



Part B: Context & Themes

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(B) CONTEXT & THEMES

Part B: Context and Themes of the PRDG provides an overview to the development area and defines both the four individual precinct character areas and the overall Masterplan thematic ideas.

The information in this section has been sourced from the following:
 Place Partners – Cockburn Coast Place Making Strategy TPG in association with Yates Heritage & Big Island Research
 Hassell – Cockburn Coast District Structure Plan, Volumes 1 and 2
 Hassell – Cockburn Coast Foreshore Management Plan Site investigations undertaken by Urbis, December 2013

0.9 Project History

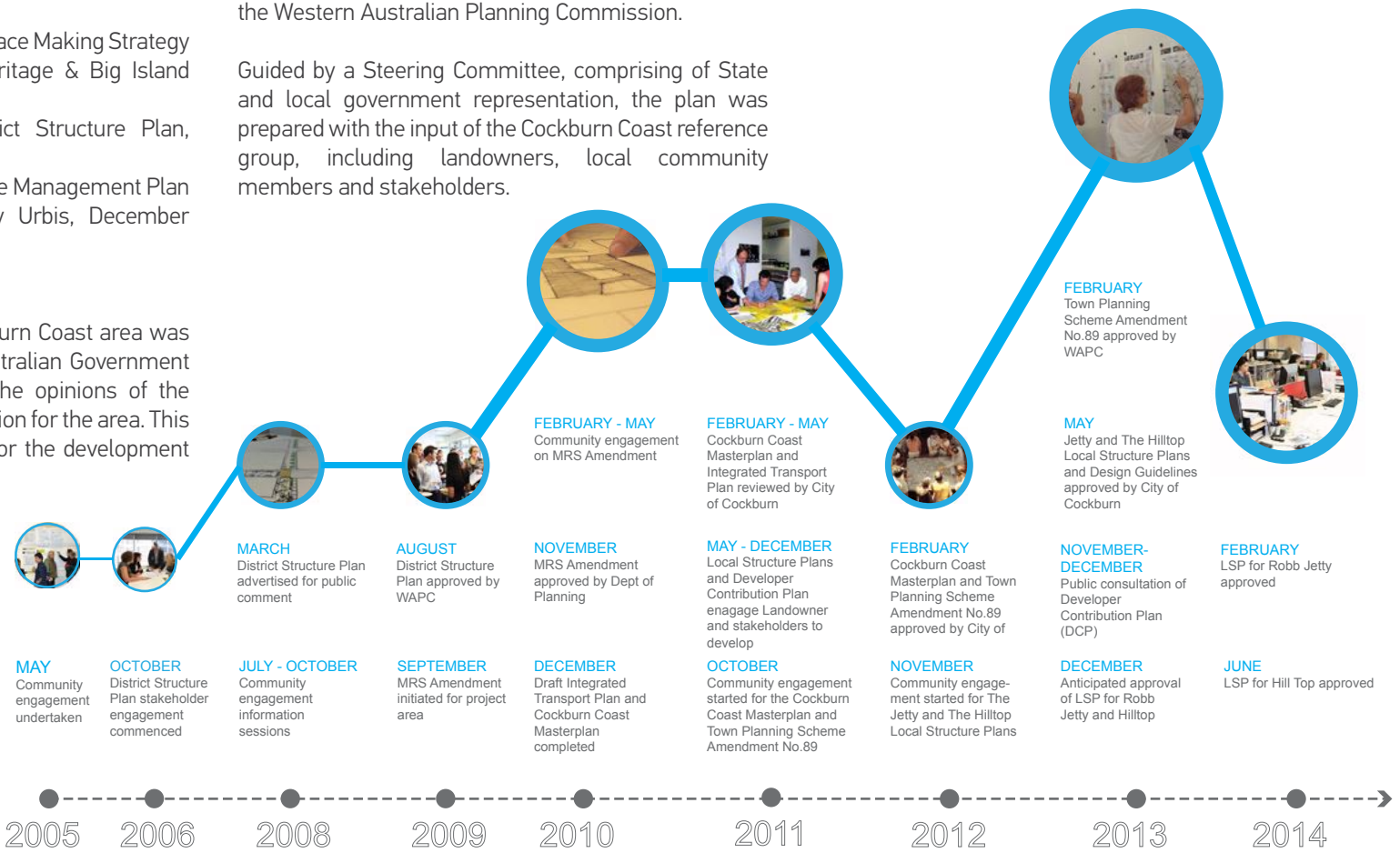
The proposal to develop the Cockburn Coast area was tabled in 2005 by the Western Australian Government at a forum that aimed to seek the opinions of the community in designing a future vision for the area. This dialogue provided the foundation for the development

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. Additional Statutory and Guideline documents have subsequently been produced.



