



FREO 2029

transformational moves



There comes a point in the life of many of the world's great cities when, after a long period of slow decline, it becomes clear that the business as usual approach is not going to arrest its declining fortunes. Instead, bold and decisive action is required.

Fremantle reached that point a few years ago as a result of its population stagnating, its retail and commercial floor space declining, its retail and employment diversity shrinking – all in the context

of an otherwise booming WA economy.

It became clear to many of us in Fremantle that the level of change necessary wasn't going to be achieved through some minor adjustments but instead needed to be brought about by a strong vision matched by some transformational moves – bold changes which will unlock the potential of the city as a vibrant and sustainable urban centre.

As a result Fremantle has embarked on what are likely to be the biggest changes to its CBD since the 1987 Americas Cup. At the heart of this are the five transformational moves that have been outlined in this document.

Most of the moves involve partnerships with the state government and its agencies - recognition of the significance of Fremantle to the state. This state significance is underpinned by Fremantle being home to WA's major port for commercial and cruise ships and a large commercial fishing fleet. It is also one of Australia's top tourist destinations, attracting more than 1.3 million local, interstate and international visitors annually. Adding to this significance is the city's heritage values which are world renowned with Fremantle containing the state's only World Heritage listed place (Fremantle Prison) located in an urban setting.

The City of Fremantle has and will continue to work closely with the state government to see these moves progressively investigated and implemented, with actions the City has more direct control over incorporated into upcoming strategies, action plans and budgets.

Fremantle has a long and esteemed history but to survive and prosper as a fully-functioning modern city it must continue to evolve. These transformational moves provide the blueprint for this evolution.

Brad Pettitt
Mayor, City of Fremantle



Fremantle is not just another strategic regional centre in the Perth metropolitan area. Fremantle is second only to Perth in its role and function and its strength lies in this diversity of function, facilities, people and culture.

In 2029 it will be 200 years since Captain Fremantle landed at Manjaree (Bathers Beach) and the place we now know as Fremantle began to take shape. It will also be 100 years since Fremantle achieved the status of city.

Planning to guide the future of the Fremantle city centre over the next 20 years has started with the Fremantle 2029 Community Visioning Project and preparation of the Fremantle Activity Centre Structure Plan.

The structure plan will provide the framework to accommodate the changing needs of a major city centre in the 21st century. It will do this while balancing the protection of those special features that make Fremantle unique amongst Australian cities.

To assist in bridging the gap between strategic thinking and the realisation of change on the ground, this document, "FREO 2029 – transformational moves", has been prepared to supplement the structure plan and illustrate how it could be implemented via a number of key actions or 'transformational moves'.

The following key strategic directions have guided formation of the five transformational moves:

- Economically and socially revitalise the core area of the centre, particularly to increase its working and residential populations.
- Protect and enhance the liveability and identity of the centre, and to better integrate with a reinvigorated waterfront.
- Improve connectivity throughout and beyond the centre for all city appropriate modes of movement.

