockburn's household structure will see a proportional decline in all household types except for lone person households which will increase by 3.3 per cent. Both trends that reflect global social & cultural changes.

However, one of the most significant cultural impacts on the Cockburn Coast development will be that which it brings with it. Denser environments support a culture of urban living, closer environments, less privacy but more sharing, less private ownership but more diverse amenity.

The current residents of the LGA are used to driving (73.2% use a private vehicle to get to work vs the national average of 65.3%) and very few walk (1.3% compared to 4.0%). 81.7% of the population live in a separate/single family house compared to the national average of only 67.5%.

Changing the way that people live their lives, their expectations as well as what they value is a key factor in the success of the Cockburn Coast Masterplan.



COMMUNITY VALUES

From the beginning of the process consultation with the community and stakeholders regarding the future of the Cockburn Coast has been considered. First in the development of the DSP and more recently regarding the development of a brand for the project.

KEY THEMES

The key themes to have come out of community and stakeholder engagement undertaken to date (25th July 2011) are summarised below.

Public Realm

- › There is some uncertainty around the power station. People are unsure of its best use but its success is seen as important to the success of the whole development.
- › High quality open space is important given the density of the development.
- › Creation of a strong main street.
- › A public marina should be provided- maybe connecting to Fremantle Power station

Environment

- › Sustainable principles are very important- Transport orientated development, rainwater harvesting
- › The coast offers a significant, perhaps even unique marine environment. Its ecological health must be balanced with coastal development and uses.
- › The site should be an international benchmark for sustainable principles.
- › Green links to Beeliar Park should be provided. • Clear carbon emission targets/benchmarks should be set.

Livability

- › The experience of the coast must be carried inland.
- › Private land barriers should be respected.
- › There is some concern regarding safety and security, particular problems include vandalism and graffiti.
- › Consider freight noise and dust impacts.
- › Incorporate a sense of memorial that makes reference to the legacy of past custodians, workers and visitors who died on site.

Built Form

- › High points offer views to the coast and such views must be protected.
- › The development should have a high building quality and must not feel manufactured or fake.
- › High density is considered appropriate, often even desirable for the benefits of transport orientated development.
- › Don't want continuous high rise along the coast.

BEHAVIOUR OBSERVATIONS

Place Partners conducted Behaviour Observations at key locations on the site as well as nearby centres and public spaces. Behaviour Observations capture who is using public places and what they are doing there. It provides useful qualitative data for considering current activity and likely future use of new public spaces.

BEACH ACTIVITY

Noting that site visits were conducted during winter and during unusually high tide due to storm conditions, beach activity focused mainly around walking dogs, checking the ocean conditions and exercise such as walking, jogging or cycling along coastal paths. Specifically, South Beach residents spent time visiting the beach to see what condition the erosion was in post-storm weather.

MAIN STREET ACTIVITY

In South Fremantle, cafes were starting to open as early as 6.30am to service early morning exercises. However in Fremantle proper, a later start appear to occur. Early morning visitors consisted mainly of commuters and students getting a coffee/snack on the way to work. During the day, Fremantle mainstreet became a hive of activity, particularly around lunchtime. User groups appeared to come from both professional and tourism sectors. One of the few places in Perth with an active evening economy, the mainstreet is anecdotally known as a place to head out on weekends and evenings, supplemented by the Wharf seafood offer pitched towards the tourism sector.

PARK ACTIVITY

Parks were predominately utilised by mothers with young children, and older members of the community during the day. Some community organised events were observed at Manning Park which appeared to focus around a parents group. Dog walking and walking/jogging for exercise were also popular.

At Esplanade Park, sitting, reading, taking a phone call and using a laptop was a common activity likely due to the proximity of the university and Esplanade Hotel conference centre.

TOWN CENTRE ACTIVITY

Cockburn Central transit hub was populated largely by students utilising public transport services. Most were being picked up by private vehicle or departing by bus.

The Gateway Shopping Centre is largely a car dominated centre with siloed pockets of retail including a youth centre and pub. The Shopping Centre itself was well used by families, and parking was difficult despite large amounts provided. Few observations could be made around people in the public realm, as most used the private space of the shopping mall to gather for coffee/food social reasons as well as retail.

WATERFRONT ACTIVITY

Along the Perth coastline, waterfront activity is directly impacted by one single factor, the wind. Although temperatures vary between the seasons and wind is stronger during the summer when temperature differences between land and sea is at its greatest, the winter months provide little relief from the intensity of wind. Regardless of this constraint, the people of Perth embrace their coastal lifestyle.

Along the northern coastline of Perth, Hillary's Harbour is an active and undercover shopping centre, recreational area and marina. While Hillary's is promoted as a primary tourist node, it attracts a wide local customer base and bridges that weekend retail gap. Hillary's is a popular family destination and balances the needs and wants of locals with the interests of tourists. Hillary's includes a children's friendly beach, the Aquarium of WA and numerous cafes, restaurants and souvenir shops.

Also to the north, Cottlesloe and the northern beaches were observed on the weekend. Regardless of the poor weather conditions, the recreational areas that run along the coast were activated by people walking, jogging and cycling. The local surf life saving clubs and main streets are co-located providing a concentration of activity.

In contrast, the southern beaches of Rockingham and Coogee attract similar audience groups but are softer with established dunal landscapes. These beaches also differ from one another in terms of user catchment, where Rockingham attracts a more regional focus compared to Coogee which serves primarily a local base.

Due to weather conditions both spaces were underutilised at the time of observation.

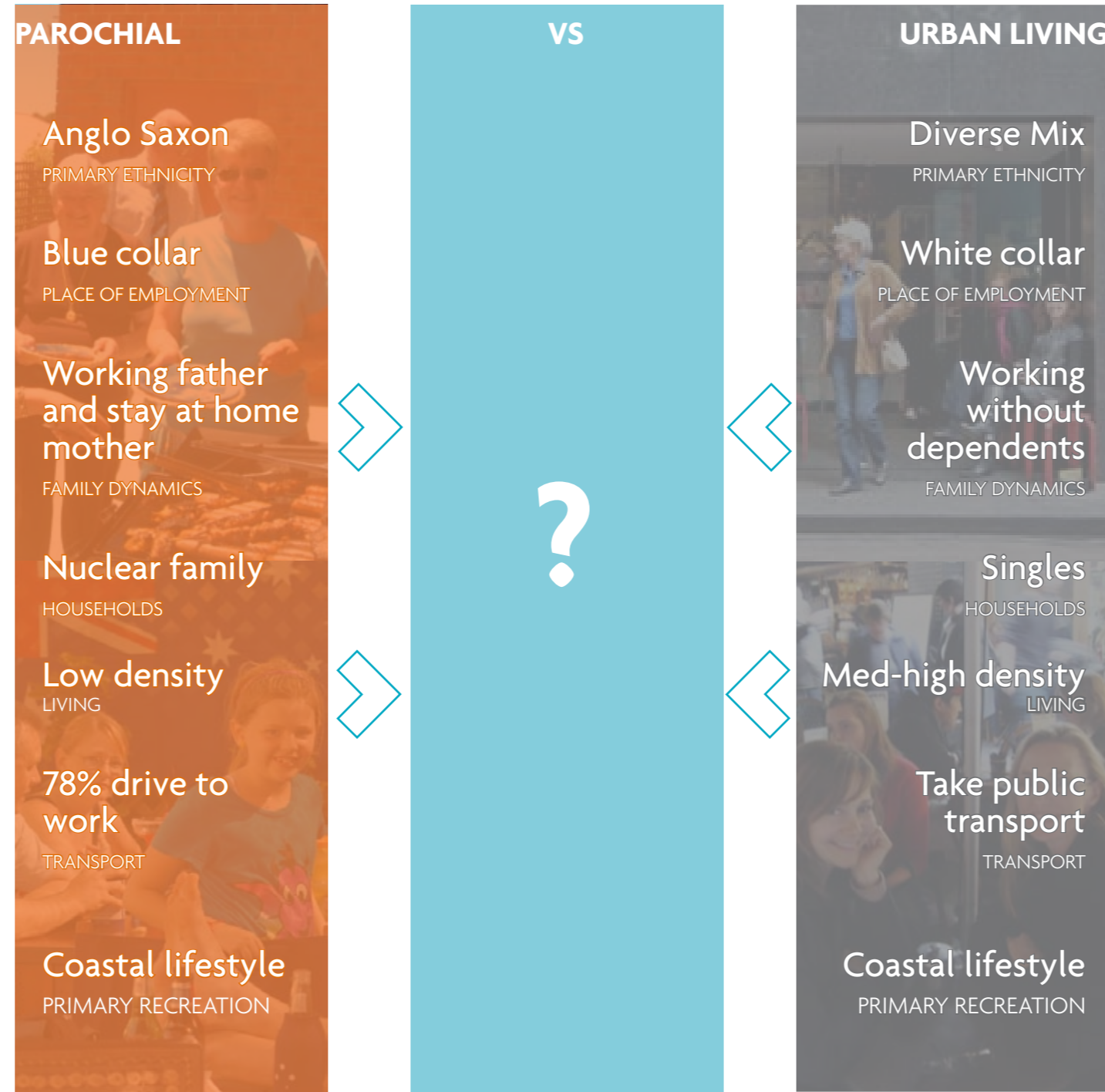
WHAT WE ARE AIMING FOR

The design vision of the DSP seeks to create a place that offers new and exciting living, employment and recreation opportunities, whilst also providing an appropriate level of compatibility and support for existing residents and enterprises in the area.

Naturally, the Masterplan with its focus on spatial planning does not delve too deeply into planning for community or cultural activity. However, the physical elements of a place contribute significantly to how people behave by providing visual clues that invite or discourage certain activities.

The following list summarises considerations for the detailed planning of precincts during the Local Structure Planning Process:

- › Consideration should be given at the next stage of planning to the collocation of amenities and activities that support community activity and builds relationships. For instance, a defensible play area for young toddlers within visual distance of the front gate of the primary school and with supporting retail and hospitality such as chemist, cafe and kids clothing store.
- › Local businesses attract regular local users. These businesses often need to be clustered with smaller floor areas, flexible leasing arrangements and will benefit from trading off an anchor such as a supermarket or community asset like a library.
- › The location of large hospitality or tourist focussed retail should consider weekday and off season sustainability. The areas that naturally attract people - such as beach side should be for everyone and have a range of price points and activity options to generate a self sustaining movement economy
- › Walkable neighbourhoods have to have high levels of local amenity clustered in and around housing



KEY QUESTIONS MOVING FORWARD

What themes will resonate with the new community?

How do we make past heritage themes relevant today?

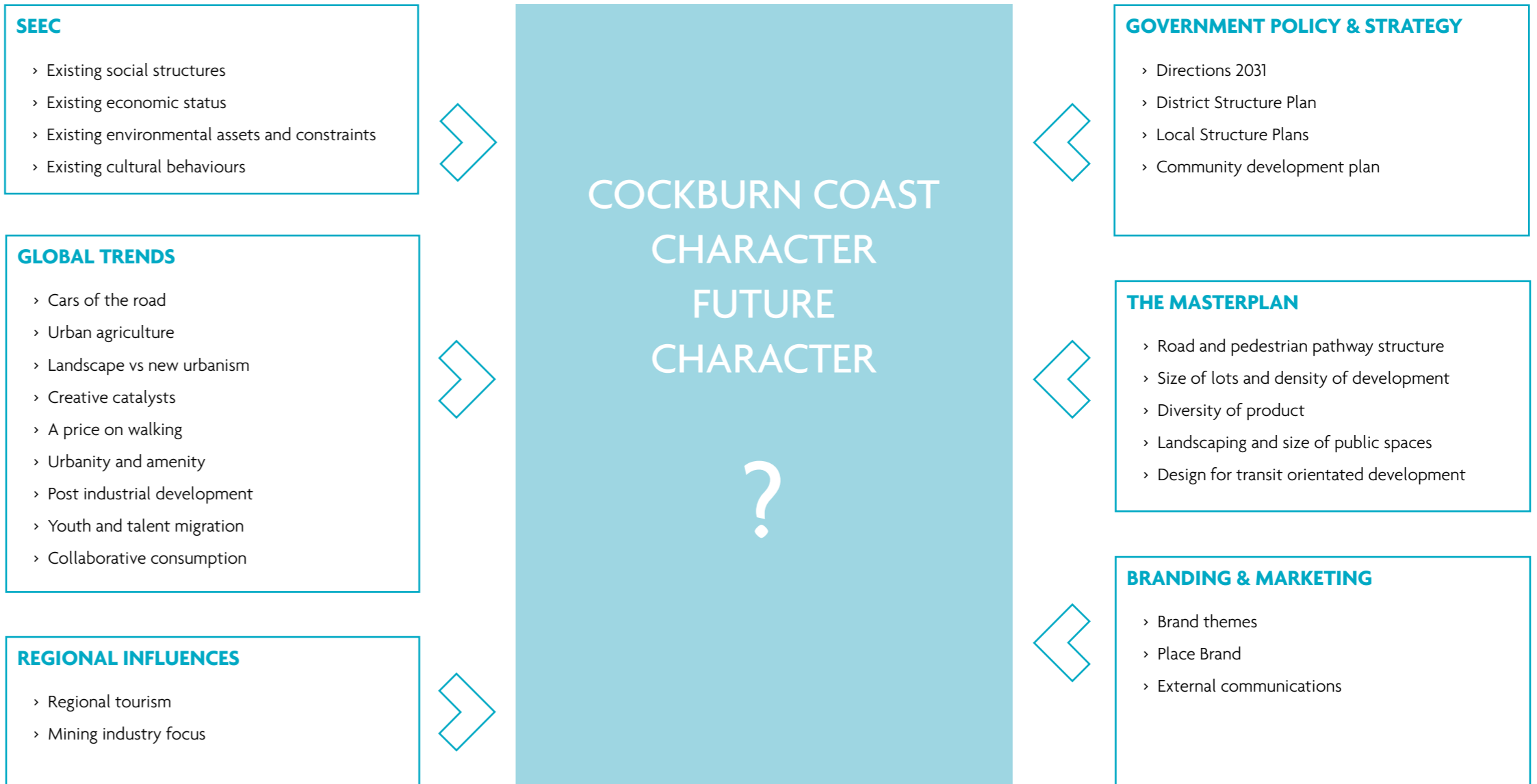
What if the people who move here value the old culture not the new? (i.e cars & privacy)

How do we ensure the sustainability of local cultural practices such as the traditional use of the beach by horses and dogs?

How do we support the first residents of the Cockburn Coast, the incoming pioneers?

A3 EXTERNAL INFLUENCES ON THE CHARACTER OF THE COCKBURN COAST

The following pages provides an overview of key external factors influencing the development on the Cockburn Coast. From existing local social structures and expectations, to regional tourism and global trends, the scale of development planned for the Cockburn Coast requires the consideration of external factors that will help shape the community now and in the future.



Global Trends & Forces

Development, particularly for large inner or semi urban sites, is often subjected to the unmanaged influence of the global trends and drivers of the time. These global influences could be as wide ranging and deterministic as following the tenets of new urbanism, striving for the ultimate eco development, or following the seduction of 'starchitecture'.

Alternatively, there are less direct impacts on decision making in all stages of the development process. The prioritisation of one direction over another, the beliefs and values of team members, or political appropriateness.

Place Partners has provided a brief summary of 9 key trends and global forces that are influencing development internationally as well as having the potential to impact decisions at the Cockburn Coast.

Cars off the road

01

*If you design for cars you get cars
If you design for people you get people*

Reducing private vehicle use is not just about providing alternate modes of transportation. Firstly the alternatives need to get you to the destination you want; your job, your local shops, school or the park. Secondly they have to be as easy as your car - if not easier, and preferably cheaper, quicker and more enjoyable. Cities around the world are being proactive about this and some are making some aggressive moves to change motorists behaviours. Please note that density and concentrated amenity is the basis for the success of these programs.

- › In Murcia Spain, you can swap your car for a lifetime public transport pass
- › In London, England the congestion tax reduced city traffic by 16%
- › Cities across Europe continue to close large amounts of streets to any traffic
- › German cities have set up 'environmental zones' where only low emission cars can enter
- › City of Sydney continues to reduce on street parking by increasing car share spots and bike lanes

CITIES

Spanish city lets you trade in your car for a lifetime pass on public transit

BY SARAH LASKOW
13 JUL 2011 1:26 PM

The Spanish city of Murcia offered its residents a lifetime of free trolley rides if they would only give up their cars.

Murcia, which is near Spain's southeastern coast, wanted to promote its trolley system and decrease the number of cars in the crowded city. So it proposed, through a series of ads and public stunts, that its citizens exchange a car — one paid off and in working order — for a trolley pass good for free rides for the rest of their lives.

The transit agency in charge of the campaign claims they had success with the program, and now they're going to dismantle the cars they're taking out of circulation bit by bit. Every time someone comments on the project, their engineers remove another part, supposedly. You can watch it [here](#).

Urban agriculture

02

Urban agriculture is more than setting up local community gardens, it is about setting up flexible spaces and built form that allow for a diversity of food growth options that are close to the city. Urban agriculture contributes to food security and food safety in two ways: first, it increases the amount of food available to people living in cities, and, second, it allows fresh vegetables and fruits and meat products to be made available to urban consumers. The benefits include reducing environmental costs of transportation and refrigeration, diversifying local industry and making urban areas greener and more attractive.

- › Havana Cuba led the way with its urban garden program that by 2002, included 35,000 acres of urban gardens producing 3.4 million tons of food - 90% of the city's fresh food needs
- › In New York the One Acre Farms projects located on existing roof tops are producing 1000s of tons of food for commercial sales, providing local jobs, activation of unused land and improving the overall environmental conditions of the city.
- › Brisbane is the first city in the world to include both urban agriculture and green roofs in an action plan to meet predicted global climate change challenges



Ten Acre Farm, New York

Landscape vs new urbanism

03

The current debate in urban design is between the landscape urbanist and the new urbanists. Landscape urbanism is a theory of urbanism arguing that landscape, rather than architecture, is more capable of organizing the city and enhancing the urban experience. New urbanism promotes walkable neighbourhoods that contain a range of housing and job types.

Landscape Urbanism could be characterised as impressively large tracts of landscape (usually parks) sitting between small parcels of urbanism. The design language speaks of division rather than integration; an urbanism of the big green and the small grey. The formula seems to be, "Either have landscape or urbanism but not both in the same place". This is a both a counterpoint and an overlap with new urbanism which promotes village style enclaves but also integrates landscape.

The dialogue is continuing with a focus on the opportunities that an integrated urbanism would provide. A green city that respects natural systems as well as human ones.



2 Schools of Thought - Landscape Urbanism (top) and New Urbanism (bottom)

Creative catalyst

04

A lively arts and culture scene has often been seen as a marker of a place that is vibrant and interesting. It can reflect a diverse population in terms of age and socio-economics. Recently a number of differently scaled projects have been developed as a catalyst for economic and community development.

RENEW NEWCASTLE/RENEW AUSTRALIA

This community led initiative was founded in Newcastle where it has significantly contributed to the revitalisation of the degraded city centre. Empty shops are offered at a token rent to young entrepreneurs and creatives on the proviso that they move on when a paying tenant is found. The underlying premise is that these businesses will attract people and that these people will then attract viable businesses to serve them. The potential risk is that when these creatives are pushed out by rising rents, the very thing that attracted people there in the first place will be gone.

STARCHITECTURE

The Guggenheim Bilbao designed by 'starchitect' Frank Gehry certainly put this regional Spanish city on the global map. A dramatic piece of architecture sited by the river, the building received world wide acclaim and interest that triggered a significant tourism industry in a post industrial economy. The challenge has been the seeming disconnect between the building and its direct environment - it is not part of the city and pushes urban life away from its edges. In fact its considered one of the worst areas for crime in the city.

CONCENTRATING ARTS DISTRICTS

Some cities are know for the diversity of arts and culture on offer. It seems that every neighbourhood in New York has a gallery, theatre or writer's studio. An alternate approach has been taken in Dallas where a formal arts district is being delivered. The discrete area houses any number of trophy buildings yet does not offer the same vitality and life of cities like New York. There are no bookstores, few restaurants outside those in the museums, and not a lot of street life, at least when there are no performances going on. When the focus is on brand not actual experiences then the risk is that the place will not attract people.

ADAPTIVE REUSE

Sometimes heritage buildings, often expensive to retrofit, are given over to artists as a practical use. This has both positive and negative outcomes. Firstly these buildings can often suit the needs and sensibilities of creatives, however, these same people are often lower income earners so costs can not be recovered and this leads to the requirement for ongoing government funding.

"798" is located in the Dashanzi area, to the northeast of central Beijing. It is the site of state-owned factories including Factory 798, which originally produced electronics. Beginning in 2002, artists and cultural organizations began to divide, rent out, and re-make the factory spaces, gradually developing them into galleries, art centres, artists' studios, design companies, restaurants, and bars.

It became a "Soho-esque" area of international character, replete with "loft living," attracting global attention. Bringing together contemporary art, architecture, and culture with a historically interesting location and an urban lifestyle, "798" has evolved into a cultural area that attracts a diverse population of visitors. Its strengths is the collocation of a large number of individuals and organisation, its challenge is to secure long term commercial sustainability.



Left: Dallas Art Precinct Sign
Right: Beijing's 798 artist precinct

A price on walking

05

Enhancing walkability is the latest catch cry in the development industry with a tendency to focus on the same issues that plague all movement systems in urban environments - they are still dependant on the organisational system produced by a planning system that draws roads before anything else. True walkability is only produced when paths connect destinations that people want to walk to - otherwise you end up with strips of concrete that are empty because they go nowhere and overall feeling of abandonment.

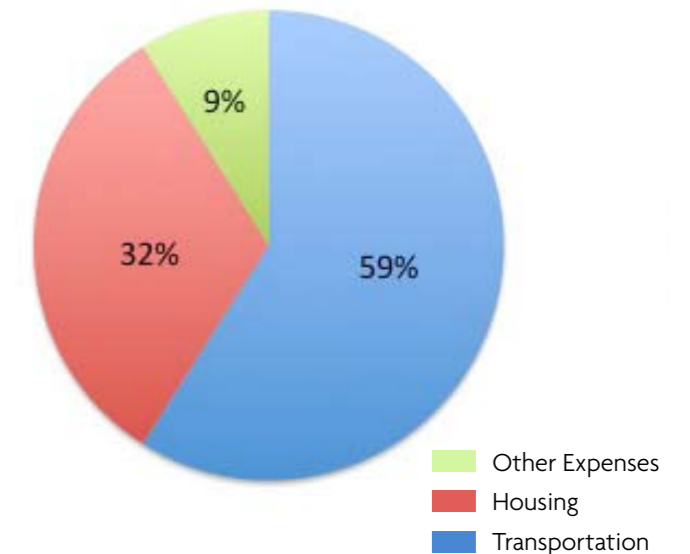
Walkable places have the following characteristics:

- › They are dense with a diverse mix of uses including residential, small business, contiguous street fronts and a sense of enclosure created by the buildings around
- › Pedestrians have the psychological priority if not the actual
- › There are LOTS of different things to look at as you are walking at regular 5-10 metre intervals
- › There is a range of paths you can take - the quick and direct way, the back alley way, the path by the post box or past the park or your favourite ice cream store
- › They attract people who value the above

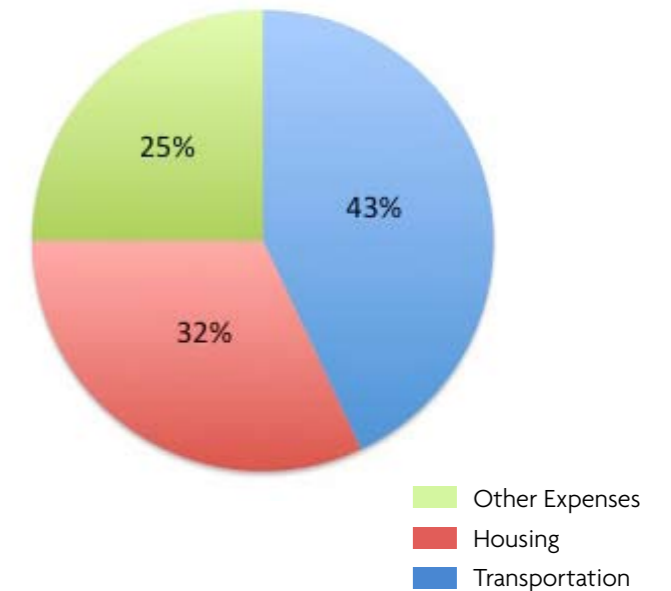
The Walk Score is an online tool that can provide a rating out of 100 for almost any place. The Walk Score considers proximity to a range of amenities. Although it does not consider relative location, attractiveness of area or other less tangible aspects of place, it is increasingly being utilised to support the valuation of residences in more walkable areas. It has been the most clicked on image on one Australian real estate website and has been added to over 85 million property listings in the US. In a typical US market, an additional one point increase in Walk Score was associated with between a \$500 and \$3,000 increase in home values.

	WalkScore		WalkScore
The Esplanade, Fremantle	95	Potts Point, Sydney	98
Cockburn Central	65	SOHO, New York	100
Claisebrook Cove East Perth	78	Ellenbrook, Perth	33

Mobility-Option Neighbourhood



Auto Dependant Neighbourhood



Urbanity and Amenity

06

More and more cities are positioning themselves as a preferred lifestyle choice. For their vitality and vibrance, their creativity and culture and accessibility. However, this is contingent on the quality of that urbanity. People are attracted to a sense of community and street life, not congestion.

Examining the characteristics of the urban neighbourhoods such as these begins to paint a picture that gives us clues as to how to recreate it. Generally contemporary developments do not have a legacy for quality of dense environments. Our best cities have evolved over hundreds of years and we are struggling to maintain their urbanity as they continue to sprawl, thinning out the labour pool and reducing innovation and productivity.

The predominate form of new density in Australian cities has been stand alone towers on podiums with open plaza surrounds. This does not lend itself to the contiguous street fronts, human scale and range of street widths exemplified in places such as Potts Point Sydney or Greenwich Village New York. Jan Gehl has focussed much of his career around defining quality urban environments and their characteristics. The adjacent table details the protection, comfort and delight elements of a quality people place.

In the US, it is the metropolitan areas where people and businesses cluster that are the engines of the economy. America's top 100 metropolitan areas cover about 12% of land but around 75% GDP.

That is not to say that GDP is the only indicator, as in some cases it has proven to be independent of wellbeing and liveability in cities. 'Gross National Happiness' index was coined by Bhutan as an instrument to measure the population's general level of wellbeing, a response to the culture and values of Buddhist spirituality. Based on the recognition that liveability and quality environments attract talent (see over page) we've seen a greater focus towards achieving this aim. World wide a greater value is being placed on urban environments as quality places to live, create and innovate.

The following example images clearly illustrate a number qualities in common and are described to the right.



Barcelona's Old City



Greenwich Village, New York



Paris street



Potts Point, Sydney

“Sprawl thins out the labour pool, which reduces innovation & productivity”

1. Range of street widths

City forms that provide a range of street widths from narrow laneways to broader provide a variety of experiences and intimate spaces amongst high density building.

2. Contiguous street fronts with human scale shop widths and heights & detailing

High density streetscapes with contiguous street fronts provide human scale activity and a reason to continue walking. Tall buildings almost fall away into the background as the hive of activity on the ground floor dominates the senses at an intimate human scale.

3 Consistent building heights

Consistency of building heights provides a sense of enclosure to the street without feeling over surveilled aided by ground floor awnings and often parking that provide a threshold that protects pedestrians from traffic on the street.

Protection	PROTECTION AGAINST TRAFFIC AND ACCIDENTS — FEELING SAFE <ul style="list-style-type: none"> Protection for pedestrians Eliminating fear of traffic 	PROTECTION AGAINST CRIME AND VIOLENCE — FEELING SECURE <ul style="list-style-type: none"> Lively public realm Eyes on the street Overlapping functions day and night Good lighting 	PROTECTION AGAINST UNPLEASANT SENSORY EXPERIENCES <ul style="list-style-type: none"> Wind Rain/snow Cold/heat Pollution Dust, noise, glare
Comfort	OPPORTUNITIES TO WALK <ul style="list-style-type: none"> Room for walking No obstacles Good surfaces Accessibility for everyone Interesting façades 	OPPORTUNITIES TO STAND/STAY <ul style="list-style-type: none"> Edge effects/ attractive zones for standing/staying Supports for standing 	OPPORTUNITIES TO SIT <ul style="list-style-type: none"> Zones for sitting Utilizing advantages: view, sun, people Good places to sit Benches for resting
	OPPORTUNITIES TO SEE <ul style="list-style-type: none"> Reasonable viewing distances Unhindered sightlines Interesting views Lighting (when dark) 	OPPORTUNITIES TO TALK AND LISTEN <ul style="list-style-type: none"> Low noise levels Street furniture that provides “talkscapes” 	OPPORTUNITIES FOR PLAY AND EXERCISE <ul style="list-style-type: none"> Invitations for creativity, physical activity, exercise and play By day and night In summer and winter
Delight	SCALE <ul style="list-style-type: none"> Buildings and spaces designed to human scale 	OPPORTUNITIES TO ENJOY THE POSITIVE ASPECTS OF CLIMATE <ul style="list-style-type: none"> Sun/shade Heat/coolness Breeze 	POSITIVE SENSORY EXPERIENCES <ul style="list-style-type: none"> Good design and detailing Good materials Fine views Trees, plants, water

Post Industrial Development

07

The reclamation and conservation of post-industrial landscapes constitutes an important cultural objective which is inherently sustainable in that it encourages the positive re-use of redundant buildings that are part of our industrial and commercial heritage.

The key driver for the remediation and adaptation of industrial sites within cities is to provide for expanding and increasingly urbanised populations. Treatment and redevelopment of former industrial sites range from total demolition and remediation through to integrated adaptive reuse of industrial infrastructure, each with varying levels of success. Industrial heritage if retained, can provide a point of difference, unique character and focal point to new development - that adds considerable value to the asset. However, these benefits can be over shadowed by extra cost, controversy and bureaucracy related to the treatment and value placed on specific heritage elements.

Former industrial sites are being redeveloped world wide for a range of uses including:

- › Urban parklands/heritage parklands
- › Museums of industrial heritage
- › Residential and mixed use development (responding to pressure for land and housing in growing cities)
- › Art gallery/cultural centres (such as the Tate Modern in London)
- › Sports complex (new stadium or indoor recreation)
- › Affordable housing locations with close proximity and access to services
- › Nature conservation/biodiversity/environmental restoration
- › Renewable energy production (such as solar power or wind turbines)

KEY APPROACHES TO DEVELOPMENT OF FORMER INDUSTRIAL SITES

1) Demolish and redevelop

Many former industrial sites consider remediation as demolish and removal of the toxic lands and equipment without regard for retaining industrial character or heritage. Large parts of Melbourne Docklands provide an example of industrial heritage and character removed to pave way for large scale residential and mixed use development that no longer speaks to the industrial heritage of the ports in a compelling way.

2) Restoration and parklands/memorialisation

A community led initiative, the revitalisation of a former concrete batch mix plant site now provides a new public amenity and renewed access to the Bronx River in New York. Concrete Plant Park is now home to re-established salt marshes, community festivals and its industrial heritage remains on display as a sculptural backdrop to the public realm.

3) Adaptive reuse as cultural/recreation centre

The Tate Modern is one of the best known former industrial sites. When the Tate Collection outgrew its existing premises, there was debate whether to build new or look for a conversion. After extensive consultations, particularly with artists, the search commenced for a convert site. Having found the distinguished and striking power station with huge turbine hall, the Tate Modern found its home. The power station has now become synonymous with the Tate Modern brand.

