



Public Transport
Authority



LINKING FREMANTLE CITY WITH THE PORT

Proposed Improvements to the Phillimore Street Precinct



Tapper '05

Introduction



The City of Fremantle and Fremantle Ports, working with the Public Transport Authority, have combined to plan an upgrade of the Phillimore Street precinct, creating a community-friendly area that will encourage pedestrians, be attractive to tourists, simplify traffic flow, conserve and reveal its rich heritage and enhance Fremantle's unique ambience.

The proposed redevelopments represent a very significant opportunity to revitalise this part of Fremantle and to improve linkages between the Fremantle city centre and the waterfront.

Because the planning has been integrated, the proposed redevelopment takes into account the needs of the city, the port and public transport to produce the best possible outcome for the community.

Consultation with the community and other stakeholders is recognised as an important element of the planning.

The Phillimore Street Integrated Master Plan is now being released for community consultation through displays and stakeholder briefings. This brochure provides a summary of the proposals to enable the community to be better informed when taking part in the consultation process.

Implementation of the Phillimore Street Integrated Master Plan is subject to the outcome of the consultation process, the necessary statutory approvals and discussion between the relevant stakeholders on funding and timing of the works. It is likely that the works will be staged over a number of years.

Benefits of the plan

There are numerous attractive features and public benefits in the proposed scheme. Public plazas will be created next to key development sites with good pedestrian traffic flow, to promote development of small businesses along Phillimore Street. Footpaths will be widened to promote alfresco/café areas at the corner of Cliff/Phillimore Streets; there will be improved vehicle and pedestrian crossings; and heritage buildings, structures and sites will be given greater prominence.

Restoration work will enhance the Fremantle Railway Station. Increased lighting and better views in the area will increase security in Phillimore Street and in public transport areas. Connectivity in general will be significantly improved due to better way-finding and sight lines. There will be space for public activities such as outdoor market stalls and food vendors, more rest zones to encourage increased use of existing public areas, and the area will become an attractive venue for Fremantle locals, visitors from elsewhere in Australia, and international tourists.

Why an integrated plan?

Fremantle Council's plans to improve the Phillimore Street precinct in its Phillimore Street Master Plan (2004) created an opportunity to integrate proposals being developed by Fremantle Ports under the Fremantle Waterfront Masterplan, leading to better connectivity between the city and the port.

Fremantle Ports, the City of Fremantle and the Public Transport Authority decided there was a need to link their planning to ensure a 'fit' between what happens on either side of the railway line. Accordingly, a committee comprising key stakeholders was formed to work together to develop the Phillimore Street Integrated Master Plan.



View of Fremantle Railway Station Entry

What's involved in the proposed upgrade

Numerous improvements are planned across the whole precinct, as illustrated in this brochure.

There will be a dedicated pedestrian crossing to the west of the Railway Station connecting the City with Victoria Quay, and Pakenham Street will be linked more closely to the port area with a new pedestrian and vehicle crossing. The Railway Station forecourt will be developed and linked with an attractive, new-look Market Street crossing, the upgraded Pioneer Park and a restored Pump Station.

The Cliff Street crossing will be simplified to provide clear access to Slip Street and Fleet Street, and the historic weighbridge area will be enhanced as part of an attractive public plaza.

Phillimore Street will be landscaped to become the link which ties all these developments together, bonding the city and port and recreating the historic connection that existed in earlier days.

Footpaths will be widened and the pavement upgraded to define pedestrian zones. Better vehicle and pedestrian crossings will bring a much improved traffic flow to the area

and on-road cycle lanes will be provided to enhance safety for cyclists.

Identified heritage buildings, structures and sites will also be brought to greater prominence with forecourt additions, heritage interpretation and urban design treatment. The Pump Station, for example, will become part of a public plaza to celebrate its former use, with building lighting, seating and signage to promote better public and building interaction.

A new feature will be an interpretation of the former Phillimore Gardens, with a raised garden bed and seating area that could host local floral displays.



View towards Cliff Street

The historic Fremantle Railway Station will be restored and upgraded, enhancing its heritage value. Bus facilities will be relocated to create a station forecourt, and a cafe sympathetic with the heritage building will be added to the western end of the station, along with a new forecourt.

Features such as the horse trough will be restored and celebrated by development of a public space. An adaptation of the weighbridge will include building lighting, seating and interpretive signage to promote better public and building interaction. The statue of C.Y. O'Connor could be relocated to its original position in the centre of the Cliff Street pedestrian boulevard. The statue is positioned on a paved

area that would give it more prominence in its new setting and enhance the vista. There will also be improved connectivity and simplified access from existing amenities to the Maritime Museum.