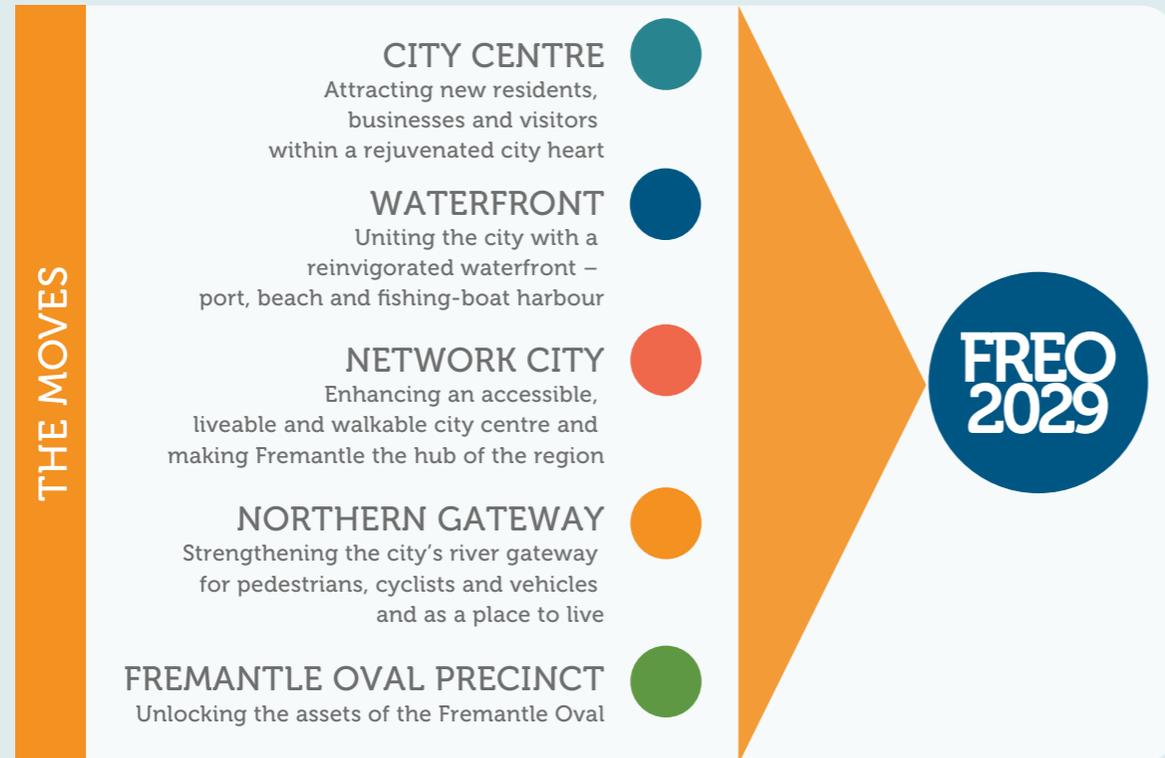
5 TRANSFORMATIONAL MOVES

Each 'transformational move' is focused on a different location or aspect of the city centre and each incorporates a number of major place-based projects that would underpin the city's future.

While there are many smaller projects that can progressively enhance the city, the 'moves' identified in FREO 2029 have the ability to transform Fremantle into the city its status deserves.

They include actions that would be the responsibility of state government and other agencies as well as the City of Fremantle. They will provide a coordinated framework to assist in determining priorities for major public investment in the city centre over the next 20 years.

Illustrations of each of the major projects are indicative at this stage. Each project will need to go through a thorough process of funding, design, consultation and approval before it becomes reality.



THE PROJECTS

- CITY CENTRE** (Teal circle)
 - Kings Square redevelopment project
 - Railway station forecourt
 - Major opportunity sites
 - Police station/courthouse/warders cottages precinct
 - Queen Street
 - Adelaide Street
- WATERFRONT** (Dark blue circle)
 - Victoria Quay
 - Cliff Street
 - Bathers Beach
 - Fishing Boat Harbour and the Esplanade
- NETWORK CITY** (Red circle)
 - Light rail
 - Low speed shared use city core
 - Parking strategy
 - Bike Plan
 - Norfolk Street and South Street
- NORTHERN GATEWAY** (Orange circle)
 - River crossings
 - Cantonment Hill
 - Queen Victoria Street residential quarter
- FREMANTLE OVAL PRECINCT** (Green circle)
 - Fremantle Oval
 - Stan Reilly site
 - New street connections



CITY CENTRE

*Attracting new residents, businesses and visitors
within a rejuvenated city heart*

More residents, more commercial office space and more retail floorspace in the commercial business district is a key strategic direction to strengthen Fremantle's economic capacity.

This more intensively used mixed-used city centre area will achieve an additional 20,000 sqm retail area, 1500 new dwellings and 70,000 sqm office area with excellent access to public transit.

The City, through innovative planning scheme amendments, has already increased building heights and densities for potential development sites in the non-heritage parts of the city. This will enable Fremantle to more than quadruple the number of people living in the city centre which will make it a more vibrant, activated and safer place. It will also enable high quality multi-level office space to be built to encourage major commercial businesses back into Fremantle for the first time in decades.

As well as facilitating opportunities for development, it is also important to ensure a high quality public domain of streets, squares and parks that will make the centre a great place to live, work and play.

- **\$220m Kings Square redevelopment project** - Rejuvenate the civic and geographical heart of Fremantle—Kings Square— by undertaking the redevelopment project to provide new civic chambers, library and offices for the City of Fremantle, and new high quality commercial office and retail space in surrounding buildings. Public spaces within the square will be upgraded.
- **Railway station forecourt and new city square** - Relocation of the bus interchange entry to Queen Street will remove buses from in front of the railway station and enable development of a new public square and significantly improved pedestrian connections between the city centre, rail station and waterfront.
- **Major opportunity sites** - Encourage development of major opportunity sites with ground level retail and other active uses, and a mix of office and residential at upper levels. New buildings will be generally medium rise of around 5 to 7 storeys, with key sites close to the transport node of up to 8 to 12 storeys.
- **Police station, courthouse and warders cottages precinct** - Encourage appropriate re-use of the police station / courthouse / Warders' Cottages precinct.
- **Queen Street** - Upgrade Queen Street as a primary shopping street. Significantly improve pedestrian connection from Kings Square to the rail / bus station and waterfront at one end and to the World Heritage listed Fremantle Prison at its other end.
- **Adelaide Street** - Enhance the Adelaide Street streetscape as a primary pedestrian connection between Kings Square and the new residential quarter along Queen Victoria Street.