4) Adaptive reuse and redevelopment as mixed use/residential

In contrast, to the demolish and redevelopment model the Distillery District of Toronto contains the largest and best-preserved collection of Victorian industrial architecture in North America, is a national heritage site and a 'top pick' for Canadian travellers in National Geographic.

PUBLIC VS PRIVATE FUNDING

Of the examples provided, both the culturally and arts based projects (number 2 and 3) attracted government funding. Developer driver projects such as at Docklands Melbourne would likely have involved significant developer contributions to the public realm, whilst the Toronto example involved the private investment of a broad range of businesses in a more ground up than top down approach.



KEY APPROACHES WATERFRONT FORMER INDUSTRIAL SITES

Cities world wide have reclaimed their once undervalued waterfronts as places of culture and revitalisation. The following provides an overview of the key success factors that contributed to successful waterfront redevelopments around Australia.

South Bank, Brisbane

- › Integrated Place Management combined with community connected event management
- › City Beach – free of charge entry popular with families and school age children
- › Riverside promenade – walking, sightseeing › City views – backdrop for sightseeing, picnics, weddings, photography
- › Large number of public access points – dominance of pedestrian and public transport options
- › Dining options: wide range of price points – open air picnics in parkland to fine dining in restaurant precinct
- › Avoids development that is 100% residential to offset dominance of single stakeholder interests

Federation Square, Melbourne

- › Integrated Place Management combined with community connected event management
- › Big Screen -free of charge communal viewing of major events and celebrations
- › City views
- › Large number of public access points – proximity to public transport
- › Ongoing targeted event management to activate all spaces
- › Free seating at major transport interchange

Honeysuckle, Newcastle

- › Public transport access in development
- › Orchestrated events have been adopted by the community, "Livesites" Initiative
- › Public feedback on the design of public spaces has been positive

Kingston, Canberra

- › Quality building design - state of the art residential properties
 - › Popular weekend activities attracting large numbers of local people (market, arts and cultural venues/events)
- › Project offers Canberrans a harbour for still water boating – sailing, kayaking, etc.

Darling Harbour, Sydney

- › Extensive marketing and promotion budgets › Located on Sydney Harbour and in Australia's largest city - corporate leases and rentals substantial
- › Slowly overcoming original design weaknesses of exclusive, inaccessible stand alone precinct with poor integration with city grid
- › Large public domain sites allow for large celebration hosting
- › Programming has assisted development of a family entertainment precinct identity

Circular Quay, Sydney

- › Popular heritage destination with heavily marketed, free and low cost activities
- › Significant budget
- › Designated position "Place Manager" – role – plan, deliver and assess "place" events and engagement with event stakeholders and site specific partners



TOP: Federation Square, Melbourne. BOTTOM: Honeysuckle, Newcastle

REHABILITATED URBAN STRUCTURES

Inhabitat.com recently rated their top 6 rehabilitated urban structures. Below is an extract from their analysis.

"Over the past few years we've seen some very creative minds transform urban ruins into spectacular parks for us to enjoy. If you can brave an abandoned nuclear plant turned into an amusement park, head to Germany - or see how old train tracks can be transformed into beautiful and fun parks in New York City and Lima. Jump ahead for a peek at 6 of our favourite parks made from rehabilitated urban structures!

1. Cheonggyecheon River Project in Seoul

This stream used to be buried underneath the city of Seoul until it was uncovered and transformed into a lush green park as part of the Cheonggyecheon Restoration Project. Since 2003, the new park has been like a major life-force for the centre of the city, helping reduce temperatures and bridging the gap between the north and south of the metropolis. The 5.6 km park is encouraging new activity and recreation and is even home to an array of new insects, fish and other wildlife.

2. Ghost Train Park in Lima

Old train ruins in Lima, Peru have become the perfect playground for both kids and adults alike thanks to the work of Spanish group Basurama. The Ghost Train Park makes use of recycled materials to create horse-shaped tire swings, climbing structures, canopy lines, and swings. What was once a blight on the city is now a cheery and bright spot full of kids making use what would be otherwise useless concrete columns.

3. Paddington Reservoir Gardens in Sydney

Sydney also has an impressive adaptive reuse project to create a beautiful urban green space. The ruins of a public waterworks was magically transformed into the Paddington Reservoir Gardens with enough history to give you the feeling you're walking around the Acropolis. And since it used to be a waterworks, water efficiency is still a high priority. In fact, rainwater is collected on-site for landscape irrigation.

4. Abandoned Silo Climbing Gym in Amsterdam

Silos are huge pieces of infrastructure that would be a shame to tear down when no longer needed, so when two abandoned silos came up for grabs, Amsterdam hoped to transform them into something amazing for everyone. NL Architects proposed an adaptive reuse project that would transform the silos into an incredible climbing gym. If ever completed, the project would allow climbers to scale both the interior and exterior of the silos and rappel down - all in the name of fun.

5. High Line Park in New York City

One of our favourite projects to open as of late has been the High Line Park in Manhattan. We still can't get over the inspired idea to transform an abandoned, elevated train line into a beautiful park in the heart of the city. Now that the second phase of the High Line is complete, there's even more space to stroll, hang out and take in the sites of greater Manhattan. The High Line is officially our favourite spot in NYC for ice cream because you can walk it off afterwards!

6. Wunderland Kalkar

Wunderland Kalkar in Germany If you're looking for a bit more excitement in your park, check out the Wunderland Kalkar in Germany - an abandoned nuclear plant that has been transformed into an amusement park. The plant was never actually in operation, so have no fear of radiation - but rather than tearing it down, they transformed it into a park that draws hundreds of thousands of people every year."



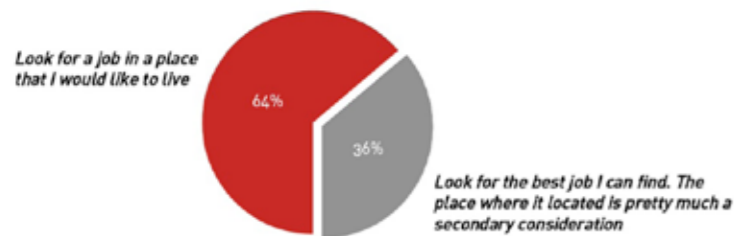
Youth and talent migration

08

Globally cities are becoming more competitive, as people move to places because of what they represent, or because they align with their personal values, that is, the place is more desirable than even the job. Cities are actively targeting youth and talent for their known benefits to local and regional economies and to the social and cultural life of cities.

What we are seeing now is a significant movement of young people into urban places with a recent study of 15-35 year olds finding that 88% of youth wanting to be in an urban setting (RCLCO). Even cities that are losing population are seeing an increase in 25-35 year olds in their urban centres. These younger people are being seen as a real resource. For example, Detroit now has the same population as it did 100 years ago and in response has launched a program called 15/15 where they are actively pursuing 15,000 younger people to move to the city centre by 2015.

A recent survey of college graduates found that almost two-thirds of college-educated young people report that they will make the decision of where they live first, then look for a job within that area (CEOs for Cities). If the place meets their needs, wants and aspirations, youth and talent will recognise the unique place character and will ultimately consider settling in the area.



ABOVE: Graduates recognising importance of place. SOURCE: CEOs for Cities

WHAT DO YOUTH VALUE?

The McCann Worldgroup recently produced 'The Truth about Youth' to establish what motivates young people around the world today.

The three top motivations or values for youth were defined as:

- › Commune: The need for connection, relationship and community
- › Justice: the need for personal or social justice, to do what's right, to be an activist
- › Authenticity: the need to see things as they are

According to Anna Rose, co-founder and chair of the Australian Youth Climate Coalition, youth want ownership and responsibility and will be motivated to participate in the community if, they are informed and feel it is worthwhile, know that time isn't being wasted and real action is a by product, and that there is an element of learning or personal growth that is enjoyable. Rose makes a note that motivating youth involves the identification of sub cultures and a realisation that just as youth are diverse, so too should be their urban environments.

WHAT DO TALENT VALUE?

When speaking of 'talent' we refer to urban professionals, often with careers in finance, business or scientific fields. This group are tech savvy and well educated, health and image conscious and often come from a multicultural background.

Talent value:

- › Active and healthy lifestyle
- › Inner city urban environment
- › A safe and secure neighbourhood
- › Sustainability and natural assets of a place

Attracting 'talent' to a place, contributes to the economic prosperity of the region in terms of intellectual benefits, but also with flow on effects from a higher disposable income and support for the arts and culture and local businesses that provide daily services. The attraction of talent to a place will self perpetuate once their needs are met, with more talent and college graduates attracted to the area as a result of its place identity and character.

“While young people may be a driving force in demanding vibrant urban environments, they aren't necessarily in the driver's seat when it comes to the important policy decisions that continue to shape metro areas, often at the expense of cities.”

- Angie Schmitt, StreetsBlog

ACTIVATORS OF THE PUBLIC REALM

Providing facilities for youth activities and entertainment is vital in any well balanced community. As most youth cannot drive or visit licenced venues, they are frequent, and usually visible users of public open space. The provision of open space should be equitable, providing for all ages of the community, including youth.

While we are starting to design for these very mobile younger people, the 15-25 year olds, we are not really involving them practically or theoretically in planning the places they want to live. We are stuck in a paradigm of the 'skate park' and the opportunity to engage with young people on the spaces they inhabit could provide the next breakthrough in providing for this demographic.

THE VALUE OF CREATIVITY

Great places are socially and economically productive, and creativity is an increasingly valued commodity. Richard Florida addressed NU graduates with the statement 'our creativity is an infinitely renewable and sustainable resource' and this resource is being demanded globally.

When smart, skilled people start to gather in a place, the process becomes self-perpetuating. The more skilled people you attract, and the more they live in higher densities, the more you reduce transaction costs and increase "knowledge spillover," which leads to commerce and innovation, also known as social capital. Done right, density considered within the context of fostering social capital and attracting youth and talent, can be an engine of prosperity.

DIVERSE POPULATIONS MAKE HEALTHIER COMMUNITIES

A key factor relating to decreasing crime lies in the growing racial, ethnic and demographic diversity of our cities and metropolitan areas (Kaid Benfield, Director of Sustainable Community and Smart Growth at the Natural Resources Defence Council). More and more we are seeing cities and communities take a strategic approach to demographic and cultural diversity. Cities that attract youth and talent, provide a greater depth of social mix and an element of entrepreneurship that comes with the sharing of ideas and energy.

Group aims for 15,000 young professionals in Midtown area by 2015

By Sherri Begin Welch

If **15 by 15**, a coordinated effort by the three anchor employers in Detroit's Midtown area to bring 15,000 young, educated people to greater downtown by 2015, is successful, it could become a national model.



Midtown residents Zach and Morgan Stotz enjoy an outdoor lunch on Willis Street.

The effort is the first nationally to put a stake in the ground and set some measurable markers around its goal to attract young people, and it is one of the first such efforts with anchor institutions working collaboratively, according to the Chicago-based nonprofit **CEOs for Cities**.

Wayne State University, **Henry Ford Health System** and the **Detroit Medical Center** in May began meeting to explore ways they could work together to spur more development in Midtown to make it a place young people find attractive.

Joining them at the table is the Detroit-based **Hudson-Webber Foundation**, the impetus for the effort and an investor in Midtown for more than 20 years.

The four are members of the Detroit affiliate of **CEOs for Cities**, a nonprofit network of business, nonprofits and mayors dedicated to building and sustaining the next generation of great American cities.

Collaborative Urbanism

09

Changes in the patterns of consumption and ownership are likely to increasingly impact the spatial arrangement of urban environments. The emergence of a new generation with 'online trust in sharing' has created new ways to exchange good and share resources. This has movement has been called 'collaborative consumption' and recently voted by Time Magazine as one of the 10 ideas to change the world.

Collaborative consumption works on the premise that people want the outcome not the object; the music not the CD, the hole not the drill, the mobility not the car. In urban environments this idea has historic roots from the idea of the common to English private parks and gardens shared by surrounding houses. Successful enterprises based on the collaborative consumption model do require a significant market and as such have a direct relationship with density in urban environments.

Collaborative Urbanism takes this concept one step further, transforming the way we interact with our communities and the places we live work and play in. This movement is changing how people living in cities.

On a governance level, collaborative urbanism has been linked to collaborative processes of engagement with communities. Many of the collaborative processes associated with Place Making are being considered collaborative urbanism. However, at its most powerful collaborative urbanism is catalysed by, and implemented by the community, bottom up not top down.

COLLABORATIVE CONSUMPTION AND ITS URBAN IMPLICATIONS

Car sharing is one service that has seen changes to development regulations and street parking access. Other areas ripe for sharing are water, power, laundries, hot water, waste management, tools, toys, food production, flexible spaces and communal facilities. A centralised 'share site' could be produced for the site as a whole.

POP UP URBANISM

Pop up urbanism, also known as tactical urbanism, whether driven by the community, developers or government policy, has recently been seen as a way of catalysing change through low cost interventions. The two directions of pop up urbanism, being the bottom up or top down approaches, have in essence been driven by the changing global market and in recent years were catalysed by the Global Financial Crisis. When involving the community pop up urbanism provides an opportunity for the community to build ownership and buy in to more significant long term projects.

Pop up urbanism comes in many forms, from promotional, branding and marketing strategies by large transnational corporations, through to the physical manifestation of community led revitalisation efforts. These efforts provide a taste of what is possible, breaking with established norms to achieve untapped potential.

COMMUNITY LED REVITALISATION

Community led revitalisation can take on a number of forms, from creative clusters, place based activism, urban agriculture to cultural clusters. The bringing together of like minded and committed citizens to improve their urban environment is the foundation of this movement.

Community led revitalisation is most often a local phenomenon, is rarely planned, rather there is generally a convergence of similar values, needs or aspirations that bring people together. Migrants are often attracted to place for its affordability or pre-existing community. In this way migrants have potential to transform spaces into places, defining the place character of the area and capitalising upon it.

“Cities have the capability of providing something for everybody, only because, and only when, they are created by everybody”

~ Jane Jacobs



1. Parking Day

PARK(ing) Day is an annual open-source global event where citizens, artists and activists collaborate to temporarily transform metered parking spaces into "PARK(ing)" spaces: temporary public places. The project began in 2005 when Rebar, a San Francisco art and design studio, converted a single metered parking space into a temporary public park in downtown San Francisco. Since 2005, PARK(ing) Day has evolved into a global movement, with organizations and individuals (operating independently of Rebar but following an established set of guidelines) creating new forms of temporary public space in urban contexts around the world.

2. Temple Bar district

In the 1980s, the state-owned transport company Córas Iompair Éireann proposed to buy-up and demolish property in the area and build a bus terminus in its place. While this was in the planning stages, the purchased buildings were let out at low rents, which attracted small shops, artists and galleries to the area. Protests by residents and traders led to the cancellation of the bus station project, and the Taoiseach (Prime Minister) Charles Haughey was responsible for securing funding. In 1991, the government set up a not-for-profit company called Temple Bar Properties to oversee the regeneration of the area as Dublin's cultural quarter.

3. Pop Up Greenhouse Bar, was in Melbourne, now in Perth

Designed by Joost working exclusively with the discard of human activity he fashioned unique building system utilising straw bales set into a 100% recyclable steel framework used to construct the first 'Greenhouse by Joost', an exhibition and event space at Melbourne's Federation Square which was open from November 2008 to January 2009 and attracted 1,000 visitors per day, global media attention from major publications and over 2.5 million viewers on YouTube. A permanent Greenhouse by Joost is currently located on St George's Terrace in Perth and in 2010 received the Restaurant of the Year in Perth and attracts 800 to 1,000 visitors per day.

4. Better Block Project

For two days on April 10th and 11th, 2010, locals changed a car-centric thoroughfare to a people-friendly destination, complete with temporary businesses like a cafe, flower market, kid's art studio, and featuring historic lighting, cafe seating, live music and more. All with a budget of \$1000! The event was such a success that members of city hall now want to make it permanent.

PART B

THE PLACE FRAMEWORK



The DSP vision and objectives form the basis of the Masterplan, this Place Framework and future Place Making Overlays. The DSP vision and objectives form the basis for the ongoing development of visionary local structure plans that respond to the place, speak of its unique nature and enable the unique opportunities of the project to be brought to fruition.



DSP & MASTERPLAN VISION

The following vision statements are taken from the DSP which aims to create and implement:

- > A vibrant, landmark destination that is connected, integrated, diverse and accessible
- > A coastal settlement of beauty, charm and vibrancy that exhibits world leadership in architecture and building design, landscape and water design, and social & cultural sustainability
- > A place that offers new and exciting living, employment and recreation opportunities, whilst also providing an appropriate level of compatibility and support for existing residents and enterprises in the area
- > A sustainable community that celebrates the area's past as well as taking on creative ideas, innovation and development
- > A regionally significant coastal node for Perth's southern suburbs that combines the new Port Coogee Marina development with a dynamic new waterfront centre
- > An easily accessible place, with an integrated transit system and offering lively cafes, restaurants, shops, residential and commercial precincts, tourism, cultural and recreation activities
- > New sustainability criteria
- > A collection of great streets and inspiring public places which will explore and enjoy the Cockburn Coast's past
- > A place that unites the social, environmental and economic principles while maintaining and respecting the Cockburn coast's unique history and culture

The following vision statement is from the Masterplan:

- > The Cockburn Coast is set to become the manifestation of contemporary urban sustainability; contemporary by expression of current knowledge and future aspiration; urban by design and by the intensity of development; and sustainable by restorative intervention.

MASTERPLAN OBJECTIVES

The following objectives outlined in the DSP & Masterplan set the high level aspirations for the project to date.

The project objectives are:

Responsive to the context – regionally and the immediate environment

Establish a sustainability framework for future detailed planning and design

Transit orientated development with appropriate density

Inclusive / participatory planning and consultation process

Create a place with a mix of people, housing, uses, experience and lifestyle

Establish an urban development framework that provides guidance for implementation

PLACE MAKING OBJECTIVES

The following place making objectives are a synthesis of the priorities shared by workshop participants at the Place Making Workshop August 2011. They have been further developed to respond to the Masterplan Objectives and aim to provide the next iteration for their delivery.

Leverage existing assets; natural and heritage, with creative and innovative opportunities for re-interpretation and use

Establish a point of difference or 'wow factor' that will set this place apart from others creating a locational advantage that is complimentary to surrounding centres and their roles (locally & regionally)

Concentrate activity around key places and connect destinations with quality pedestrian experiences and public transport

Identify existing and new markets and build place-based relationships that will evolve and strengthen over time, that will emerge as a network of centres and infrastructure for the long term.

Identify a range of community uses and infrastructure that will generate social sustainability and social cohesion

Develop a staged approach to manage the transition of landmark uses such as the power station

Place character is influenced by a wide range of factors; these drivers of place can be historic, cultural, local, political, and/or global. By understanding the factors that have contributed to the current character of the Cockburn Coast we can incorporate the 'essence' of the place in shaping its future. These place drivers provide the basis for the development of a unique place character statement for the Cockburn Coast and should be utilised as themes in themselves to be interpreted on site in the delivery of place.

The four place drivers for Cockburn Coast are:

- › Intensity
- › Duality
- › Honesty
- › Legacy

The following diagram describes the various factors that will combine to influence the future place character of the Cockburn Coast. The outer ring summarises key themes emerging from the Social, Economic, Environmental and Cultural (SEEC) research conducted by Place Partners and focuses on the existing character influences of the place today.

The middle ring refers to regional and global trends and drivers that are influencing urban development generally and place making specifically. The central ring summarises to the objectives of the District Structure Plan and Masterplan as they will influence the development of the Cockburn Coast in directive way.

The diagram is also divided into 4 quarters relating to the key themes that are emerging across all the research: Intensity, Duality, Honesty and Legacy.

INTENSITY

Intensity can be both exciting and challenging. This driver describes social, cultural and physical aspects of the place from its productive, and sometimes dramatic past, to its planned future where intensity refers to a concentration of activity and amenity.

The intensification of coastal development can be received unenthusiastically as there is a perceived tension between nature and the built environment. But with intensity of amenity comes a number of environmental benefits. It involves the centralisation people, buildings, gathering spaces and infrastructure to realise the greatest potential from a more compact city form.

HONESTY

There is real sense of the 'down to earth' nature of this place and its people, a rawness that is appealing and essentially honest. Textures of industry, past and present combine in a sincere expression of hard work and integrity.

However, this driver is deeper than the physical only, it involves sharing the story of the place, its planned evolution and listening and responding to community needs by involving them in a transparent and participatory process. In attracting a community who will help build the culture of the place we need to ensure that they understand their role in the development of the place they want.

DUALITY

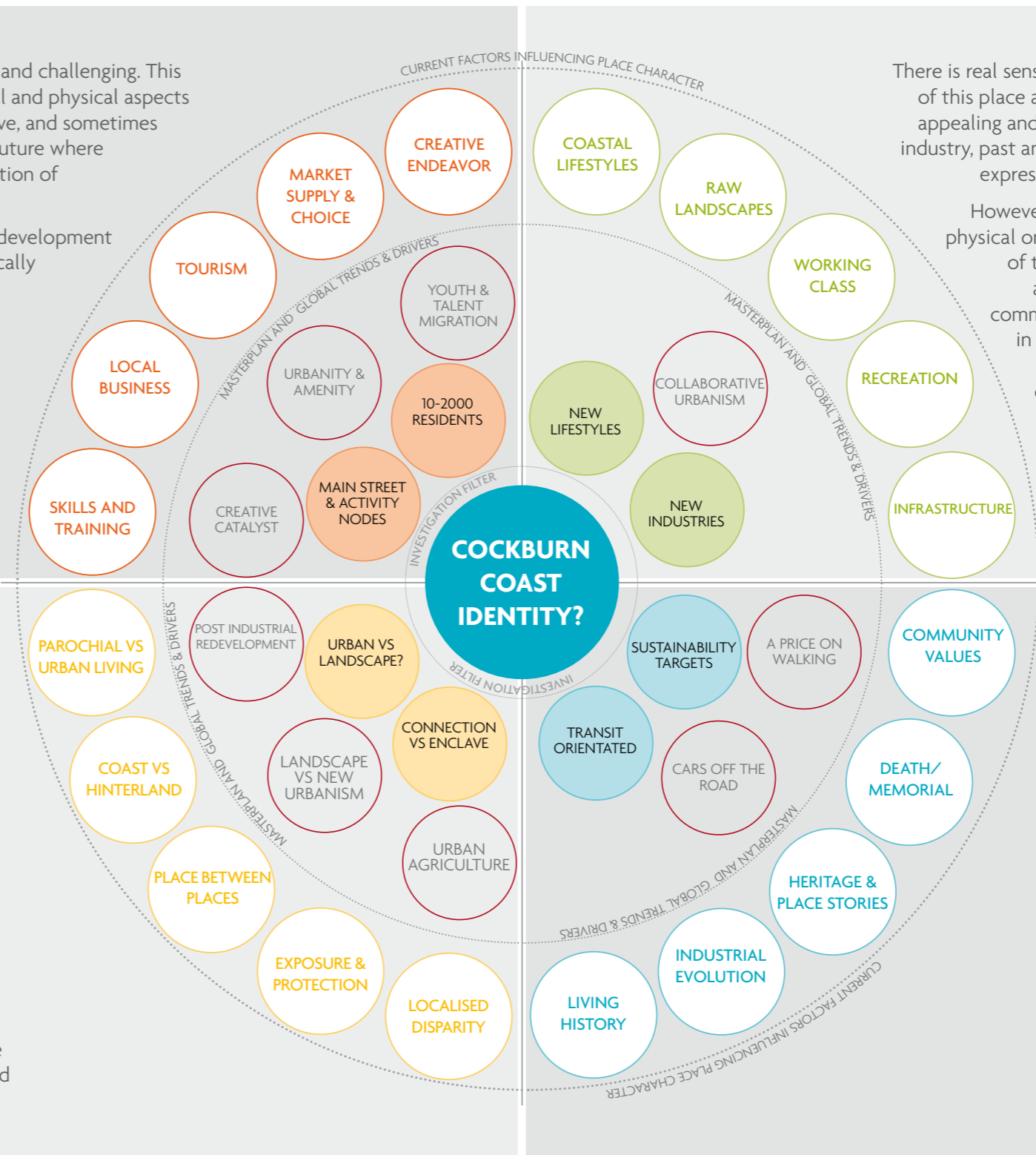
This driver reflects the contrasts inherent on and around the site. Internally it is a place of dualities; from beach to dune, to bush to road, from industry to nature. Each contrast provides an opportunity for an authentic set of experiences that are unique to the site.

There is an opportunity to explore and enhance these place based experiences to provide a diversity of transitions that reflect the larger regional context and the shift between the suburban and the semi-urban.

LEGACY

This driver is an important aspect of the place, reflecting both tangible and intangible place based assets of the current site that are valuable to the local community and the history of Perth's development.

Its also suggests a need for leadership and responsibility in the future planning of the place, a long term view that considers infrastructure as a communal asset and investment. Sustainability, in all its forms is critical in our ability to pass on a positive contribution to future generations.



Place Drivers (Project Themes)

The significance of the place drivers is such that they not only inform the development of the place character but also define the key project themes that will be used as a tool to deliver that place character.

The Place Drivers/Project Themes inform key initiatives of the project including public art, heritage interpretations, and landscaping elements, even street naming and material selection.

The following table illustrates how the theme would direct responses to heritage, public art and social activity.

THEME

INTENSITY

Intensity can be both exciting and challenging. This theme describes social, cultural and physical aspects of the place from its productive, and sometimes dramatic past, to its planned future where intensity refers to a concentration of activity and amenity.

DUALITY

This theme reflects the contrasts inherent on and around the site. Internally it is a place of dualities; from beach to dune, to bush to road, from industry to nature. Each contrast provides an opportunity for an authentic set of experiences that are unique to the site.

HONESTY

There is real sense of the 'down to earth' nature of this place and its people, a rawness that is appealing and essentially honest. Textures of industry, past and present combine in a sincere expression of hard work and integrity.

LEGACY

This theme is an important aspect of the place, reflecting both tangible and intangible place based assets of the current site that are valuable to the local community and the history of Perth's development as well as investment in the area's future.

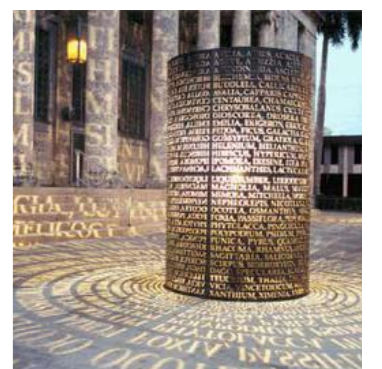
HERITAGE INPUT

The heritage aspects of the site that are incorporated into the theme of intensity include the South Fremantle Power Station, the Robb Jetty entry port, the CY O'Connor story, shipwrecks and the abattoirs. They all contribute a highly charged, emotional response to former activities and events on the site.

Duality plays out, in terms of heritage, in highlighting the differences and commonalities between the old and the new, the natural and the man made, and the tangible and intangible. There is wide scope for considering both dramatic and seamless transitions between these, depending on where they are located.

There is a wide breadth of heritage elements that input into this theme, from the site's indigenous past, to the early settlers and rawness of the military and industry uses.

The legacy theme reflects the value of the current assets on site including the power station, the beach horse riding, landscape features even the dog walking. Consideration should be given to the creation of future heritage that does not diminish current assets.



PUBLIC ART

Public art can be influenced by the theme of intensity by providing the opportunity for dramatic, forceful and challenging works that may in fact be short lived. Temporary interventions, provocative, experiential discoveries and lighting installations would all reflect this theme.



Public art can explore this theme through a response to the intimate and the grand, the hand made and the high tech, the architectural and the artistic. What is a piece of art and what is a creative landscape?



Art practices can be used to explore many ideas that may or may not be clearly legible to the viewer. The opportunity for art works exploring this theme is to work with the public in the creation of art, to use it as a means of communication and also education.



Public art is itself a legacy for the community, a communal benefit that reflects the values of a certain time and place. This theme should be considered for all permanent art works on site but can also consider how to engage with intangible aspects of place.



SOCIAL ACTIVITY

The intensity theme would apply to social activity in a similar vein to public art, large scale events and celebrations that reflect community passions.

In terms of social activity, the types of places that would fit this theme include flexible spaces that are planned for multiple uses and users and places that explore the edge between suburban and semi-urban activity. Programs could consider community elders mentoring youth or environmental education

Engaging with the honesty theme in planning for social activity will need to consider not 'idealised behaviours' but be based on a realistic appreciation of the day to day activities of local residents and visitors, their needs first and aspirations second.

One of the greatest legacies that this project can offer is in terms of cultural change from suburban living to semi-urban lifestyles and the associated walkability, use of public transport, local shopping and community cohesion. Investment in both culture change programs and public infrastructure to support these new behaviours is essential.

B3 COCKBURN COAST'S FUTURE PLACE CHARACTER

Building the character of a place is not an intuitive by-product of the design process. It is a series of explicit and discrete actions that focus the decision making process to consider all aspects that contribute to the personality or experience of a place.

Place Making aims to build on the strengths of a place and its community to ensure the future place reflects their culture, stories and aspirations. The following pages articulate the future story for the Cockburn Coast.

Place Driver - describes the focus that is driving the future place character. It provides the foundation for the vision and the place making principles.

Cockburn Coast's Place Character Statement - defines the personality or character of the place.

Cockburn Coast's Place Vision - articulates the future we aim to achieve for this place and allows for alignment of project teams and stakeholders. It is developed from an understanding of influences on place identity and stakeholder values and aspirations

Project Differentiation
Defines the qualities that set this place apart from others both in terms of product and experience.

INTENSITY

HONESTY

DUALITY

LEGACY



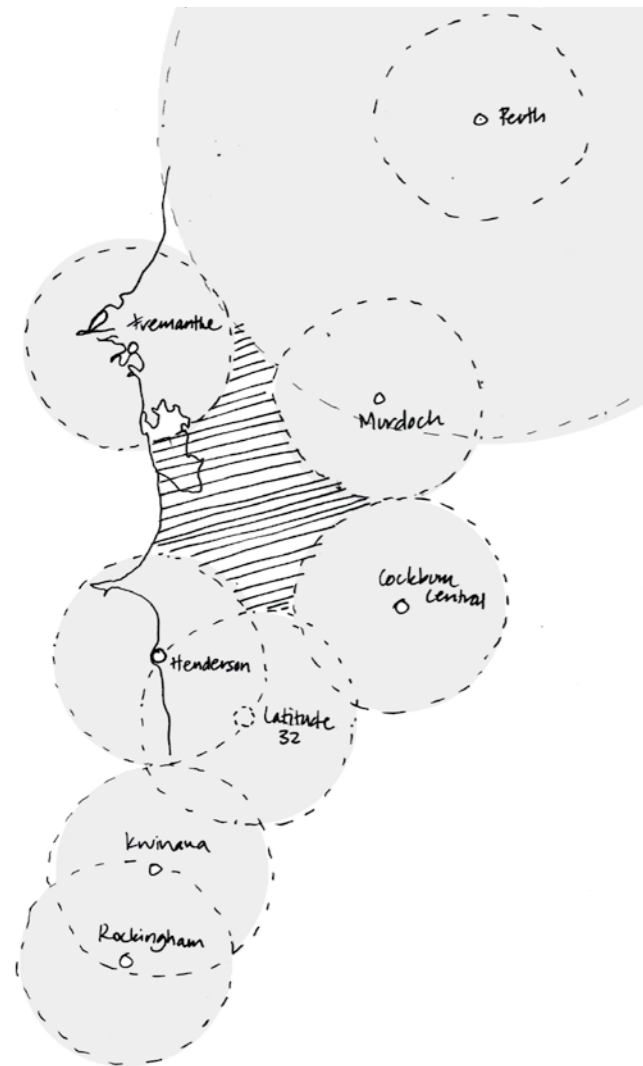
Cockburn Coast is a place that explores the essence of transition. From the beach to the bush, the local to the regional, the suburban to the semi urban, the intimate to the grand, Cockburn Coast delivers real diversity - of experience, offer and lifestyle.