Increased lighting and better views in the area will increase security in Phillimore Street and in public transport areas.



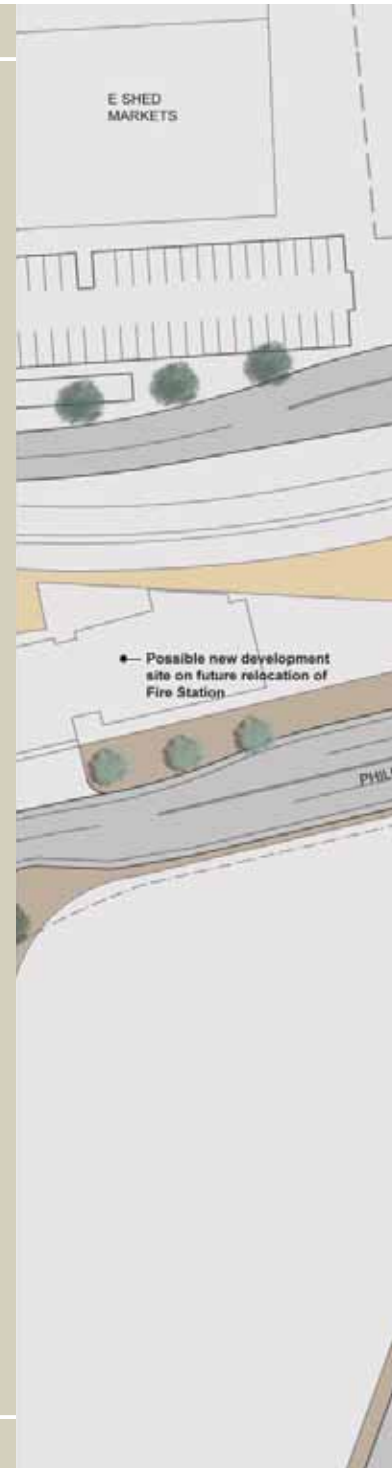
View down Phillimore Street extension

Connectivity in general will be significantly improved due to better way-finding and sight lines. Signs, lighting, wider pavements and pavement details will be used to guide pedestrian traffic to and from tourist locations to local transport.

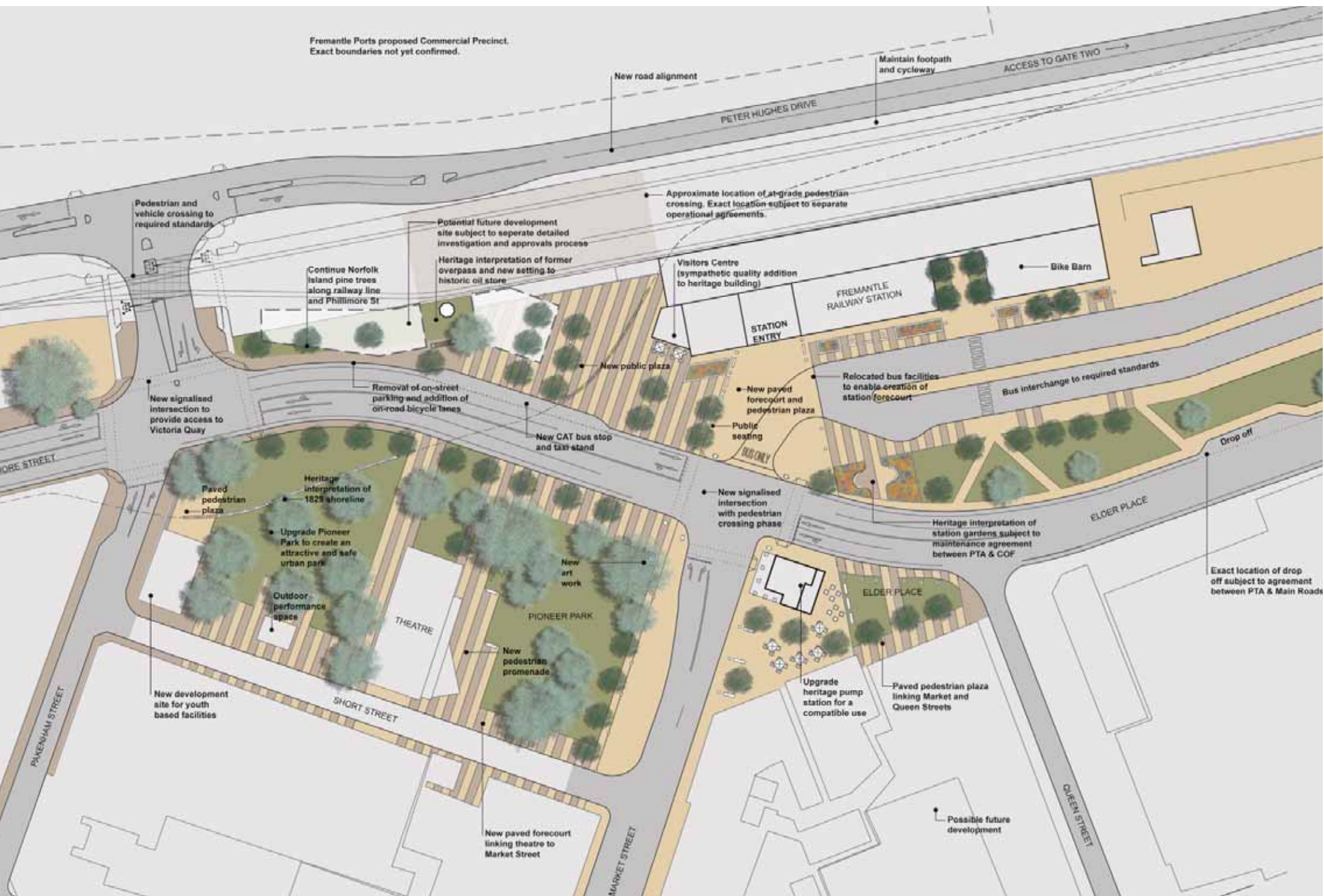
There will be more social activity zones, including reconstructed paved areas in Pioneer Park and Fremantle Railway Station, Cliff Street and Market Street, creating opportunities for public activity, heritage interpretation, cultural events, outdoor market stalls, food vendors, local city and charity events as well as the expressive arts.