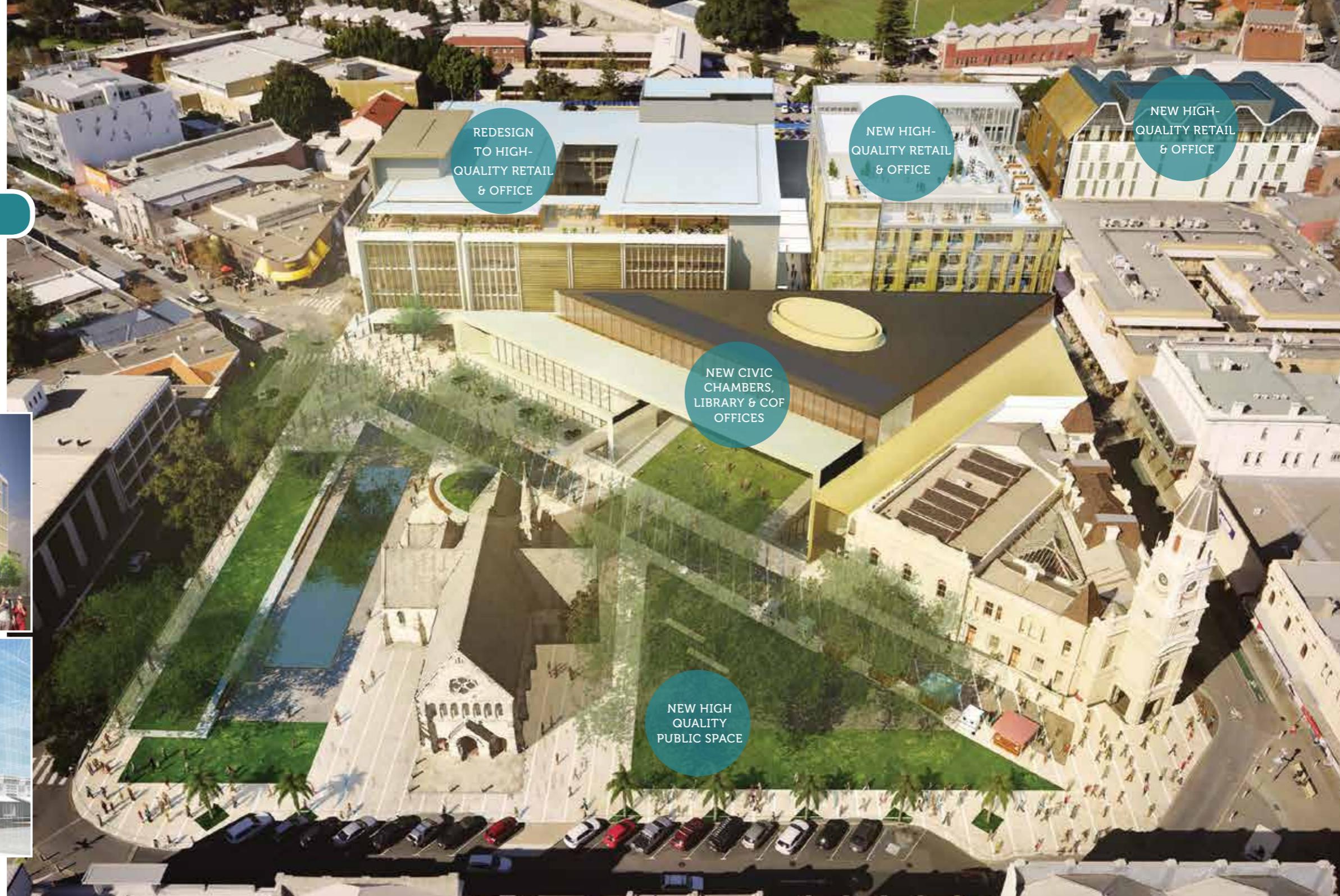


- 1 - KINGS SQUARE
- 2 - RAILWAY STATION PRECINCT
- 3 - QUEEN STREET
- 4 - POLICE STATION / COURTHOUSE
- 5 - ADELAIDE STREET
- 6 - MAJOR OPPORTUNITY SITES



KINGS SQUARE

The Kings Square redevelopment project is a major public/private partnership to upgrade Kings Square and a number of surrounding buildings (including a new library, civic and administration building for the City of Fremantle, and the Myer and Queensgate retail and office buildings). When completed this \$220m project will likely be the biggest single development project undertaken in Fremantle since the creation of the Fremantle port itself, with 16,000 square metres of retail space and 30,000 square metres of high quality office space.