It is not only different from its neighbours, it is a place that offers choice and variation within. From seamless movement between beach and main street to bold contrasts between new and old, Cockburn Coast plays with the idea of transition as a means of offering meaningful experiences that connect people to the place.

Cockburn Coast celebrates its dynamic evolution and collaborates with its community to make a place that reflects both local needs and regional expectations.

REGIONAL TOURISM/ RECREATION DESTINATION	CO-LOCATED DIVERSITY OF HOUSING PRODUCT	ACCESS TO AMENITY	RANGE OF EXPERIENCES
Power Station	Terrace	Public Transport	Intense Activity
Beach	Work/Live	Main Street	Quiet & Intimate
Beeliar Reserve	Family-Singles	Fremantle	Open & Public
	Rent/Buy	Public Realm	Comforting
			Challenging

Cockburn Coast is a place between places. On the edge of a number of concentrated activity zones it needs to imagine itself as a self sufficient entity that can also build relationships with its neighbouring centres. For Perth it is a new type of place, a transition from town centre to semi-urban environment Cockburn Coast needs to balance current cultural values and suburban aspirations with the strategic vision for integrated and localised living.



PLACE BETWEEN PLACES

› **Transitioning experience**

The Cockburn Coast's transition from a soft and seamless to a dramatically contrasting place. considers the internal land uses but also the boundaries to neighbours

Active to passive

Complementing transition, the places within the Cockburn Coast will also range in diversity from passive to active entertainment and recreation spaces.



LOCAL & REGIONAL



TRANSITIONING TRANSITION

◀ **Local and regional**

The offer to regional audiences is more extensive than that provided to new residents. There will need to be a transition to shared local and regional ownership.

› **Intense and calm**

Activities within the Cockburn Coast will be specific to their location but will include a balance between intense and calm spaces. Precinct will not be limited to one part of the range but rather providing a variety of experiences locally for a wide spectrum of audiences.



ACTIVE TO PASSIVE



INTENSE & CALM

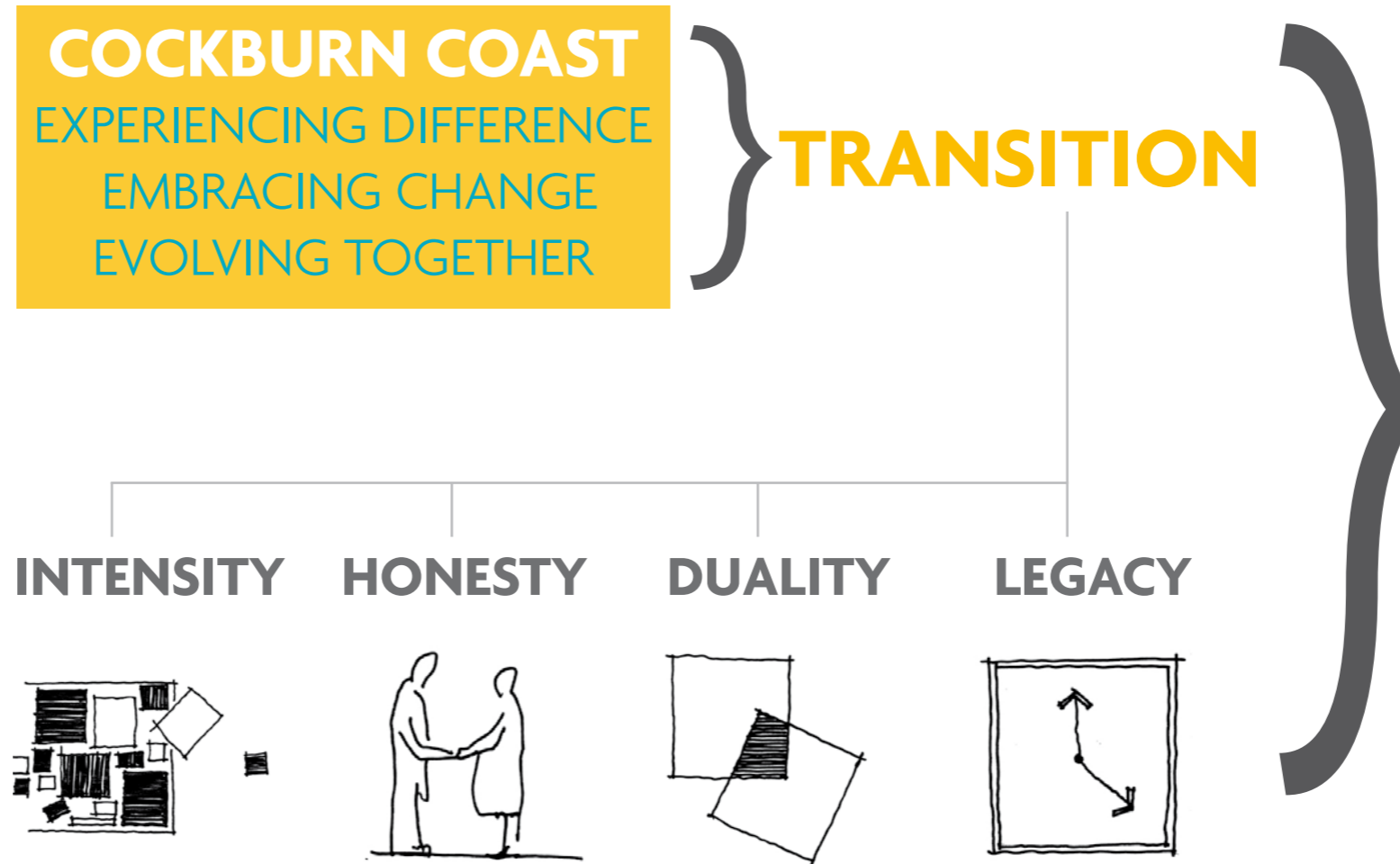
Delivering a sense of Transition at Cockburn Coast

Place making is an iterative process; the place drivers inform the place character and in turn determine the themes that will guide decision making and the delivery of the place character. This is not a prescriptive approach but rather one that aims to imbue a physical location with a personality, to a certain extent to humanise it and make it meaningful to people who live or visit there.

The overarching place character of 'Experiencing Difference, Embracing Change and Evolving Together' can be defined most simply by the term 'transition'. The idea of transition is particularly valid at Cockburn Coast because of its already rich history of change and the planned future evolution, but also because of the range of experiences that the place already offers a visitor. The idea of transition is 'of the place' it reflects what Cockburn Coast 'is' and what 'it wants to be'.

Transition reflects the ongoing and organic change that occurs at all places in all communities. It can be considered strategically, spatially as well as through time. Transition questions the notion that a drawing can determine all aspects of the future needs of a place, especially one with such a long development horizon. Transition also considers that at the completion of the thirty year development timeline the place will continue to change. Flexibility and responsiveness are key to building in resilience in both the place and its people, (Port Coogee is an example of where this has not been the case).

The delivery mechanisms for Cockburn Coast need to consider how new information can be responded to and how the essence of transition with all its myriad possibilities can be ingrained into the environment and experience offered. Cockburn Coast needs and overarching story of change that can itself evolve to engage with current and future residents and visitors to an area that will need many hands to see its vision realised



Open space

Open space within the Cockburn Coast should offer a range of experiences, from informal to formal, active to passive, large to small and everything in between.

Activity

The Cockburn Coast will provide an invitation to participate in a diversity of activities from a solo walk to intimate lunch, family gathering or community celebration. Different places in the precincts should build unique character that reflects the desired behaviours.

Lifecycle

The Cockburn Coast needs to provide a clear offer for people of all ages by providing services and facilities for the entire spectrum of human life, from child to elder. In doing so, a diversity of activities, range of recreational spaces and entertainment will be considered in addition to an emphasis on walkability, sittability and comfort.

Streets

A hierarchy of streets enhances legibility and distinguishes opportunities for different types of activity from street dining, to street fairs and laneway 'happenings'. Varying street widths offer varying sense of enclosure or speed or slowness that are further enhanced by ground level uses

Landscapes

The Cockburn Coast already offers a wide range of organically transitioning landscapes, these should be protected and enhanced then balanced with new types of landscape suitable to different areas.



Place Making Principles

The Place Making Principles guide the high level delivery of the place character and provide a measurement tool to assess the successful delivery of the character and experience of the place we aim to create at Cockburn Coast's. Whilst each of the principles sits most strongly within the social, economic, physical environment or cultural realm, the principles should be considered as applying across all aspects of the place.



social

PRIORITISE DIVERSITY AS A KEY DRIVER OF CULTURAL CHANGE

To succeed as a great people place Cockburn Coast needs to focus on providing a greater diversity of housing options, price points and recreational spaces. Providing choices extends people's stay and localises resident activity.

The Cockburn Coast needs to build on the urban amenity and lifestyles present in Fremantle and South Fremantle while responding to the needs and wants of the local/regional community. A variety of housing options will attract a range of family types and provide a socially balanced community.

A diversity of housing options will only achieve its desired outcome if it is accompanied by a diversity of experience and price point. Cafes and food outlets will be required to cater for a wide range of different users, from the university student to the high income professional. The move from car dependency to a walkable neighbourhood will complement this price point, creating an accessible and centralised place for all.

The diversity in entertainment and recreation activities should vary from active participation to passive people watching, from no cost to special occasion splurge. They are accommodated by a variety of outdoor spaces that provide for intimate quiet times as well as communal celebrations.

HOW DO WE DO THIS?

- › Plan for diverse housing types, sizes, cost and tenure (rent vs purchase)
- › Centralise diversity in activity zones and around public spaces
- › Ensure a range of retail space sizes and costs
- › Develop a strategy for attracting start ups and unique local traders, provide shorter leases
- › Ensure a diversity of price points in the food, beverage and retail mix
- › Support businesses that work with extended or unusual operating hours to attract a more diverse customer base

environmental



EXPLORE TRANSITION BETWEEN EXPERIENCES & PLACES, ACTIVE AND PASSIVE SPACES, LOCAL AND REGIONAL DESTINATIONS

Providing a variety of experiences will keep residents and visitors engaged with their place, provide options for walking paths and choices based on how an individual feels on a particular day.

A diversity of experiences can be achieved through the provision of a variety of places with different characters and look; intimate and open, active and passive, and green and paved. These places, and the spaces between them will realise the potential of the area in catering for a multitude of community needs and wants, providing sanctuaries, local communal spaces, grand gathering places and all the variations between.

HOW DO WE DO THIS?

- › Identify a hierarchy of places and consider their character, roles and potential users e.g provide larger spaces for community gatherings celebrations and markets and smaller spaces for families and friends to gather and connect throughout the retail core
- › Use the public realm as a visual marker for what activity is desired e.g tight spaces with busy built edges will move people quickly or providing a group of seats under shelter will invite people to gather
- › Work with different user groups to define spaces that suit their needs such as youth space, student lounge, mothers groups etc
- › Avoid the place for everyone – it ends up being for no-one
- › Consider a range of materials and street furniture that reflect different character zones but still reflect the whole area's character
- › Play with the transitions between places – some direct, others a journey and discovery
- › Program activities that cater for different ages and cultural backgrounds and times
- › Design spaces for their intended uses based upon community needs and feedback

economic



IDENTIFY SERVICE AND SUPPORT ROLES FOR LOCAL AND REGIONAL NETWORKS

At the centre of a triangle of key economic centres including Fremantle, Murdoch and Henderson, the local economy in Cockburn Coast needs to transition from the existing heavy industries to service and support businesses.

Current businesses on site tend to the 'dirty' including processing, storage, logistics and chemical. Many of these are unwilling to move at this time and consideration will have to be given to transitional arrangements that take into consideration land prices and increasing residential population. Current accommodation needs for professional consultancies, research, logistics, education and health are being met in the surrounding centres leaving little scope for the development of a cluster base in Cockburn Coast. As such tourism and hospitality for visitors, and resident services including daily shopping and local professional services, are likely to be the primary future industries. A careful balance needs to be managed between these two markets to ensure the self sustainability of the area in low season. Opportunities for the area include stand out and authentic offerings that are not found in the region, that meet a regional visitor price point and take advantage of the coastal position. In addition industries can be developed on site that reflect the site's unique features eg. clean energy production or water based industries that can co-located with tourism such as underwater engineering training. how do we do this?

HOW DO WE DO THIS?

- › Provide incentives for businesses moving into the area - e.g discounted housing for owners & staff
- › Produce an Economic Development Plan that identifies potential new businesses and actively target them as investors
- › Provide formal support including marketing and incentives for early adopters - it is essential that the first businesses - particularly retail, do not fail
- › Focus retail around known attractors such as Robb Jetty main street, the power station, Robb Jetty, C Y O'Connor beach and great public gathering spaces
- › Investigate alternative energy generation possibilities
- › Design adaptable spaces, large warehouse spaces, for conversion or multiple uses and to maximise developable interest
- › Encourage and support pop up/vendor businesses to experiment with demand and activate spaces with few overheads

cultural



BUILD A CULTURE OF CHANGE CAPACITY THAT CELEBRATES INNOVATION & PARTICIPATION

Culture is the beliefs, values, behaviours and expressions of a group of people, it covers the arts but also local rituals and how an area is governed. The Cockburn Coast will encourage ideas, education, and entrepreneurship while responding to community values and civic pride.

While there is no residential community on site now, the area is considered a key asset of the wider regional community and is used as such. Recent developments on the coast have considerably lessened access to the water's edge. Cockburn Coast needs to provide a different model of development with a focus on communal asset investment rather than private development. A different approach from government will invite a different response from the community.

In the past Cockburn Coast was the gateway to Perth and now the project presents a new way of living. The opportunity is to create a sense of place that is open to new ideas, to entrepreneurs whether big or small business and to recent arrivals in the country

HOW DO WE DO THIS?

- › Make visible the historic and planned evolution of the place and share the story of change
- › Support suburban to semi-urban culture change through early community programs that encourage regional residents to see what in it for them
- › Ensure that things that are different to the 'norm' are better than the norm
- › Offer regional empty nesters the first opportunity to downsize but upscale their lifestyle
- › Provide family rental accommodation for those waiting to have their house built inland – change their mind!
- › Partner with local businesses seeking off shore employees to offer job/house packages
- › Encourage the development of a business chamber and residents group using social media to keep the local community informed of promotions, developments and activities

B4 THE PRECINCTS

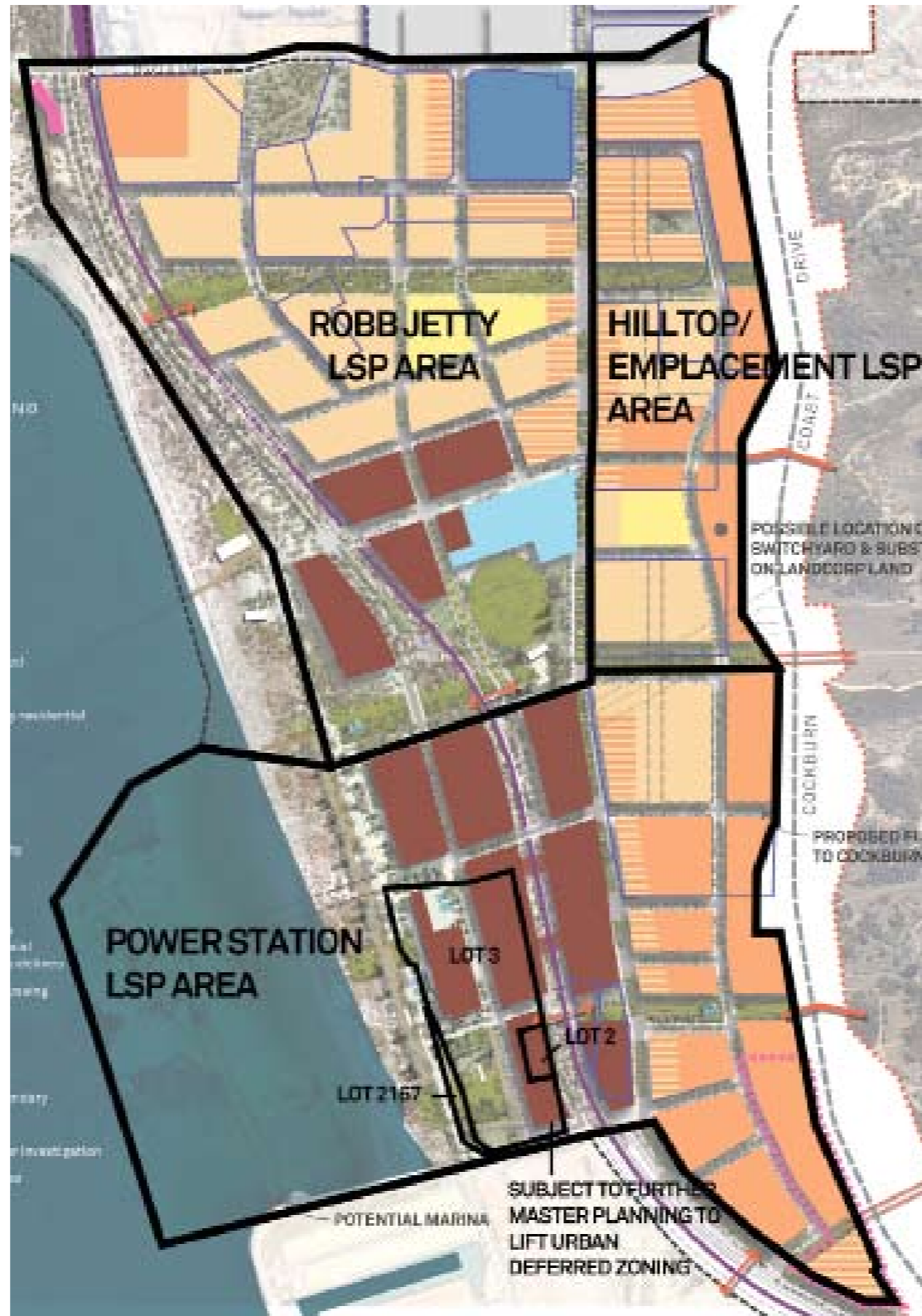
The Cockburn Coast Masterplan nominates 3 precincts: Robb Jetty, Hilltop/ Emplacement and the Power Station. Each of these precincts will be subject to further design refinement through the development of a Local Structure Plan for each. The Precinct based place framework is intended to inform this process.

Cockburn Coast as a whole should have a universally understood character, however, within each precinct there will be variations in how that character is delivered. By providing the precincts with their own identities it is possible to:

- › respond to specific land uses in the precinct
- › reflect expected market values and place aspirations
- › build a base for marketing efforts
- › to align the team around opportunities for diversity
- › to provide the framework for detailed decision making over time; i.e. which precinct should a certain activity or land use be located in? Will it contribute or lessen the local character development?

The three precincts all vary in identity but share common themes that will allow them to be considered independently but also have a natural fit with one another. It is important that this occurs both in terms of the character of each area as well as through physical connectivity.

Residents in Emplacement will feel connected to Robb Jetty having views over it and visiting it to grab daily essentials, go to the beach and for coffee. While Robb Jetty will interact with Emplacement as its own backdrop, and a passage to Manning Reserve. The Power Station will be the regional draw card, the primary access point for visitors to the Coast.



The facing page provides a summary of the key place making directions and illustrates how the precincts relate to one another and are also different.

PLACE MAKING KEY ELEMENTS

ROBB JETTY

PLACE CHARACTER


**LOCAL - SEAMLESS -
BALANCED - INTIMATE**

PLACE THEMES

HONESTY LEGACY

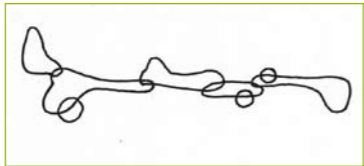
PUBLIC ART

Story telling
Local meaning



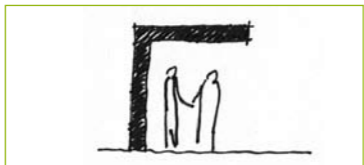
PUBLIC REALM

Seamless
Soft
Intimate




BUILT FORM

Protective
Fine grain & tactile
Comfortable



ACTIVITY

Healthy lifestyle
Self sustaining
Communal



EMPLACEMENT

PLACE CHARACTER


**INTEGRATED LANDSCAPE -
NEW TOPOGRAPHY**

PLACE THEMES

INTENSITY DUALITY

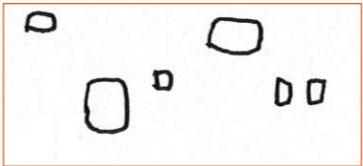
PUBLIC ART

Landscape art
Integrated
Landmark



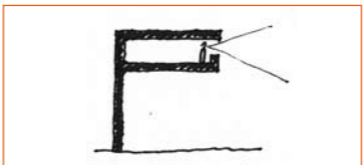
PUBLIC REALM

Contained
Shared




BUILT FORM

Responsive to landscape
Private but expansive



ACTIVITY

Common interest
Neighbourhood



POWER STATION

PLACE CHARACTER


**DYNAMIC - CONTRAST -
ENERGY - CREATIVE**

PLACE THEMES

**INTENSITY HONESTY
DUALITY LEGACY**

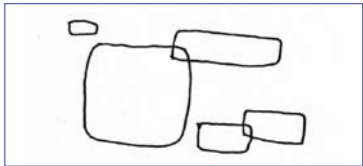
PUBLIC ART

Challenging
Temporary
Dramatic



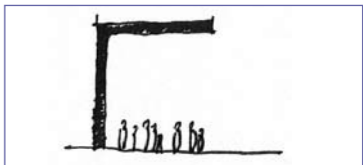
PUBLIC REALM

Flexible
Destinational
Diverse




BUILT FORM

Awe
Juxtaposition
Inspiration



ACTIVITY

Festival
Celebration
Recreation



The Robb Jetty Precinct forms the northwestern portion of the site and stretches from Rollinson Road in the north, Cockburn Road in the east and to the Parkland Corridor (one block north of the power station) in the south. The precinct stretches west of Robb Road but stops short of including the beach. The Robb Jetty Precinct is taken from the LSP area of the same name and is made up of precinct 3 (Robb Jetty) and precinct 5 (Darkan) as referred to in the DSP.

The Robb Jetty Precinct contains elements of mixed-use development potential along significant road links including Cockburn Road, but is otherwise predominantly set aside for medium to high-density residential development. The precinct also contains supporting community facilities in the form of the two storey urban primary school, the area's key active playing field, and a small commercial/community development opportunity at the Catherine Point foreshore activity node. A high amenity, coastal character is proposed for the precinct to complement the adjacent beach and foreshore, and the key areas of open space contained within it.

Buildings on Cockburn Road will have a maximum height of five storeys. The height of buildings on secondary streets throughout the precinct will generally have three to four levels.

The northeastern corner of the Robb Jetty Precinct contains the Fremantle Cold Stores operation. The development immediately facing the site is mixed use to provide a buffer to more sensitive land uses. Significant stands of trees and the heritage-listed Robb Jetty chimney will be preserved in the active open space area, and associated with the urban character two-storey primary school.

Robb Jettys Place Character Statement - defines the personality or character of the place.

Robb Jettys Place Vision - articulates the future we aim to achieve for this place and allows for alignment of project teams and stakeholders. It is developed from an understanding of influences on place identity and stakeholder values and aspirations

Robb Jettys Place Themes - sets out the key themes for precinct for integration into the place making overlays, public art strategy, community development plan

COCKBURN COAST
EXPERIENCING DIFFERENCE
EMBRACING CHANGE
EVOLVING TOGETHER



Robb Jetty is primarily a place for local residents and businesses, a walkable village that is intimate in scale and 'soft' in character. In Robb Jetty the beach comes to the mainstreet, locals walk barefoot and the stories of the past and its people are part of everyday life.

A variety of small but connected public places offer a range of experiences from the quiet to the communal, the sheltered to the open, the organic to the formal.

Robb Jetty is a place to build meaningful and lasting relationships; to share a chat on the bus, to know the local news agent, to have your favourite seat in the park.

INTENSITY	HONESTY	DUALITY	LEGACY
	Meeting daily needs		Respecting & making history
	Working together to make the place		Long life loose fit
	Modest, relaxed and welcoming		Communal resources
	Evolving		Infrastructure investment

PLACE MAKING RESPONSE

Tell a meaningful local story.

PUBLIC ART

Public art at Robb Jetty should build a meaningful connection to place, its people and its heritage. An opportunity for community learning and cultural exchange, public art that integrates local stories can become a discussion point and connection between locals and with visitors. Consideration should be given to different voices in the community.



Transition with ease and honesty.

PUBLIC REALM

The public realm at Robb Jetty should explore the idea of seamless transitions between character or landscape zones. Honest landscaping that integrates the current diversity of vegetation can be balanced by more formal places. Textured and a bit messy, sometimes raw, sometimes smooth, it's a place where human comfort comes first.



Use an intimate scale that makes you feel at home.

BUILT FORM

Many hands make light work - especially in creating place. Focus on providing micro-diversity at the ground level with narrow shops, front doors and alcove public space. Make walking interesting. Physical and psychological comfort are reflected in material detailing, scale, vehicle separation and a sense of enclosure.



Focus on healthy lifestyles and community connections.

ACTIVITY

Family focussed activities are centred around sheltered outdoor dining, defensible space for children and support infrastructure for beach use. Healthy lifestyles focus on walkability and the access to local services in the neighbourhood, owned and operated by local people. Activity is primarily focussed on self-sustaining daily activity.



The Hilltop/Emplacement Precinct forms the north eastern portion of the site and stretches from the northern boundary of the Masterplan site to Cockburn Coast Drive in the east, Cockburn Road in the west and to the middle Parkland Corridor (between Robb Jetty and the power station) to its south. The Hilltop/Emplacement Precinct is taken from the LSP area of the same name and is made up of precinct 4 (Emplacement) and precinct 2 (Hilltop) as referred to in the DSP.

The Hilltop/Emplacement Precinct is distinctive as a product of its topography and this landform influences how it shall be treated in future planning and development phases. The landform has steep gradients, especially to its south, sometimes above 25 per cent. The precinct contains the highest point of the Cockburn Coast. It is intended that development shall be responsive to the topography and shall aim to retain as much of the existing natural character of the site as possible.

The Hilltop/Emplacement Precinct is predominantly residential in its south and mixed use in its north and along Cockburn Road. It also contains part of the project area's central activity node, focused on the central transit stop, with some further mixed-use development sleeving this node. The precinct has the project area's two east-west linear parks, providing strong connections down the hill from Beeliam Park and through Robb Jetty Precinct to the coastal foreshore.

Buildings on Cockburn Road will be a maximum height of five storeys and the height of buildings on secondary streets throughout the south of the precinct area will be three to four storeys. Those buildings which will front the green corridor shall be five storeys, with significant breaks in development on the north side of the corridor. Selected sites on the steeper topography and ridgeline are permitted to be five levels in height, with nominated gateway and landmark sites to be seven levels and the height of buildings on Emplacement Crescent may be up to six storeys. Laneway development shall be a maximum three storeys.

Emplacement's Place Character Statement - defines the personality or character of the place.

Emplacement's Place Vision - articulates the future we aim to achieve for this place and allows for alignment of project teams and stakeholders. It is developed from an understanding of influences on place identity and stakeholder values and aspirations

Emplacement's Place Themes - sets out the key themes for precinct for integration into the place making overlays, public art strategy, community development plan

COCKBURN COAST
EXPERIENCING DIFFERENCE
EMBRACING CHANGE
EVOLVING TOGETHER



Emplacement is a place in the early stages of transition, an established industrial area, its future is residential. Located along the ridge line separating the coast from the bush, Emplacement will be the new high point, a manufactured horizon line that offers the opportunity for a new architectural topography, an integrated landscape of nature and built form.

Residents enjoy the expansive views but also the sense of containment and groundedness. Facades and balconies host vertical parklands that shade and veil occupants. Ground level public realm is internalised and focussed on the residential community's common interests.

INTENSITY

High point - expansive views out

Creating a new horizon line

HONESTY

DUALITY

Tension between nature and built form

The transition from industrial to residential

Expansive views and internalised lives

LEGACY

PLACE MAKING RESPONSE

Think far and wide.

Contemplative and expansive, public art in Emplacement can reflect its high position and views out of itself. Look for opportunities to integrate art into buildings and landscapes that showcase natural assets - sea, sky and land. Create landmarks and frame vistas and gateways from beach to bush to enhance a sense of discovery and act as a guide.

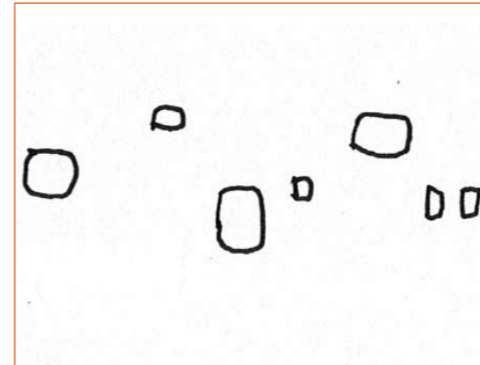
PUBLIC ART



Pockets of public space that reflect local needs

Emplacement should provide both private contained and intimate spaces, as well as moments exposed to the elements and dramatic views. Provide a reward for effort for reaching the top of the hill by maximising the expansive power of the hilltop experience along the ridge line - don't build out the lookouts

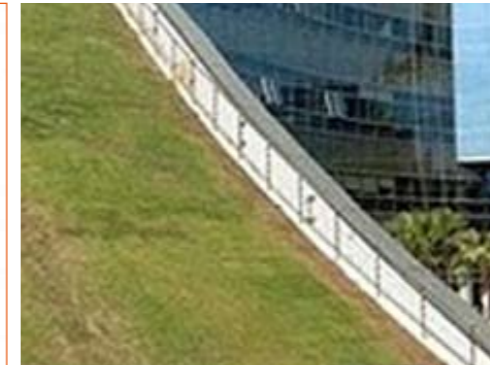
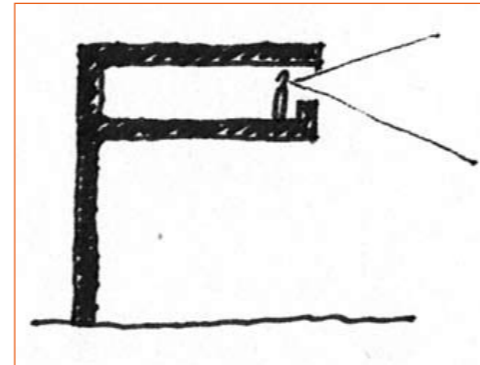
PUBLIC REALM



Architecture as landscape.

The development at Emplacement should offer a new green/public face to the coast. Encourage green walls and roofs to create a new topography that reflects the bushland to be discovered behind. The facades of these buildings are the backdrop to the public realm of the coast.

BUILT FORM



Community cohesion through common interest.

In higher density areas, shared spaces for common interests provide important opportunities for community building. Integrate pocket public spaces for activities such as a dog walking and community gardening. Keep the lookouts as communal space and destinations for hiking and community outings - authentic to the place. Retain place based businesses.

ACTIVITY



The Power Station Precinct forms the southern portion of the site area including everything south of the southern most Parkland Corridor. It stretches east to the eastern boundary of Cockburn Coast and west to include the proposed marina off shore. It largely represents the area of precinct 1 (power station) as defined by the DSP with a few exceptions on the coastal side. The precinct is the southern gateway to the Cockburn coast area, and interfaces with the Port Coogee development to the south and Beeliar Park to the east. It also has a direct interface with the project area's southernmost east-west linear public open space linkage.