0.10 Context

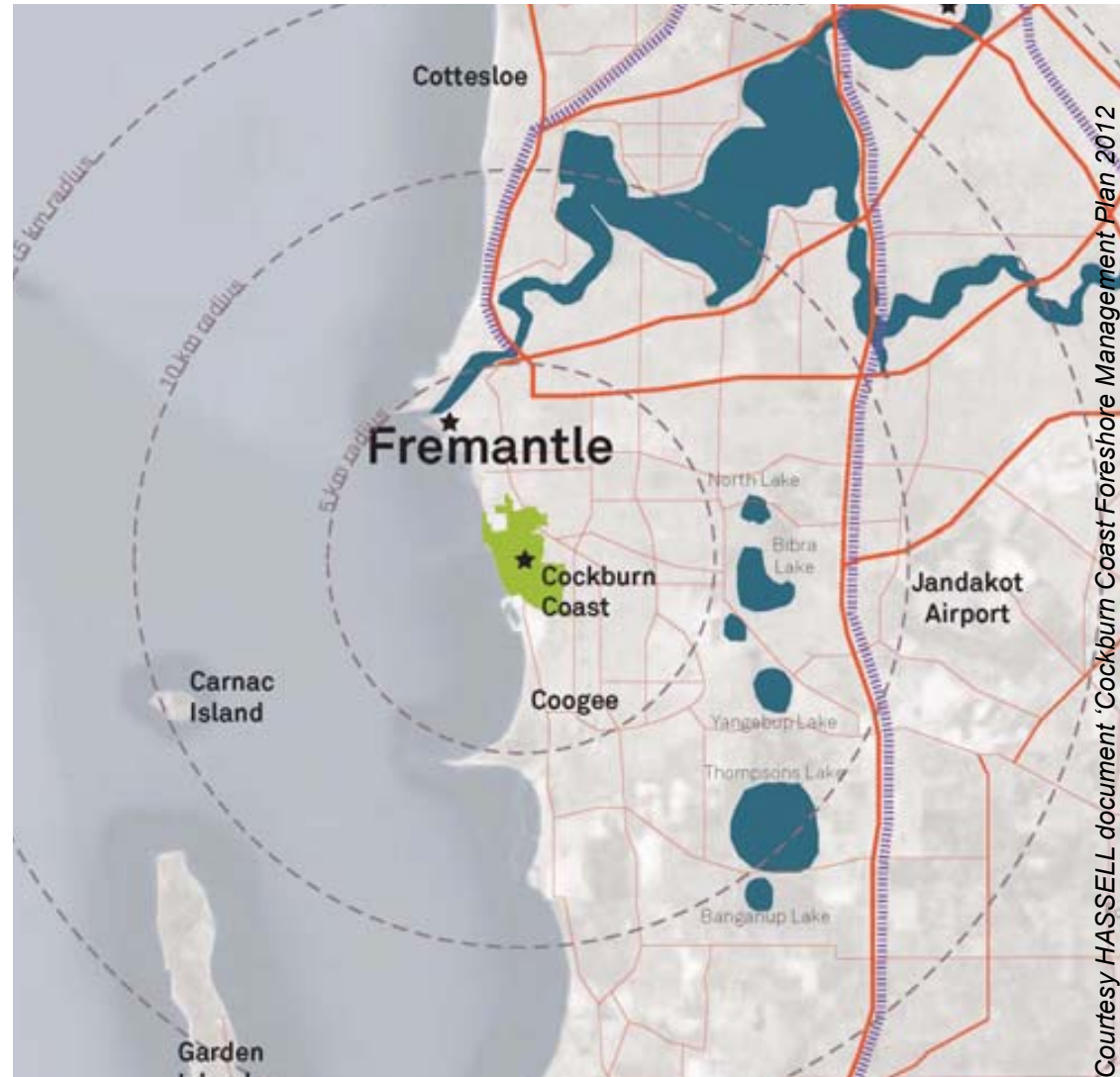
The following section provides an overview of the existing site conditions and influences as determined in September 2013. While this provides an important overview of the place, its context and considerations, independent due diligence should be undertaken at the time of individual project review.

Regional Context

Cockburn Coast is a 98ha developable site located on the Indian Ocean, approximately 18km south-west of Perth and 4km south of Fremantle between the recent developments of South Beach and Port Coogee. The site falls within the City of Cockburn LGA and within the boundaries of three suburbs – North Coogee, Hamilton Hill, and Spearwood.

The site is bound by the Indian Ocean to the west and is afforded spectacular views across the ocean for the length of the site, including magnificent views to Carnac, Garden and Rottnest Islands. Beeliar Regional Park is located to the east of the site, which includes Manning Lake, Azelia Homestead and provides a wilderness experience in the natural bushland and sand dunes within the reserve.

The project area historically accommodated a range of industrial businesses and includes the South Fremantle Power Station and switch yard. While there are a number of industrial uses still operating, a majority of the land is now available for redevelopment.



(B) CONTEXT & THEMES

EXISTING LANDSCAPE

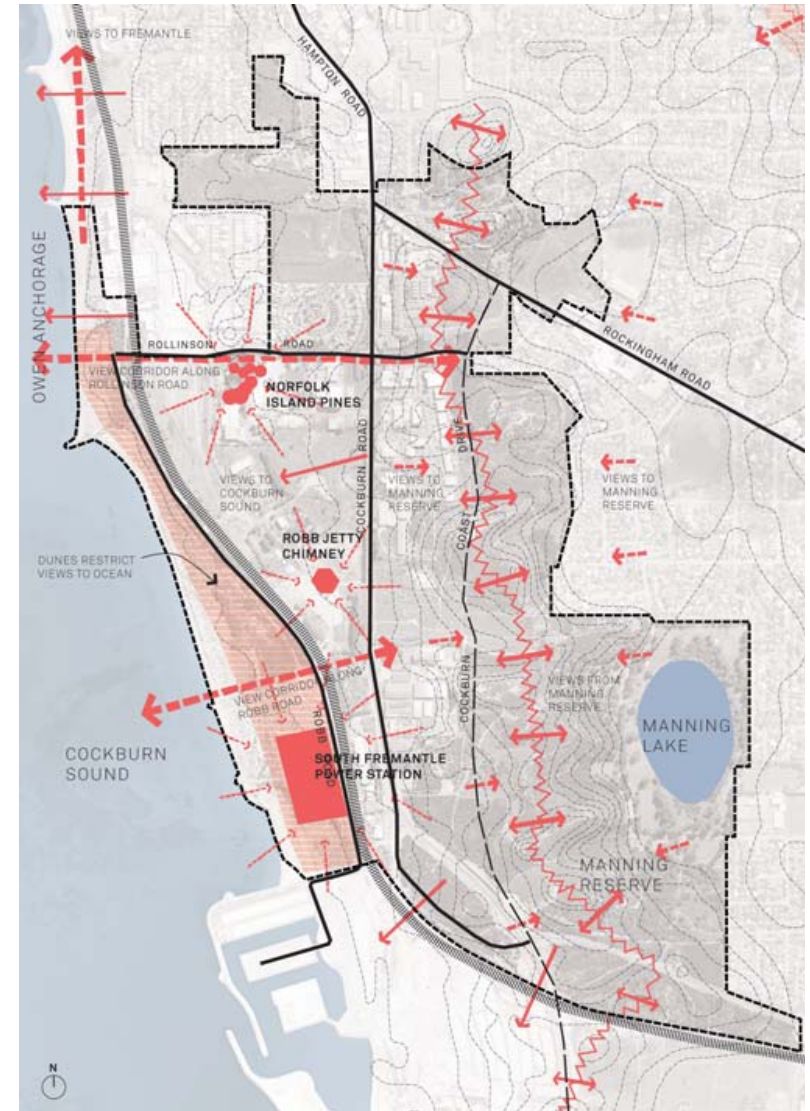
The site runs parallel to the Cockburn Sound and Indian Ocean to its west and from the eastern ridge line, offers significant views to the coast. The Carnac, Garden and Rottnest Islands can be viewed from the shore and ridge line providing a point of interest on the horizon.

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 impacted on the natural coastline

Views

While the project area is relatively flat, there are a number of vantage points with views to the coast, in particular from the eastern ridge line which is afforded uninhibited views of the coast.