REDESIGN
TO HIGH-
QUALITY RETAIL
& OFFICE

NEW HIGH-
QUALITY RETAIL
& OFFICE

NEW HIGH-
QUALITY RETAIL
& OFFICE

NEW CIVIC
CHAMBERS,
LIBRARY & COF
OFFICES

NEW HIGH
QUALITY
PUBLIC SPACE

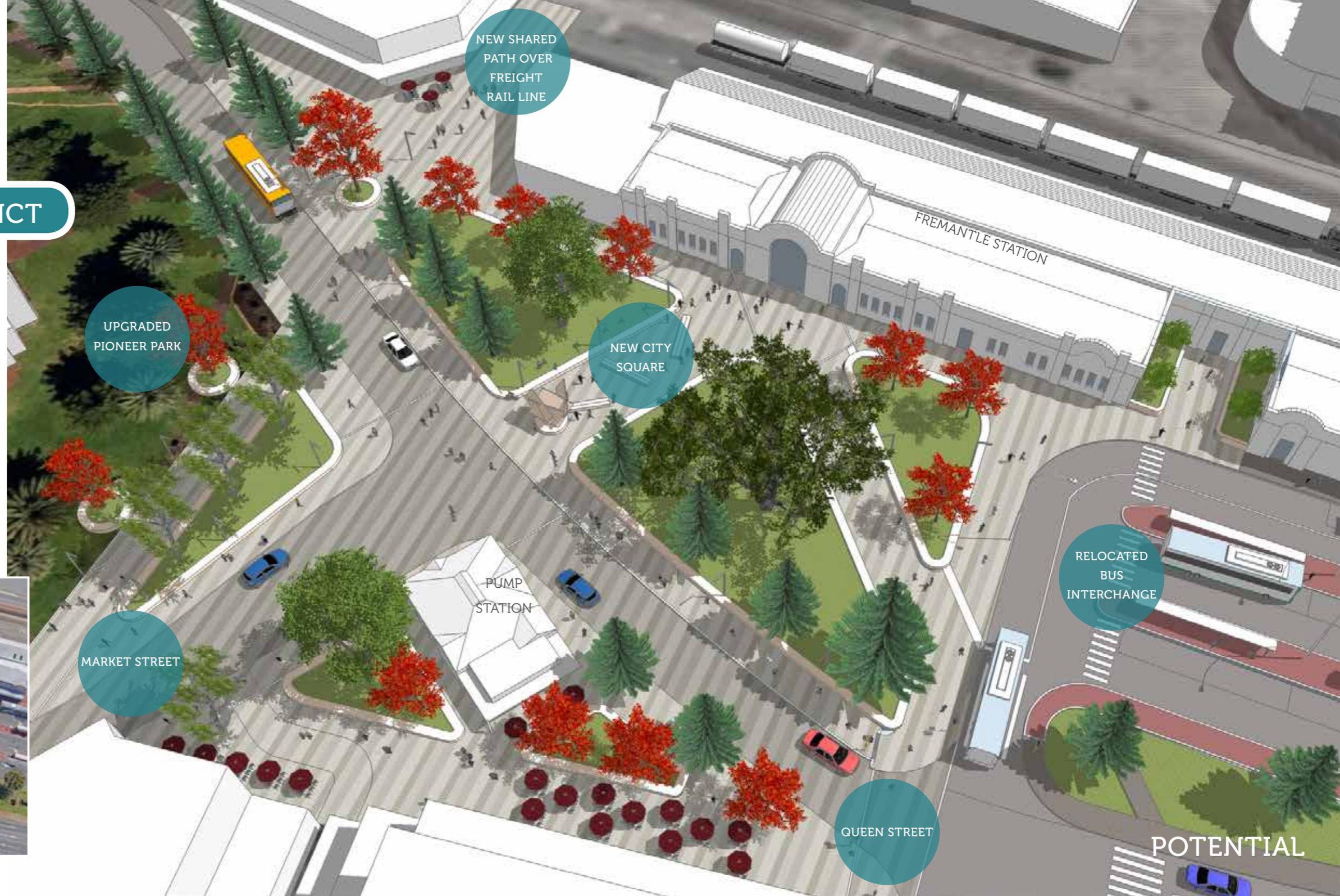




STATION PRECINCT

The Fremantle station precinct will be a vibrant and appealing urban focus of the city centre that reflects the increasing significance of good public transport access to the city.

Relocation of the bus interchange away from the front of the station enables the development of a new city square that will provide a welcoming civic entrance to the city. The new square and shared streets will also maximise connectivity for pedestrians between the city, station and waterfront.





QUEEN STREET

A grand shopping boulevard between the rail station and Kings Square that completes a network of shopping streets including Market, High and Adelaide Streets.