The precinct will be the activity hub of the Cockburn coast area, centred on the power station special development area with its local transit stop and associated mixed-use and activity node focus. The protected family beach will provide informal recreational activities to complement the intensity of commercial development and the tranquil feel of the marina.

Medium and high-density residential development on the hillside will provide a backdrop to this activity node, complete with a series of landmark and gateway buildings located at strategic sites along Cockburn Coast Drive. The key open space links to Beeliar Park and Port Coogee, and the relationship of the built form to the linear park and northern bridge crossing, will be significant elements forming the character of the Power Station precinct, providing an exciting contrast and complement to the post-industrial character of the built form.

Bulk and height shall be limited on buildings immediately adjacent to the power station, so that these surrounding buildings become secondary forms and ensure that the power station is the dominant element. The predominant height on Cockburn Road shall be five storeys, and within the activity node area the height shall increase to six storeys, with potential for a seventh level in the roof space, subject to a three metre setback being provided. Residential development in secondary streets shall be three to four levels in height, with opportunities for roof terraces and an additional loft level in the pitched roof space.

Robb Jettys Place Character Statement - defines the personality or character of the place.

Robb Jettys Place Vision - articulates the future we aim to achieve for this place and allows for alignment of project teams and stakeholders. It is developed from an understanding of influences on place identity and stakeholder values and aspirations

Robb Jettys Place Themes - sets out the key themes for precinct for integration into the place making overlays, public art strategy, community development plan

COCKBURN COAST
 EXPERIENCING DIFFERENCE
 EMBRACING CHANGE
 EVOLVING TOGETHER



The Power Station is an iconic landmark, its physical dominance should translate into the area's primacy as the key regional destination for the Coast. The centre of recreation and leisure activity Power Station is the place where community celebrations are held and tourists enjoy multiple experiences that vary with each visit.

New and old are juxtaposed, events showcase the innovative and challenging. Creative entrepreneurship is encouraged across multiple fields from energy production, to arts, culture, experiential tourism and business.

Self sustainability for this precinct is key - activity has to be self generating and infrastructure flexible and attractive to a range of users on weekdays, evenings and weekends in summer and winter.

INTENSITY	HONESTY	DUALITY	LEGACY
Contrasting new and old, multiple scales, materials	Expression of raw industry and its materiality	Balancing regional tourism peaks with local daily activity	Investment in community infrastructure
Concentrated community recreation	Reflection of community recreation values	Edges and extremes	Building a new economy

PLACE MAKING RESPONSE

R-evolutionary,
challenging, surprising.

PUBLIC ART

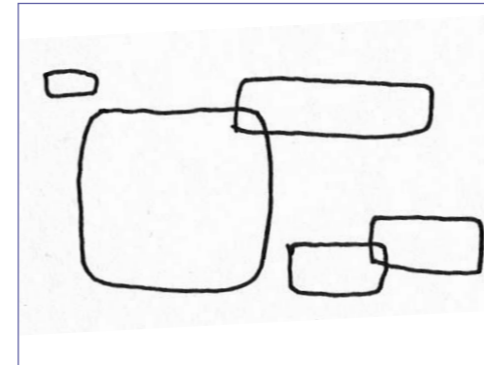
The art at Power Station can afford to be dramatic, challenging and edgy. This is a place where art can be experimental, temporary, contemporary and innovative. The scale of the building provides a natural balance to works of any scale. Incorporating the current youth works will support the transition of uses.



Provide for the region
with places that engage
at the micro & macro.

PUBLIC REALM

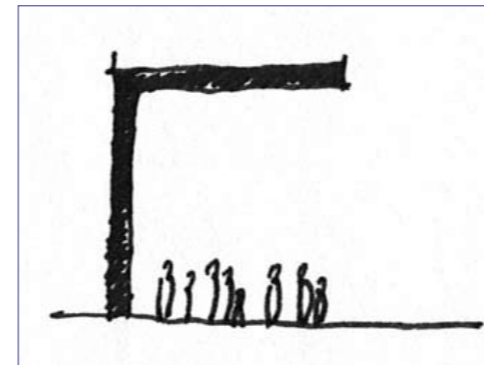
The public realm at Power Station will need to establish a quality that is fitting for a regional scale attractor of large groups and events. The public realm needs to be designed for all weather providing indoor and outdoor options. These dynamic places will need to engage at the micro and macro, for one off visits to those regulars aiming for rediscovery.



Enhance primacy
through contrast.

BUILT FORM

The dominance but simplicity of the Power Station building provides a backdrop for contrasting built form that explores scale, materiality and colour. While other areas of Cockburn Coast aim to ease the transition from suburbia Power Station should revel in the extremes and clarify the benefits of urbanity and concentrated community investment.



Provide diversity that
responds seasonally.

ACTIVITY

The Power Station has the potential to become a regional attractor, for visitors to Perth as well as the Perth community. A diversity of price point and free attractions will ensure it is accessible for the local community. A seasonal program fuelled by creative industries and water and energy innovation will attract visitors year round.



PART C

PLACE MAKING OVERLAYS



ABOUT PART C

The Place Making Overlays are place based recommendations for the delivery of the Place Making Strategy in specific locations across the site. Each overlay aims to deliver on the proposed place character identified in Part B. The Place Framework. In addition they provide detailed strategies across the social, environmental, economic and cultural sectors for the meaningful activation of public spaces across the Cockburn Coast Masterplan area.

Part C of the Cockburn Coast Place Making Strategy is known as Place Making Overlays. This document provides a series of conceptual illustrations of place making recommendations for key locations across the Cockburn Coast. Each illustration aims to demonstrate the elements required in the future place in order to ensure self-sustaining activity and the development of authentic local place character.

There are four sections in Part C:

C1 Cockburn Coast

Illustrates place making recommendations that are applicable to the whole Cockburn Coast Masterplan area, including trails pertaining to exercise, public art and heritage.

C2 Robb Jetty

Illustrates staging and structural recommendations across the Robb Jetty Precinct and 5 locations within the precinct.

C3 Power Station

Illustrates staging and structural recommendations across the Power Station Precinct and 3 locations within the precinct.

C4 Emplacement

Illustrates staging and structural recommendations across the Emplacement Precinct and 1 location within the precinct.

Each location is detailed with a place making overlay that includes recommendations in the form of:

- › Place Making response to the masterplan
- › Role and Character
- › Audiences and Attractors
- › Principles
- › Social, Economic, Environmental, Cultural (SEEC)
- › Public art
- › Heritage
- › Community Development



LANDMARKS AND GATEWAYS

Landmarks and Gateways are the highest level of a hierarchy of places in the physical environment that let people know they are moving from one area to another or have arrived at a destination.

Landmarks are essential elements that help us to read a place and let us know what place is important and often why it is significant - literally they 'mark' the land.

At the Cockburn Coast, existing landmarks such as the power station, the Robb Jetty, emplacement, and the abattoir chimney connect us to the history of the area but also provide physical markers that locate us as the surrounding environment changes.

New landmarks need to focus on making the environment more legible, not less. Buildings of public spaces should offer a natural hierarchy that reflect land uses that the community think valuable

Gateways should be developed or designed to highlight areas of transition from one place to another. They denote arrival and departure but can also provide the unique experience of being on a journey.

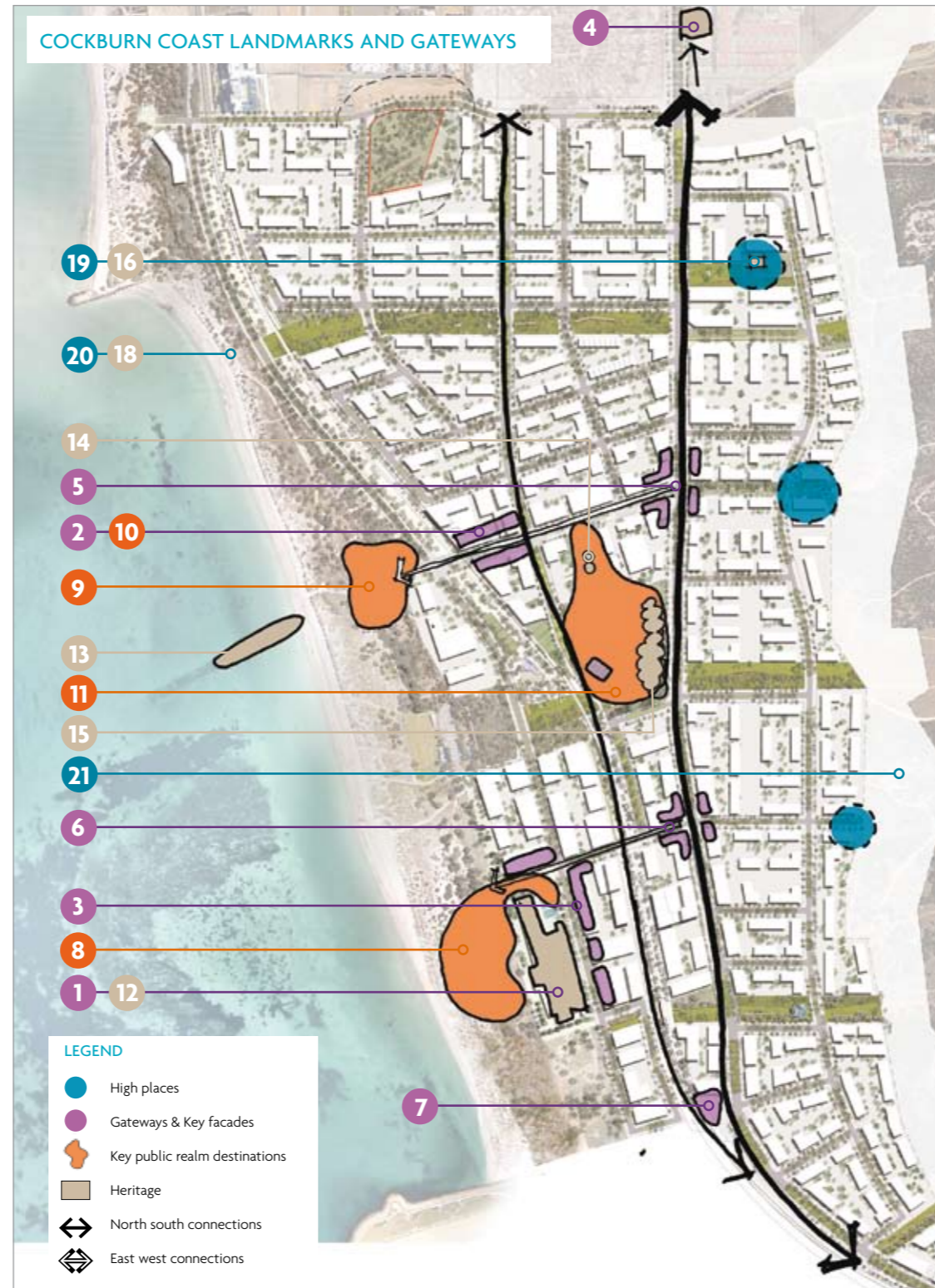
KEY PRINCIPLES:

➤ Aid wayfinding by distinguishing pivotal places with significant built form or public realm.

Do not highlight places or buildings that are not significant to the community, this sends confusing messages and belittles those places of community importance that should read high in the hierarchy of places.

➤ Create a network of landmarks that reflect local stories of the place

Consider how different types of landmarks; public spaces, heritage artefacts, and built form work together to provide authentic differentiation across the site.



Built form

1. The power station - Should be the primary landmark on site, its heritage and scale ensuring that no other building overshadows it.
2. West Main Street - Diverse and interactive facades should provide interest (c.5- 7m intervals on ground) as well as weather protection at a scale suitable (c 3-4 m high) for a local community retail centre.
3. Power Station Main Street - A series of modern commercial and residential buildings that complement and support the activation of the Power Station forecourt.
4. Rockingham Hotel (gateway) - An important entrance landmark, the restoration of this building's heritage should be prioritised as a marker to the community that change is occurring. Consider using this building as a sales centre in the short to medium term.
5. Main Street & Cockburn Rd (gateway) - A multi storey 'urban school' on the south-west corner at this junction highlights the civic importance of Main Street as a community hub. The other 3 corners support this landmark with architecture indicative of this civic and community focussed identity.
6. Power Station entry street (gateway)- A contemporary building facade complimentary to the 'industrial' scale and character of the power station. This gateway should speak of tourism destination.
7. Cockburn Coast Road/ RBT Junction - A distinctive wedge shaped building at the southern gateway to the site (complimentary 'bookend' to Rockingham Hotel).

Public realm

8. Power Station Foreshore - The primary regional public open space with high levels of amenity and choice of activity for a range of ages and interests. The design of this area can be bold and dramatic.
9. Robb Jetty Foreshore - A soft and organic recreation area for day to day community use associated with visits to the beach. The design of this landmark should focus on coastal integration and modesty.

10. Main Street - Informal and diverse streetscape achieved through a mix of materiality, traditional high street activity and natural vegetation.
11. The Oval - Programmed open space that will be used by regional sports people. It is a civic destination and key connector with external communities. The club house should be inviting and connected to other amenities.

Heritage

12. The power station - The building, its proximity to the water and subsequent uses including a youth centre of street art are all key elements to be retained.
13. Robb Jetty remains - These authentic structural items are a landmark in themselves connecting the future development with the area's past uses.
14. The Abattoir Chimney - A public plaza will reinforce the chimney's height and provide a connection between the main street, school and oval.
15. Heritage Fig Trees - Mature trees are unusual in new developments and as such they mark both the heritage of the area as well as providing an edge to the civic precinct of oval and school.
17. South Beach Battery - evidence of the Coasts military history and role in defence located in a high place.
18. South Beach Exercise Area - living heritage landmark.

Landscape

19. High places - Provide the opportunity to connect with the original landscape/ ridgeline and offer views both to the Sound and inland providing an important psychological connection.
20. The Foreshore - A regional asset and unique in its relatively organic and natural state, and proximity to Fremantle and Perth.
21. Beiliar Reserve - An indigenous landscape buffer separating the coast from inland but also an opportunity for alternative outdoor experiences and improved connectivity.




OPEN SPACE HIERARCHY - ROLE & FUNCTION






















Just as there are landmarks that denote places of significance, each open space in the network has a role to play in terms of its place in the hierarchy. For Cockburn Coast the hierarchy defines local, district and regional public places based on scale, amenity and the audiences the place is likely to attract.

The purpose of providing a hierarchy is to guide the appropriate scale of a place, and match the level of activities and amenities provided to the number of people likely to use the place.

To maximise the benefit of open space for the Cockburn Coast and the City of Cockburn LGA it is necessary to consider how each open space in the network contributes to the overall offer to the community. Cockburn Coast is offering a substantial contribution to the LGA's network of open spaces, however, the master plan must also consider the long term sustainability of the space in terms of attractiveness (will the amenity continue to attract people) and long term maintenance.

For the purposes of this master plan the hierarchy outlined in the table below has been defined by how attractive the place will be in terms of its ability to attract people from a distance.

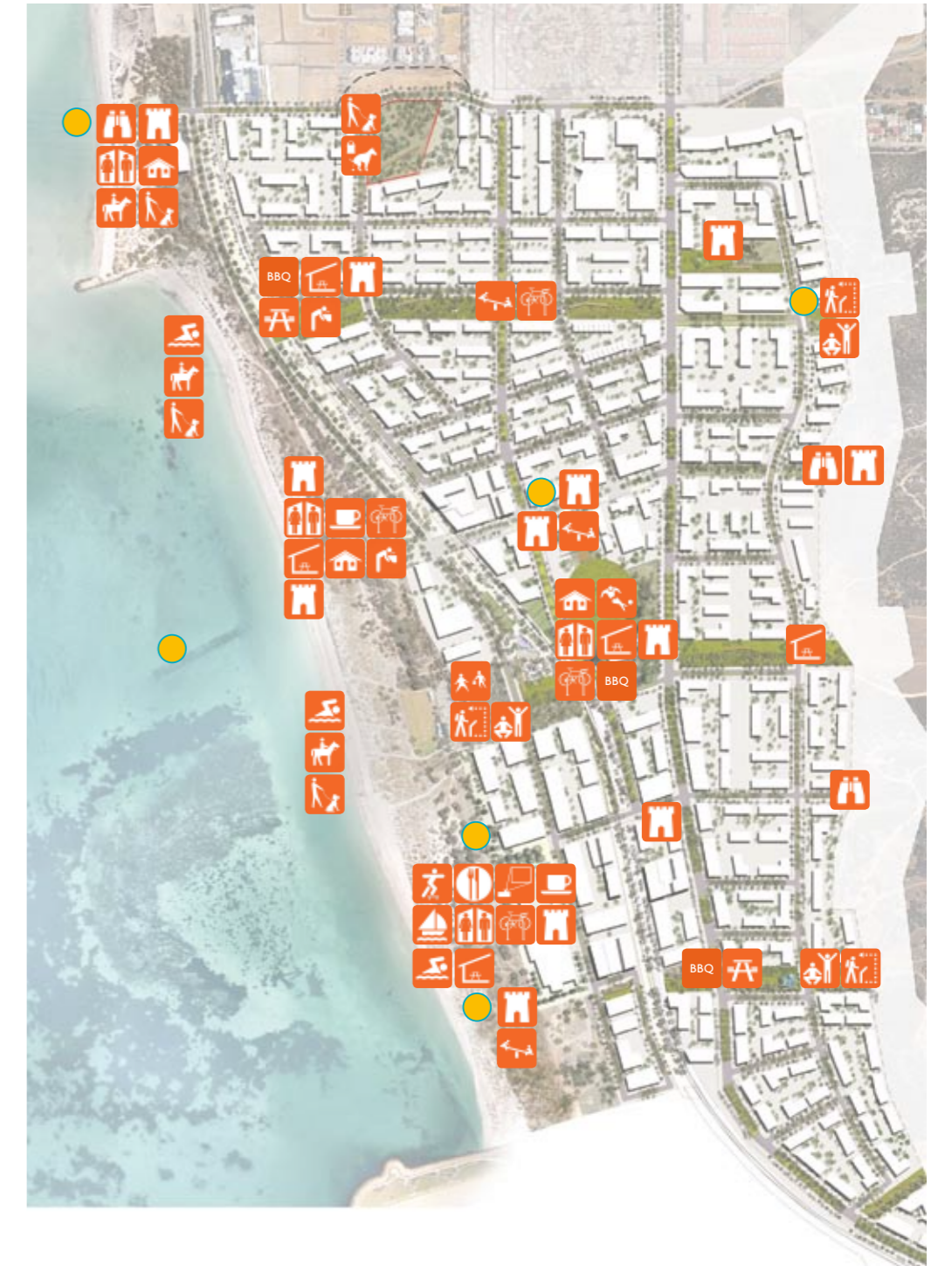
Hierarchy Level	Travel Time
 Regional/District	20 + minute drive
 District/ Local	10 to 20 minute walk/drive
 Local/ Neighbourhood	0 to 10 minute walk

 ARTWORK	 DOG FRIENDLY	 EXERCISE
 LOOKOUT	 DOGGY BAGS	 SWIMMING
 HERITAGE MARKER	 BBQS AREA	 BOATING
 COMMUNITY FACILITY	 SHELTERED SEATING	 PROJECTION
 PUBLIC TOILETS	 CAFE/KIOSK	 WAYFINDING
 HORSE RIDING	 FOOD & BEV	 PLAY EQUIPMENT
 BIKE RACK	 PICNIC TABLES	 WATER BUBBLER

COCKBURN COAST OPEN SPACE HIERARCHY



COCKBURN COAST AMENITY PLAN



REGIONAL/DISTRICT

1. Power Station

Regional destination that should provide amenity and will attract young to old, locals and visitors, male and female, all across a wide socio-economic range.

Audiences	Public Realm Amenity	
<ul style="list-style-type: none"> Demographic range representative of LGA population 	<ul style="list-style-type: none"> Regional water playscape Skateable landscape Shipwreck heritage marker Major artwork Lighting projections 	<ul style="list-style-type: none"> Water access Public toilets Seating/shelters Event space Bike racks

2. The Oval

A regional community hub that attracts structured sporting associations from across the city and provides a space for improved social cohesion through communal recreation

Audiences	Public Realm Amenity	
<ul style="list-style-type: none"> Sports participants School children Sport watchers 	<ul style="list-style-type: none"> Sports ground Cricket nets Fig tree heritage marker 	<ul style="list-style-type: none"> BBQ facility Seating/shelters Public toilets Bike racks Water bubbler

3. Robb Jetty Foreshore

Capturing residents from up to 20minutes away, the Robb Jetty Foreshore attracts and provides amenity for dog lovers, beach goers, and the equine community.

Audiences	Public Realm Amenity	
<ul style="list-style-type: none"> Family groups Equine community Exercisers 	<ul style="list-style-type: none"> Lifesaving Club Robb Jetty heritage marker Major artwork Public toilets 	<ul style="list-style-type: none"> Seating/shelters BBQ facility Bike racks Water bubbler

4. Beeliar Park

Attracts bush walkers, regional visitors and local residents travelling from the Manning Reserve to enjoy nature and lookouts.

Audiences	Amenity	
<ul style="list-style-type: none"> Nature enthusiasts Small exercise groups Local residents 	<ul style="list-style-type: none"> Regional park access Observation point Viewing platforms 	<ul style="list-style-type: none"> Walking and cycling trails

DISTRICT/LOCAL

5. Foreshore Park

A space for informal community gatherings and family picnics, attracting local residents and occasional regional visitors.

Audiences	Public Realm Amenity	
<ul style="list-style-type: none"> Family groups Local residents Regional visitors 	<ul style="list-style-type: none"> Pavilion Picnic and BBQ facilities Water access 	<ul style="list-style-type: none"> Water bubbler Artwork Exercise trail

6. Catherine Point

The community hall provides locals with the opportunity to hire the space for larger events, both public and private.

Audiences	Public Realm Amenity	
<ul style="list-style-type: none"> Local community groups Equine community 	<ul style="list-style-type: none"> Community hall Horse exercise facilities Dog friendly 	<ul style="list-style-type: none"> Interpretive art Exercise trail Heritage trail Bike racks

7. Emplacement Park

A local destination that provides locals and historical tourists the opportunity to reflect, take in scenic views and reflect on the area's past through memorial.

Audiences	Public Realm Amenity	
<ul style="list-style-type: none"> Historical tourists Local and regional residents 	<ul style="list-style-type: none"> Observation point Viewing platform Artwork 	<ul style="list-style-type: none"> Heritage marker Picnic tables

8. Playground Park

Attracting local families, this space provides an enclosed play landscape. There is the opportunity for the co-location of a neighbourhood shop adjacent to the play ground.

Audiences	Amenity	
<ul style="list-style-type: none"> Local families with young children aged 0-8 years old 	<ul style="list-style-type: none"> Playground Coffee cart Seating/shelters 	<ul style="list-style-type: none"> Public toilets Water bubbler

9. Robb Jetty Mainstreet

Serving the local community, the mainstreet attracts local workers and residents, their families and friends.

Audiences	Public Realm Amenity	
<ul style="list-style-type: none"> Local workers and residents School children 	<ul style="list-style-type: none"> Retail mix Memorial square Integrated artwork 	<ul style="list-style-type: none"> Playground Seating

10. Recreation Park

This unprogrammed and active space complements the Oval but attracts a more local audience.

Audiences	Public Realm Amenity	
<ul style="list-style-type: none"> Youth aged 12-17 years old Dog walkers Exercisers 	<ul style="list-style-type: none"> Multi use courts Exercise trail Dog friendly Seating/shelters 	<ul style="list-style-type: none"> Rubbish bins and doggy bags Water bubbler

LOCAL/NEIGHBOURHOOD

11. Northern Finger Park

This space provides an important recreational corridor, connecting the Playground Park, Foreshore Park and Emplacement Park.

Audiences	Amenity	
<ul style="list-style-type: none"> Local residents 	<ul style="list-style-type: none"> Regional park access Walking and cycling trails 	<ul style="list-style-type: none"> Seating

12. Central Finger Park

Connects bush walkers from the Beeliar Park Reserve with the recreational precinct and main street.

Audiences	Amenity	
<ul style="list-style-type: none"> Nature enthusiasts Local residents 	<ul style="list-style-type: none"> Regional park access Observation point Seating/shelters 	<ul style="list-style-type: none"> Walking and cycling trails

13. Southern Finger Park

A passive open space that attracts local residents living nearby.

Audiences	Amenity	
<ul style="list-style-type: none"> Local residents 	<ul style="list-style-type: none"> Observation point 	<ul style="list-style-type: none"> Seating/shelters

14. Pump Station Open Space

Odour management and the required 50m buffer mean that this space will have limited use. It is suggested that it become an all day off leash dog area.

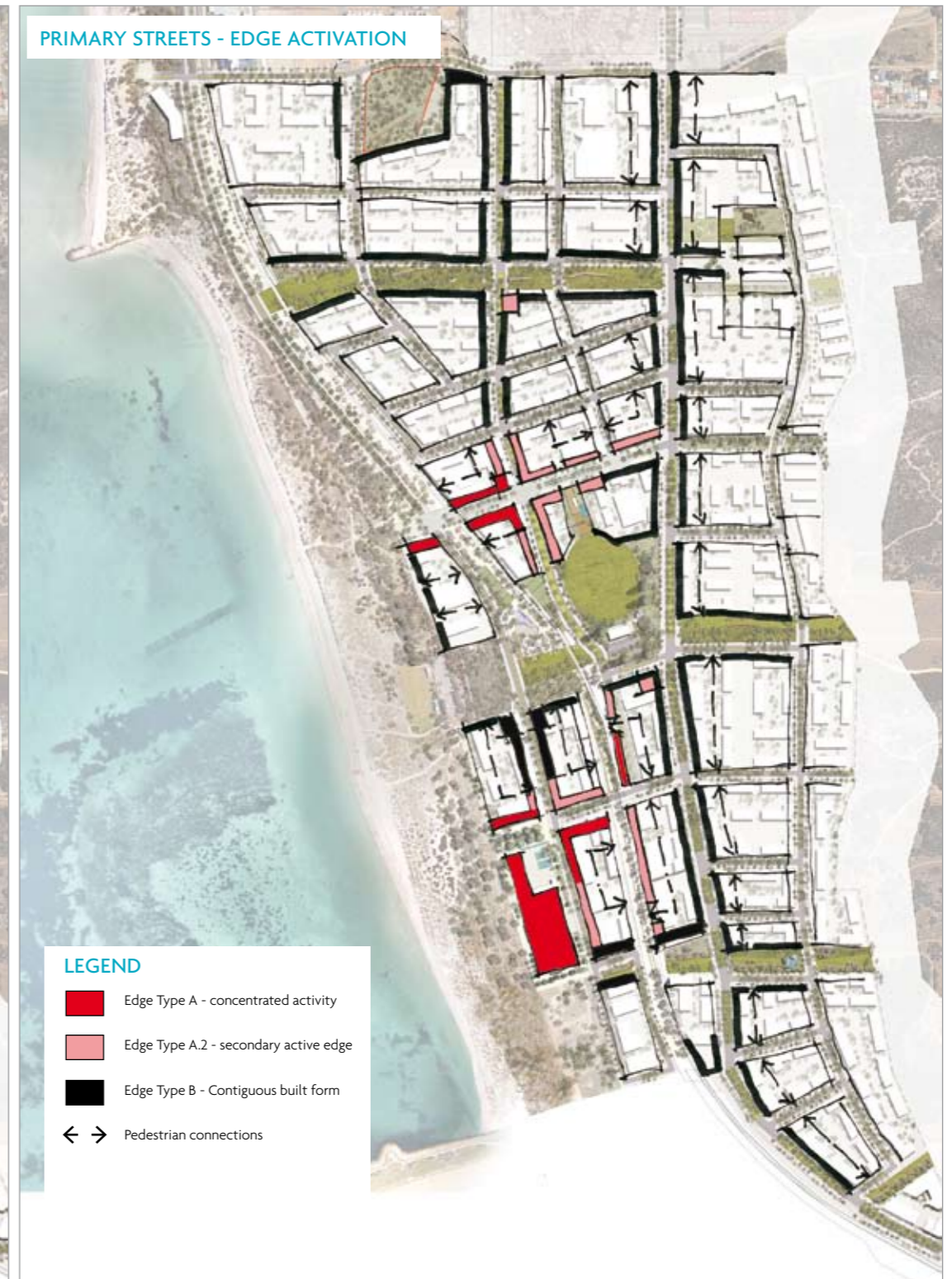
Audiences	Amenity	
<ul style="list-style-type: none"> Dog walkers 	<ul style="list-style-type: none"> Dog friendly Rubbish bins and doggy bags 	<ul style="list-style-type: none"> Seating Walking trails Water bubbler

STREET HIERARCHY, CHARACTER & ROLES

Street hierarchy is one of the most important structural indicators for pedestrians and vehicles and how they behave in place. As a new place Cockburn Coast has the opportunity to create a language of street designs that indicate what mode of movement dominates as well as supporting legible way finding through distinct and different street character.

There are 5 primary wayfinding/character streets on site:

Street	Character	Priority mode
Cockburn Coast Rd	Streamlined for ease of movement and access	1. Private vehicles
Bus Rapid Transit St	Slow and crossable, a comfortable avenue connecting key destinations	1. BRT 2. Pedestrian 3. Cycle
Robb Road	Traditional coastal road alternatively sheltering and opening to the sea	1. Private vehicles
Robb Jetty Main St	Concentrated activity hub with a balanced mix of movement modes	1. Pedestrian 2. Private vehicle
Power Station Entry St	Grand and contemporary street with view corridor to water and Power Station	1. Pedestrian 2. Private vehicle



ROBB ROAD



Existing “rustic/coastal” road should be retained to provide authentic coastal experience. The organic green enclosure of the space reinforces the connection with past uses and the experience of being within the dunal coastal landscape. The retention and promotion of enclosure will ensure a dramatic contrast upon arrival at the Power Station precinct where buildings frame a formal central corridor of vegetation. The dunal vegetation to the north of the Power Station is an existing character generator, reduces noise from the railway line, benefitting residences in the vicinity and aims to concentrate pedestrian movements to coastal paths and the BRT Road ensuring a safer environment on these key pedestrian routes by increasing the numbers of eyes on the street rather than spreading pedestrians further throughout the site.

- › Retain 12m width and existing vegetation
- › Do not formalise pedestrian paths - encourage either beach walking or BRT pedestrian avenue

BRT/ TRANSIT STREET



The BRT Road should act as the primary north-south route for public transport, pedestrians and cyclists. A high quality pedestrian street shaded by contiguous, structured and consistent avenue plantings with transport nodes adjacent to key intersections.

- › Provide avenue plantings over footpaths not central median
- › Main cycle way
- › Choose tree species with distinctive flower/ colour and high canopy for strong street visibility
- › Provide transport stops with shelter clear of pedestrian site lines
- › Discourage private vehicle ‘short cutting’

COCKBURN COAST ROAD



The primary path of private vehicle along the south coast, the reality of this road will be heavy commuter traffic and goods transportation. This urban arterial road needs to prioritise this role while providing the most sheltered pedestrian experience possible. Attempts to create a boulevard or shared space are not recommended as this will trigger attempts to activate the ground floor where retail is not desired.

In the event that the future bypass comes about, ground floors should be designed on the principle of long life, loose fit and the nature of the whole street may change.

- › Breakdown the length of the road in to segments by reinforcing rhythm of “green fingers” through clustered plantings at crossing points that reflect built form gateways.
- › Reinforce separation of pedestrians and vehicles (particularly trucks) through ground level verge planting
- › Provide awnings in favour of, or in addition to, avenue tree planting

ROBB JETTY MAIN STREET WEST



This section of the main street should be a casual and relaxed experience that supports pedestrians and provides strong delineation between the carriage way and kerb side activity.