Views to a number of other character points should also be maximised including a line of Norfolk Island pines in the north, the Robb Jetty Chimney, South Fremantle Power Station and potentially, views to Manning Lake from the ridge line.



View analysis

Plans courtesy of HASSELL_Cockburn Coast District Structure Plan Part 2





Existing Vegetation

Many different vegetation groups exist within the foreshore reserve and Manning reserve and these will be protected and reinstated. A number of Norfolk Island pines, which are representative of earlier European settlement, exist within Water Corporation's sewer pump station reserve. These mature tree species will be protected and incorporated within the public realm as they have significant cultural and heritage value and act as way finding within the site.

The project area contains limited vegetation between the rail reserve and Cockburn Road due to clearing related to past industrial activities, however, notable within this area are linear plantings of Fig, Casuarina, Tamarisk and Melaleuca. The condition of remnant vegetation is generally degraded, with weed infestation resulting from a lack of understorey

Dunal Landscape

An extensive dune system, covering 29ha of the Foreshore Reserve west of Robb Jetty Road is one of the most significant features of the Cockburn Coast. The height of the dune and the dense covering of vegetation limit short and mid-range views to the ocean and islands beyond.

Climate

The high and low gradients of the landscape mimic the 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.

Topography

The topography of the site is indicative of its coastal location, which consists of a primary dune system of around 5 metre AHD in the west and a secondary dune system in some sections.

The site ranges from being relatively flat between the rail reserve and Cockburn Road and gently rises up to a ridge line that runs north-south through the eastern section of the project area.

This ridge line is steep in parts and also consists of some east west valley formations. The ridge line reaches heights of 50 metre AHD in parts.

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. The C Y O'Conner beach 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.

Surface water flow is influenced by the following factors:

- Ridge line runs north-south through site approximately 1.5km east of the coastline which divides the site into two catchments, east and west
- Drainage valleys run east-west
- Surface runoff is minimal due to high infiltration rates of sandy soils



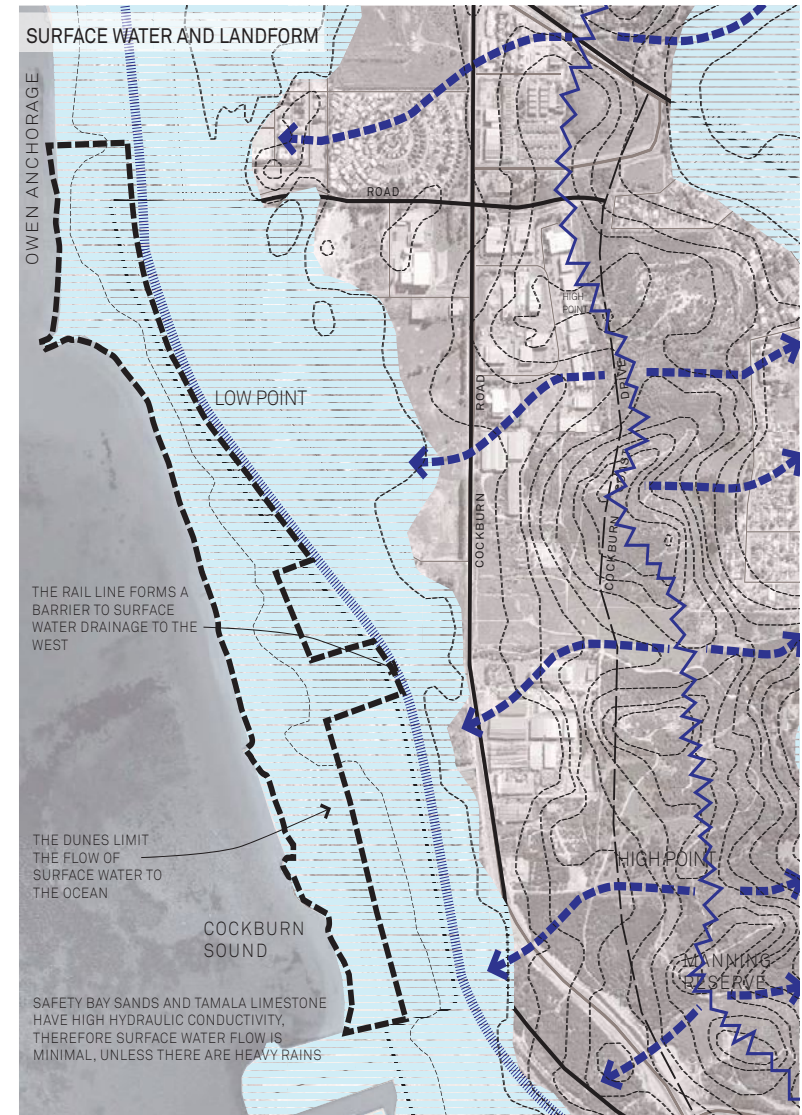
(B) CONTEXT & THEMES

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Cockburn Coast Topography and Surface Water

Plans courtesy of HASSELL_Cockburn Coast Foreshore Management Plan

BUILT FORM

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 continue 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 most significant built form on the site is the Power Station, switch yard and the freight rail line.