New buildings along the street will have shops at ground level and new office and residential above that will further diversify street activity.

Potential redevelopment of the Woolstores Shopping Centre and the open car park on Cantonment Street will be set back along their Queen Street frontages to provide wide tree-lined footpaths leading to a new city square in front of the railway station.



EXISTING



POTENTIAL

WATERFRONT

Uniting the city with a reinvigorated waterfront: – port, beach and fishing-boat harbour

One of Fremantle's unique assets is its three waterfronts – port, beach and fishing boat harbour. The reinvigoration and reconnection of all three waterfronts with each other and to the city centre will provide a high quality public domain that will be important to attract and retain visitors and new workers and residents to the city centre.

Key projects:

- **Victoria Quay** - Implementation of the Victoria Quay Commercial Precinct Plan will integrate a re-activated waterfront area with the city centre.
- **Cliff Street** - Redevelopment of the Cliff Street entry to Victoria Quay will provide an easier and more attractive connection between the core and the waterfront for drivers, pedestrians and cyclists.
- **Bathers Beach** - Improving access, facilities and activation at Bathers Beach as part of a continuous pedestrian and cyclist circuit linking the rail station, Victoria Quay and Maritime Museum, the Fishing Boat Harbour, Esplanade and South Terrace.
- **Fishing Boat Harbour and the Esplanade** - An expanded harbour area will provide a variety of marine, entertainment, recreational and tourism related uses that are well linked to the city centre via Bathers Beach, the Esplanade Reserve and an extension of Norfolk Street across the rail line.



- 1 - VICTORIA QUAY
- 2 - PORT TO CITY CONNECTIONS
- 3 - BATHERS BEACH
- 4 - FISHING BOAT HARBOUR



PORT TO CITY CONNECTIONS

Improved links to the port from the city centre will maximise opportunities for tourism, cultural and recreational uses along the western end of Victoria Quay.

The bus entry to the interchange will be relocated to Queen Street to remove bus traffic from in front of the heritage listed railway station building. This will enable a new pedestrian-oriented urban square and shared streets at what is an important and highly visible gateway into Fremantle.

Cliff Street is a major approach to Victoria Quay and the Maritime Museum and the Cliff Street intersection and rail crossing will be simplified to enhance access to the port and to reduce confusion for pedestrians and drivers.

Improved access for cruise ship passengers from the passenger terminal into the commercial precinct and onwards to the city centre will significantly enhance the image of both the city and the state at this important gateway as well as boosting Fremantle's economy through increased visitor numbers. Improved access could be achieved either via a new upper level pedestrian connection, or by relocating some or all of the cruise ship berth facilities closer to the commercial precinct.





VICTORIA QUAY

Implementation of the Victoria Quay Commercial Precinct Plan will provide improved connection to and integration with the city centre as well as realising the excellent opportunities for activation and vibrancy at ground level with uses such as retail, cafes and restaurants.

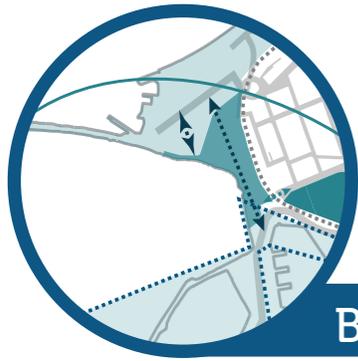
All heritage buildings in the area will be retained and creatively re-used. The gritty character of a working port will define the major open space with retained rail tracks and their surrounds as reminders of a past working life.

The plan also provides for much-needed office space (potential for 30,000 sq metres of net rentable area) plus 9,500 sq metres of retail, including shops and restaurants plus people-friendly open spaces with access to the harbor edge.



EXISTING





BATHERS BEACH

Fremantle is fortunate to have an ocean beach in such close proximity to the city centre, however more could be done to improve its integration with the city and to improve beach front facilities for residents and visitors.

A boardwalk will provide universal access between the maritime museum and the fishing boat harbour. More people visiting the area will improve safety and enhance the viability of introducing new land uses within the under-utilised sheds and workshops of Arthur Head and the Slip Street precinct.

Arthur Head is the most frequently visited cultural heritage site in WA and increased recognition of the significance of the place to indigenous people will be an important aspect of the project.



EXISTING



- 1 - MARITIME MUSEUM
- 2 - FREMANTLE PORTS BUILDING
- 3 - J-SHED
- 4 - OLD PORT
- 5 - MARITIME MUSEUM SHIPWRECK GALLERY
- 6 - OPTION 1 LOCATION FOR OCEAN POOL



FISHING BOAT HARBOUR

The fishing boat harbour will remain as a working harbour although expansion of the harbour area will enable a variety of new marine, entertainment and recreational uses to be developed within walking distance of the city centre and West End. In particular, expansion of the harbour will provide opportunities for new hotels, tourist and mooring facilities that will reinforce the harbour as a venue for major international boating events.