- › Reduce width to 26m building edge to building edge
- › Allow for projection of upper level balconies into this space
- › Deep awnings with potential verandah posts to reinforce the street edge as a series of outdoor rooms
- › Optimise car parking within the street reserve including median/central parking.

ROB JETTY MAIN STREET EAST

The eastern section focuses on civic uses including the school, the war memorial, community playground and other associated community services. The street cross section remains consistent with the Masterplan design.

RECREATION PRECINCT CONNECTOR

The primary pedestrian route that connects the recreation precinct with the foreshore through a park like setting.

- › Structured/ direct pedestrian links through a mix of formal and informal green spaces
- › Structure local carparking around these key pedestrian links and a mixture of existing & new, and exotic and native canopy trees

POWER STATION ENTRY STREET

This street should be formal and structured with an emphasis on “grand” proportions that complement the power station.

- › Defined by appropriate “architectural” trees (i.e. Norfolk pines)
- › Primarily a “built” street with man made character reinforced by other street elements such as custom lighting, flags, smart poles
- › Shading provided by structures rather than “finer grain” awnings

POWER STATION SOUTH

This street is primarily a landscape terminus for pedestrian and cycling links.

- › Ensure areas of car parking are screened by lower level native coastal shrubs
- › Contiguous hard surfaces suitable for cycling, prams, etc

LOCAL STREET NETWORK

The local streets will encourage local ownership of place and sense of local address:

- › Reduce carriage way widths to a minimum with indented car parking (11m)
- › Provide for mixed informal ground plantings, pedestrian movement and canopy trees

NORTHERN FINGER STREET

This slow street is edged by local parks and green corridor.

- › Reduce pedestrian verge to park edge of street to promote walking through the green
- › Indented car parking with regular planted pedestrian build outs to maximise kerb side parking while reducing pedestrian crossing

PRIMARY STREETS - ACTIVE EDGES

Considering the limited catchment, active retail edges need to be concentrated to where they will be most likely to succeed. The primary streets edge activation map (refer to page 14) locates three primary edge types for the Cockburn Coast.

Edge type A: primarily “retail” edge with high levels of ground floor interaction with the public e.g cafes, fashion, fresh food.

Edge type A.2: secondary commercial edges that support the retail core but have less active shopfronts e.g. travel agent, chemist, doctor’s suite.

Edge type B: edges designed to create greater street level interface and higher quality/more structured relationship with the public realm e.g. through more contiguous building form, and multiple residential building entries and patios.

N.B Power Station edge activation will remain in principle the same regardless of detail design of buildings. Primary activated facades should face onto primary open spaces while secondary activation should connect destinations (i.e. bus stop and Power Station).

C1.1 Cockburn Coast Public Trails

The following pages demonstrate how public art works, heritage markers and exercise stations are connected by a public trail route through the Cockburn Coast Masterplan area.

Exercise, art and heritage coastal trails, consisting of a number of individual art works commissioned over a long term period, interpretive signage and exercise stations work together to enhance the experience of moving through and around the area.

EXERCISE & HORSE RIDING TRAILS

Exercise and walking trails are a strong generator of self sustaining activity in a place. This is due to their everyday use by locals during and after hours.

The Cockburn Coast exercise/walking trail is combined with the heritage and public art to provide opportunity for everyday reminders of place character and its stories in addition to becoming landmarks that can be used by runners/walkers to gauge the distance of their travels.






Exercise brings people together and adequate amenities mean the additional use of open spaces for group exercise, personal training and team training sessions.

Horse riding trails retain the heritage protected use for horse exercise at South Beach that are utilised before 8am in the morning along their traditional route. The horse trail connects to the existing path taken by horses and their trainers from the Randwick Stables as early as 5.50am. For those coming from further afield, trailer parking will allow for ease of access.

In addition, there may also be tourist rides considered during evenings or weekends that could take a shorter loop. This would also remind visitors of the equine use of the place which is rarely seen due to its early hours.

COCKBURN COAST HORSE & EXERCISE TRAILS



-  ARTWORK
-  EXERCISE
-  HERITAGE MARKER
-  HORSE EXERCISE TRAIL ROUTE
-  ART/HERITAGE/EXERCISE TRAIL ROUTE

HERITAGE MARKERS

The Cockburn Coast, from sea to the limestone ridge and behind are brimming with Indigenous and European stories and heritage. The tales of the formation of Cockburn Sound, shipwrecks, battlers, racehorses, industry and old traditions are the foundations of the spirit of the place and what makes this area unique and essentially different from other development sites.

The remains of significant buildings and structures lie as monuments to a bygone industrial era with the most visually prominent being the South Fremantle power station and the Robb Jetty Abattoir Chimney. Landscape plantings, sculptures, shipwrecks and sites of mythological and archeological importance are dispersed throughout the landscape creating layers of intrigue and interest.

N.B. Indigenous Heritage

The site is home to a number of areas of indigenous importance. It is essential that ongoing engagement with the local Aboriginal Reference Group occur and opportunities for integration of indigenous culture taken where possible e.g. planting, naming and signage. For example, at the time of this report TPG had completed an interview with a member of the indigenous community with a long association with the Robb Jetty area, oral histories and anecdotal information would enrich the experience.

N.B. Settlement Dates

Settlement dates associated with the Cockburn Coast will need to be carefully defined to prevent confusion with historic locations south of the Cockburn Coast development.



Image: Existing heritage marker at Coogee Beach.

HORSE EXERCISE LEGACY

The South Beach Horse Exercise Area is the portion of South Beach extending south past Catherine Point to McTaggart Cove. The Beach has been used for exercise and training of horses for recreation, sport and World War I service since the early 1830s and continues in the present.

FORESHORE NATURE

This foreshore has a rich history of human use. Some uses include indigenous camping areas, horse training, public recreation, abattoirs and marshalling yards, power generation and industrial uses constructed in close proximity to the shoreline. The Catherine Point Reserve and C.Y. O'Connor Reserve includes approximately 29 hectares of coastal dune and immediate hinterland along the Cockburn coast foreshore. Vegetation communities represented within the foreshore reserve, particularly at Point Catherine, are dune coastal heath.

INDIGENOUS CAMP

The sandhills along the foreshore and most particularly close to Robb Jetty were used as a camp area for aboriginal people and were still in use by aboriginal people from outside the metropolitan area at least until 1985. Like other long established fringe camps, the area is likely to have been a traditional camping area. It is thought that the camps continued in this locality due to the opportunities for work that was available associated with the shipping and slaughtering of cattle from the Kimberley.

ROBB JETTY INTERPRETATION

The original jetty was the focal point of the settlement of the northern Cockburn coast and its long association with the meat trade. The Jetty was used for the unloading of cattle from the state's north-west to the abattoirs situated here that operated between 1890s-1960s. Today all that remains of the jetty are submerged piles.

COAL YARD/INDUSTRY

Up until 1960, coal had been the main source of power for the generators that operated the turbines of the power station. Collie Coal was delivered to the South Fremantle power station by railway and stored in a large yard on the eastern side of the building. The yard was capable of holding 25,000 tones of coal. Coal was then delivered to the tops of boilers by a conveyor system between the coal stockpile and the power station. Due to the relative cheapness of oil coal burners were replaced with oil burners in 1960. However, the oil crisis saw the conversion of the Station back to coal in 1974.

POWER STATION & COOLING PONDS

The South Fremantle power station remains as a prominent element on the shoreline in the coastal sand dunes south of Fremantle. An important step in the development of power generation in the State, as the second largest thermal power station in Western Australia, construction on the facility commenced in January 1946. The distinctive cooling ponds were constructed behind stone groynes to utilise sea water for use in the boilers and for cooling the turbines. The power station closed in 1985 because power generation in the site was uneconomic and had been superseded by other power plants in the grid.

COCKBURN COAST HERITAGE TRAIL



NATIONAL ANIMAL MEMORIAL

Animals have been a part of the history of the area and this monument will acknowledge and pay tribute to them. In the late nineteenth century cattle from the state north-west arrived by boat and met their fate at the nearby abattoirs. The Beach has been used for exercise and training of horses for since the early 1830s. The 10th Light Horse Regiment trained on the beach prior to embarking from Fremantle during World War I.

EMPLACEMENT/MILITARY

The former gun emplacement was one of two batteries commissioned by the Commonwealth of Australia in 1940 to cover Fremantle Harbour and Cockburn Sound. Only the Battery at Leighton became operational and was used from 1947 – 1963. The Battery at South Beach was never finished and did not become operational.

BEELIAR RESERVE/NATURE

Comprising two chains of wetlands, Beeliar Regional Park runs parallel to the coast through Melville, Cockburn and Kwinana. Beeliar Regional Park's 19 lakes and numerous shallower wetlands are home to abundant wildlife. A large portion of the Manning Park Reserve forms part of the Beeliar Regional Park.

CHIMNEY/ABATTOIR

The Robb Jetty chimney stands as the only remnant of the former Robb Jetty abattoir. The abattoir primarily received stock from the pastoral stations of Western Australia. Stock was shipped down the coast and herded into various holding pens situated on the beach and in the grounds of the abattoir. The abattoir was closed in 1993 after being in operation for nearly one hundred years.

FIGS/PIONEERS

These Moreton bay Fig trees are around fifty years of age. It is understood that the trees were once part of the Robb Jetty abattoir complex. The Cockburn Coast is associated with the earliest settlement of the Swan River Colony with the first settlers anchoring off shore and taking up land grants in 1830. The coastal strip steadily grew as an industrial area from the late nineteenth century with the introduction of the rail line between Fremantle Port and Robb Jetty in 1898.

SHIPWRECKS

After Perth was founded in 1829, many ships were wrecked along the coastline and around Fremantle. Islands, reefs and uncharted rocks, and poor navigational aids all played their part in the fate of many ships of the colonial period. There are two shipwrecks, the Diana and James, located in the beach area south of the power station, concealed beneath the sand. The Diana was shipwrecked on 16 July 1878 in a severe storm drove. The James was shipwrecked on 21 May 1830 after being blown ashore.

PUBLIC ART INTERPRETATION TRAIL

Public art plays a vital role in achieving an authentic and abiding sense of place. This contribution occurs at many levels and through multiple aspects of the public art process.

First and foremost, artworks are intrinsically unique – the original work of a creative individual. While this may seem an obvious and common understanding, when placed with the public realm, the quality of originality is outstanding – whether or not the artwork itself is grand or subtle. Intuitively we sense that this item is different to the standardised environments and the commercialised objects and features which surround us. Artworks are special and their placement in the public realm can be felt as a demonstration of civic care, a special touch that fosters civic pride.

Secondly, artists are creative thinkers, storytellers and symbol makers. Through the process of public art, artists can be invited to think about and engage with a specific place, site, history, issue and community. The resulting public artwork can communicate not just an individual's private response but reflect wider significance, meanings held in common, and thereby enter into public discourse as well as physical public space. Successful public art generates community attachment and social value, which may be as simple as a nickname for a quirky art object and as profound as a gathering at a memorial, as fun as a photo opportunity and as serious as a name.

Finally, public art involves practices of creativity and innovation in an environmental context. Creativity and innovation are also central to the notion of sustainability. For a place to be sustainable, it must be both resilient and flexible, having a deep sense of purpose in its design and robust in its construction, while being open to interpretation for a range of evolving uses and engagements. Sustainability is an ongoing 'cycle of success' which has social, cultural, economic and environmental dimensions. The cycle of success involves processes of creativity and innovation where ways of ways and means of doing things are re-examined, renewed and improved. Public art, like sustainability itself, has key relational value, connecting people and place. Artworks within the public realm can function as an in-between layer, a type of connective tissue, generating awareness of our interdependence with the environment, the community and the available resources.

Public art can thereby inform place character through the primary effect of providing unique interpretations, through the secondary effects of social engagement, and through the tertiary effects of sustainable development generated through this special creative endeavour.

The Public Art Strategy has identified:

Whole of site opportunities (Alchemy)

- › Architecturally integrated artwork gateways (Formulations)
- › A strategy for ongoing community engagement (Periodic Table of Place)
- › A temporal art and place making strategy (Habitus)

Robb Jetty Opportunities

- › Precinct wide (The Elements)
- › Robb Jetty Mainstreet (Adaptations)
- › Cockburn Sound/CY O'Connor Beach (Cast Away)
- › South Beach horse exercise area and Catherine Point (On the Wide Side)

Emplacement Opportunities

- › Precinct wide (Signs and Symbols)
- › Emplacement Park (Divining)
- › Central green spine termination (Seeing the Sea)

Power Station Opportunities

- › Precinct wide (Transmutations)
- › Power Station Building (Elixir, Creative Laboratory & Live Wires,)
- › Power Station Foreshore (Into the Sea)
- › Cooling pond and groins (Imagineering)

Please refer to the Public Art Strategy for further detail with regard to the conceptual framework for public art across the Cockburn Coast.

WHOLE OF SITE PUBLIC ART

Periodic Table Of Place - A strategy for ongoing community engagement

It is proposed to create a community archive of place histories as a cultural resource for the Cockburn Coast community. The material in this archive can be built up gradually over time and can be used as a tool for site research, interpretation and creative inspiration.

The archive may take a virtual form as an online resource, including photo documentation of objects and memorabilia. Members can submit their own stories via the website for inclusion in the archive. Membership can be given through online registration which can create a community mailing list for the archive.

The archive may also take a physical form of a reading room, display or pavilion within a local library or other appropriate community facility. It may house and display objects and memorabilia as well as texts and photographs. The room may be used as a venue for community meetings of various kinds, encouraging broad community support and involvement.

The archive should be eclectic and quirky, incorporating a broad range of material from the personal and subjective to the officially recorded. A graphic interface can be designed, based on the format of the periodic table, to visually enliven the material, generate a sense of play and explore 'alchemical' reactions.

The archive can be developed through the submissions of local institutions such as libraries, schools, tertiary institutions and community groups. It can also receive direct submissions from community members. Content can also be generated through creative engagements with local community as part of artwork commission projects.

It is proposed that artists be invited to creatively develop and work with the Periodic Table of Place as part of an artwork concept development process. Artists may use the archive as a resource for creative interpretation. Resulting artworks can form part of a coastal art & heritage trail, as permanent interpretive features integrated within the environment – as part of On the Wild Side opportunity. Alternatively, artists may use the Periodic Table of Place as a tool for community engagement, adding to the archive and creating temporary artworks as community conversation pieces within developing built environment areas – as part of the Habitus opportunity.

Habitus - A Temporal Art and Place making Strategy

The development of new coastal communities, natural and built environments, and public amenities at Cockburn Coast provides opportunity for artists to creatively explore the experience of social gathering, encouraging community conversations and encounters. Artists can be invited to develop temporary installation environments in public places. As hybrid works bridging art and design, these sites may incorporate seating, lighting, planting, and playthings as sites for people to gather, relax, drink coffee or read books. The spaces may have in-built activities to invite community participation such as letter writing, photo booths, peep show galleries, sound recordings, and so on.

The temporary Habitus environments can be located in emerging commercial and boutique retail areas to foster site activation and community interest. Local businesses may express interest in sponsoring this program.

Formulations - Architecturally Integrated Artwork Gateways

Within the proposed street network at Cockburn Coast, there are several key main road intersections which form precinct entrances and key points of transition within the urban design scheme. Such sites are key locations for built form address and these corner site buildings will have landmark significance.

Artwork, integrated within building facades, can enhance the built form address and assist with landmarking and wayfinding within the urban street network. Artists, working closely within an architectural design team, can achieve integrated artworks which explore and express the intersections of art and design, of the building, the artwork and the environment.

There is opportunity for artists to creatively intervene within the built form design, as a formula for provocative expression. Such interventions can result in extensions and extrusions of the built form or indeed in radical subtractions and incisions. They can also take the form of more subtle and integrated outcomes such as lighting or projection works which enhance an evening presence.

There is opportunity to creatively explore a local climatic response to the coastal environment, developing a vernacular of form and materials and employing principles of environmentally sustainable design. As integrated design responses, these artworks express inventive and hybrid formulations emerging from the urban coastal environment.

CAST AWAY

Cockburn Sound / C Y O'Connor Beach - Robb Jetty Interpretation

It is proposed to construct a bold and iconic work of contemporary art within the ocean coastal waters. Rather than a literal interpretation of the former jetty and past site significance, the artwork should seek to transcend historical allusion and offer a contemporary and open-ended expression.

C Y O'Connor Statue

The C Y O'Connor statue has become an iconic feature of the Cockburn Coast and should be retained in its current position if possible. It is important that the artwork is not compromised by new development along the foreshore and in the dunal area or compromised conceptually by new artwork in the proximity.

ELIXIR

Power Station Building - A Creative Lighting/Projection Scheme For The Power Station

A creative lighting and/or projection design for the building will create a virtual second skin as an evening experience and act as a signifier of new life and purpose in this precinct. This sophisticated evening effect will be complementary to the current day-time artwork 'skin' of graffiti and stencil designs which currently occupy the site.

CREATIVE LABORATORY

Artist studios at the Power Station Building

To foster and support local arts and creative practice it is proposed to provide low rent studios spaces within the Power Station precinct. The studios may be available for visual artists, dancers, performance groups, writers, designers, craftspeople, musicians and bands.

LIVE WIRES

Temporal art & activation strategy for Power Station Building

As the power station will remain a derelict site for some years, it provides a fertile environment for staging temporary public artworks, ephemeral interventions, and performance events. An event-based program is considered an effective means of activating the site and 'sparking' community interest and involvement.

INTO THE SEA

Power Station Foreshore & Cockburn Sound - An artwork installation between land and sea

A world class artwork that creatively captures and expresses the timeless dialogue between land and sea. The work would take the form of a sculptural installation which would occupy sites both on the land and in the sea

COCKBURN COAST PUBLIC ART LOCATIONS



ON THE WILD SIDE

South Beach Horse Exercise Area, Including Catherine Point

The work can seek to creatively capture the abiding relationship between people and horses and the sense of energy and freedom associated with the experience of horse riding. The artwork will act as a gateway to an art & heritage coastal trail which commences at Catherine Point, working its way through the coastal parklands to the C Y O'Connor Reserve.

ADAPTATIONS

Robb Jetty Main Street - Integrated Artworks within the Streetscape

Artworks may be integrated within awnings and shade shelters, seating and planter beds, paving, drinking fountains and lighting schemes. It is envisaged that the works will have a contemporary aesthetic, and will be human-scaled, providing a level of fine grain detail in the urban environment. Adaptations could be extended to include the playground located in the Memorial Square.

DIVINING

Emplacement Park - A Gateway Icon

The artworks will landmark the horizon, capturing views from the coastline, foreshore and Robb Jetty Precinct. There is further opportunity to incorporate wind-activation within this artwork, expressing the dynamic flow of natural energies and seasonal change.

SEEING THE SEA

Central Green Spine Termination - An Artwork Lookout

The artwork should be integrated within the central ridge park as part of a gathering space and viewing look-out. The artwork can explore integration with both built and natural form and materials, working to contain space and creating a sense of intimacy while also framing the expansive and dramatic views.

IMAGINEERING

Adjacent Cooling Pond & Groins - An Artist Designed Interactive Water-Based Playground

There is opportunity to create a major children's play area within this environment which can act as a regional draw-card for broad visitation. An artist-led design for such a playground will ensure a unique outcome and feature of distinction for the precinct.

Robb Jetty is primarily a place for local residents and businesses, a walkable village that is intimate in scale and 'soft' in character. In Robb Jetty the beach comes to the mainstreet, locals walk barefoot and the stories of the past and its people are part of everyday life.

A variety of small but connected public places offer a range of experiences from the quiet to the communal, the sheltered to the open, the organic to the formal.

Robb Jetty is a place to build meaningful and lasting relationships; to share a chat on the bus, to know the local news agent, to have your favourite seat in the park.

ROBB JETTY PLACE CHARACTERISTICS:

LOCAL	BALANCED
Legible, meaningful, communal	Easy, steady, calm
SEAMLESS	INTIMATE
Soft transitions & edges, indoor/outdoor,	Comfortable, sheltered

ROBB JETTY PLACE PRINCIPLES

PUBLIC ART	Tell a meaningful story.
PUBLIC REALM	Transition with ease and honesty.
BUILT FORM	Use an intimate scale that makes you feel at home.
ACTIVITY	Focus on healthy lifestyles and community connections.

EXTEND CURRENT PLACE QUALITIES

Robb Jetty's existing place qualities of raw dunal landscapes and soft edges should be reflected in the development of the precinct. This will create a level of authenticity as it will be reflective of the existing place character that is known by the community.

FUTURE BUILT FORM

Future built form should embody the feeling of seamless transition, from indoor to outdoor, from formal to informal, from exposed to protected. Respectful of nature, it should reflect the natural characteristics of the vegetation and landscape of Robb Jetty.

The scale and materiality of buildings should relate to the human and be warm, sheltering, comforting and tactile.



ABOVE: The reference image above is indicative of the type of atmosphere that could be achieved in the Robb Jetty precinct through seamless transitions between public and private, indoor and outdoor, urban and natural environments.

MAIN STREET CHARACTER

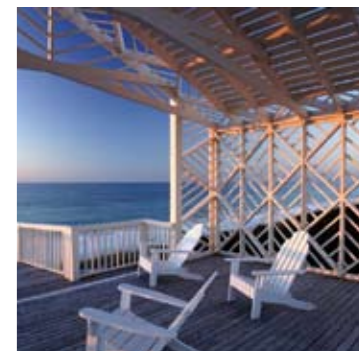
Robb Jetty Mainstreet has two distinct precincts, east and west. Mainstreet West should provide an intimate pedestrian environment with active edges for outdoor dining and trading out.

Mainstreet East is a civic precinct with school, memorial park and more commercial focussed retail such as sports therapy or business services. Mainstreet East is home to a secondary active edge supporting the intimacy of the western block.



COMMUNITY INFRASTRUCTURE

Community infrastructure at Robb Jetty should be coastal, local and integrated with the natural environment. It should provide a range of experiences from exposed to protected, and support a wide range of user groups at different times of the day, week and year.



THE ROBB JETTY OVERLAYS

The following pages provide place making recommendations in the form of Overlays for specific sites across Robb Jetty. These sites have been selected as nodes of community and or public activity that are considered critical to the success of the project becoming a place that attracts self sustaining human activity. While not every place has been considered these Overlays can be used as a guide for the treatment of places across the precinct.

The following map locates the Robb Jetty precinct and overlay locations within. Each overlay has been allocated an acronym to ease with reading this report i.e. Robb Jetty Overlay 1 = RJ1.

ROBB JETTY OVERLAY LOCATIONS



RJ1 Robb Jetty Place Structure and Staging

The Robb Jetty central shopping and activity zone, and its future success as a walkable community hub, is key to the attractiveness of the area as a local neighbourhood that can compete with the perceived amenity of the suburbs. The area needs to take advantage of its natural assets, and the opportunity of a new build, to create a comfortable outdoor environment that encourages social interactions in a relaxed and intimate environment.

Please note, this section relating to staging is only suggestive and reflects early delivery of place character. A full delivery strategy for the project is still to be finalised.

RECOMMENDATIONS RE MASTERPLAN STRUCTURE

Roads

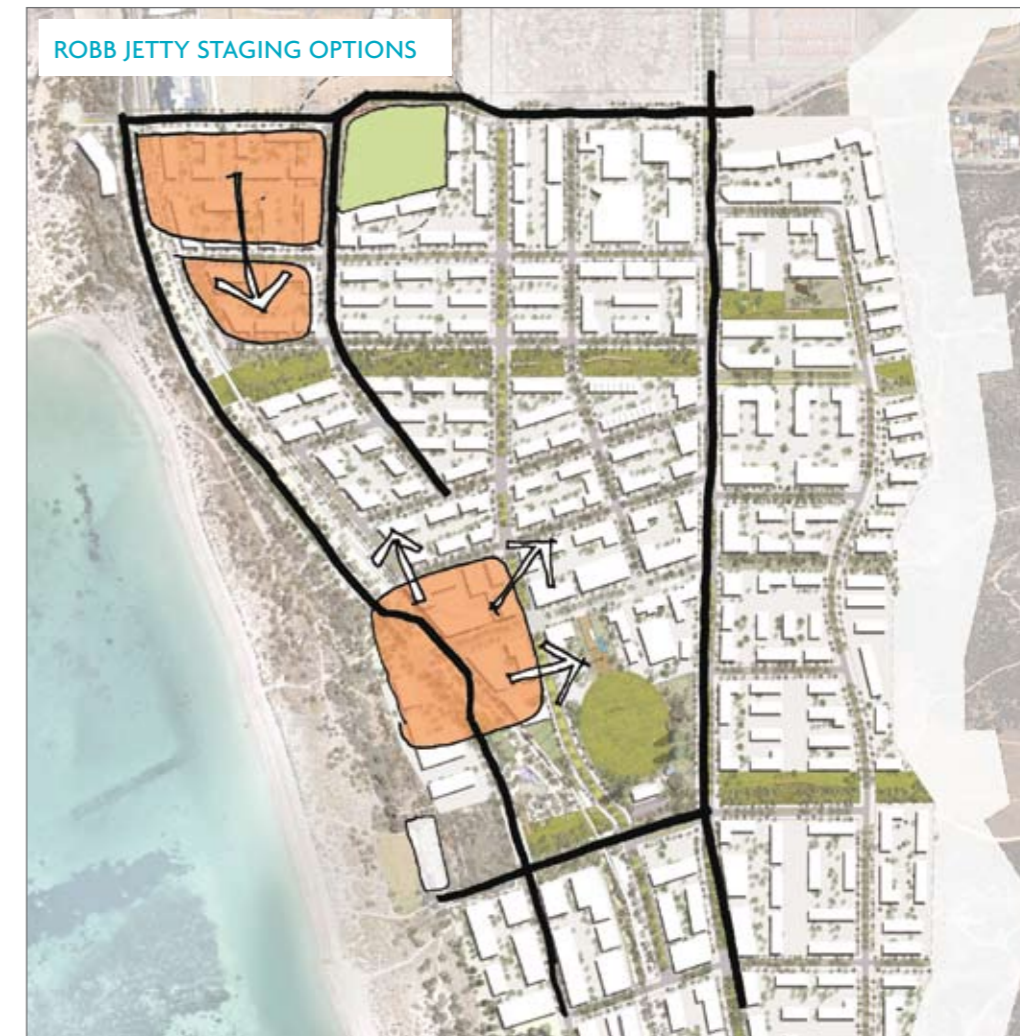
- › Close the gap between Robb Road and the railway line to reduce the distance between the main st and the foreshore.
- › Provide a laneway link through the northern buildings and across main street into the heritage chimney public space
- › Minimise lane access onto main street to maximise street front active edges

Built Form

- › Pull the foreshore buildings closer to main st to provide as much continuity as possible over the railway line and Robb Road
- › Contiguous street fronts (no gaps) on the western block of main st

Public Realm

- › Integrate a range of small, pocket spaces along main street with different materials, landscaping and orientation to provide diverse options for public seating and meeting, outdoor dining or small group activities.
- › Create landmark public space in the foreshore at the end of main street with associated beach front facilities and amenity



STAGE ONE

There are two possible Stage 1 scenarios for Robb Jetty development in terms of building the character of the place:

1. Extension - This would see the first sites being developed as an extension of the South Beach development. The advantages are that it would rely on existing infrastructure (i.e. no new roads), however, it is likely that the identity of this precinct would then be dominated by South Beach rather than forging the identity and character desired for the Cockburn Coast.
2. Catalyst - This would see the heart of the new community precinct - the main street - being developed first and would encourage a new type of development founded on the character and identity of Robb Jetty. The risks would include delivering the right retail mix with limited residents.

N.B. These staging recommendations are based on Place Making objectives only and have not been tested against economic feasibility nor land ownership etc.



LOCATION

Honesty
Intimate
Rugged
Transition

MASTERPLAN DETAIL



PLACE MAKING RESPONSE TO MASTERPLAN

- > Height of the dunes restricts visual access to the water from existing location of building
- > Current building use suggestion - SLS Club suggested use is not practical due to isolation from beach users
- > Existing quality infrastructure such as the car parking should be retained as they are public in nature, already used by local residents and in good condition
- > Retain existing invitation to the beach via view corridor from the road down to the dunes/beach
- > The public road is an important existing entry to the site and also should be retained

PLACE CHARACTER AND ROLE

Catherine Point is the transition point between south beach and the Cockburn Coast. A relatively unchanged experience, it provides for animal and passive beach enjoyment with the addition of modest development for community use. It is a seamless experience that is well integrated with the natural environment.

	Modest and low scale building forms
	Natural, soft surfaces
	Predominately dunal, organic, raw
	Animal and passive beach enjoyment
	Hall for hire/temporary vendors

KEY PRINCIPLES

- > **Reinforce the existing place character**
A relatively unchanged experience. Modest development. Build on the existing characteristics and infrastructure already in place at Catherine Point. Create a laid back invitation to the beach through wayfinding heritage marker that also provides a look out to check the conditions in keeping with existing rituals of local residents of South Beach. Seamless low key and integrated with environment.
- > **Modest development**
Catherine Point plays a supporting role in the transition from South Beach development to that of the Cockburn Coast. Modest development will ensure that its character remains relatively unchanged, an evolutionary approach as opposed to catalyst.

PLACE MAKING REFERENCE IMAGES



AUDIENCE

Catherine Point is first and foremost for the local residents of Robb Jetty, however will also attract a broader audience utilising its attractors. Priority should be given to satisfying the needs of daily users. The key audience groups include:

Daily users

- > Local residents
- > Exercisers
- > Dog walkers

Occasional users

- > Local community groups
- > Equine community

ATTRACTORS

Catherine Point provides a local facilities and amenities that also attract some users from further afield. The following list represents the basic amenities and attractors required for self sustaining activity:

Primary attractors

- > Horse trailer parking and exercise facilities
- > Dog beach (before 8am, 7 days a week)
- > Exercise trail
- > Heritage trail
- > Community hall for hire

IMAGE 01: Significant existing infrastructure that is used by the community and should be retained at Catherine Point.

IMAGE 02: Community building should be modest, natural materials and coastal in feel in keeping with the rugged character of Catherine Point.

IMAGE 03: Heritage markers in the form of public art interpretation or signage

IMAGE 04: A lookout/patrol tower could be positioned on the top of the dunes as a landmark to invite people travelling from Rollinson Rd into Catherine Point. This could become a sculptural piece that is also the heritage marker and starting point for heritage trails throughout the Cockburn Coast.

PLACE MAKING RECOMMENDATIONS

SOCIAL

Catherine Point provides for low key local activities such as checking the conditions at South Beach. In addition, it provides for both local and district horse and dog exercisers and will attract residents from the region who share these common interests. The Community Hall for hire provides opportunities for these groups to gather and connect with each other based on these shared interests.