Power Station

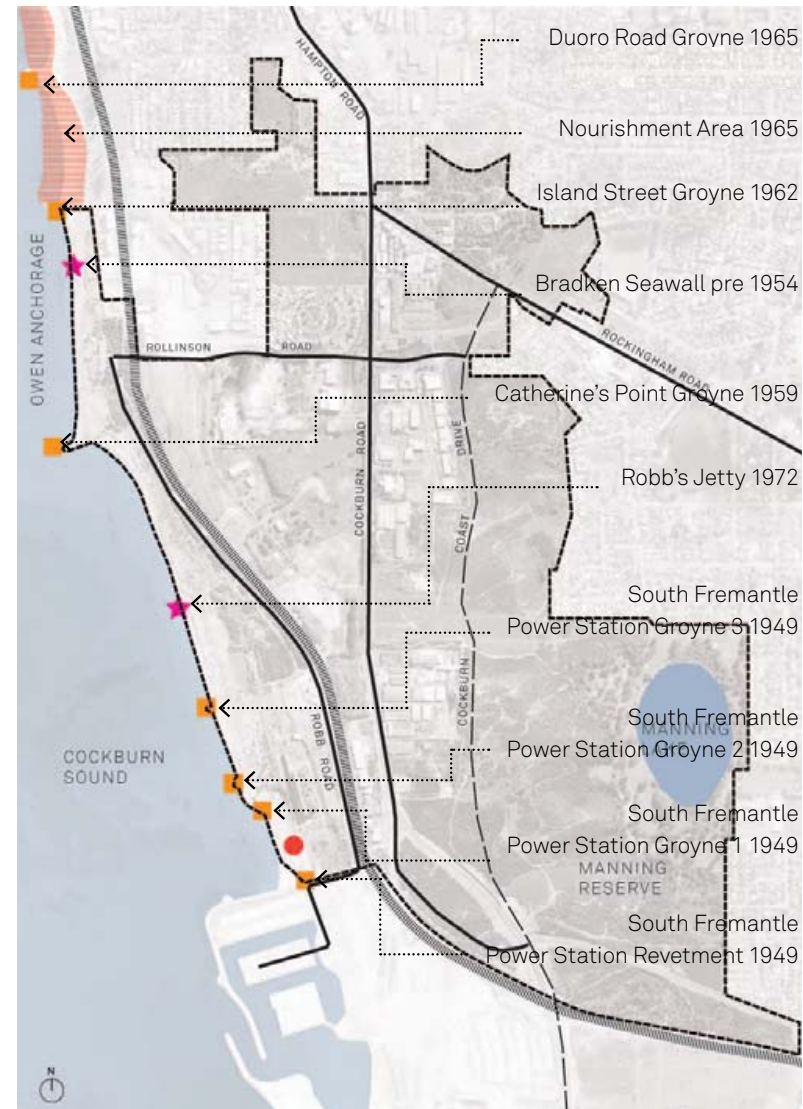
The South Fremantle Power Station officially opened in 1951 to supply the South-West with electricity. It closed in 1985. The site has been registered as a prominent building with a strong functionalist structural industrial form. The building is currently abandoned and has been heavily vandalised. The 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 is likely to increase to 56 trains per week (112 movements) and is expected to be approximately 600m long. This increase in freight rail movement's 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.

Industrial

The existing industrial built form on site is predominantly 2 storey warehouses scattered throughout the precinct but concentrated along Cockburn Road.



Industrial history of Foreshore

Plans courtesy of HASSELL_Cockburn Coast Foreshore Management Plan



(B) CONTEXT & THEMES

HERITAGE

Indigenous Heritage

Prior to European settlement, the Nyungar people used the area as a camping ground and traveling 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 traveling route. Clontarf Hill to the north of the site is regarded as an important ceremonial, mythological and artifact 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 dream time. 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.

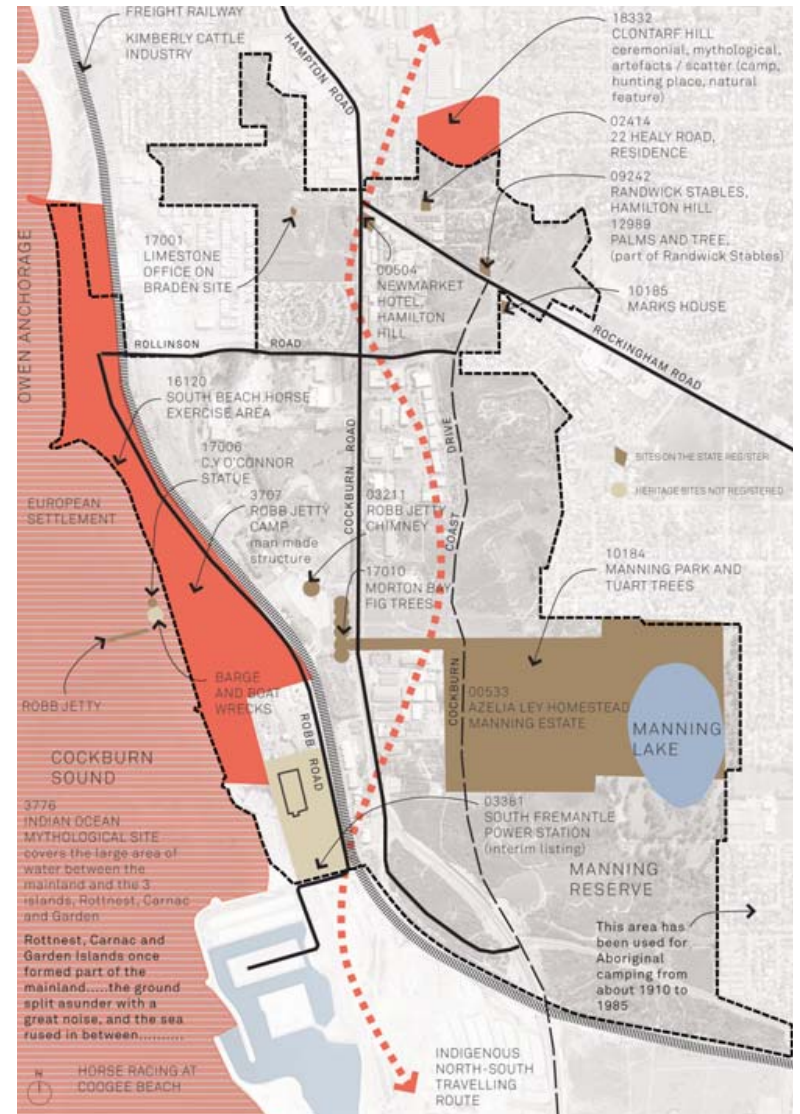
European Heritage

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.

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."

Accompanying the Robb Jetty Chimney on the State's heritage register is the Manning estate, which includes Azelia Homestead, Power Station 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.