New development could also incorporate an interpretation of the Long Jetty and a return of the former swimming baths, although the view from Bathers Beach to open water will remain.

Extending Norfolk Street across the rail line to Mews Road would provide a better connection of the city's road network to the fishing boat harbour than the Arundel Street crossing (which would be closed). The current carpark would be integrated into a redevelopment of the Italian Club and possibly decked to increase its capacity. This would enable the Esplanade Reserve to be increased in size by more than 4500 sqm.

The Esplanade Reserve will be enhanced to ensure its ongoing status as Fremantle's number one public space for linking the city centre and its encircling waterfront.

Pedestrian pathways across the park will help reduce the impact of high levels of use on the heritage listed trees within the park and improve the legibility of connecting to the waterfront.



- 1 - EXTENSION OF NORFOLK STREET TO MEWS ROAD
- 2 - EXPANSION OF ESPLANADE RESERVE
- 3 - PEDESTRIAN PATHWAYS ACROSS THE ESPLANADE
- 4 - OPTION 2 LOCATION FOR OCEAN POOL

NETWORK CITY

Enhancing an accessible, liveable and walkable city centre and making Fremantle the hub of the region

Walking and cycling have been integral ways of moving around Fremantle since the town's urban establishment in the 1800s. Pedestrians are key to the inner Fremantle economy and cycling is continuing to rise in importance as an efficient, low cost and low impact way of getting around town.

Making the Fremantle city centre more walkable and bicycle friendly is a key transformational move that will reinforce Fremantle's livability and uniqueness.

Key projects:

- **Low speed shared use core** - The streets of the city core will be progressively upgraded as high priority areas for walking and where streets are designed to be shared in a safe, attractive and low speed environment. Vehicle access will still remain throughout, however the focus in the core will be on promoting active and public transport modes.
- **Light rail** - Quality rapid transit to link the city centre with the surrounding growing regional centres in an efficient and sustainable way is essential for Fremantle's long-term growth. It will also be a catalyst for higher density development and investment along the whole transit corridor, not just within the city centre.
- **Parking strategy** - A strategy for public parking will be progressively implemented that locates major new carparks on the periphery of the city core to achieve the right balance between access to the city centre and minimising excessive car use in the centre of the city. The car parks will be located with efficient access from major approach roads while convenient, safe and attractive pedestrian routes will connect carparks to the pedestrian priority city core.
- **Implementing the bike plan** - By 2029, progressive implementation of the bike plan will provide Fremantle with a connected, safe and seamless bicycle network. The network will link all surrounding areas to a low-speed shared-use city centre for cyclists of all ages and abilities.
- **Extend Norfolk Street and South Street to Mews Road** - Extending both of these streets will improve car, bicycle and pedestrian access to the waterfront. The Norfolk Street extension should be integrated with potential expansion of the Esplanade Reserve and redevelopment of the Italian Club and adjoining carpark.



- 1 - LOW SPEED SHARED USE CORE
- 2 - LIGHT RAIL ■■■■■■
- 3 - NORFOLK STREET EXTENSION
- 4 - SOUTH STREET EXTENSION
- 5 - PARKING STRATEGY PREFERRED LOCATIONS



LIGHT RAIL

Light rail along the corridors between the city centre and the surrounding growing urban centres is essential to maintaining Fremantle as the hub of the region.

A hybrid light rail system offers the potential to serve the inner urban areas of Fremantle and other activity centres, while also maximising the speed and capacity of the services. A hybrid system is a light rail service that is faster and prioritised more than a typical street-car tram, but not to the extent that a heavy rail service is.

Light rail can also catalyse development in ways that new bus projects rarely achieve. Fixed rail systems signal to the property market and home and business owners that public transport is a priority, and that priority has been committed to. This reinforces development decisions that are extremely sensitive to accessibility and linkages to jobs and services. Light rail also ensures the land use opportunities along the whole length of transit corridors can meet their full potential.



Possible light rail through the City Centre

POTENTIAL

NORTHERN GATEWAY

Strengthening the city's river gateway for pedestrians, cyclists and vehicles and as a place to visit and live

Upgrading the various river crossings, activating Cantonment Hill and enhancing access to the waterfront will create a strong sense of arrival and reinforce Fremantle's status as a waterfront city. Attractions for visitors and residents will utilise the impressive natural features in this area and recognise the indigenous significance of the place. Due to the operational needs of the port, the waterfront around the bridges is one of the few points where the public realm of the city meets the river edge.