More rest points, together with improved public space, will encourage greater use of existing public areas. These will be integrated with security, lighting, seating, shade trees, public art and heritage features to create a unique industrial harbour theme not found anywhere else in WA. The proposed rest points will make pedestrian movement from one site to another a pleasant journey regardless of the walker's ability.

RAILWAY STATION PRECINCT



Fremantle Ports proposed Commercial Precinct.
Exact boundaries not yet confirmed.



New road alignment

Maintain footpath and cycleway

ACCESS TO GATE TWO →

PETER HUGHES DRIVE

Pedestrian and vehicle crossing to required standards

Approximate location of at-grade pedestrian crossing. Exact location subject to separate operational agreements.

Potential future development site subject to separate detailed investigation and approvals process

Heritage interpretation of former overpass and new setting to historic oil store

Continue Norfolk Island pine trees along railway line and Phillimore St

Visitors Centre (sympathetic quality addition to heritage building)

Bike Barn

FREMANTLE RAILWAY STATION

STATION ENTRY

New signalised intersection to provide access to Victoria Quay

Removal of on-street parking and addition of on-road bicycle lanes

New public plaza

New CAT bus stop and taxi stand

New paved forecourt and pedestrian plaza

Public seating

Relocated bus facilities to enable creation of station forecourt

Bus interchange to required standards

Drop off

ELDER PLACE

New signalised intersection with pedestrian crossing phase

Heritage interpretation of station gardens subject to maintenance agreement between PTA & COF