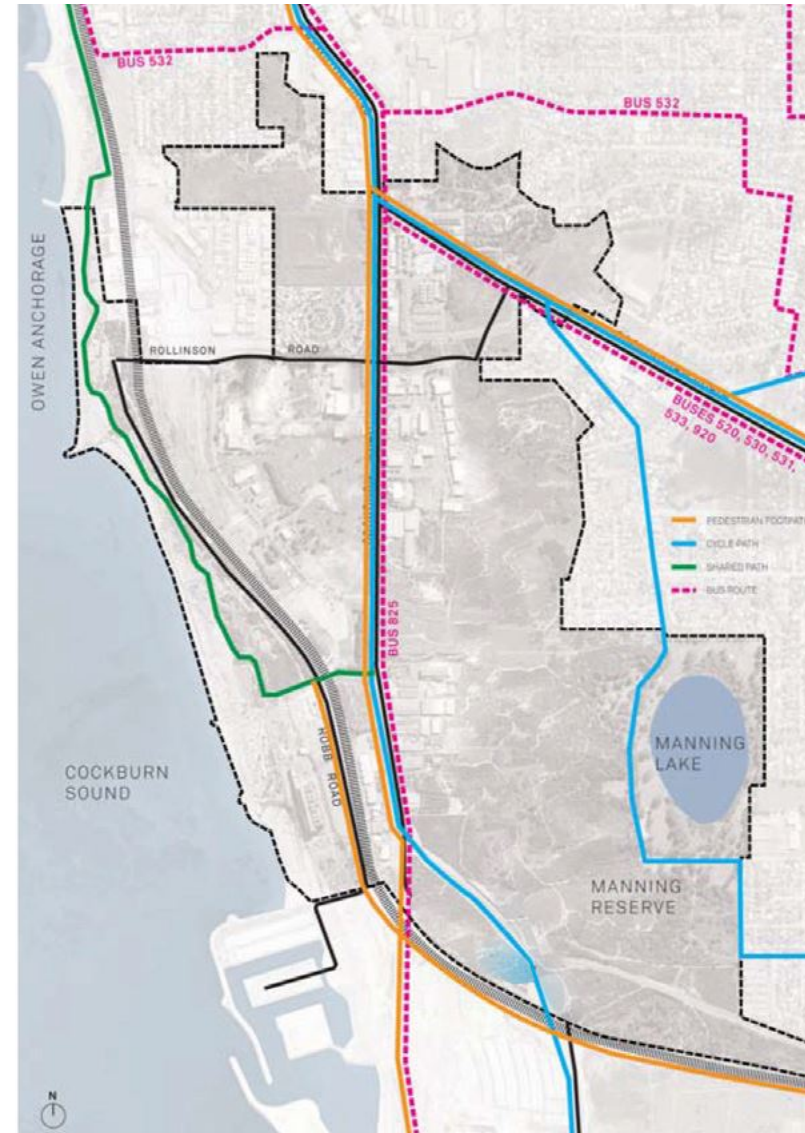
Cultural Heritage of Foreshore

Plans courtesy of HASSELL_Cockburn Coast Foreshore Management Plan

CIRCULATION

Movement through Cockburn Coast is currently defined by the existing transport network. North-south movements are generally well catered for within Cockburn Road, Bennet Avenue, Robb Road and the freight rail alignment.

There is a lack of east west links connecting through to the coast due to the historic movement network between Fremantle and the industrial areas to the south, which is predicated on the north-south freight rail and Cockburn Road. Rollinson Road is the sole east-west access through the project area in the north of the site, while McTaggart Cove provides a connection at grade across the rail in the south.