Key projects:

- **River crossings** - Replace the Queen Victoria Street bridge with a new traffic bridge. The existing iconic structure, which is on the state's heritage register, will be retained for pedestrians, joggers and cyclists as a flat, safe and convenient connection between both sides of the river. Options to relocate the rail bridge further west should also be explored to enable better connections and development opportunities at the waterfront.
- **Cantonment Hill** - Improved public access and opportunities to enjoy the exceptional panoramic views across the river, harbour and city.
- **Queen Victoria Street residential quarter** - The area will be rejuvenated as a vibrant, attractive and sustainable high-density residential neighbourhood with up to an additional 1850 dwellings within walkable distance of the Fremantle city centre in one direction; and Cantonment Hill and the river in the other direction. The predominantly residential precinct will be supported by a hub of local commercial and community services that complements but does not compete with the city centre's commercial focus. Queen Victoria Street will be reinforced as a key entrance to the city and the focus of this new residential quarter.



- 1 - RIVER CROSSINGS
- 2 - CANTONMENT HILL
- 3 - QUEEN VICTORIA STREET RESIDENTIAL QUARTER



NORTHERN GATEWAY

Replacing the aging Fremantle Traffic Bridge when it reaches the end of its life as an effective vehicle crossing will provide unique opportunities to retain and re-use all or parts of the existing bridge structure for use by pedestrians and cyclists.

Not only could access across the river for pedestrians and cyclists be significantly improved, the bridge could also become a major public space in itself, providing lookout places and seating and could even accommodate community activities such as markets. Better connections to the riverfront at each end of the bridge and onwards to Cantonment Hill would further enhance use and enjoyment of the impressive river landscape at this location. A grade separated crossing of the cycle path over Tydeman Road would further improve access for cyclists.

This project provides the opportunity to link a series of improved public places and attractions that would connect the Queen Victoria Street residential quarter with the riverfront incorporating the army museum, Cantonment Hill, waterfront parklands and the bridge.



FREMANTLE OVAL PRECINCT

Unlocking the assets of the former convict establishment precinct

The precinct includes Fremantle Oval, the Fremantle Hospital and the World Heritage listed Fremantle Prison – all large sites and major public facilities in close proximity to the city core.

Most will be undergoing major change in coming years – the Fremantle Football Club (Dockers) are relocating away from Fremantle Oval, the functions of the hospital are changing and the Stan Reilly site is mostly vacant following relocation of the senior citizens centre.

With integrated masterplanning, these changes provide an opportunity for a major transformational move that sees the facilities better utilised and re-connected with the city centre.

Key projects

- **Stan Reilly site** - Options for redevelopment of the former Stan Reilly site include affordable housing, integration with the oval's sporting uses and/or the hospital, and public parking for visitors to the precinct.
- **Fremantle Oval** - Reinforcement of the oval as the sporting centre of the city following the relocation of the Fremantle Football Club out of Fremantle.
- **New connections** - New street and pathway connections to and through the precinct to improve access to existing attractions and to potential development sites within the precinct.



- 1 - STAN REILLY REDEVELOPMENT
- 2 - NEW STREET CONNECTIONS
- 3 - FREMANTLE OVAL
- 4 - FREMANTLE HOSPITAL

WHAT WE HAVE BEEN DOING

1. CANTONMENT HILL - Adoption of a masterplan for improved public access and use of Cantonment Hill and its attractions.

2. QUEEN VICTORIA STREET - Amendments to the planning scheme to support higher density residential development, supported by streetscape improvements of wider footpaths, cycle lanes, shade trees and street furniture.

3. CITY CENTRE DEVELOPMENT SITES - A planning scheme amendment to encourage high quality retail, office and residential redevelopment of key city centre sites focused around Kings Square, Queen Street and the railway station.

4. KINGS SQUARE PROJECT - An agreement between the City and a major landowner on the square for the integrated redevelopment of a number of adjoining properties for high quality retail and offices, and a new library, civic and administration building for the City that was the subject of an international architectural competition.