Exact location of drop off subject to agreement between PTA & Main Roads

Paved pedestrian plaza

Heritage interpretation of 1828 shoreline

Upgrade Pioneer Park to create an attractive and safe urban park

Outdoor performance space

THEATRE

PIONEER PARK

New art work

New pedestrian promenade

ELDER PLACE

Upgrade heritage pump station for a compatible use

Paved pedestrian plaza linking Market and Queen Streets

New development site for youth based facilities

SHORT STREET

New paved forecourt linking theatre to Market Street

Possible future development

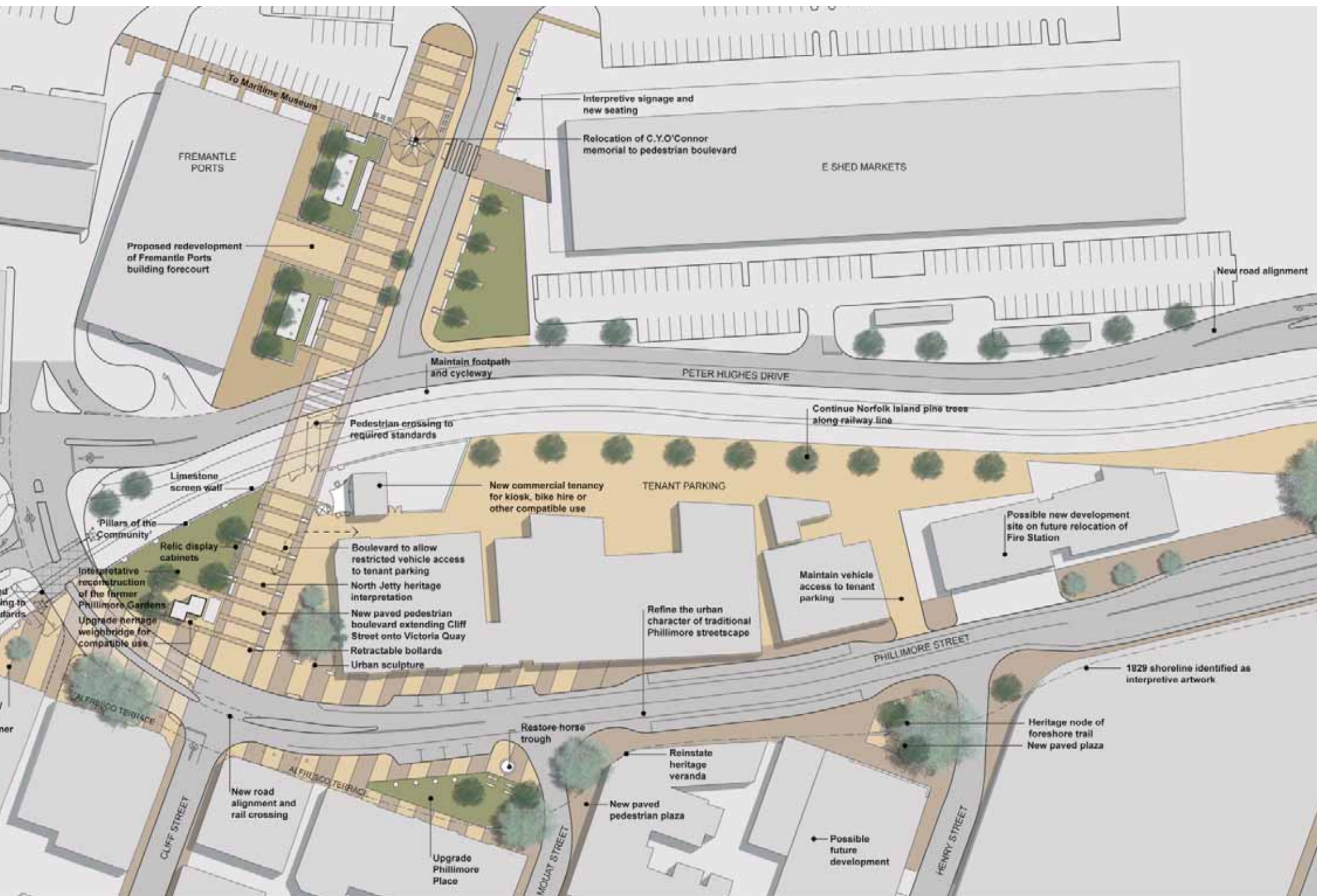
MARKET STREET

QUEEN STREET

PAKENHAM STREET

CLIFF STREET PRECINCT







Cliff Street Precinct



Railway Station Precinct

Guiding criteria

In putting together the Phillimore Street Integrated Master Plan, the Project Steering Committee has paid particular attention to the following criteria:

CONNECTIVITY – the area must connect to existing road networks and facilities.

The proposed plan improves vehicle access to Fleet Street and Slip Street; connects the Fremantle town centre and the Waterfront Precinct; and maintains existing access and levels of service to current retailers and businesses.

PEDESTRIAN – the area should create a pedestrian-friendly precinct.

The proposed plan opens up pedestrian access from its current limited state; enhances the area as a pedestrian-priority environment; encourages walking and provides clear, safe pedestrian pathways; and connects pedestrians from the Railway Station to the CBD and waterfront.

ACTIVITY – the plan must support an activated waterfront precinct.

The proposed plan provides opportunities for a range of on-site activities and services to create an active tourist, recreational and commercial environment.

HERITAGE – the plan must contribute to protecting and enhancing the heritage value of the precinct.

The proposed plan incorporates heritage buildings and structures as an essential component of the proposed improvements thus respecting and maintaining the heritage value of the precinct;

supports development that reflects the historical association of the precinct; recognises the significant alignment of existing street patterns; and builds on the traditional links between the urban structure of the city and the harbour character of the waterfront, with Phillimore Street as the transition line.

COMMERCIAL – the plan must support the commercial objectives of the precinct.