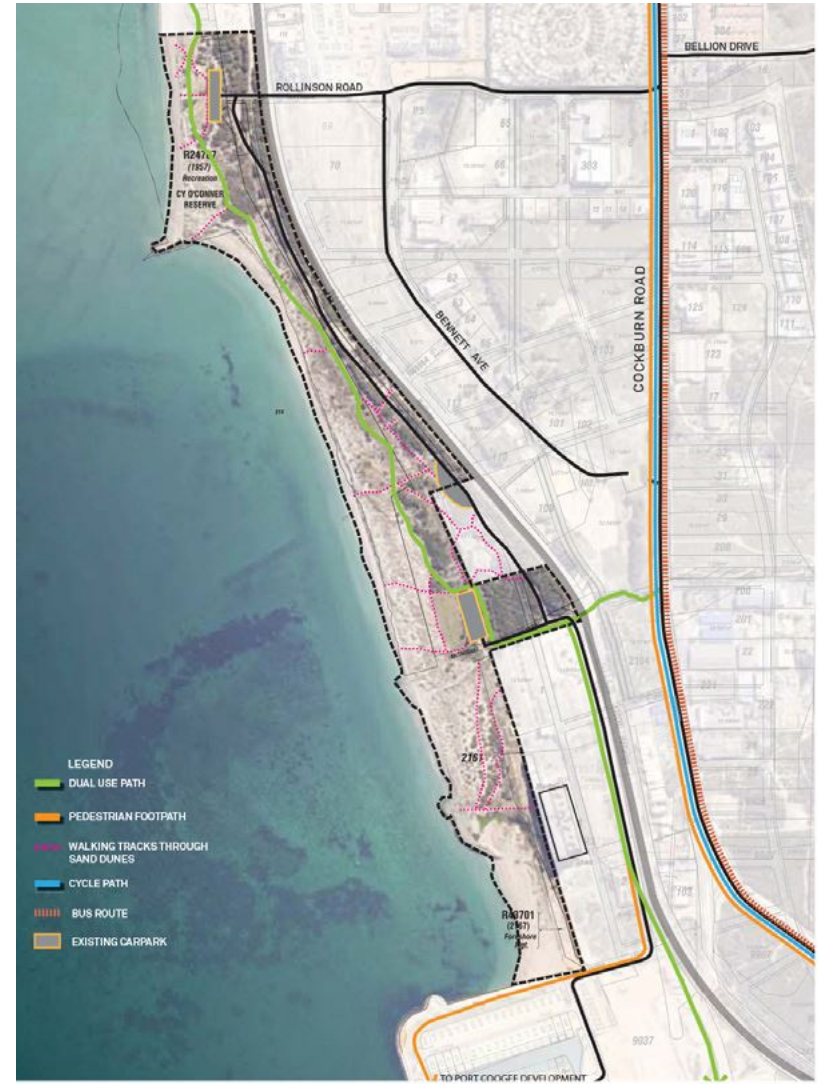


Existing circulation network within Cockburn Coast

Plans courtesy of HASSELL_Cockburn Coast Foreshore Management Plan



(B) CONTEXT & THEMES



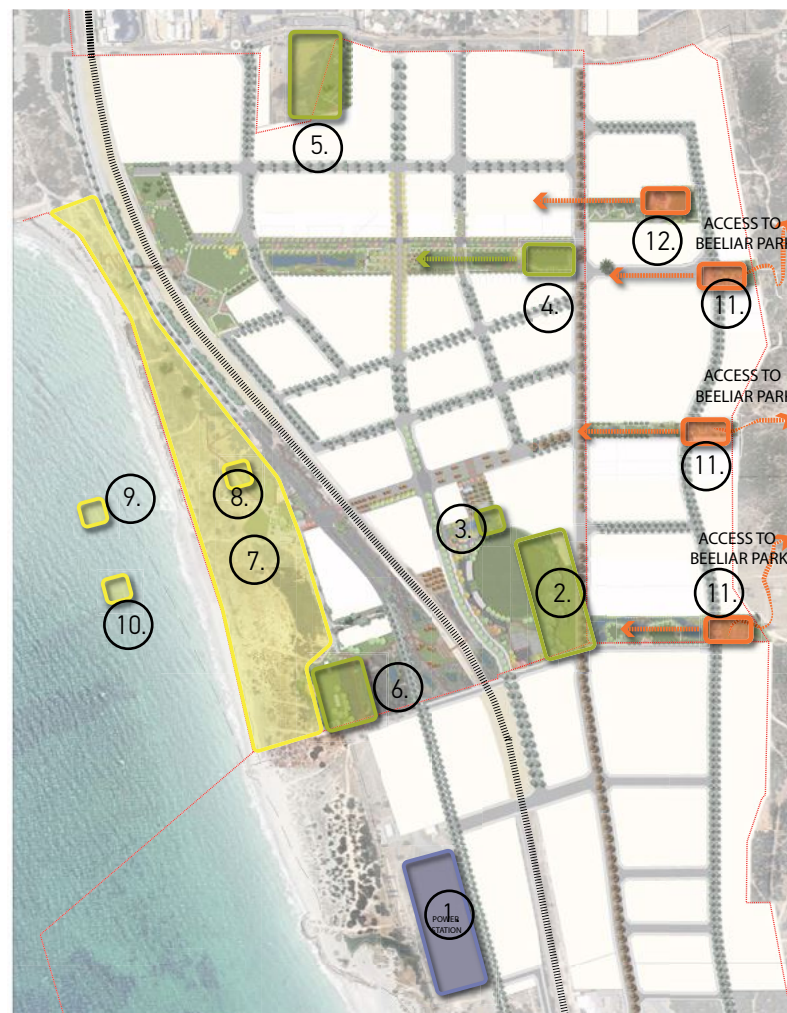
Existing access infrastructure for foreshore

Plans courtesy of HASSELL_Cockburn Coast Foreshore Management Plan

SITE ASSETS

The following map and photos illustrate the existing physical elements 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 development.

1. Power Station
2. Robb Jetty Precinct_Fig trees - heritage listed, shade and protection from Cockburn Coast Rd
3. Robb Jetty Precinct_Chimney Stack - remnant of industrial past
4. Robb Jetty Precinct_Views
5. Robb Jetty Precinct_Norfolk Pines surrounding Sewer Pump Station
6. Robb Jetty Precinct_Dog park and BBQ facilities
7. Foreshore Precinct_Primary Dunal System
8. Foreshore Precinct_‘Human Race’ artwork
9. Foreshore Precinct_C.Y O'Connor Statue, and James and Diana ship wreck remains
10. Foreshore Precinct_Robb Jetty remains
11. Emplacement Precinct_Views
12. Emplacement Precinct_Gun Emplacement



(B) CONTEXT & THEMES

0.11 Masterplan

The Masterplan developable area consists of approximately 98 hectares of post industrial land. The DSP proposes 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.

Local Structure Plans

The DSP 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 PRDG has been developed in cognizance of the design intent detailed in the LSP's.

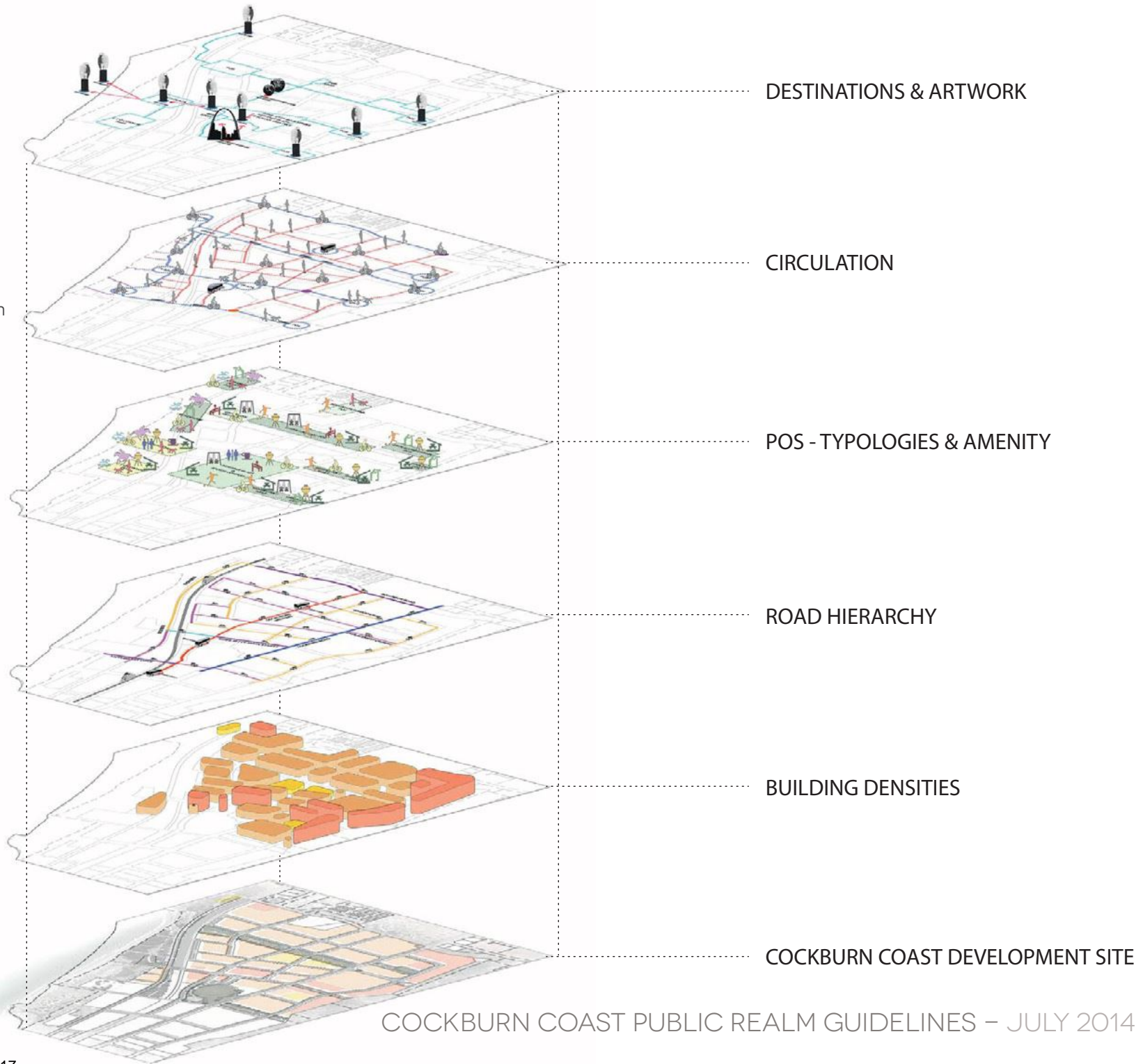
Plans courtesy of HASSELL_Cockburn Coast Foreshore Management Plan





0.12 Layers

The following diagram articulates the layers and considerations that make up the Masterplan and inform the PRDG.

