

3.0 The Opportunity

Cockburn Coast represents a unique opportunity to create a vibrant, urban community that celebrates the coast. This opportunity is driven by some of the following factors:

- A large proportion of the developable land is owned by the State government, which LandCorp, as the State's primary land development agency, is in a position to lead the development process and coordinate key infrastructure.
- The proximity of Cockburn Coast to Fremantle, being a major employment and tourist destination and the opportunity to connect public transport in with the Fremantle system
- The proximity of Cockburn Coast to key export industries at Kwinana, Australian Marine Complex and Fremantle presents an opportunity to establish knowledge based industry and flexible large format office space at the Power Station complex to service these industries
- The Power Station building is a landmark structure and is a significant contribution to the cultural heritage of the place. This allows Perth the chance to join other major cities around the world in capitalising on the benefits that exist in rehabilitating a Power Station and open up significant opportunities to establish commercial, tourism and community facilities in an iconic building.
- Cockburn Coast has a high level of natural amenity, with Beeliar Regional Park to the east and being situated on a prime area of coastline. This high level of natural amenity provides a strong basis for the establishment of a high density, urban community and presents the opportunity for a new community to pursue a wide range of recreational activities.
- An established residential community does not exist in and around Cockburn Coast, therefore facilitating major change is not so problematic allowing greater flexibility relating to opportunities to plan for building heights, land use and built form.

The following are the key drivers and opportunities that underpin the Vision and intent of DSP Part 2, providing clear direction for the creation of a successful community at Cockburn Coast:

3.1 Create a Sub-Regional Economy

Through an approach that provides for a:

- Dedicated economic development strategy that defines specific responsibilities and delivery structures, and focuses on the practical implementation
- Development of a detailed stakeholder business case for bringing forward strategic infrastructure
- Vertical and horizontal integration with regional supply chains and major industries
- Build a case to justify funding from Infrastructure Australia and other external agencies on key infrastructure



Glenelg, Adelaide

3.2 Develop an Integrated Transport Plan

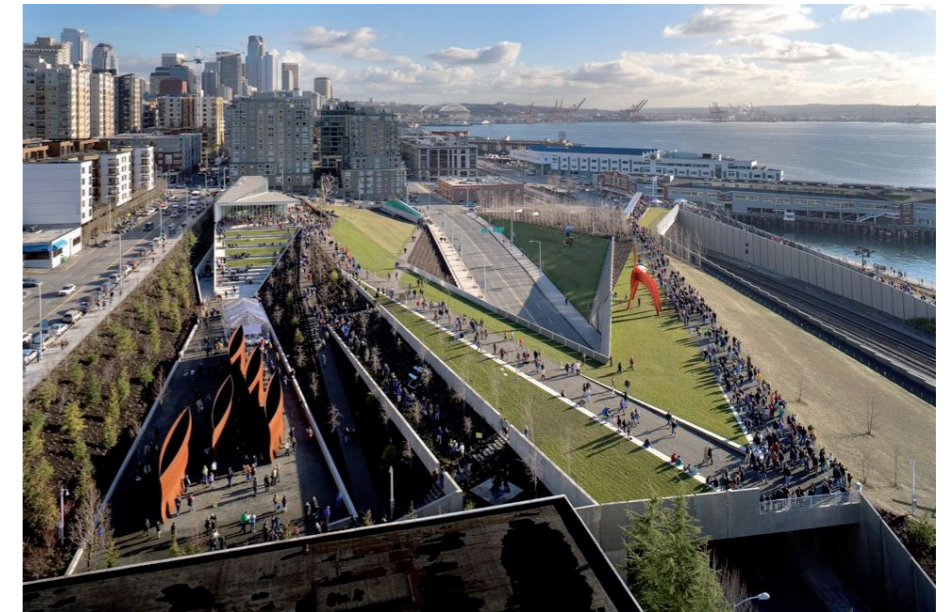
Through an inclusive stakeholder consultation process and land use design that seeks to:

- Maximise the Public Transport Uplift enable RBT and light rail/streetcar to fully realise the place making benefits
- Put People and Place first in a TOD community – elevate the pedestrian and cycling experience
- Define Success as Trip Not Taken – create an environment that enables people to live work and play

3.3 Embed Green Infrastructure into the Development

Explore the potential to influence the following factors:

1. Character
 - Link between quality of the green infrastructure and social cohesion
 - Infuse a strong green infrastructure identity as a 'marketing brand' to appeal to a wider market to accelerate growth
 - Focus green infrastructure on the waterfront to maximise exposure and appeal
2. Climate
 - Land value capture – long-term strategic land investment
 - High building standards (reflect Aust. climate)
 - Local energy generation (WA min. demand on SWIS)
3. Connectivity
 - Match transport infrastructure to urban growth
 - Urban diversity at close proximity
 - Deal with parking - promote alternate modes that are more appealing



Seattle Olympic Park - an example of a creative way of overcoming a big physical barrier

3.4 Create Key Physical Links which Bring People to the Coast

Through a plan that elevates the human experience by:

- Overcoming physical barriers (railway line/ roads) in key locations
- Attracting the wider community- establish a district hub or Main Street (i.e. the Corso, Manly)
- Creating real links to the beach through walkways and environmental conservation trails

3.5 Maximise the Coastal, Cultural and Regional Amenity

Through a well structured plan that unites the environmental and cultural elements by:

- Creating East-West links that connect people in this community to the coast
- 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)
- Creating a connected series of 'internally orientated' parks, streets and built up areas that embody the character of this coastal location
- Providing a comprehensive pedestrian, cycle and vehicle movement network, to overcome north-south barriers
- Engaging with Aboriginal and European cultural heritage through a well considered place making and public art strategy
- Integrating a rejuvenated South Fremantle Power Station as a significant building and place making centrepiece that becomes a "world class" commercial and tourist destination

Detailed analysis of the opportunities and constraints relating to the site can be found in the 2009 Cockburn Coast District Structure Plan.