

PADDY TROY MALL - BLOCK BOUNDED BY HENDERSON, WILLIAM, HIGH AND MARKET STREETS AND SOUTH TERRACE**OBJECTIVE**

The objective of this policy is to ensure that the above land is developed in a manner appropriate to its central and strategic location in the city in a form which complies with Council's intentions in regard to the consolidation of activity around King's Square and the consequent changes to pedestrian, vehicular movement and parking facilities.

POLICY**1. Introduction**

The block has been of concern to Council because of its strategic location and its potential for complete transformation. For those reasons, the development of the block will have dramatic repercussions throughout the city - on the viability of businesses, on the structure of the city, on pedestrian amenity and on parking and traffic - and hence on the continuing strength of Fremantle as a commercial centre. This block is a perfect example of how development can have very different effects.

Banks, shipping companies, wool merchants and other office types are generally clustered, so are general and speciality retailing, and late-night shopping. The encouragement of development must build on the existing structure as a major asset. Major threats to the strength of the city lie in:

- (i) the loss, through redevelopment, of the West End as a place for a wide range of activities which have different rent paying capacities and which need to cluster together and be close to the city centre;
- (ii) the further fragmentation and dispersal of retailing outlets, rather than their forming an integrated centre (like Garden City) attractive to shoppers on foot; and
- (iii) the continued penetration of heavy traffic right through the heart of the city.

2. Strategies For The Locality

The general structure of the city is outlined in Diagram 1. This incorporates three strategies relevant to the South/William block:

- (i) the construction of the Parry Street extension as the principal access route to the inner city and to car parks;