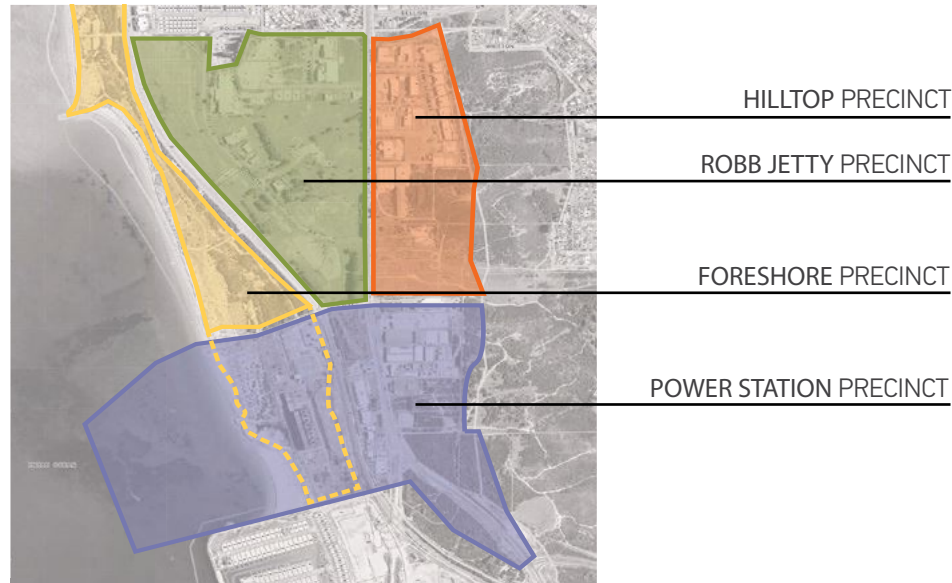


(B) CONTEXT & THEMES

0.13 Precincts

Under the Place Partners Cockburn Coast Place Making Strategy and the Cockburn Coast DSP, three precinct character areas were determined; Robb Jetty, Hilltop and Power Station. These precincts were used to define the LSP Areas.

The PRDG has adopted these same areas to describe the site and has included the Foreshore reserve as the fourth precinct.



ROBB JETTY

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 newsagent, to have your favourite seat in the park.



robb jetty precinct_vibe image

Hilltop

Hilltop 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, Hilltop 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 parkland's that shade and veil occupants. Ground level public realm is internalised and focused on the residential community's common interests.



emplacement precinct_vibe image

POWER STATION

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.



power station precinct_vibe image

FORESHORE

The foreshore reserve is an area constantly in transition and contains a variety of coastal experiences. It will exemplify the West Australian relationship with the coast through a series of discrete and focused interventions that provide a variety of experiences and create both a local and regional destination. From individual recreation to community events and animal exercise to ecological restoration, the Cockburn Coast will be a place for all, embracing its rich heritage while being resilient and sustainable.



foreshore precinct_site image



(B) CONTEXT & THEMES

0.14 Themes

While PRDG has adopted the precincts as defined in the DSP to describe the site, in examining the inherent and possible themes under the public realm framework, a further set of themes applicable to the structuring of the project precincts were identified.

These themes overlap the precinct boundaries and form an additional layer of interpretation applicable to the public realm. These themes and their application to the PRDG embody the overall development theme of 'transition' and are to be applied in conjunction with the overall projects theming contained in the Cockburn Coast Place Making Strategy.

PROJECT THEMES

The Place Partners 'Cockburn Coast Place Making Strategy' identify four key place drivers for Cockburn Coast - Intensity, Duality, Honesty and Legacy.

These place drivers all embody the place character theme of 'Transition'. The idea of transition is particularly valid at Cockburn Coast because of its already rich history of change and the planned future evolution.

Refer Place Partners 'Cockburn Coast Place Making Strategy' for additional information on the application of the following themes within the Cockburn Coast.

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 theme of intensity is particularly applicable to the design and delivery of the Main Street and Activity Nodes.

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 and should be incorporated into the public realm where applicable.

Consideration should also be given to providing the opportunity for temporary interventions, provocative, experiential discoveries and installations, all of which would all reflect this theme.

Duality

This driver reflects the contrasts inherent on and around the site. Internally it is a place of dualities; from beach to dune, from 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.

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.

This theme can also be explored 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?

The contrast of ecological principles applied to the urban context and the transition from natural to urban to natural should also be considered.



Honesty

There is real sense of the 'down to earth' nature of the site 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.

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.

Engaging with the honesty theme in design the public realm will need to consider not 'idealised behaviors' but be based on a realistic appreciation of the day to day activities of local residents and visitors, their needs first and aspirations second.

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 robust and considered design responses that take a long term view that considers public space 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.

The legacy theme reflects the value of the cultural use of the site, current assets 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.

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 walk-ability, use of public transport, local shopping and community cohesion. The provision of amenity and legibility in the public realm to support this theme is essential.

Transition

Transition reflects the ongoing and organic change that occurs at all places and 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 design process needs to consider how the essence of transition with all its myriad possibilities can be ingrained into the environment and experience offered. Cockburn Coast needs an overarching story of change that can itself evolve to engage with current and future residents and visitors to the area.

(B) CONTEXT & THEMES

SITE SPECIFIC THEMES

Urban Corridor

The Urban Corridor will generate from 'The Heritage Hub', located in the Heritage Plaza, to the west towards 'The Beach side Hub', and to the east up to 'The Hilltop Hub'.