ECONOMIC

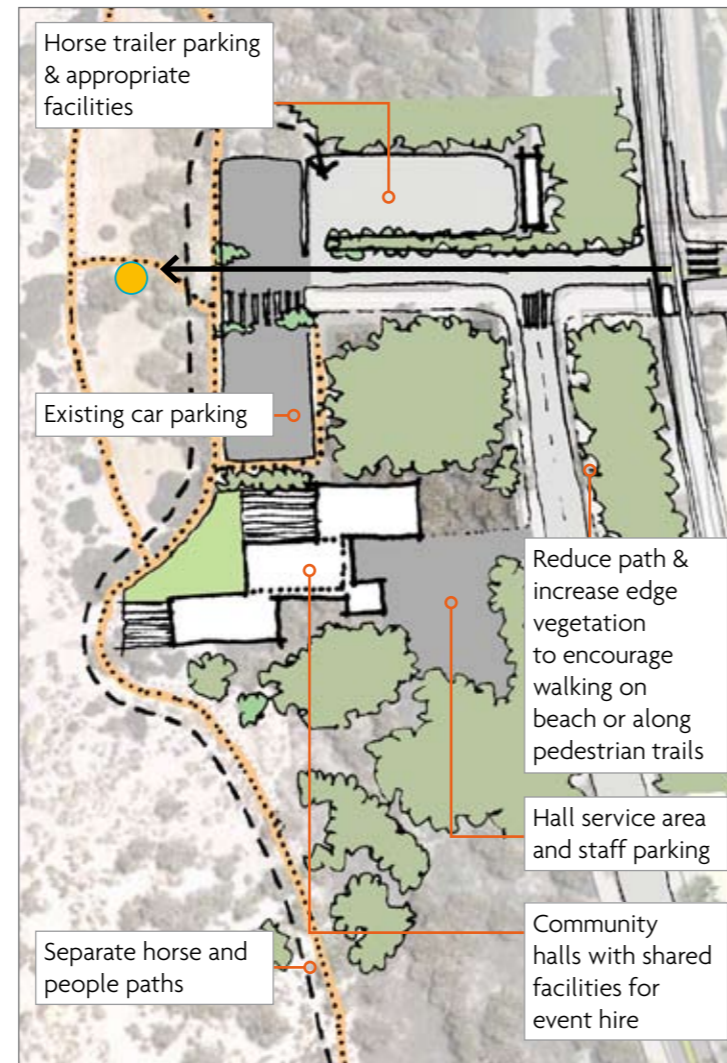
There is significant existing car parking infrastructure which is currently working and should be retained. A community hall that is low maintenance and management for hire in conjunction with a small cafe or kiosk would serve the local population, every day users and visitors alike. Horse related facilities and associated businesses could be considered as an attractor for equine related audiences as the population grows and activity intensifies.

ENVIRONMENTAL

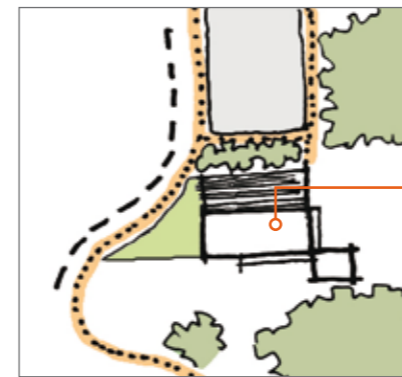
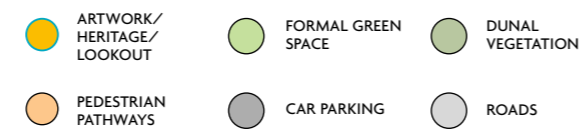
Ensure Catherine Point retains its 'rawness' by revegetating and protecting areas of coastal vegetation. Aim for a seamless transition from the natural and more rugged vegetation to selected more formal green space that will facilitate community use. Built form should be modest, low maintenance and respectful of the environment. Natural materiality and soft surfaces should dominate. The view corridor through the car park provides a clear invitation marked by a lookout art work beyond the carpark.

CULTURAL

Program the Community Hall with small scale community activities as well as hire for one off events and common interest community groups. Look for opportunities for events that would suit specific user groups attracted to this location such as horse riders and dog users. Pony rides could attract tourism diversifying the equine activity at Catherine Point. Heritage markers provide a starting point for history trails throughout the Cockburn Coast.



NOT TO SCALE



NOT TO SCALE

Proposed Stage 1

Staged construction to reflect population growth

PUBLIC ART STRATEGY

Interpretive Art - Horse & Indigenous histories

As part of park construction and improvement works to Catherine Point, artwork can be commissioned which reflects upon the practices of horse racing and training which has occurred at Cockburn Coast since the early stages of settlement and continues to the present day. It is envisaged that the artwork can be integrated within the new pathway design. The work can seek to creatively capture the abiding relationship between people and horses and the sense of energy and freedom associated with the experience of horse riding.

The artwork can also act as a gateway to a longer-term project for an art & heritage coastal trail which commences at Catherine Point, working its way through the coastal parklands and eventually reaching the artworks at the southern end of the C Y O'Connor Reserve, namely the C Y O'Connor statue in the ocean and the Human Race artwork in the parkland east of Robb Jetty, both by local artist Tony Jones. These two artworks reference significant stories of place.

HERITAGE CONSIDERATIONS

South Beach Horse Exercise Area

South Beach should continue to be used for the horse training, a use with which it has had a long association. Any future conservation, management and/or adaptation works to the place are to be undertaken in accordance with state and local policies and procedures. Integrate interpretation of the site in the Cockburn Coast project to communicate the tangible and intangible values and history of the place to the community.

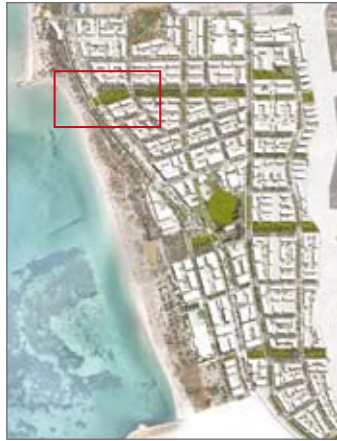
Heritage Trail Marker - Horse Exercise Legacy

The South Beach Horse Exercise Area is the portion of South Beach extending south past Catherine Point to McTaggart Cove. The Beach has been used for exercise and training of horses for recreation, sport and World War I service since the early 1830s and continues in the present.

COMMUNITY DEVELOPMENT PLAN

Proposed Community Infrastructure

- > Community hall - multi-purpose facility
- > Car parking
- > Bike parking
- > Kiosk/temporary vendors
- > Toilet/shower
- > Dog/horse cleaning facilities



LOCATION

Legacy
Seamless
Communal
Formal

PLACE CHARACTER AND ROLE

Foreshore Park is the laid back, informal 'backyard' for Robb Jetty residents. A place for casual community gathering and play, it is a commercial free space that transitions from natural dunal vegetation to a more formal landscape of outdoor 'rooms'. Low scale and modest it is a comfortable and soft place for all ages.

	Low scale, modest shelters
	Transition dunal vegetation to european landscape
	Soft but formal. Minimum hard surfaces.
	Passive and informal active recreation such as kick to kick and bbq gatherings
	None Recommended

MASTERPLAN DETAIL



KEY PRINCIPLES

- › Create outdoor rooms** Utilise the landscape and pedestrian pathways to create rooms within Foreshore Park to support various sizes of community gatherings from mothers groups to young couples.
- › Follow desire lines** Generally, people will take the shortest route from a to b, irrespective of what meandering pathways may have been provided for them. Ensure all pathways reflect pedestrian desire lines to support connectivity and encourage pedestrian access.

PLACE MAKING RESPONSE TO MASTERPLAN

- › There is no explicit pedestrian connection across the road from park to beach - this is likely to be desired by park/beach users
- › The green space lacks a focal point or explicit gathering areas for groups of people to gather
- › There is potential for exposure to strong winds from the beach into the park
- › Pedestrian crossings and paths do not currently reflect desire lines
- › The rail crossing is not managed in a way that would allow children to safely play in the park unsupervised

PLACE MAKING REFERENCE IMAGES



AUDIENCE

Foreshore Park is the backyard and gathering space for the local residents of Robb Jetty, priority should be given to satisfying the needs of these daily users. The key audience groups include:

Daily users

- › Local residents

Occasional users

- › Local community groups
- › Regional residents

ATTRACTORS

Foreshore Park provides local facilities and amenities for community gathering. The following list represents the basic amenities and attractors required for self sustaining activity:

Primary Attractors

- › Access to the beach
- › BBQ facilities
- › Pavilion
- › Shelters and picnic tables
- › Picnic areas

IMAGE 01: Foreshore Park should feel like an outdoor room, a place that is as comfortable as home but in the public realm

IMAGE 02: Pathways should reflect desire lines between facilities such as picnic and BBQ shelters. More formalised planting provides a 'backyard' feeling, that the place is cared for and someone is proud of it.

IMAGE 03: Screening for the railway crossing could form an artwork in itself - it should provide view lines that make you want to cross to see what is on the other side.

IMAGE 04: Picnic tables and shelters strategically located surrounded by planting to create 'rooms' for groups to gather

PLACE MAKING RECOMMENDATIONS

SOCIAL

Create a place for the local residential community by supporting group outdoor lifestyles and ritual visitors such as the 'train watchers', usually families with young children. Various outdoor rooms cater for a broad range of community groups and local residents, from young couples and the elderly to neighbourhood and family groups.

ECONOMIC

BBQ and pavilion hire will provide low cost spaces for community groups and family functions. Other shelters and tables as well as areas for picnicing on the grass provide a no cost alternative for family outings.

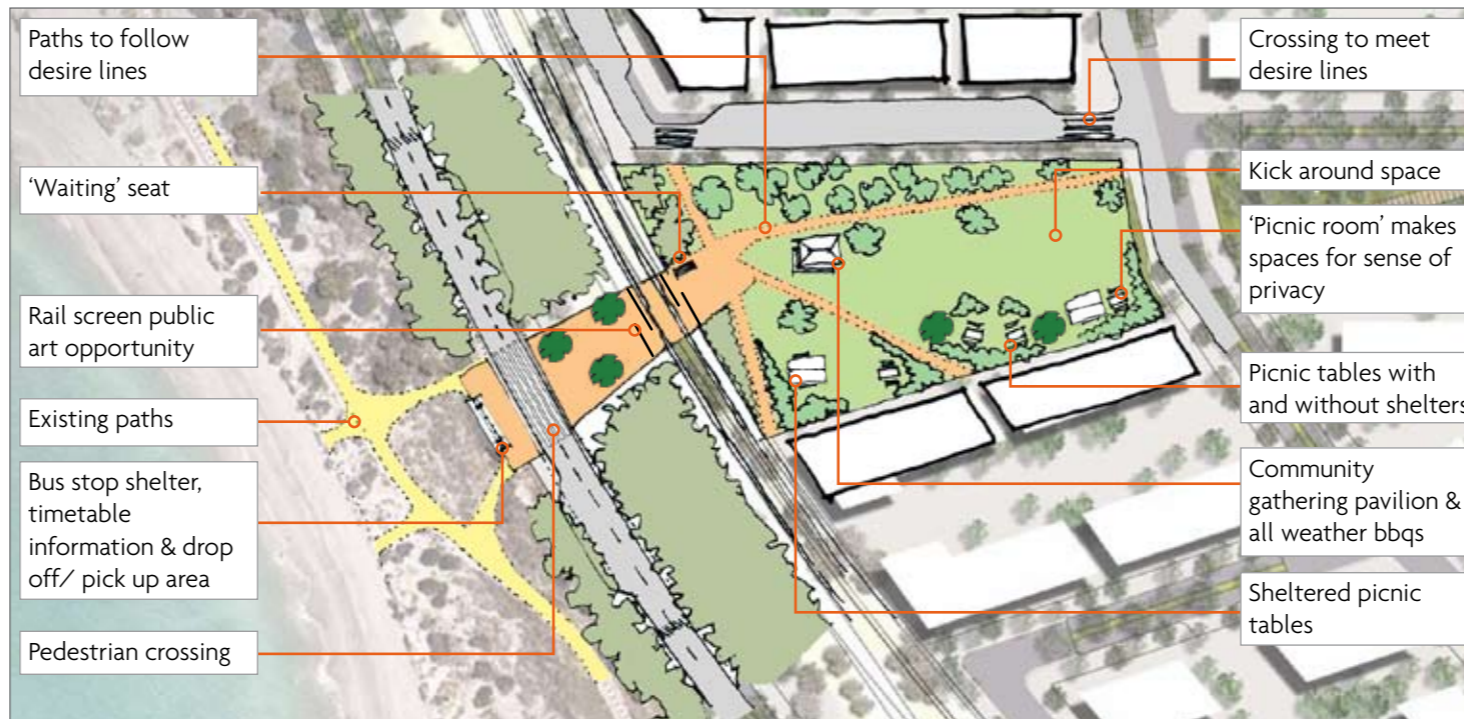
The pavilion can be hired through a community portal that like with share cars gives residents the opportunity to share local resources.

ENVIRONMENTAL

Open grassed areas with perimeter planting and shade trees will provide a kick about space as well as more private gathering spaces. Use gravel and shade trees to create informal paths along desire lines and across rail tracks protected from the heat of summer. Safety screens at the rail crossing should be designed to de-risk the area for children and could incorporate aspects of the local rail story.

CULTURAL

Groups of picnic tables and chairs (some sheltered) allow visitors to play, talk, meet picnic relax, in a group or as an individual or walk the dog on a lead. Screening of the rail crossing may provide opportunity for public art integration that would speak to local stories of the Robb Jetty precinct and/or be playful and engaging to children who 'train watch'. Most activity occurs here with adjacent green spaces providing a passive retreat and link to the rest of the precinct.



NOT TO SCALE



PUBLIC ART STRATEGY

None planned for this site.

HERITAGE CONSIDERATIONS

Robb Jetty Camp

Any future conservation, management and/or adaptation works to the place are to be undertaken in accordance with state and local policies and procedures. Integrate interpretation of the site in the Cockburn Coast project to communicate the tangible and intangible values and history of the place to the community. Record and preserve important aspects of a human experience that would otherwise go undocumented.

Heritage Trail Marker - Indigenous Campsite*

The sandhills along the foreshore and most particularly close to Robb Jetty were used as a camp area for aboriginal people and were still in use by aboriginal people from outside the metropolitan area at least until 1985. Like other long established fringe camps, the area is likely to have been a traditional camping area. It is thought that the camps continued in this locality due to the opportunities for work that was available associated with the shipping and slaughtering of cattle from the Kimberley.

* Please note. The City of Cockburn Aboriginal Reference group must be consulted as part of any process involving Aboriginal interpretations of the site.

COMMUNITY DEVELOPMENT PLAN

Amenity to support community gatherings

- > BBQ facilities - hire and non-hire
- > Public transport information and waiting space
- > Pavilion for community gathering and hire
- > Bus stop shelter and drop off area
- > Pedestrian pathways
- > Quality public lighting



LOCATION

MASTERPLAN DETAIL



Legacy
Balance
Modest
Organic

PLACE CHARACTER AND ROLE

Robb Jetty Foreshore is a modest and organic beachside recreation area; connected to its past and providing a range of spaces and activities that reflect the needs of all members of the community. It is an integral part of the broader cultural and exercise trails and the local residents' focus for communal recreation.

	Coastal architecture, indoor/outdoor transitions, wind and solar shading
	Transition beach to dunal vegetation to formal planting
	Natural materials, soft edges, focus on human comfort
	Beach access, swimming, walking, picnics. Pre-8am dog and horse exercise.
	Cafe and lifesaving club. Tourist pony rides. Beach equipment hire.

KEY PRINCIPLES

- Part of something bigger** Robb Jetty Foreshore is home to two of the most significant heritage elements in the Cockburn Coast, the remains of Robb Jetty and CY O'Connor Statue - both significant at a regional scale. The whole area needs to be welcoming to local residents and regional visitors.
- Choice of experience** From intimate to exposed, from formal to raw and rugged, create a variety of gathering spaces, or active/passive 'rooms' that are connected by different paths and suit different user groups. Ensure human comfort is the focus with sunny and shady spaces as well as wind protected areas that reflect seasonal conditions.

PLACE MAKING RESPONSE TO MASTERPLAN

- › The 200m (approximate) distance between the beach and the main street is too far to provide an easy & comfortable transition
- › The large scale of the public plaza could be difficult to activate without establishing smaller 'rooms' within
- › The pier element could interrupt the existing horse and dog exercise activities occurring on site
- › Building forms do not provide summer and winter 'rooms' or 'decks' that are appropriate to different seasons
- › Providing a variety of path ways to and from the plaza would add a level of discovery and intimacy
- › Lack of shelter from sun or wind

PLACE MAKING REFERENCE IMAGES



AUDIENCE

Robb Jetty Foreshore is the key passive recreation space for Robb Jetty residents, priority should be given to satisfying the needs of these daily users. The key audience groups include:

Daily users

- › Local residents
- › Dog walkers
- › Exercisers

Occasional users

- › Local community groups
- › Equine community
- › Regional residents

ATTRACTORS

Robb Jetty Foreshore provides a range of amenities for enjoyment of the outdoors and the beach on a day to day basis. The following list represents the basic amenities and attractors required for self sustaining activity:

Primary Attractors

- › Beach
- › Beachside lawn
- › Cafe
- › Lifesaving club
- › Coastal pathways
- › Public bathrooms
- › Robb Jetty pontoon

IMAGE 01: The 'deck' at Robb Jetty Foreshore should provide a feeling of intimacy but also a connection to the expansive nature of the water..

IMAGE 02: A mix of formal and more informal pathways such as these 'ant tracks' will help to retain the 'rawness' and choice of experience provided at Robb Jetty Foreshore.

IMAGE 03: As a gesture of tribute to the former Robb Jetty, it is proposed to construct a bold and iconic work of contemporary art within the ocean coastal waters. A precinct landmark, this work will act as a destination attractor for the commercial centre.

IMAGE 04: Example of Lifesaving Club patrol tower/equipment store, separate from the main club house utilised for training, kiosk and social events (Altona Lifesaving Club, Victoria).

PLACE MAKING RECOMMENDATIONS

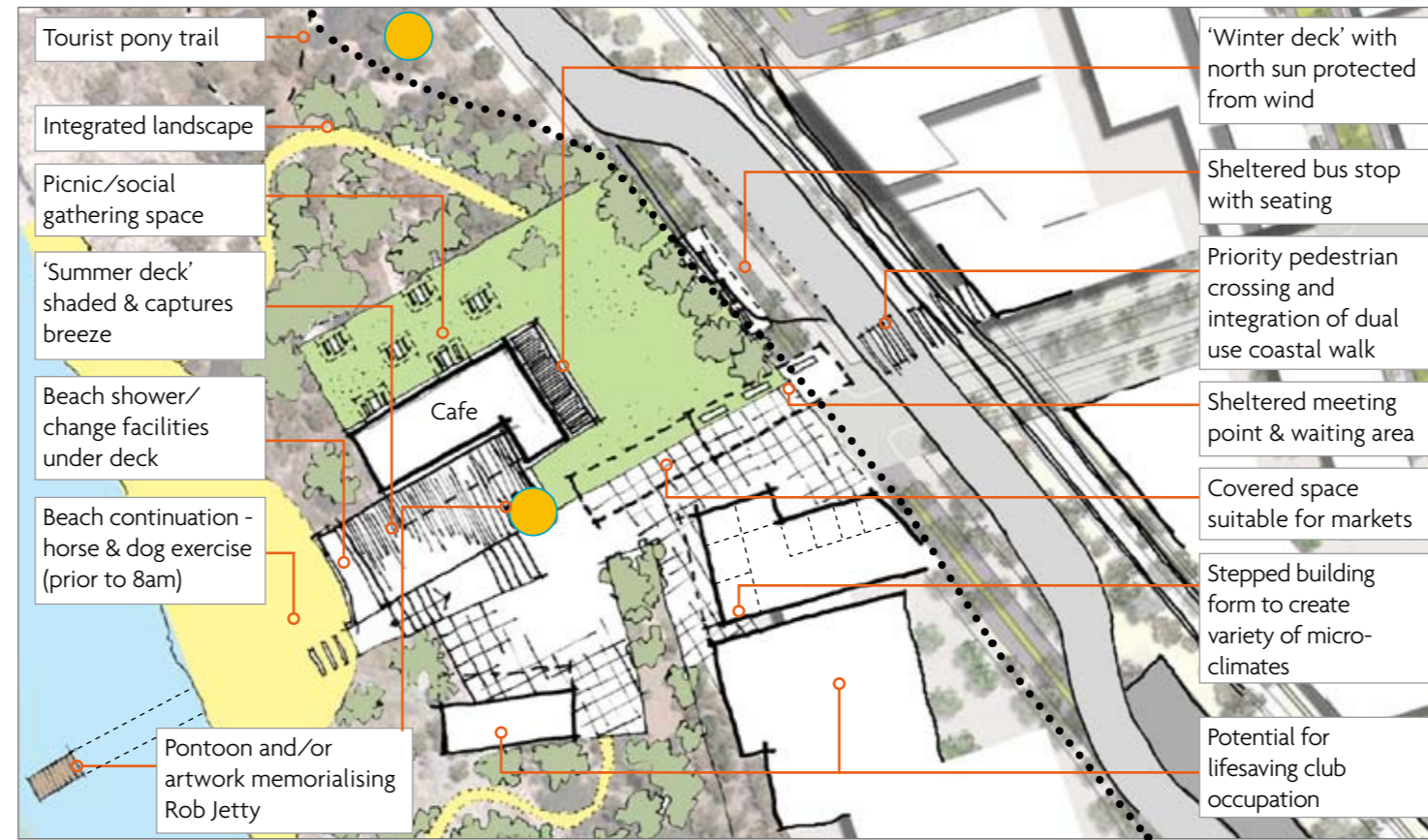
SOCIAL
Provide a series of 'rooms' with different experiential qualities that will suite various user groups. Create sheltered meeting points with view lines up into the main street in proximity to the bus stop. Providing opportunity for existing user groups such as dog walkers will ensure the development does not disenfranchise existing users and the local resident population.

ECONOMIC
Quality public amenities and public transport will encourage visitation by a broader catchment than the local Cockburn Coast. Residents from other surrounding local areas are likely to frequent this location, supplementing the customer base for local retailers. Temporary vendors, micro business and market stalls support day trippers and regional visitation on summer weekends.

ENVIRONMENTAL
The 'Summer & Winter Decks' are an example of using micro-climates to provide comfortable spaces year round. The summer deck is a shaded area that captures cooler afternoon breezes, whilst the winter deck faces the north sun and is sheltered from strong westerly winds.

Providing a choice of pathways or journeys through the site, from the rugged to more formalised will provide for the variety of user groups that will frequent this location.

CULTURAL
Public art and integrated landscapes provide opportunities to tell the story of Robb Jetty, its history and the future stories of the community as the place evolves. Attractions such as the market stalls and pony rides (starting at Catherine Point) provide tourist activities for day trippers. The Robb Jetty pontoon provides for a future 'rite of passage', when one is old enough, confident enough or a strong enough swimmer to visit the pontoon.



NOT TO SCALE

- ARTWORK
- FORMAL GREEN SPACE
- DUNAL VEGETATION
- CAR PARKING
- ROADS
- HERITAGE
- COASTAL/RESERVE
- DUAL USE COAST TRACK

N.B. Robb Jetty Foreshore is home to a significant amount of existing assets including:

- > Robb Jetty remains
- > Shipwreck sites
- > CY O'Connor Statue
- > Human Race artwork

These assets need to be carefully surveyed and any future development or artwork installation should enhance, not detract from these assets. At the time of this report the exact locations of these assets could not be determined.

PUBLIC ART STRATEGY

Robb Jetty Landmark Artwork - Cast Away
Rather than a literal interpretation of the former jetty and past site significance, the artwork should seek to transcend historical allusion and offer a contemporary and open-ended expression. Rather than referencing the jetty itself, the concept of Cast Away speaks about the jetty's absence, when there is no longer a place for mooring, and being adrift at sea. The work may thus explore a creative dialogue in its form about the relationship between people and the sea, between the sea and the sky, between built and natural forces and forms, above and below the shifting waterline. The artwork may incorporate tidal movement and/or other natural forces and energies.

HERITAGE CONSIDERATIONS

Robb Jetty Interpretation
Remnants of Robb Jetty should be retained undisturbed. Any future conservation, management and/or adaptation works to the place are to be undertaken in accordance with state and local policies and procedures. Consideration should be given to providing historic statutory heritage protection to Robb Jetty in its own right. Integrate interpretation of the site in the Cockburn Coast project to communicate the tangible and intangible values and history of the place to the community. Record and preserve important aspects of a human experience that would otherwise go undocumented.

Wyola and Barge Remains
Retain in situ and do not disturb. Interpret the story of the wreck and wreck event.

Public Art - CY O'Connor Statue & Human Race Artwork
Retain and conserve and include in any overall interpretation strategy.

COMMUNITY DEVELOPMENT PLAN

- Proposed community infrastructure**
- > Cafe
 - > Community building/ lifesaving club - potential for club house/social spaces nearer to road access and patrol outpost closer to the water
 - > Showers and toilets
 - > Pontoon
 - > Picnic gathering space
 - > Car parking
 - > Market stalls
 - > Transport waiting area and information



LOCATION

Honesty
Local
Informal
Inviting

PLACE CHARACTER AND ROLE

Robb Jetty Mainstreet provides a convenient and inviting local shopping experience. It concentrates street trading and active retail in its western block creating a vibrant community hub. Its diverse and contiguous streetscape continues to the east where civic and business services support active retail ensuring sustainable business mix.

	Intimate, contiguous, human scale shelter and articulation
	West block - low vegetation to allow views across street. East block - formal street trees
	Mix of natural, comfort and tactile materials
	Outdoor dining, shopping, playground, bus stop, workplace
	Supermarket, fresh food, cafes, local services, independent retailers

KEY PRINCIPLES

› Concentrate activity

Concentrate active retail activity to the western block of Robb Jetty Mainstreet to provide a truly active and vibrant retail and dining experience. Support retailers in the western block and encourage them to trade out and take advantage of sunny pedestrian focussed streetscapes.

› Put customers first

Robb Jetty Mainstreet should first and foremost provide an enjoyable, easy and inviting shopping experience for pedestrians. Keeping customers happy will ensure retail is sustainable and there is activity on the street - and build loyalty to local shopping convenience rather than car based destination centres.

MASTERPLAN DETAIL



PLACE MAKING RESPONSE TO MASTERPLAN

- › There is little differentiation between street blocks and few clues as to which area is for people to linger and which for driving through
- › The height of first floor street awnings/balconies is too high and narrow to provide comfortable protection from the elements or a sense of enclosure
- › The median strip increases the width of the road but may not encourage pedestrians to cross its distance.
- › Pedestrian footpaths may not provide adequate space for outdoor dining and trading out into the street, particularly on the sunny side of the road
- › Car movement to and through the main street has to be easy to encourage local shopping

PLACE MAKING REFERENCE IMAGES



AUDIENCE

Robb Jetty Mainstreet is the neighbourhood retail heart for local residents of the Cockburn Coast, priority should be given to satisfying the needs of these daily users. Key audience groups include:

Daily users

- › Local residents
- › Local workers
- › School age children and their carers
- › Beach visitors

Occasional users

- › Regional residents

ATTRACTORS

Robb Jetty Mainstreet provides a convenient, inviting day to day shopping experience for local residents. The following list represents the basic amenities and attractors required for self sustaining activity:

Mainstreet West (retail concentration)

- › Supermarket
- › Fresh food
- › Mainstreet experience
- › Outdoor cafes/restaurants
- › Independent retailers

Mainstreet East (civic/commercial/business services)

- › Memorial Square
- › School
- › Playground
- › Major public transport stop (RBT)

IMAGE 01: Robb Jetty Mainstreet should feel intimate, protected and active on its edges.

IMAGE 02: The Animals in War Memorial, London is a good example of a park memorial that could be appropriate for the Cockburn Coast given the equine heritage of training horses for defence on the site.

IMAGE 03: Angelo Street, South Perth, provides a good example of rear access for vehicles as well as truck loading without impacting on the character of the mainstreet.

PLACE MAKING RECOMMENDATIONS

SOCIAL

On the south side of the street, sunny outdoor dining and public seating on outstands provide for incidental meetings with other community members and pause points for older people. They allow for local businesses to express themselves on the street and encourage social interaction.

ECONOMIC

Concentrate active retail in the western block by widening the footpaths and providing outstands on the south side (sunny side) of the main street, the invitation to 'trade out' will encourage the activation of facades, attract pedestrians and support locally owned business. Providing convenience retail such as a supermarket on the north side will encourage people to cross the street. Locate civic and business support services such as health care to the east near the school, memorial park and oval.

ENVIRONMENTAL

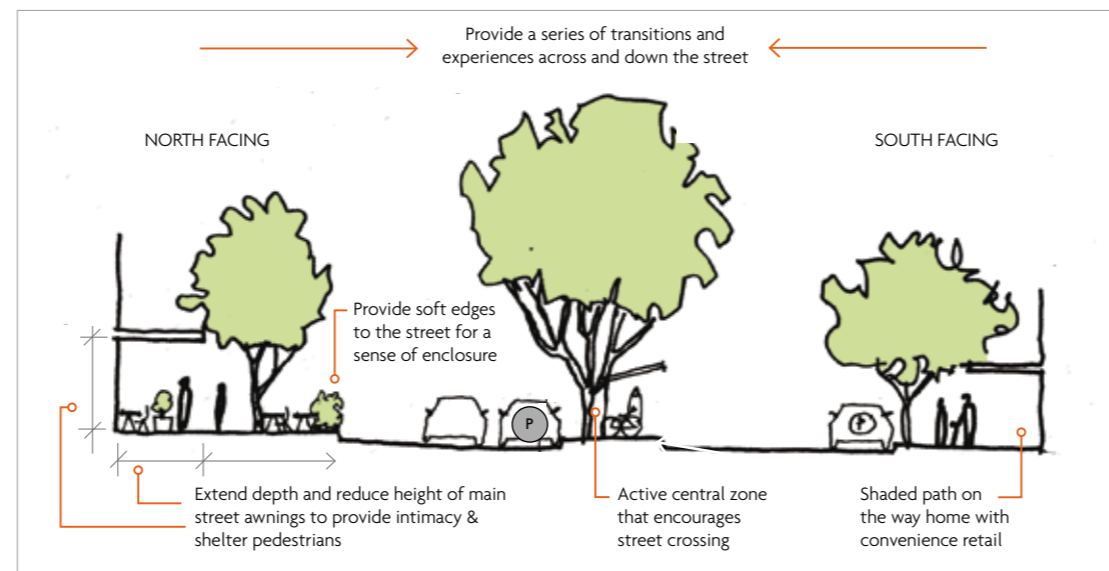
Differentiating zones along the street will encourage movement along as people enjoy choice of experience. It is essential that the connection to the foreshore is easy, inviting and pleasant. This can be supported by reducing the distance and bringing the dunal landscape up into the main street. Narrowing the street of the western block will make it easier to cross the road, which will concentrate activity and movement. The character of the western area should be soft, intimate, human scale in plan and section and value human comfort as a priority.

CULTURAL

As the heart of the community it is important that the culture of this place both in terms of behaviours and creativity reflect the place character. Relaxed and welcoming it needs to be comfortable for bare feet and for suits dropping by on the way to work. Community infrastructure such as bike stands, seats, planting and community notice boards are opportunities for local participation, production and a unique point of difference that will illustrate more clearly than anything else that this place is for local people.



NOT TO SCALE



NOT TO SCALE

PUBLIC ART STRATEGY

Integrated artworks within the streetscape - Adaptations

The Robb Jetty main street and its link to the foreshore is a focal experience for local and visitor communities and is an active commercial hub, including outdoor cafes and dining for day and evening. As the heart of a walkable village this is a pedestrian friendly environment containing a diverse range of informal gathering spaces with a high quality public realm.

There is opportunity for the integration of artwork within the streetscape to further enhance and express qualities of intimacy, shelter and seamlessness. There is further opportunity to explore and develop a local design vernacular which is climate responsive and complementary to the streetscape design and architecture. Works can explore a dialogue between internal and external spaces, between city and sea, generating light and shadow play and the effects of reflection and refraction. Artworks may be integrated within awnings and shade shelters, seating and planter beds, paving, drinking fountains and lighting schemes. It is envisaged that the works will have a contemporary aesthetic, and will be human scaled, providing a level of fine grain detail in the urban environment.