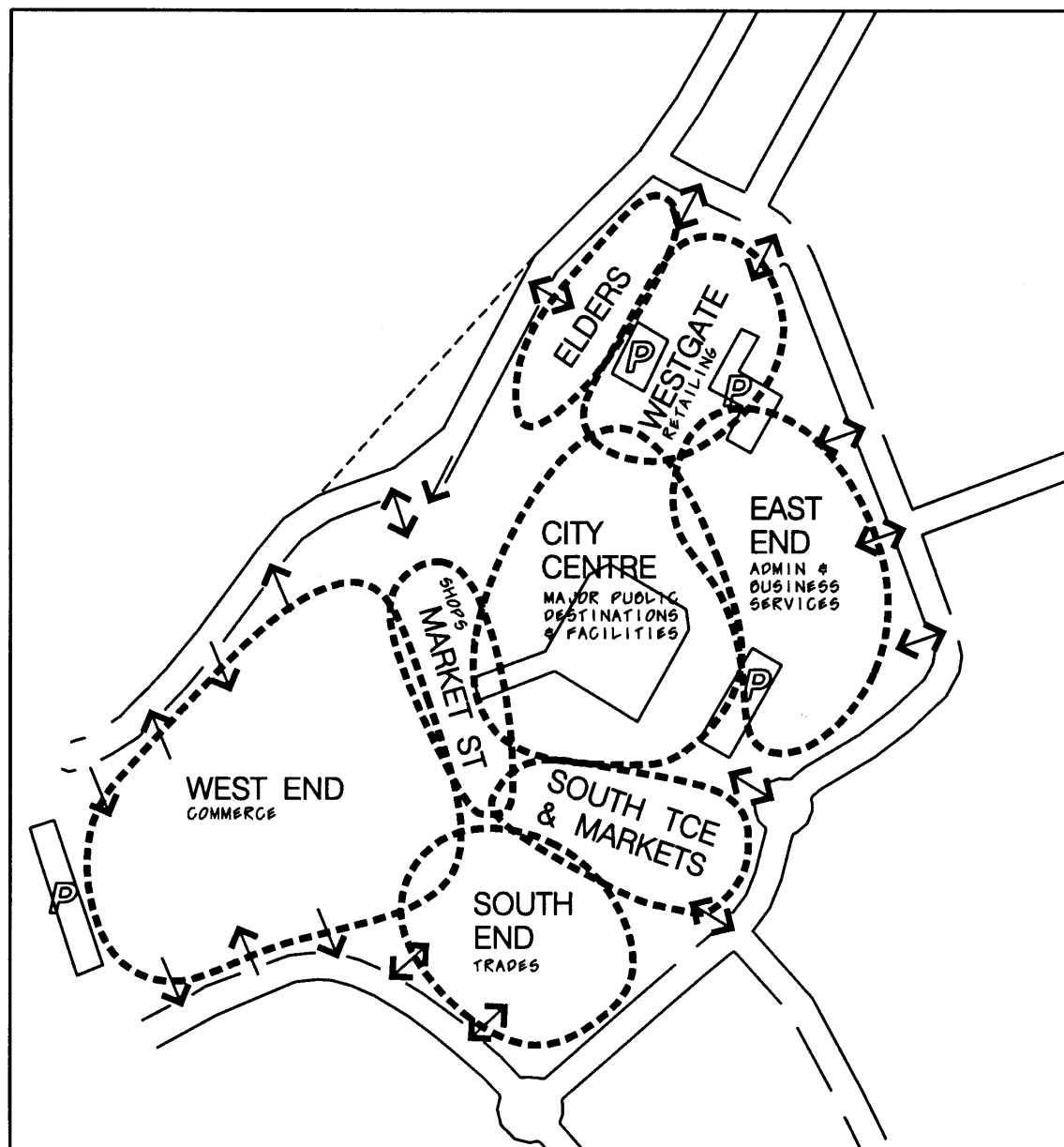


DIAGRAM 1

Outline of the major inner routes and access points, and of the generalised functional structure of the city

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Diagram 1 **General Structure Of The Inner City.**

- (ii) the subsequent development of King's Square as the heart of the city, a very attractive pedestrian space;
- (iii) the expansion of 'downtown' Fremantle into the South/William block.

Expansion in Fremantle has followed the main routes, in particular South Terrace around the turn of the century, Adelaide Street in the sixties and seventies and strip development along High Street in the eighties. The motor car currently determines the direction and spread of development.

When the city is looked at from the point of view of those who work in it or come to shop, that is, the pedestrians, the potential of South/William is quite different. Its disability - of being on an inner street that goes nowhere - becomes a positive asset. The strategy must be to get public transport users to the heart of the city, and cars to the edge (Parry Street), from which they reach the car parks. Drivers then walk into a major pedestrian area which includes most of their destinations. South/William is then seen to abut the heart of that area, and in fact lies between the major car park and the principal destinations.

For these reasons it must be the preferred location for the future expansion of 'downtown' Fremantle. 'Downtown', in this context, means those activities which generate the highest number of pedestrian trips. It includes everything from Vox Adeon around the Mall and King's Square to Myer and the supermarket, and part of Westgate. Offices, peripheral and specialised retailing, business services, trades, professions and entertainment all have their logical addresses elsewhere in the city centre; the gap, between the supermarket and Vox Adeon, is the place for additional downtown functions, especially those not presently represented in the city such as a hotel with good function and meeting facilities. This is the highest and best use of South/William and it should be carried out in a way which maximises pedestrian access and appeal.

South/William will provide:

- (i) some of the highest-order functions in the city - a major retailer, speciality retailing and services, civic facilities, possibly a hotel/function centre and, above, offices and accommodation; and
- (ii) some of the best pedestrian spaces in the city - arcades, busy lanes, courts, small development which points in that direction will involve the recycling of some or even most of the buildings, infix development, and new buildings which can later be used in a more intense, pedestrian-oriented manner.

A framework is required which facilitates this development. A new longitudinal road (for service vehicles and pedestrians) through the block would:

- (i) allow the eventual closure of William Street and the redevelopment of the William Street frontage without dissection by accessways;
- (ii) allow the full use of the interior of the block, providing a new set of frontages;
- (iii) establish the basis for a complete pedestrian network linking William Street with South Terrace and the Markets with the Mall; this in turn would create additional, productive frontages.

In exchange for a strip of about 8m at the bottom of the lot an owner gets a new street frontage; further subdivision might then be possible. Initially, the new road would only go as far as the Howard Chrysler building, proceeding beyond only when that was redeveloped. From the very beginning it might enable some additional parking on the block, as an interim activity, and some pedestrian links. These in themselves would improve the development climate. The Council could contribute to the early development of the block through a major development of the Spicer site.

3. Alternative Strategy

Alternatively, the William Street frontage and the rear of the South Terrace Shops could be developed as a major project now, with internal parking, and with the Spicer site used for additional parking, access and ancillaries.

This approach is indicated in Diagram 2. It incorporates the following objectives:

3.1 Short Term

Provide a physical and planning framework for the development of the block.

Raise awareness of the development potential.

Introduce additional parking on an interim basis and pedestrian links, where feasible.

Establish a basis for the development of the Spicer site.