The proposed plan supports existing and future commercial development; allows flexibility to accommodate possible future changes to the precinct's commercial objectives; and supports the City of Fremantle's commercial/economic development objectives for the western end of the precinct.

INTEGRATION – the plan must integrate the key stakeholder objectives.

The proposed plan supports the principles and plans outlined in the Fremantle Waterfront Masterplan (2000); allows for social, cultural and economic integration with the City of Fremantle; and visually connects Victoria Quay with Fremantle's existing character and layout.

OPERATIONAL – the plan must support the precinct's operational objectives.

The proposed plan enhances or maintains the existing ferry operations area; meets the Public Transport Authority's functional requirements for the train station/bus interchange; supports the Fremantle CAT bus service; and does not conflict with Fremantle Ports' operations.

Factors in the planning

In putting together the Phillimore Street Integrated Master Plan, the committee took account of a number of factors such as the operational needs of the working port, the importance of maintaining the precinct's heritage value and the revitalisation of port land as proposed in the Fremantle Waterfront Masterplan (2000). It also took into account the need to make street alignments practical and attractive whilst managing traffic volumes; road, rail, cyclist and pedestrian safety; and the need to accommodate buses.

The implications for local residents and existing businesses were carefully considered, as was the need to undergo the proper approvals processes and create a sensible schedule of works.

The Consultation Process

The consultation process provides an opportunity for the Fremantle community to have input into plans to improve Phillimore Street.

Briefings will be arranged for key stakeholders. There will be media advertising, with public displays of the plans in the City of Fremantle Town Hall Administration Centre at King's Square and the foyer of Fremantle Ports' offices at 1 Cliff Street.

The committee is requesting public comments on the plans generally, and is also seeking specific community and stakeholder input on a number of important items. These are:

- The proposed uses of the weighbridge, including the extent of heritage interpretation of the building and its incorporation in the upgrading of public space, plus suggestions for the car-park area below the cliffs in light of its heritage significance (site of the former Government House).
- The community is also asked to consider options to relocate the statue of C.Y. O'Connor near its original position, in a prominent location on the pedestrian extension of Cliff Street. This option was not preferred in previous consultation but given the prominence of the new pedestrian boulevard it may now be more favourably viewed by the community.
- Reconstruction of the verandahs along Phillimore Street, together with landscaping/upgrading of the precinct's pocket-size parks and Pioneer Park, as well as the extent of heritage interpretation required as a component of the upgrade. Comment is also sought on proposed new facilities for Fremantle youth; on Pioneer Park; the Railway Station forecourt and restoration of the building; and upgrading of the area around the pumping station and Taylor's drinking fountain.
- Additionally, input is sought on a proposed tourist information centre as part of a potential new development of the Railway Station.

- A further aspect of community consultation is the naming of the wharf precinct. Currently, Victoria Quay covers all of the port area on the south side of the harbour. It is proposed that the non-operational area at the western end of Victoria Quay (i.e. the Fremantle waterfront area) be known as Victoria Quay, with the operational area at the eastern end of Victoria Quay reverting to its original name of South Quay. This will provide a distinct identity for each area.

Other items on which the committee is seeking community input include:

- the extent of soft landscaping/greening in the area (some examples may be seen in the illustrations in this brochure, such as grass outside the Fremantle Ports administration building and Norfolk pines along the railway line, framing of important vistas);
- potential themes and locations for public art works (an area has been identified near the entrance to the Fremantle Passenger Terminal - the terminal is outside the study area);
- where interpretive signage will be useful in the precinct; and

- what visitor amenities are appropriate on Victoria Quay to assist with future planning for the area (potential amenities could include shade structures for people waiting for buses and ferries, toilets and taxi ranks).

The Fremantle Waterfront Masterplan was the subject of significant public consultation when it was released in 2000 and the current consultation process will provide an opportunity to re-state its principles and to communicate it anew to an audience that has grown over the past five years.

How can I comment on the proposed improvements?

Your comments on the draft Phillimore Street Integrated Master Plan are welcome. Written comments should be addressed to:

Chief Executive Officer
City of Fremantle
8 William Street, Fremantle 6160

The closing date for comments is: 21st October 2005.

Areas outside the public consultation process

It will not be possible to suggest changes to the planned rail level crossings because these arrangements are determined by extensive risk studies and are subject to the approval of the Office of Rail Safety. Neither is the consultation process associated with the proposed Commercial Precinct, which will be the subject of a separate and significant public consultation process.

More information

For more information about the proposed Phillimore Street Integrated Master Plan, please contact:

Agnieshka Kiera at the City of Fremantle
on **9432 9746**

Pamela Connor at Fremantle Ports
on **9430 3433**





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