- A** Memory/reflection garden (chimney)
- B** Community built playground (artist collaboration)
- C** Sensory building interaction (awning, paving, screens, lighting)

HERITAGE CONSIDERATIONS

Robb Jetty Chimney interpretation

Retain and conserve. Conduct periodic structural assessments to ensure the Chimney retains its structural integrity. Any new development adjacent to the Chimney should ensure it retains its landmark qualities. Interpret the former abattoir use of the site, its role in feeding the people of Perth and the goldfields, and its former connection to Robb Jetty.

National Animals in War Memorial

Australia does not currently have a memorial to the animals that lost their lives supporting war efforts. Cockburn Coast could capitalise on this opportunity given its history of training horses for defence on the site. This is an opportunity for a national tourism destination.

COMMUNITY DEVELOPMENT PLAN

Proposed community infrastructure:

- > Central pedestrian island
- > Car parking including car share
- > Formal square for memorial
- > Shaded seating
- > Bicycle parking and hire
- > Outstands for outdoor dining/trading
- > Public transport waiting shelters
- > Quality street lighting
- > Water features
- > Tourism information
- > Business enterprise services
- > Visitor accommodation
- > Accessibility for prams and scooters
- > Dedicated parking for retailers from day one



LOCATION

Legacy
Balance
Active
Shared

PLACE CHARACTER AND ROLE

Oval and Park is the traditional village green, the focus of active recreation at Cockburn Coast. It feels established and balanced, this is a place that is shared harmoniously by many user groups. It embodies a sense of pride in the sporting and community legacy it will lay for future generations.

	Modern, contemporary sports and recreation infrastructure
	Contrasting landscapes to signify different uses, formal trees, to heritage fig trees, to dunal vegetation
	Contrast of natural and contemporary urban materiality
	Organised and informal sport and recreation, community gatherings, education
	Community sporting based

MASTERPLAN DETAIL



KEY PRINCIPLES

› Connectivity for a precinct approach

Consider the oval and adjacent green and recreation spaces as one precinct. It should be well connected internally for quality pedestrian access, as well as easily accessible as a destination by public transport, car or bike.

› Multiple uses and users

Ensure every amenity or facility provided around the oval and adjacent parks are utilised by more than one user group and for more than one use. Consider a whole of day and week cycle of activity e.g. sporting club house becomes public gym with associate memberships and function venue out of hours.

PLACE MAKING RESPONSE TO MASTERPLAN

- › The orientation of the club rooms reduces interaction with the street and adjacent parklands and could be reorientated for improved wind protection
- › Adequate parking and drop off areas for a district level amenity need to be considered
- › Spaces for youth recreation are required, however the skate park could be better located away from more formalised sporting activity to make way for the co-location of a variety of active recreation and sporting facilities
- › The space between the road and railway line is too large and results in wasted space
- › There is very little circulation space around the edges of the oval
- › Car parking to the rear of the sporting facilities creates blocks to pedestrian pathways and a visual barrier to the green open space

PLACE MAKING REFERENCE IMAGES



AUDIENCE

Oval and Park is a district level active recreation hub, home to senior AFL and Cricket clubs, utilised by the adjacent school and local residents, priority should be given to satisfying the needs of these daily users. Key audience groups include:

Daily users

- › Regional AFL and cricket players
- › Local primary school children
- › Local youth and active residents

Occasional users

- › Regional residents

ATTRACTORS

The Oval and Park precinct provides for a wide range of active recreation opportunities for multiple user groups. The following list represents the basic amenities and attractors required for self sustaining activity:

Oval

- › AFL and Cricket club
- › Oval

West Park

- › Netball/basketball courts
- › Cricket nets
- › Half courts
- › Dog walking
- › Kick about space

South Park

- › BBQ and picnic facilities
- › Shelters

IMAGE 01: The heritage fig trees provide a stunning canopy and protection from the sun. Utilise these existing features as a character driver and for picnic and bbq spaces.

IMAGE 02: Example of a local oval with large trees that provide shaded picnic spaces and raised earthen area as an informal 'stand' for spectators.

IMAGE 03: Support sporting activities such as cricket nets for youth informal play and multi line courts for netball and basketball

IMAGE 04: High quality contemporary sporting facilities should be able to be utilised by various users for various uses.

PLACE MAKING RECOMMENDATIONS

SOCIAL

Collocating a variety of sporting facilities will cater to a broader range of family activities. As they age in place, brothers and sisters will be able to attend this sporting hub together. Integration with the school who will use the oval will support its activation. There is potential for use by seniors clubs, AFL and cricket, local residents, visitors as well as national memorial to the north of the site associated with the Robb Jetty Chimney.

ECONOMIC

Recreation hub for in dependant sporting and community clubs as well as a shared use with the school ensures that this is a well utilised community asset that will have the potential to raise revenue and reinvest in the community assets. It will help to concentrate pedestrian activity as users access the mainstreet and recreation facilities to the rear in consolidated carparking.

ENVIRONMENTAL

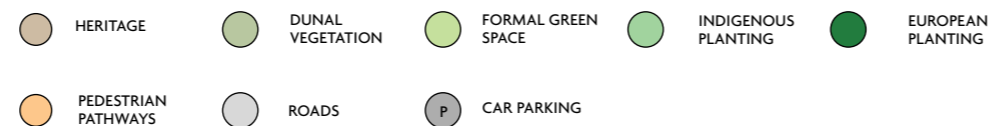
Fig trees provide a stunning backdrop to the sporting ground and create shade a micro-climates ideal for bbq and picnic use. Landscaping should encourage and retain connections through to the beach and to the primary school. Avoid fencing off areas where possible. The orientation of the club house should consider wind implications. Provide an earthen bund to create a viewing area for local games. Maximise the open space around the oval by centralising car parking to the east which will serve the beach, oval and shops.

CULTURAL

This place will allow for informal place (kick about) as well as formal play as children of all ages that engage in active recreation age in place. There is opportunity for a mix of recreation including basketball, netball, cricket etc. In addition, it can be a place of ceremony and memorial, for school fetes and carols associated with the school. As sporting clubs establish themselves, they will start to develop their legacy as an organisation building pride and making their mark on the evolution of the place.



NOT TO SCALE



PUBLIC ART STRATEGY

None planned for this site.

HERITAGE CONSIDERATIONS

Retain and Conserve Morton Bay Fig Trees

An arboricultural assessment of the Morton Bay Fig trees should be undertaken to ensure the health and vigour of the trees is maintained. New development in the vicinity should not negatively impact on the trees. A tree replacement strategy should be prepared and implemented if and when required.

Heritage Trail Link - Fig Trees

These Moreton bay Fig trees are around fifty years of age. It is understood that the trees were once part of the Robb Jetty abattoir complex.

The Cockburn Coast is associated with the earliest settlement of the Swan River Colony with the first settlers anchoring off shore and taking up land grants in 1830. The coastal strip steadily grew as an industrial area from the late nineteenth century with the introduction of the rail line between Fremantle Port and Robb Jetty in 1898.

COMMUNITY DEVELOPMENT PLAN

Active Recreation Facilities

- > AFL/cricket oval
- > Multipurpose community facility (including public toilet)
- > Senior AFL and Cricket Club rooms (as per Sports and Recreation Plan)
- > Netball/basketball courts
- > Cricket nets

Amenity

- > BBQs
- > Picnic tables
- > Drinking fountains

The Power Station precinct is anchored by an iconic landmark, the historic power station's physical dominance should translate into the area's primacy as the key regional destination for the Coast. The centre of recreation and leisure activity, Power Station is the place where community celebrations are held and tourists enjoy multiple experiences that vary with each visit.

New and old are juxtaposed, events showcase the innovative and challenging. Creative entrepreneurship is encouraged across multiple fields from energy production, to arts, culture, experiential tourism and business.

Self sustainability for this precinct is key - activity has to be self generating and infrastructure flexible and attractive to a range of users on weekdays, evenings and weekends in summer and winter.

POWER STATION PLACE CHARACTER ELEMENTS

DYNAMIC	CONTRAST
Evolving, flexible, changing, active	Old/new, shade/light, soft/hard
ENERGY	CREATIVE
Bold, iconic, intense	Inspiring, edgy, artistic, experiential

POWER STATION PLACE PRINCIPLES

PUBLIC ART	R-evolutionary challenging, surprising.
PUBLIC REALM	Provide for the region with places that engage at the micro & macro.
BUILT FORM	Enhance primacy through contrast.
ACTIVITY	Provide diversity that responds seasonally.

SHOWCASE CURRENT PLACE QUALITIES

The scale of the Power Station architecture is unique and awe inspiring. It is a strong landmark for wayfinding and the primary character driver for future activity in the precinct. The current foreshore is raw and rugged allowing people to get close to the shore and experience the water, the weather and the landscape. It is important that the development of the site does not 'sterilise' the area. Integrate aspects of the raw industrial materiality, scale and internal volumes that make this place authentic and unique. Consider leaving some areas 'as is' including graffiti/street art' and worn wall surfaces.

FUTURE BUILT FORM

Modern contemporary architecture that has the strength and boldness of the power station. However, they must not compete with the landmark itself, but highlight it through contrast of heritage and the contemporary. Consider how scale, materials and detailing can 'talk to' rather than compete with the landmark.

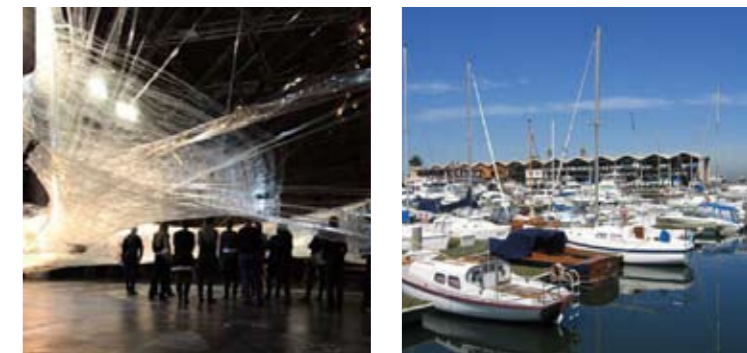
FORESHORE CHARACTER

The foreshore should act as a public destination, large enough to act as a gathering space and truly unique in its proximity to the water. It should feel fundamentally public and civic, and avoid any perception of privatisation. Existing place character elements including rugged exposure and aged infrastructure should be embedded in the public realm and mixed with new creative landscape design elements.

COMMUNITY INFRASTRUCTURE

Provide for coastal and waterbased recreation, both informal and formal including safe water play for a variety of ages. Power Station should provide for and support creative industries, pioneers and incubators for local businesses or entrepreneurs.

Infrastructure to support regional (and further) tourism should include information, food and beverage and public transport access in addition to general amenity for families and more localised visitation.



ABOVE: The reference image above is indicative of the type of atmosphere that could be achieved in the Power Station precinct through dramatic architectural statements and the contrast between modernity and industrial heritage.



ABOVE: The reference image above is indicative of the type of atmosphere that could be achieved in the Power Station precinct by contrasting rough natural elements with the new urban environment.

THE POWER STATION OVERLAYS

The following pages provide place making recommendations in the form of Overlays for specific sites across Power Station. These sites have been selected as nodes of community and or public activity that are considered critical to the success of the project becoming a place that attracts self sustaining human activity. While not every place has been considered these Overlays can be used as a guide for the treatment of places across the precinct.

The following map locates the Power Station precinct and overlay locations within. Each overlay has been allocated an acronym to ease with reading this report i.e. Power Station Overlay 1 = PS1.

POWER STATION OVERLAY LOCATIONS

<p>POWER STATION STRUCTURE- leisure, entertainment and recreational destination.</p>	<p>Audience: Local residents, regional tourists Attractor: power station activity hub</p>	<p>PS1</p>
<p>POWER STATION CIVIC SQUARE - dynamic & highly programmed heart of the precinct.</p>	<p>Audience: Local residents, regional tourists Attractor: Event space, lighting projection</p>	<p>PS3</p>
<p>POWER STATION ENTRY - gateway to a regional recreation, residential and commercial district.</p>	<p>Audience: Local residents, regional tourists Attractor: Icon architecture</p>	<p>PS4</p>
<p>POWER STATION FORESHORE 1 - a bold, active, tourism, boating and entertainment destination.</p>	<p>Audience: Regional tourists, local residents, boating enthusiasts Attractor: Marina, playground, food & bev</p>	<p>PS2</p>
<p>POWER STATION FORESHORE 2 - a rugged & edgy waterfront experience anchored by recreation.</p>	<p>Audience: Regional tourists, local residents Attractor: Playground, water experience, food and bev</p>	<p>PS2</p>



PS1 **Power Station Place Structure and Staging**

Power Station is the leisure, entertainment and recreational destination of the Cockburn Coast. As a regional attraction, consideration of appropriate staging of development will be essential to ensuring its short and long term success as a tourism and recreation destination. It should take advantage of the iconic nature of the power station architecture and create summer and winter spaces for year round activation.

Please note, this section relating to staging is only suggestive and reflects early delivery of place character. A full delivery strategy for the project is still to be finalised.

PLACE MAKING RECOMMENDATIONS

- › Power Station should be a place where anyone from Perth or beyond can feel comfortable visiting. The character needs to remain public and civic to avoid perceptions of privatisation.
- › Open spaces should be used as a linking tool, not just as the paths themselves but a string of destinations along the paths
- › Consider destinations e.g. bus stop and foreshore and how people will move between i.e what will they see, how will they cross roads, what retail will they pass?
- › Some parking should be visible from Cockburn Road
- › The entry road should be highly activated eg; articulated facades and active retail
- › Ensure core public spaces particularly the foreshore, are activated by retail, food and beverage offer and public amenity to provides for all price points.
- › Create activity zones based around play, food, performance/ entertainment and retail to ensure enough diverse activity for all day visitation.



STAGE ONE

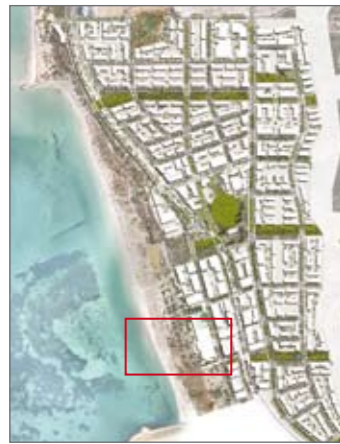
As the key landmark on site it is important that early activation of the power station building occur; concurrently, early delivery of development of residential building sites will be required to support that activation.

1. Power Station Early Activation - As a coastal icon, the power station is an object of interest and curiosity. Providing a small public area with appropriate dining/ retail/ community facilities from early in the project will help build the psychological connection with this place as a new destination. Planting can screen the switch yard in the short to medium term.
2. Residential Development - The early delivery of housing sites to the south of the power station will support the funding of public realm works and can be achieved through an extension of minimal road infrastructure from Port Coogee.

N.B. These staging recommendations are based on Place Making objectives only and have not been tested against economic feasibility nor land ownership etc.



Power Station Foreshore - Option 1 with Marina



LOCATION

Intensity
Energy
Urbane
Entertaining

MASTERPLAN DETAIL



PLACE MAKING RESPONSE TO MASTERPLAN

- › Moving events platform expensive to program and not self sustaining
- › Volume of car parking over water and on foreshore as dominant land use
- › Groin structure to be seen as transition space not barrier
- › Conflict between private housing and private marina pens with stated objective of precinct as regional tourism destination with associated large events etc
- › Marina development may be seen by the community as another foreshore 'privatised' like that at Port Coogee

PLACE CHARACTER AND ROLE

A Power Station Foreshore with a Marina will feel intense, active and inviting. It balances the private and the public by providing clear invitation for visitor activity from kids to elders, big spenders to picnics. The area embodies a unique industrial maritime aesthetic that is sophisticated but honest.

	Maritime industrial, public, bold, innovative, creative, contrasts
	Formal, european, urban with pockets of beach/dunal landscape
	Industrial, weathered juxtaposed against sophisticated maritime - layered
	People watching, water play, programmed entertainment, boating, paddle boating, dining
	Variety of price points, range of pleasure based retail, boating equipment, boat hire, boat repairs

KEY PRINCIPLES

› Something for everyone

Consider how each potential user group will interact with the precinct and plan for activities or spaces that will respond to specific needs. A place could provide for a family with small children in the form of a playground or for someone who wants to read a book in the shade by the beach. Public spaces should also be programmed (informally or formally) to attract people at different times of the day.

› Places with purpose

Look for ways to differentiate precincts within the public realm to ensure they are activated with a purpose. Such as a food and beverage precinct, an active water recreation precinct, and children's play space. This will extend each visitor's stay as they explore different area to experience or take part in different activities.

PLACE MAKING REFERENCE IMAGES



AUDIENCE

Power Station Foreshore is a regional entertainment destination, visited by tourists and regional visitors, as well as on a day to day basis by local residents, boat owners and creatives. Priority should be given to satisfying the needs of these daily users. Key audience groups include:

Daily users

- › Local residents
- › Boat owners
- › Employees
- › Regional residents

Occasional users

- › Local, national and international tourists

ATTRACTORS

Power Station provides a regional tourism destination and associated amenities serving locals and tourists alike. The following list represents the basic amenities and attractors required for self sustaining activity::

- › Power Station mixed use offer on ground
- › Water view dining and outdoor eating areas
- › Choice of public space experiences
- › Regional scale play ground
- › Safe and clean swimming
- › Marina access
- › Paddle boats
- › Safe waterplay/swimming area
- › Performance stage and programmed events

IMAGE 01: Industrial infrastructure at Long Island City waterfront, NYC as backdrop for performance and public life.

IMAGE 02: St Kilda marina developing including lifesaving club, restaurants, boat repairs and sale, trailer and jetski storage is private without appearing overtly privatised.

IMAGE 03: Food and beverage offer with public seating by the waterfront at Sydney's fish markets.

IMAGE 04: Low skill watercraft for recreation/tourism boating in the safety of the Power Station foreshore marina.

PLACE MAKING RECOMMENDATIONS

SOCIAL

Power Station Foreshore should attract a full cross section of the regional community - from inland families looking for an inexpensive day out to Fremantle executives enjoying along lunch. As such it will need to provide safe places for young children and activities to engage youth; for active people access to water sports, boating and exercise tracks, for couples romantic dining and quiet picnic areas etc.

ECONOMIC

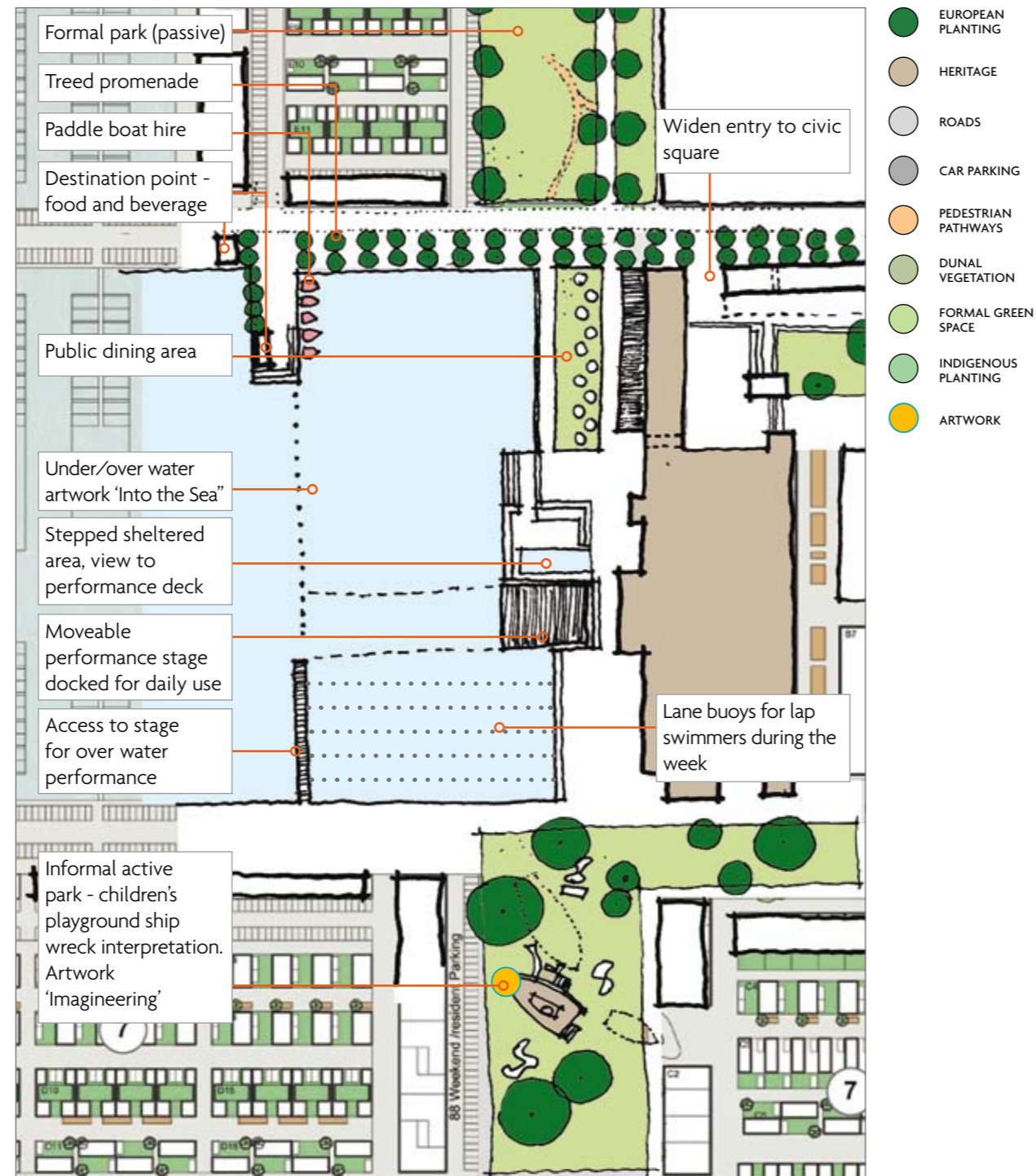
Accessibility is as much about price point as it is transport. The offer should vary from no cost (picnic and swim with the kids) to fine dining and is as important as the range of food styles and fitouts. Businesses that support activation of the public realm should be encouraged; learn to snorkel or sail school, bike hire, mobile vendors, swimming and surfing classes, outdoor cinemas - will all attract people to watch them. With the potential to become the 'Hillary's of the South' this very public marina is anchored by the iconic power station which is dominated by community uses.

ENVIRONMENTAL

The power station provides a dramatic backdrop to public life. The public space to the north should be articulated as a formal european park in contrast with the public open space to the informal active children's park to the south that reinterprets the hidden ship wrecks. Break down large amounts of public open space with level changes and surface treatments that can hold different scales of activity. The northern link into the marina should be formalised as a tree lined pedestrian link with a public destination that blocks the view into the car parking for the marina and yacht club.

CULTURAL

The physical dominance of the marina will establish the foreshore as a place for boating, fishing, corporate cruises and fine dining in the minds of most people. A balance of low status behaviours need to be encouraged; swimming, walking, playing. These should focus on low cost activities within the area to ensure long term sustainable activity on a day to day basis - not just for special occasions.



NOT TO SCALE

PUBLIC ART STRATEGY

An artwork installation between land and sea - Into the Sea

For all the power of its visible presence within the coastal landscape, the Power Station precinct also offers a wealth of invisible wonder submerged beneath the ocean. The desire to experience and explore the dramatic built form of the power station and its remnant surrounds, is matched by an equally enticing invitation to experience the sea - for water recreation, fishing and boating within Cockburn Sound. Central to the magnetism of this site is the dialogue between land and sea, built and natural forms and the experiential stories, past, present and future that this dialogue generates.

An artist designed interactive water-based playground - Imagineering

The sheltered foreshore areas around the power station provide opportunities for calm wading pools, as part of the Stations cooling ponds and groins, suitable for families with young children. There is opportunity to create a major children's play area within this environment which can act as a regional drawDcard for broad visitation. An artistDled design for such a playground will ensure a unique outcome and feature of distinction for the precinct.

HERITAGE CONSIDERATIONS

Power Station

Maintain the visual setting of, and interrelationship between, the significant contributory elements of the South Fremantle power station, including the open space and associated link between the main building and the Indian Ocean. Incorporate and/or interpret the cooling pond and groins in any future development.

Diana Shipwreck and the James Shipwreck Sites (Power Station Foreshore)

Retain in situ and do not disturb. Interpret the story of the wreck and the wreck event.

Indian Ocean

Interpret the mythological story regarding the separation of the islands from the mainland.

Heritage Trail Marker - Shipwrecks

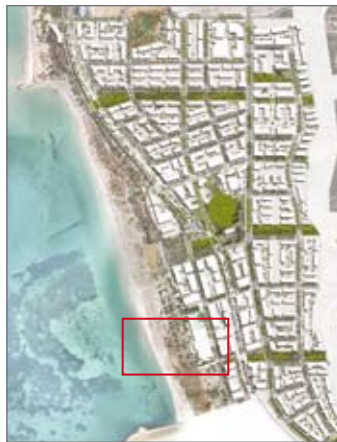
After Perth was founded in 1829, many ships were wrecked along the coastline and around Fremantle. Islands, reefs and uncharted rocks, and poor navigational aids all played their part in the fate of many ships of the colonial period. There are two shipwrecks, the Diana and James, located in the beach area south of the power station, concealed beneath the sands. The Diana was shipwrecked on 16 July 1878 in a severe storm drove. The James was shipwrecked on 21 May 1830 after being blown ashore.

COMMUNITY DEVELOPMENT PLAN

Proposed community infrastructure:

- > Safe swimming area
- > Public waterfront dining area
- > Performance space
- > Public toilets
- > Tourism information
- > Bicycle hire
- > Storage lockers
- > Playground

PS2 Power Station Foreshore - Option 2 with Organic Edge



Intensity
Energy
Integrated
Fun & Raw

LOCATION

MASTERPLAN DETAIL



PLACE MAKING RESPONSE TO MASTERPLAN

- > Lack of useable open space on foreshore
- > Linear public green spaces have the potential to feel privatised by surrounding residential - paths not places
- > Void 'street' space to the north of Civic Square does not establish a clear entry to the power station and does not appear to have a purpose
- > Lack of transition between Power Station Foreshore and dunal landscape

PLACE CHARACTER AND ROLE

An organic edge to the Power Station Foreshore will retain the current rugged and casual atmosphere. A waterfront experience anchored by play and recreation areas for all ages. The relaxed atmosphere contrasts with the boldness of the power station and formally programmed Civic Square.

	Human scale contrasted with large scale integrating industrial and innovative design
	Dunal and formal european in contrast
	Raw, edgy, rugged balanced with soft, tactile, comfortable
	Fishing, swimming, diving, playground, art works
	Active retail (trades out), creative boutiques, art studios, variety of food and beverage offer

KEY PRINCIPLES

- > **Something for everyone** Consider how each potential user group will interact with the precinct and plan for activities or spaces that will respond to specific needs. A place could provide for a family with small children in the form of a playground or for someone who wants to read a book in the shade by the beach. Public spaces should also be programmed (informally or formally) to attract people at different times of the day.
- > **Places with purpose** Look for ways to differentiate precincts within the public realm to ensure they are activated with a purpose. Such as a food and beverage precinct, an active water recreation precinct, and children's play space. This will extend each visitor's stay as they explore different area to experience or take part in different activities.

PLACE MAKING REFERENCE IMAGES



AUDIENCE

Power Station Foreshore is a regional entertainment destination, visited by tourists and regional visitors, as well as on a day to day basis by local residents and creatives. Priority should be given to satisfying the needs of these daily users. Key audience groups include:

- | | |
|----------------------|--|
| Daily users | Occasional users |
| > Local residents | > Local, national and international tourists |
| > Employees | |
| > Regional residents | |

ATTRACTORS

Power Station provides a regional tourism destination and associated amenities serving locals and tourists alike. The following list represents the basic amenities and attractors required for self sustaining activity::

- > Power station mixed use offer on ground
- > Water view dining and outdoor eating areas
- > Choice of public space experiences
- > Regional scale play ground
- > Diving platform
- > Safe and clean swimming
- > Safe waterplay/swimming area

IMAGE 01: Copenhagen Harbour swimming and diving platform at 'the deep end'.
IMAGE 02: Fisherman make use of a waterfront groin similar to that which could be provided at Power Station Foreshore.
IMAGE 03: Long Island Waterfront edge condition integrates soft and hard surfaces for an uneven edge condition reflective of its industrial character.
IMAGE 04: Children's playgrounds based on boats or ships could provide a tangible interpretation of the ship wrecks that could be actively used by the community.

PLACE MAKING RECOMMENDATIONS

SOCIAL

Power Station Foreshore should attract a full cross section of the regional community - from inland families looking for an inexpensive day out to Fremantle executives enjoying along lunch. As such it will need to provide safe places for young children and activities to engage youth; for active people access to water sports, boating and exercise tracks, for couples romantic dining and quiet picnic areas etc

ECONOMIC

Accessibility is as much about price point as it is transport. The offer should vary from no cost (picnic and swim with the kids) to fine dining and is as important as the range of food styles and fitouts. Businesses that support activation of the public realm should be encouraged; learn to snorkel or sail school, bike hire, mobile vendors, swimming and surfing classes, outdoor cinemas - will all attract people to watch them.

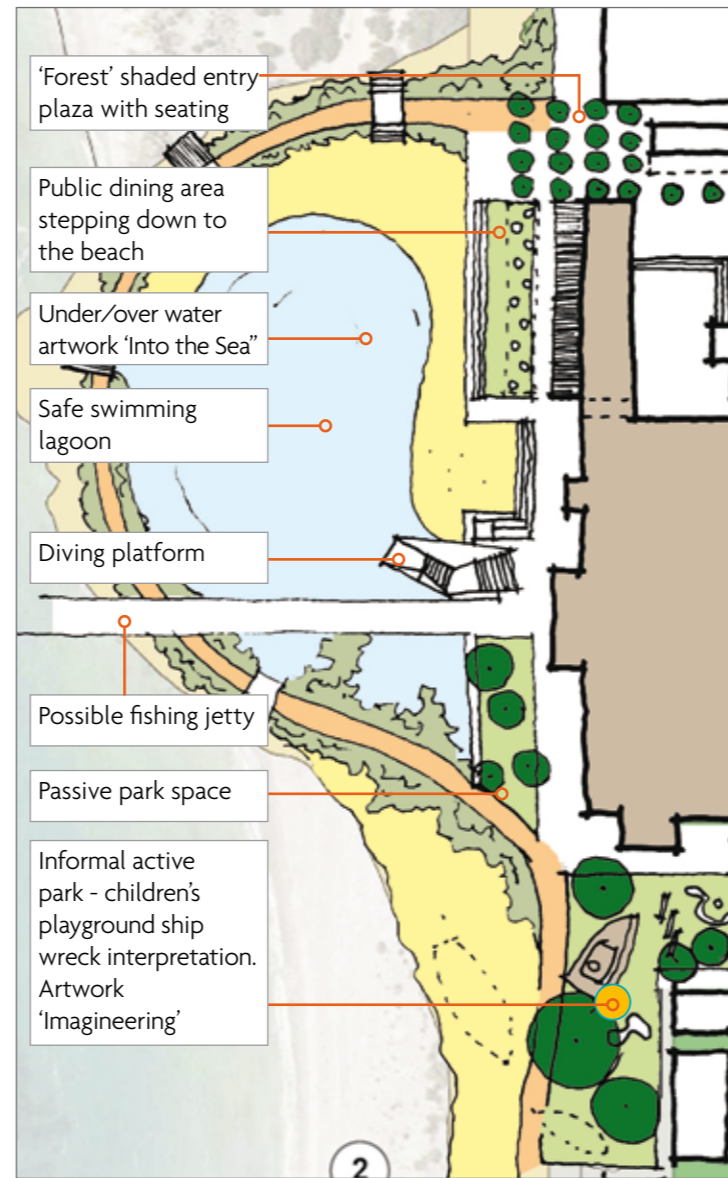
ENVIRONMENTAL

The organic edge option will need a different physical design response that is more intimate and smaller in scale while still balancing the dominance of the power station. Rough rocks need to be tempered with soft steps for sitting and sun baking, lawn areas for comfortable picnicing and modest built form to support smaller water based businesses. This approach is more about integration than strong contrasts (other than that already occurring)

CULTURAL

The foreshore will provide a new passive recreation space for local residents and safe swimming area for families. The new groin could become a potential departure point for active recreation for tourists such as sea kayaking or diving tours.