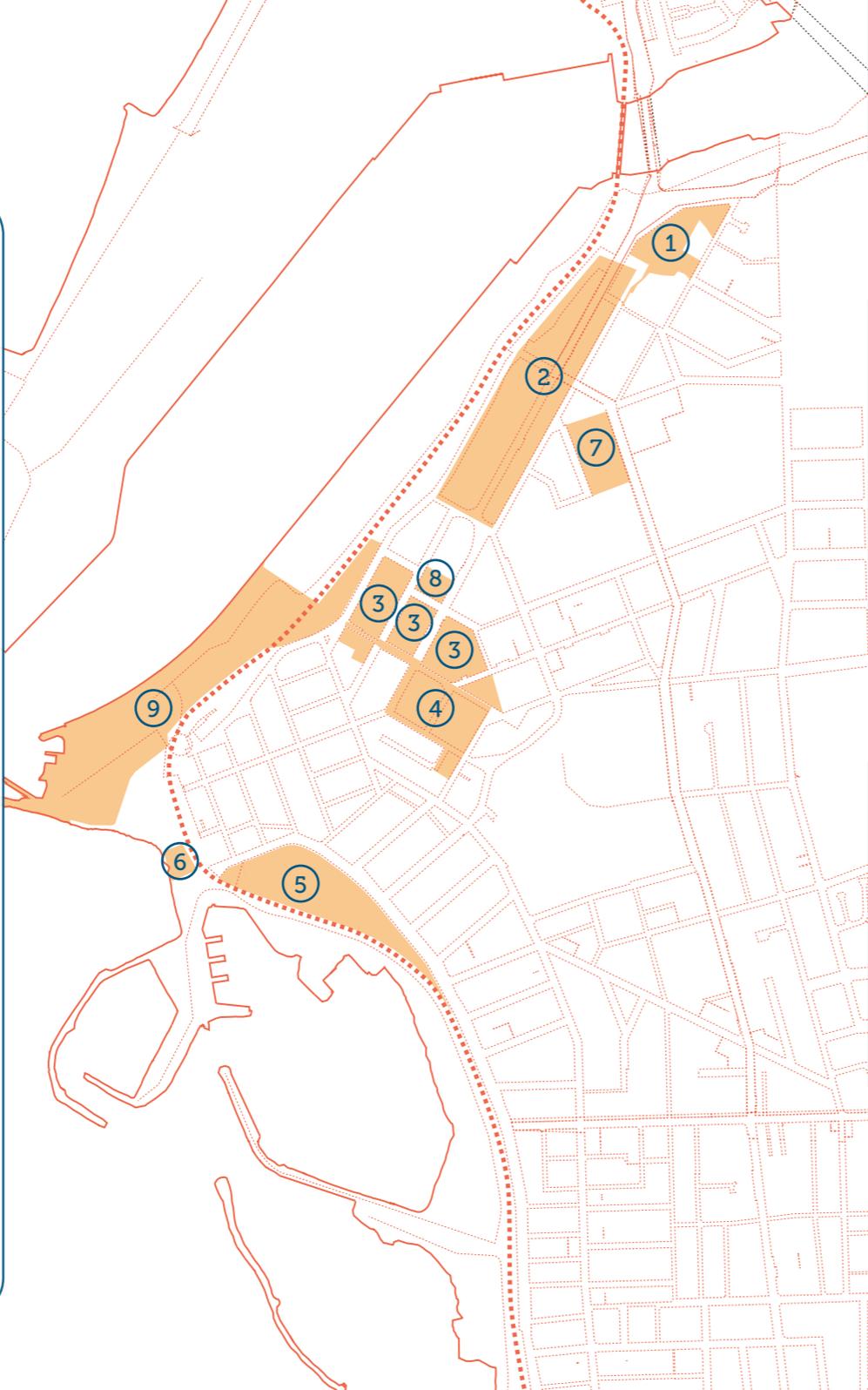
5. ESPLANADE YOUTH PLAZA - The family friendly plaza incorporates a world class skate park, WA's first outdoor parkour park, a stage area for events, a ping pong area and extensive landscaped seating areas. The plaza has won a number of awards for its planning and design since completion in early 2014.

6. OLD PORT - Upgrading of the area of Fremantle's former ocean port incorporating landscaping, heritage interpretation and waterfront boardwalk. Recently augmented by the refurbishment of the former Fishermen's Co-op building as a waterfront bar and restaurant.

7. FREMANTLE LEISURE CENTRE - The project incorporated energy efficiency measures consisting of a geothermal bore, heat pump, cogeneration plant and gas pack water heating system, as well as extensive improvements to the pools, toddlers playground pool and surrounds.

8. POINT STREET REDEVELOPMENT - Construction is underway for a 7 storey mixed use hotel, residential and retail building. Redevelopment of the formerly City owned property will be a catalyst for rejuvenation of the city centre's east end.

9. VICTORIA QUAY PRECINCT PLANS - A joint project between the City, Fremantle Ports and the Public Transport Authority to prepare plans to guide the progressive redevelopment of the Victoria Quay commercial precinct, the rail station precinct and Pioneer Park.



CURRENT AND COMPLETED PROJECTS



1. Cantonment Hill



2. Queen Victoria Street



3. City Centre Development Sites



4. Kings Square



5. Esplanade Youth Plaza



6. Old Port



7. Fremantle Leisure Centre



8. Point Street Redevelopment



9. Victoria Quay Precinct Plans



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