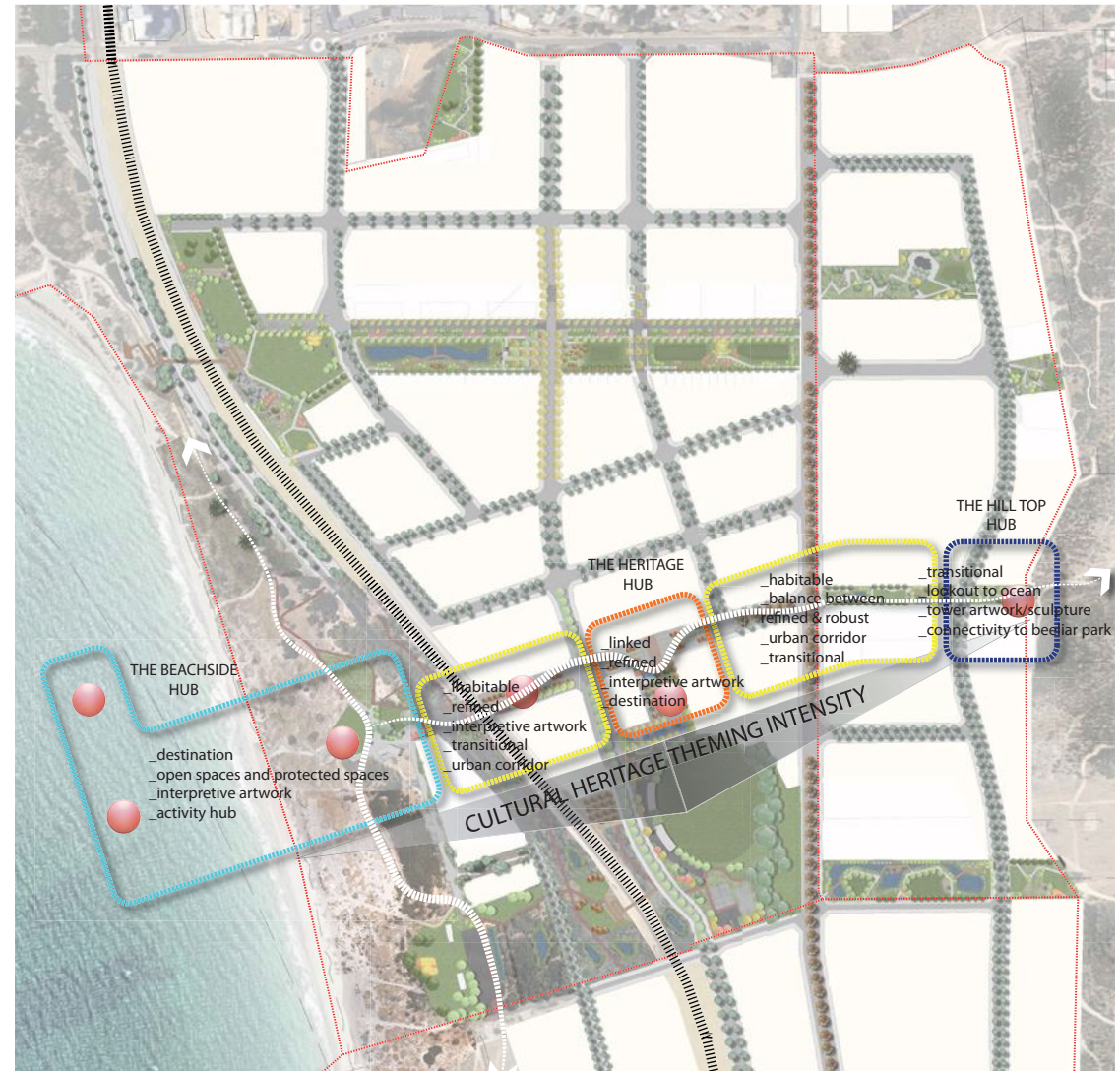
Thematic responses should embrace the opportunity explore the strong industrial heritage of the site.

The heritage listed Robb Jetty Chimney is the only remnant of the Robb Jetty abattoir, which was built in 1919 and closed in 1993. Interpretive artwork, sculptures and materiality should be expressed with a strong correlation to this landmark icon.

Similarly, the design of custom furniture should explore the opportunity to inform of the heritage of the abattoir in a refined and contemporary manner.

These heritage stories should bleed into the urban corridor and dissipate as the stories of the 'The Beach side Hub' and 'The Hilltop Hub' start to interweave into the urban fabric.

Refer to Place Partner's 'Cockburn Coast Place Making Strategy' Document (March 2012) for information regarding public artwork and place making strategies.



Agricultural/Military Corridor

The Agricultural/Military Corridor will be a response to the strong agricultural and military heritage of the site.

'The Military Hub' is located in the Hilltop precinct and houses World War 2 gun emplacements. As such, built elements such as shelters, wall, balustrades and bbq's should embrace the opportunity to express stories related to the rich military past.

Agricultural thematic responses should be explored through relocation of existing and supplementary artworks, and planting suggestions. These are to occur throughout the Green Links in the Robb Jetty precinct.

'The Melting Pot Hub' is to reference both thematic themes and is to act as transition point. It should be a refined and balanced space.

Refer to Place Partner's 'Cockburn Coast Place Making Strategy' Document (March 2012) for information regarding public artwork and place making strategies.



(B) CONTEXT & THEMES

Recreational Corridor

The Recreational Corridor will bleed out from 'The Sporting Hub', located around the District Park, and establish a similar thematic response to the west and east of the recreational heart.

'The Sporting Hub' will consist of the District Park, supplementary sporting facilities and viewing opportunities. Signage and way finding should be influenced by this theme

'The Secondary Beach Hub' has a rich history as an activity launch pad and should look to maintain its past.

'The Lookout Hub' should, like much of the Hilltop precinct, embrace its industrial heritage. These stories should bleed down through the Green Link and inform the character of 'The Sporting Hub' and 'The Secondary Beach Hub'.

Refer to Place Partner's 'Cockburn Coast Place Making Strategy' Document (March 2012) for information regarding public artwork and place making strategies.



Coastal Corridor

The Coastal Corridor will be a response to the strong existing conditions on site and will look to embrace a balance between outlook and nestled opportunities.

'The Coastal Hub' is located to the north of the corridor and at the end of the pedestrian bridge elevated over the existing railway reserve. This area should look to maximise views out over the site looking north to Catherine Point, south towards the Power Station and west towards the ocean.

A transitional zone before 'The Beach side Hub' should look to embrace the existing fabric of the coastal walk, yet seek out opportunities for outlook and informal beach access.

'The Beach side Hub' offers the opportunity to speak of the coastal heritage of the site in a vibrant, engaging and contemporary manner.

A more formalised transition towards 'The Secondary Beach Hub' should embrace coastal stories in a more formalised setting, yet tread lightly over the existing terrain.

Refer to Place Partner's 'Cockburn Coast Place Making Strategy' Document (March 2012) for information regarding public artwork and place making strategies.

