

# 2.0 The Vision

## 2.1 Vision

The Cockburn Coast District Structure Plan established a Vision which remains relevant to the ongoing planning of Cockburn Coast:

**“To create a vibrant, landmark destination that is connected, integrated, diverse and accessible.”**

This Vision was presented to the stakeholders through the workshop process documented in the previous sessions, which has ensured that key stakeholders have been part of the journey in building upon this vision.

The following objectives outlined in the DSP set the high level aspirations for the project:

- 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
- Establish an urban development framework that provides guidance for implementation
- Inclusive / participatory planning and consultation process
- Create a place with a mix of people, housing, uses, experience and lifestyle

While some review of the 2009 District Structure Plan has been undertaken, the DSP vision and objectives form the basis for DSP Part 2 and 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.

In July 2010, LandCorp facilitated a workshop to further explore the Vision for Cockburn Coast and to develop key factors that would inform the preparation of this document, consistent with the broad structure established by the 2009 DSP.

The aim of the workshop was essentially to articulate the project team’s vision and principles in delivering a unique mixed use, high density residential and recreational development whilst building on the broad structure established by the DSP.

The following key drivers were established:

1. Use infrastructure as a catalyst of Development Oriented Transit
2. “Public Based” transport system to promote Land value capture (benefits from longer permanent investment)
3. Use best practice place making to create a socially inclusive environment
4. Create a sustainable development around the cultural and industrial stories

The key themes related to a sense of place and ‘character’ that were pursued through the Vision workshop was “I can see the sea” and “Stormy day ride by”.

The phrase “I can see the sea” (above) refers to the experience of walking or riding to the beach and the excitement in catching the first glimpse of the ocean. This experience is recognised as an important part of the beach experience and as such, opportunities for ‘glimpses’ of the sea will be explored and built into the design.

The phrase “Stormy day ride by” refers to the coastal experience not just being limited to a sunny day at the beach. West Australians have a wide range of associations and relationships with the beach. The “Stormy day ride by” refers to those people who still like to drive along the coast on a rainy day to get out of the house and maybe grab a coffee and enjoy the view of the beach.

As a result of this conceptual exploration of the coastal experience, DSP Part 2 seeks to maximise public access to the coast through an east-west access network from Cockburn Road to the beach and a north-south orientation of pedestrian and local area movement and landscape treatment.

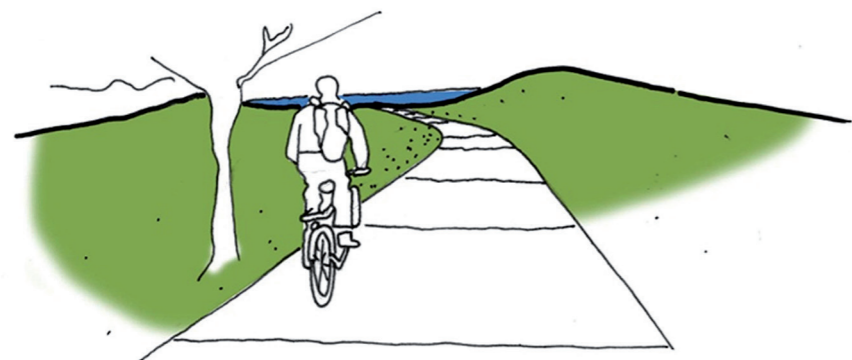
The design vision also seeks to create a place that offers new and exciting living, employment and recreation opportunities, whilst also providing an appropriate level of compatibility and support for existing residents and enterprises in the area.

The Cockburn coast project is set to establish a sustainable community that celebrates the area’s past as well as taking on creative ideas, innovation and development.

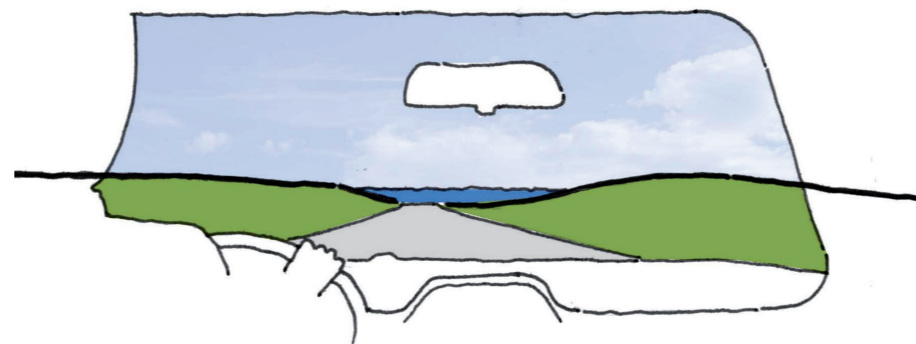
The vision values the Cockburn coast heritage with the old South Fremantle Power Station brought back to life as a dynamic new waterfront centre which, combined with the new Port Coogee marina development, will create a regionally significant coastal node for Perth’s southern suburbs and potential metro-wide tourist destination.

Cockburn coast will be an easily accessible place, with an integrated transit system and offering lively café’s, restaurants, shops, residential and commercial precincts, tourism, cultural and recreation activities.

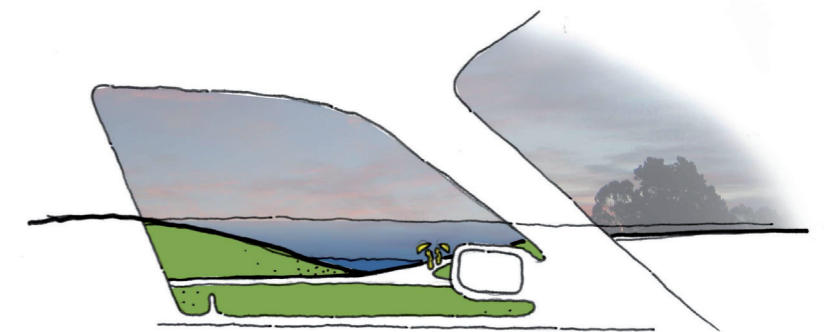
It will be a collection of great streets and inspiring public places in which to explore and enjoy the Cockburn coast’s past.



*Elevating the pedestrian and cycling experience*



*I can see the sea*



*Stormy day drive by*