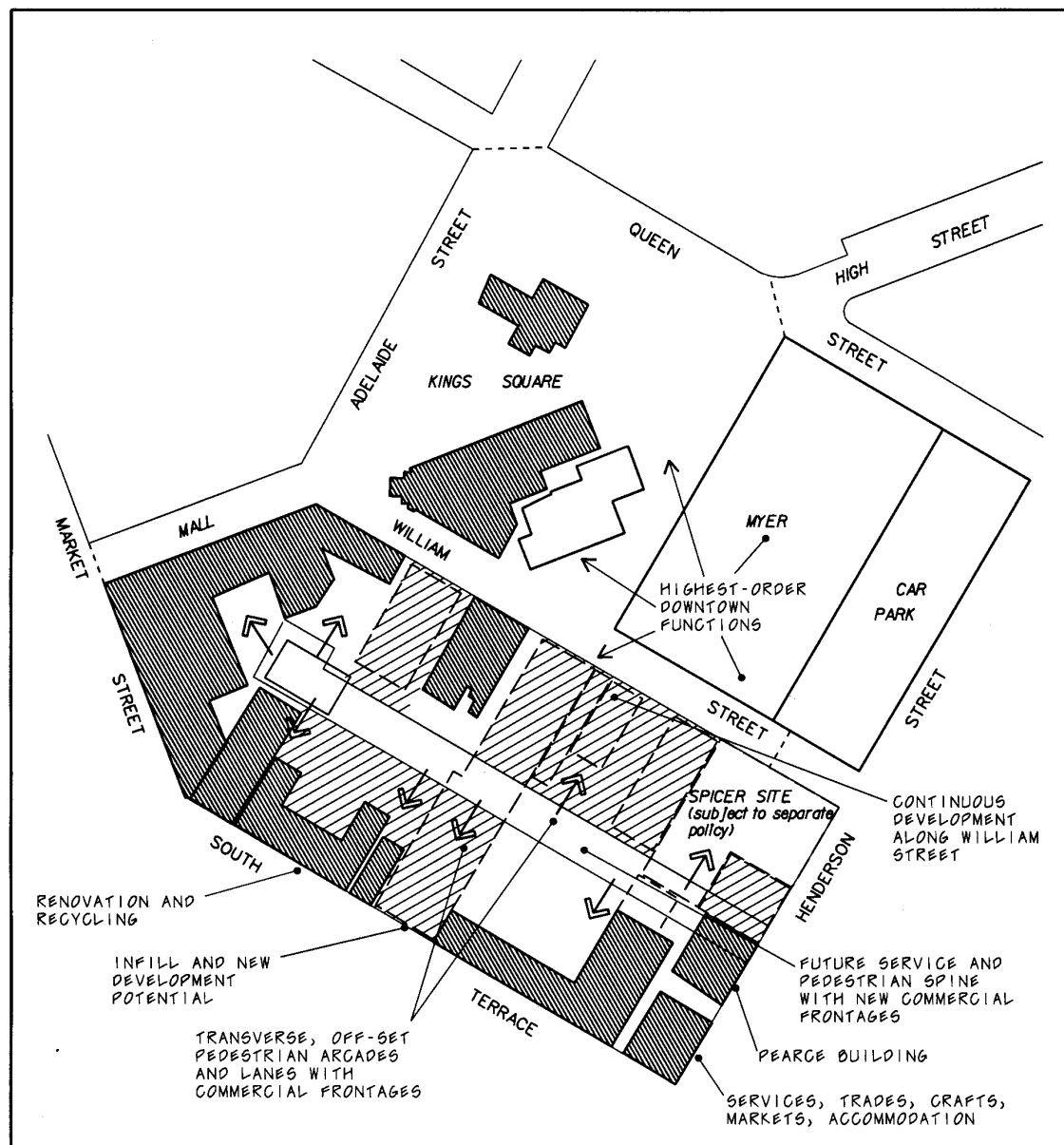


DIAGRAM 2

Generalised framework for the progressive development of the South Terrace/William Street block

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Diagram 2 **Generalised Framework For Paddy Troy Mall.**

3.2 Medium Term

Improved frontages to a William Street Mall and new frontages internally.

Ensure a new life for the Federal Hotel (Rosie O'Grady's) and the South Terrace shops.

Create conditions for development as a mixed retailing, services, trades, crafts, workshops area - providing new functions, clusters, and productive jobs - with the possibility of some residential or visitor accommodation on upper levels.

Lay the basis for the evolution of an outstanding pedestrian environment.

3.3 Long Term

Accommodate the expansion of downtown Fremantle adjacent to King's Square and linking it with a revitalised South Terrace.

4. Council Support

4.1 In exercising its discretion with regard to any planning approvals on the above land, the Council will seek consistently to implement the objectives and policies contained in the Development Officer's report on 8 February, 1980 entitled "The Block Bounded by South Terrace, Market, High, William and Henderson Streets (South/William)", which was adopted by the Council under Item 595 on 18 February, 1980. This report is summarised above.

4.2 The Council will also seek to implement the planning principles presented in the Strategy Plan for Paddy Troy Mall adopted by the Council under UM70 on 20 June, 1988 in assessing any development proposals within the streetblock.

Adopted: 15/3/82

Amended: 19/4/82, 18/1/88 and 18/2/92