The organic edge option is more likely to support those low status behaviours such as walking, swimming and playing, that the current community is comfortable with.



NOT TO SCALE

- PEDESTRIAN PATHWAYS
- HERITAGE
- ROADS
- CAR PARKING
- DUNAL VEGETATION
- INDIGENOUS PLANTING
- EUROPEAN PLANTING
- FORMAL GREEN SPACE
- ARTWORK

N.B. Power Station Options

At the time of this report Power Station options were in the process of further design development. The Option 2 with organic edge has since been reconsidered to reflect the form of the cooling ponds shown in the heritage images below.



PUBLIC ART STRATEGY

An artwork installation between land and sea - Into the Sea

For all the power of its visible presence within the coastal landscape, the Power Station precinct also offers a wealth of invisible wonder submerged beneath the ocean. The desire to experience and explore the dramatic built form of the power station and its remnant surrounds, is matched by an equally enticing invitation to experience the sea - for water recreation, fishing and boating within Cockburn Sound. Central to the magnetism of this site is the dialogue between land and sea, built and natural forms and the experiential stories, past, present and future that this dialogue generates.

An artist designed interactive water-based playground - Imagineering

The sheltered foreshore areas around the power station provide opportunities for calm wading pools, as part of the Stations cooling ponds and groins, suitable for families with young children. There is opportunity to create a major children's play area within this environment which can act as a regional draw-card for broad visitation. An artist-led design for such a playground will ensure a unique outcome and feature of distinction for the precinct.

HERITAGE CONSIDERATIONS

Power Station

Maintain the visual setting of, and interrelationship between, the significant contributory elements of the South Fremantle power station, including the open space and associated link between the main building and the Indian Ocean. Incorporate and/or interpret the cooling pond and groins in any future development.

Diana Shipwreck and the James Shipwreck Sites (Power Station Foreshore)

Retain in situ and do not disturb. Interpret the story of the wreck and the wreck event.

Indian Ocean

Interpret the mythological story regarding the separation of the islands from the mainland.

Heritage Trail Marker - Shipwrecks

After Perth was founded in 1829, many ships were wrecked along the coastline and around Fremantle. Islands, reefs and uncharted rocks, and poor navigational aids all played their part in the fate of many ships of the colonial period. There are two shipwrecks, the Diana and James, located in the beach area south of the power station, concealed beneath the sands. The Diana was shipwrecked on 16 July 1878 in a severe storm drove. The James was shipwrecked on 21 May 1830 after being blown ashore.

COMMUNITY DEVELOPMENT PLAN

Proposed community infrastructure:

- > Safe swimming area
- > Public waterfront dining area
- > Performance space
- > Public toilets
- > Tourism information
- > Bicycle hire
- > Storage lockers
- > Playground
- > Beach equipment hire (umbrellas, seats, towels, sunscreen)

Power Station Civic Square



LOCATION

Intensity
Energy
Dynamic
Changing

PLACE CHARACTER AND ROLE

Civic Square is the dynamic and highly programmed heart of activity in the Power Station precinct. A highly diverse and urban experience, the Square is enjoyable full or empty, in summer or winter, on a week day or during a regional event.

	Bold, contrast, contemporary, diverse
	Formal european
	Edgy, urban, creative, comfortable
	Informal recreation, people watching, outdoor dining, markets,
	Mix of price points and offer suitable for locals, regional visitors and tourists; f&b, homewares, local produce, international brands

AUDIENCE

Power Station mainstreet corner is the invitation to a regional entertainment destination, visited by tourists and regional visitors, as well as on a day to day basis by local residents and creatives. Priority should be given to satisfying the needs of these daily users. Key audience groups include

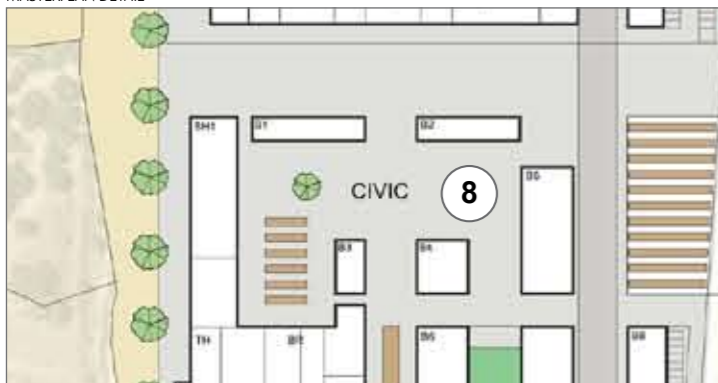
Daily users

- > Local residents
- > Employees

Occasional users

- > Regional residents
- > Local, national and international tourists

MASTERPLAN DETAIL



KEY PRINCIPLES

> Active edges with quality retail, food and beverage

The success of Civic Square will be in the quality of its active edges. City Square in Melbourne struggled for activation for many years, much of its now established success was triggered by the right iconic retailer. Consider the entertainment and retail mix around civic square carefully to ensure maximum activation and attraction to visitors and locals, during the day and evening, week day and weekend.

> Something always happening

Civic Square is part of an entertainment destination and should be highly programmed as such. Irrespective of its scale, the space should have something happening, from a simple busker to full scale art installation events and performances.

ATTRACTORS

Power Station mainstreet corner provides a regional tourism destination and associated amenities serving locals and tourists alike. The following list represents the basic amenities and attractors required for self sustaining activity::

- > Power station
- > Sunny but wind protected destination
- > Proximity to water
- > Evening entertainment
- > Markets and events
- > Outdoor waterfront and Civic Square dining

PLACE MAKING RESPONSE TO MASTERPLAN

- > Civic Square is separated from the public waterfront and primary paths from bus stops, car parks and foreshore
- > Entries to Civic Square are tight
- > Extensive ground floor to be activated
- > Lacks connection to the foreshore
- > Two sided retail to north difficult to manage/sustain - wants to face square but sun to north

Option 1 - with Marina

- > Primary pedestrian path to marina is shared with vehicles
- > Two large open spaces hard to activate

Option 2 - without Marina

- > Three large open spaces (including path to north) hard to activate

PLACE MAKING REFERENCE IMAGES



IMAGE 01: Projections onto buildings to activate at night providing a 24/7 experience.

IMAGE 02: Always something happening - no where does programming better than Federation Square, from small scale community events to large scale events such as the Opera Show.

IMAGE 03: The Guggenheim architectural folly and forecourt populated by large scale installation art work.

IMAGE 04: Southbank Melbourne arts precinct - outdoor dining integrated with permanent public art and active waterfront experience.

PLACE MAKING RECOMMENDATIONS

SOCIAL

Civic Square should become the meeting place for local, regional and international tourism at Power Station. Youth, students, arts communities and entrepreneurs will be attracted by the ongoing programming, creative edge and inspiration for new projects. Additionally, families having a day out with the kids will visit this space to pause and entertain the family without cost.

ECONOMIC

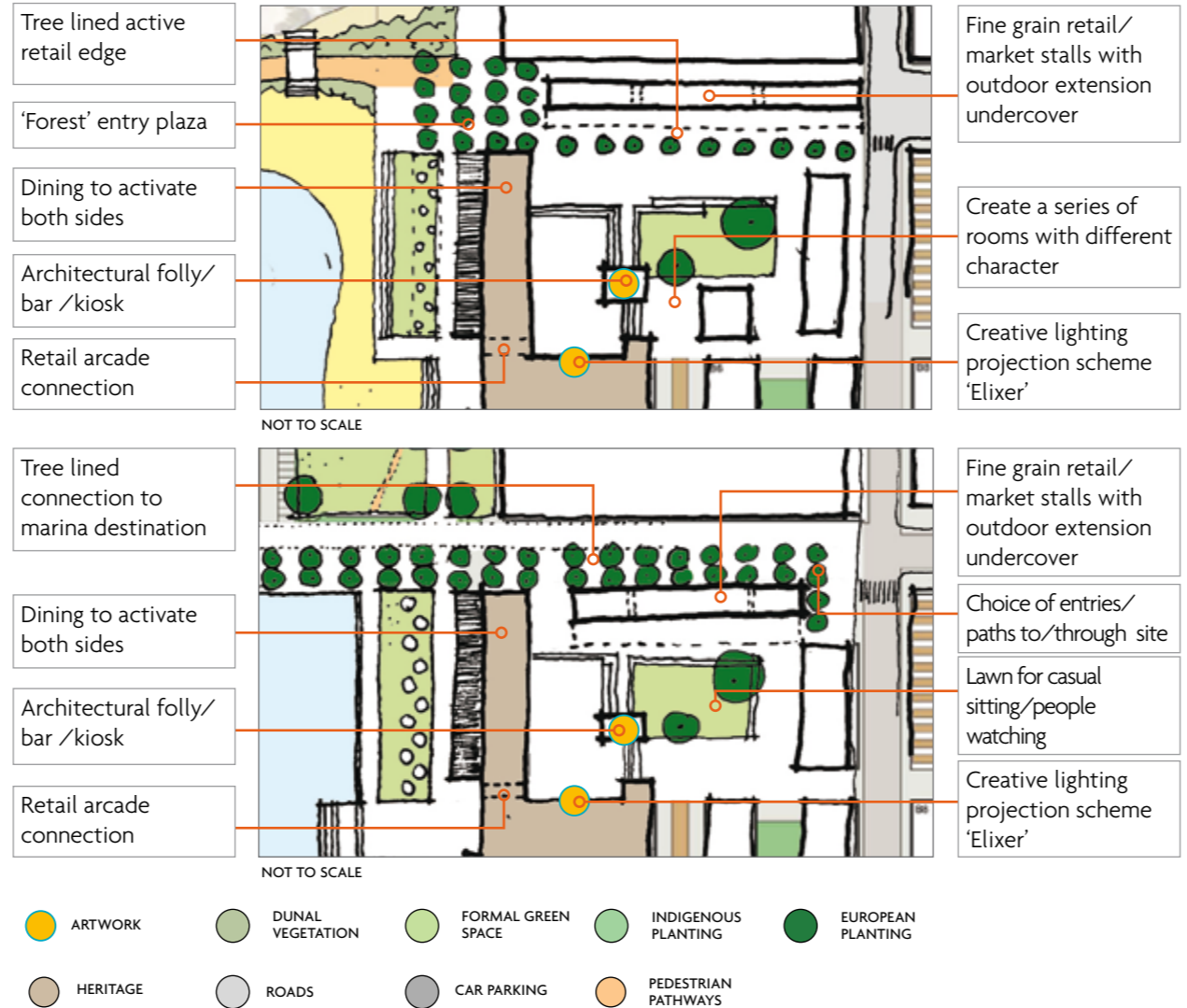
Civic Square should focus on entertainment and recreation supported by affordable dining trading into the square, and the opportunity for more fine dining options facing the waterfront views. Arcade connections between Civic Square and Waterfront should include tourism retail offer with a creative edge such as boutique/gallery homewares, jewellery, artwork that can be purchased as gifts by tourists or by locals wanting something uniquely Western Australian. This should be at minimum an 18/7 space with an active evening economy catalysed by bars, restaurants, family entertainment, plays and outdoor cinema.

ENVIRONMENTAL

Civic Square should be contemporary yet comfortable. The landscape should be skateable in some places for youth as well as comfort for seating/people watching. Shade and seating should be integrated into the urban fabric where possible. Use the spaces between buildings to create a series of rooms with different characters/experiences so that even when empty there are things to see. These rooms could be supported by temporary vendors that encourage the different experiences.

CULTURAL

The introduction to the power station, Civic Square provides an active and vibrant meeting place for visitors to get their bearings, enjoy installation art and do their souvenir shopping pre or post visiting the beach, dining out or attending other creative entertainment. It is a highly programmed space with opportunities for busking and street art. Street art builds on the existing culture within the power station of high quality graffiti art and edge creativity.



PUBLIC ART STRATEGY

A creative lighting/projection scheme for the power station - Elixir
 The power station building is a landmark icon for Cockburn Coast. As a disused industrial shell it signifies a former industrial period and a working class heritage, while also powerfully testifying to the natural forces of coastal weathering and the social forces of change. While many may perceive the power station as a derelict and neglected site and potential symbol for social disaffection, the building has a stark beauty and inherent drama which excites the imagination, arouses curiosity and invites exploration. It is a site open to creative interpretation. The long term proposal to rehabilitate this Precinct for contemporary use and recreation, should aim to foster broad community support, involvement and interests, while also preserving aspects of the building's unique raw character, confronting address, and its interpretable and flexible form.

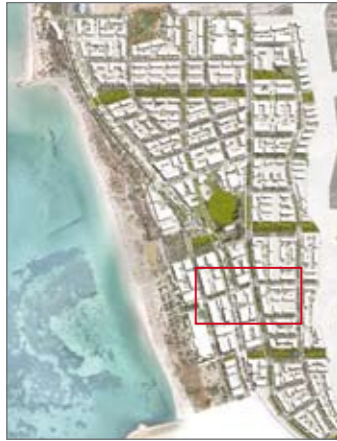
HERITAGE CONSIDERATIONS

Retain, conserve and adapt the South Fremantle power station for new uses, including the retention of

- > The open thoroughfare on the eastern side of the building
- > The open space of the entry forecourt between the northern side of the main building and the eastern side of the administration wing

COMMUNITY DEVELOPMENT PLAN

- Proposed community infrastructure:**
- > Public toilets
 - > Seating
 - > Shade
 - > Tourism information
 - > Clear wayfinding
 - > Public art - permanent and installation based
 - > Performance space
 - > Bike hire



LOCATION

Intensity
Energy
Curiosity
Contrast

PLACE CHARACTER AND ROLE

A balance of the bold and the intimate, Power Station Entry talks to both drivers and pedestrians. A gateway to a regional recreation, residential and commercial district, the Power Station Entry is a bold landmark on Cockburn Coast Road as well as a welcoming and comfortable pedestrian access point.

- Gateway landmarks, sheltered walking paths and rest areas
- Shade trees, edge planting to rail track
- Urban, contemporary, tactile
- Bus stop and waiting areas, promenade to water
- Edge convenience retail and food offer

AUDIENCE

Power Station entry is the gateway to a regional entertainment precinct. Visited by tourists and regional visitors, as well as on a day to day basis by local residents and creatives. Priority should be given to satisfying the needs of these daily users. Key audience groups include

Daily users

- > Local residents
- > Employees
- > Public transport users

Occasional users

- > Regional residents
- > Local, national and international tourists

MASTERPLAN DETAIL



KEY PRINCIPLES

> A reason to stop

Create a pause point that alights curiosity to stop and explore the area. Visible landmarks need to highlight the entry point for drivers, bus users and pedestrians alike - at a scale suitable for each.

> Invitation to explore

The area needs to be interesting in its own right with a variety of experiences, but also clearly connect to other choices and paths. Ease of connections and pedestrian paths with views to different looking places and activities will encourage movement deeper into the precinct.

ATTRACTORS

Power Station main street corner provides the gateway to a regional tourism destination and associated amenities serving locals and tourists alike. The following list represents the basic amenities and attractors required for self sustaining activity:

- > Power Station
- > Major bus stop
- > Gateway building landmark architecture
- > Convenience retail and food offer
- > Safe rail crossing and waiting area

PLACE MAKING RESPONSE TO MASTERPLAN

- > Lacks indication there is something to see or trigger to explore the Power Station Precinct
- > North south link is stronger than the east west encouraging people to continue travelling
- > Disconnection of bus users from path to Power Station
- > Lack of open space for bus users

PLACE MAKING REFERENCE IMAGES



IMAGE 01: Iconic architecture by Frank Gehry creates a landmark.

IMAGE 02: Bus shelter as creative artwork.

IMAGE 03: Comfortable environments to sit on the street whilst waiting for friends or transport.

IMAGE 04: Bike hire for tourists and locals to set out and explore Power Station and the Cockburn Coast.

PLACE MAKING RECOMMENDATIONS

SOCIAL

As a regional destination and one of the few accessible by public transport, the area is likely to attract youth and older people. The bus stop and adjacent cafes with outdoor seating will become a natural meeting and waiting place.

ECONOMIC

The local economy of this area is likely to focus, at ground level, on convenience retail and lower costs food and beverage offer. 'Faster' food options such as milk bar/cafe with seating as well as juice bars or sandwich shops suit public transit users but also people visiting the foreshore or beach.

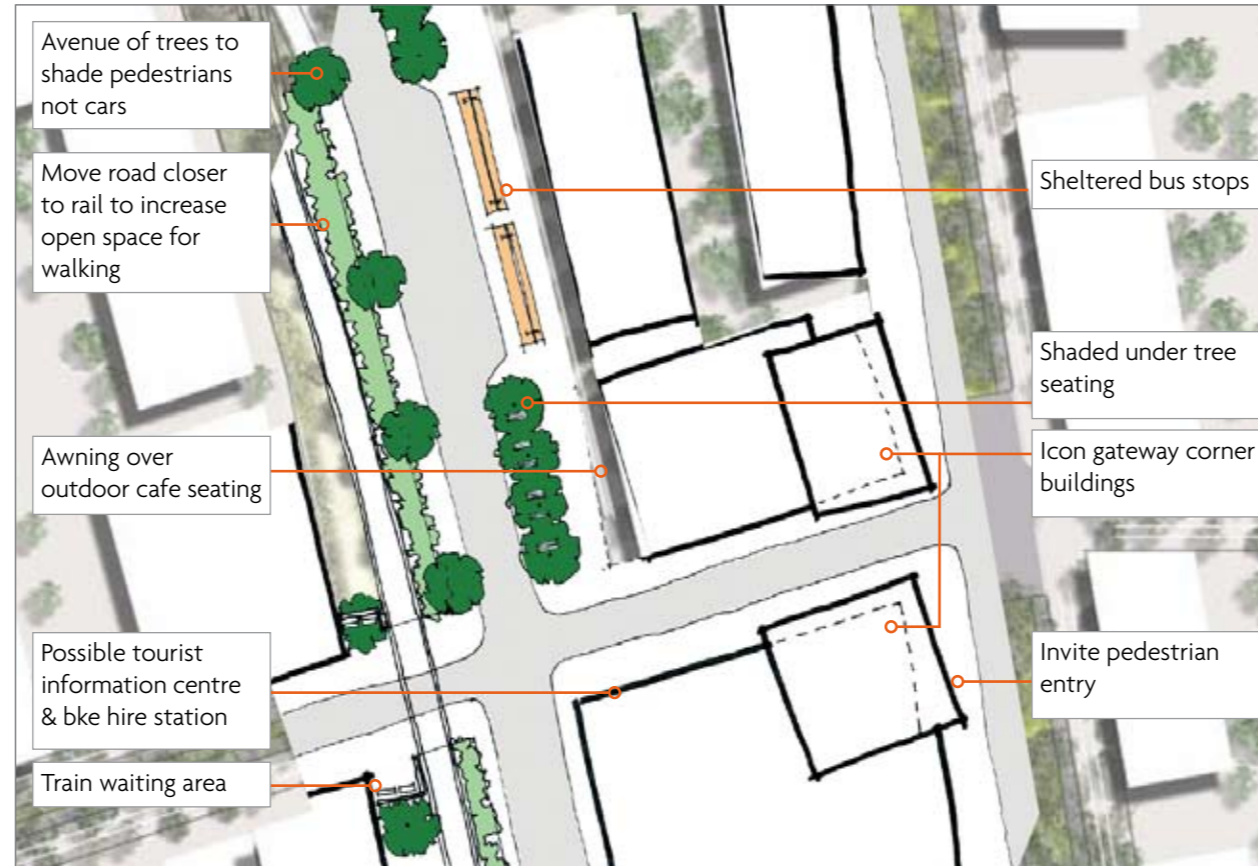
A tourist/community information booth could be located at this junction of private and public transportation.

ENVIRONMENTAL

This area needs to focus on multi-modal accessibility through clear and discrete paths but also the invitation afforded by landmark buildings on to Cockburn Road and welcoming pedestrian spaces on the RBT road.

CULTURAL

The whole area is a gateway and transition space leading into a key regional destination. It is the pause place to get your bearings, to rest a while, or meet with friends before moving on to the power station or home again.



NOT TO SCALE

- DUNAL VEGETATION
- FORMAL GREEN SPACE
- INDIGENOUS PLANTING
- EUROPEAN PLANTING
- HERITAGE
- PEDESTRIAN PATHWAYS
- CAR PARKING
- ROADS

PUBLIC ART STRATEGY

None planned for this site.

HERITAGE CONSIDERATIONS

No specific heritage considerations for this site.

COMMUNITY DEVELOPMENT PLAN

Proposed community infrastructure:

- > Major RBT bus stop
- > Outdoor dining
- > Bicycle hire
- > Waiting areas

Emplacement is a place in the early stages of transition, an established industrial area, its future is residential. Located along the ridge line separating the coast from the bush, Emplacement will be the new high point, a manufactured horizon line that offers the opportunity for a new architectural topography, an integrated landscape of nature and built form.

Residents enjoy the expansive views but also the sense of containment and groundedness. Facades and balconies host vertical parklands that shade and veil occupants. Ground level public realm is internalised and focussed on the residential community's common interests.

EMPLACEMENT PLACE CHARACTER ELEMENTS

LANDSCAPE	DUALITY
Landscape and built form become one.	Contrast, high and low
A NEW TOPOGRAPHY	INTEGRATED
Utilise building forms to create a new topography that reinforces the natural.	Transition, exploration

EMPLACEMENT PLACE PRINCIPLES

PUBLIC ART	Think far and wide.
PUBLIC REALM	Pockets of public space that reflects local needs
BUILT FORM	Architecture as landscape.
ACTIVITY	Community cohesion through common interest.

TAKE CURRENT PLACE QUALITIES BEYOND

Take existing views to Cockburn Sound and Beeliar Reserve and maximise their impact in the public realm. These should be showcased as assets to place character. Contrast the high and low places by highlighting the scale of surrounding built form. Utilise public art to accentuate highpoints and frame view corridors.

FUTURE BUILT FORM

Built form should be designed to provide a living facade to the coast, a new topography that integrates landscape and built form. Facades should integrate greenery and planting wherever possible to create this new topography where landscape and built form become one. In addition this will provide privacy for residents and reduce wind to coast facing balconies.

EMPLACEMENT PARK CHARACTER

A quiet and contemplative space for heritage trail followers, those interested in military history as well as a place for local residents to take time out. Emplacement Park should enhance its formal military use and contrast this with soft surfaces and comfort for quiet enjoyment of the natural environment and views to the coast.

COMMUNITY INFRASTRUCTURE

Emplacement should provide the amenity for passive recreation, reflection and quiet enjoyment of the outdoors throughout small and varied public spaces. This includes comfortable surfaces to sit, seating, shelter from the sun, rain and wind. Individual public spaces should be designed in collaboration with future residents as these will be their dominant users.

Look outs and public art works will provide way finding landmarks for walkers and hikers into Beeliar Reserve.



ABOVE: The reference image above is indicative of the type of atmosphere that could be achieved in the Emplacement precinct through the integration of landscape, vegetation and natural materials that have the potential to create a new topography in built form enhances the existing landscape.



THE EMPLACEMENT OVERLAYS

The following pages provide place making recommendations in the form of Overlays for specific sites across Emplacement. These sites have been selected as nodes of community and or public activity that are considered critical to the success of the project becoming a place that attracts self sustaining human activity. While not every place has been considered these Overlays can be used as a guide for the treatment of places across the precinct.

The following map locates the Emplacement precinct and overlay locations within. Each overlay has been allocated an acronym to ease with reading this report i.e. Emplacement Overlay 1 = HE1.

- EMPLACEMENT LSP STRUCTURE-**
Maximising access to Beelier Park
Audience: **Local residents**
Attractor: **High points with views**
HE1
- EMPLACEMENT PARK -** formal traditional memorial for quiet enjoyment and reflection.
Audience: **Local residents & heritage visitation**
Attractor: **Emplacement**
HE2

POWER STATION OVERLAY LOCATIONS



HE1 Emplacement Place Structure and Staging

Residential development at Emplacement will create a new topography upon the existing undulating landscape. High and low places should be emphasised by the contrasting scale of built form surrounding them. Links to Beelie Park add value to the residential offer. Pocket parks and integrated greenery with built form create a calming, natural feel throughout the precinct, despite the intensity of development.

Please note, this section relating to staging is only suggestive and reflects early delivery of place character. A full delivery strategy for the project is still to be finalised.

PLACE MAKING RECOMMENDATIONS

- › Maximise links to Beelie Park to add value to residential development as the 'backyard' for Emplacement residents.
- › The 'hilltop' nature of this site should be reinforced by maximising views wherever possible to both the coast and to Beelie Reserve and landscape behind the Cockburn Coast development site.
- › The new topography at Emplacement should emphasise the existing undulating landscape to speak to the existing character of the place.
- › Highly recommended that Robb Jetty Main Street continue across Cockburn Road as primary pedestrian and vehicular route between the precincts.



STAGE ONE

Emplacement currently houses a variety of heavy and light industrial buildings, many with no potential for redevelopment in the short/medium term. As such it is important to find pockets of developable land that are well linked to the area west of Cockburn Road.

The place making recommendations for early delivery of development at Emplacement would focus on creating an edge to the regional community facilities defined by the oval and primary school.

N.B. These staging recommendations are based on Place Making objectives only and have not been tested against economic feasibility, nor land ownership etc. In addition, there is a constraint posed by the 132kv switchyard power lines which traverse the southern area of Emplacement which will effect its staging.

Gateway artwork - 'Divining'



LOCATION

Duality
Honest
Integrated
Landscape

PLACE CHARACTER AND ROLE

Emplacement Park is a traditional, formal memorial to Cockburn Coast's brush with war time defence. It is a quiet contemplative place, for reflection and appreciation of views to the islands of Cockburn Sound and other emplacement sites. A destination for heritage visitors and a pocket park for local residents.

	Enclosure to the north and south, retain views to the west.
	Formal planting - highlighting the direction of views
	Military and industrial materiality
	Lookout, heritage trail, reflection, quiet time
	Not applicable.

AUDIENCE

Emplacement Park is a traditional formal park for memorial visited occasionally by historical enthusiasts and on a day to day basis by local residents as a retreat from the urbane. Priority should be given to satisfying the needs of these daily users. Key audience groups for include:

Daily users

- › Local residents
- › Local employees

Occasional users

- › Regional residents
- › Historical tourists

MASTERPLAN DETAIL



KEY PRINCIPLES

› Retain views to the islands and other emplacements

The value of Emplacement Park is its military heritage and views to the islands. These views should be retained, enhanced and showcased by future development of the Cockburn Coast.

› Retain the passive, soft and quiet characteristics

Emplacement Park's existing characteristics as a soft, passive and quiet place should be retained and enhanced by the future development of the Cockburn Coast.

ATTRACTORS

Emplacement Park provides a quiet space for reflection and memorial. The following list represents the basic amenities and attractors required for self sustaining activity:

- › Heritage emplacement
- › Views to islands and other emplacements
- › Space to take time out/reflect
- › Shaded seating

PLACE MAKING RESPONSE TO MASTERPLAN

- › Challenge of integrating heritage and place making objectives with existing buildings and uses
- › Isolated and disconnected from users
- › No function or purpose, no heritage interpretation
- › Lacks shelter
- › Limits views from the park

PLACE MAKING REFERENCE IMAGES



01



02



03



04

IMAGE 01: Shade structures that direct views (rather and obscuring them)

IMAGE 02: Paris open space directs users to face a particular direction by utilising a sloping ground plane.

IMAGE 03: Heritage plaques embedded in ground surfaces as part of the Heritage Trail as a marker, remembrance and potentially directional to key views or landmarks.

IMAGE 04: The Ballarat Avenue of Honour is an example for formal street planting that signifies a memorial to military events.

PLACE MAKING RECOMMENDATIONS

SOCIAL

Emplacement Park is a space for the passive reflection and quiet enjoyment of local residents. It is also a place for some visitation by heritage focussed tourists following heritage trails or with a specific interest in military heritage.

ECONOMIC

A commercial free space, Emplacement Park doesn't not have any economic drivers other than to add value to surrounding development as a public amenity for local residents.

ENVIRONMENTAL

Any built form or landscaping should improve connectivity to paths and open space and enhance views. Vegetation, seating and shelter should reflect the military aesthetic and be traditional and formal.

CULTURAL

Activity at Emplacement Park includes memorial, views to Cockburn Sound and islands, and the opportunity to participate in quiet reflection and appreciation of nature. Part of the art and historical trails, the journey to and through the space will be important to the cultural experience.



NOT TO SCALE

- ARTWORK
- FORMAL GREEN SPACE
- INDIGENOUS PLANTING
- EUROPEAN PLANTING
- HERITAGE
- ROADS
- P CAR PARKING

PUBLIC ART STRATEGY

A Gateway Icon - Divining

There is opportunity to locate an artwork of iconic significance at one of the high points of the ridgeline close to Emplacement Park. Such an artwork will act as a northern gateway and landmark for the precinct along Cockburn Road. It will also landmark the horizon, capturing views from the coastline, foreshore and Robb Jetty Precinct. There is further opportunity to incorporate wind-activation within this artwork, expressing the dynamic flow of natural energies and seasonal change. In this way the work will take on local significance, indicating the strength of the Fremantle Doctor or south-westerly wind which is strongest during afternoons of the summer months, achieving broad appeal and potentially becoming a part of everyday life.

Seeing The Sea - An Artwork Look-Out

Within Cockburn Coast, there are three main linear parklands which run east west, creating environmental and habitat corridors. These green spines lead up to the Emplacement Precinct, providing common open spaces for residential neighbourhoods. There is opportunity for artwork to be integrated within the central ridge park as part of a gathering space and viewing look-out. The artwork can explore integration with both built and natural form and materials, working to contain space and creating a sense of intimacy while also framing the expansive and dramatic views. The artwork will thus function as an attractor and as a reward for reaching the top of the ridge, exploring a creative dynamic between experiences of looking at and looking through.

HERITAGE CONSIDERATIONS

South Beach Battery (Remains)

Retain and conserve the remaining gun emplacement of the south beach battery. View lines from the south beach battery to the Indian ocean should be retained in future planning. Interpretation should include reference to:
 (a) the two other gun emplacements that were constructed at the same time and in close vicinity
 (b) the connection of the south beach battery to the defence network established along the coast during World War II
 Consideration should be given to the partial reinstatement of earth embankments to allow for appreciation of its original function.

Heritage Trail Marker

The former gun emplacement was one of two batteries commissioned by the Commonwealth of Australia in 1940 to cover Fremantle Harbour and Cockburn Sound. Only the Battery at Leighton became operational and was used from 1947 – 1963. The Battery at South Beach was never finished and did not become operational.

COMMUNITY DEVELOPMENT PLAN

Proposed community infrastructure:

- > Shelter
- > Seating
- > Heritage markers
- > Access to views