

1. INTRODUCTION

1.1 Purpose

The purpose of this policy is to seek to ensure compatible and complementary development, use and conservation of the west end of Victoria Quay. It will be a guide for the City of Fremantle, Fremantle Port Authority, the community and all other government and private stakeholders involved in new development in the policy area.

1.2 Policy Area

This policy applies to the west end of Victoria Quay as shown on Figure 1. It excludes the operational area of Victoria Quay extending east to the Fremantle Traffic Bridge and also excludes C and D berths.

It includes the land currently reserved for Port Installations and Railways in the Metropolitan Region Scheme and the City of Fremantle Town Planning Scheme No. 3.

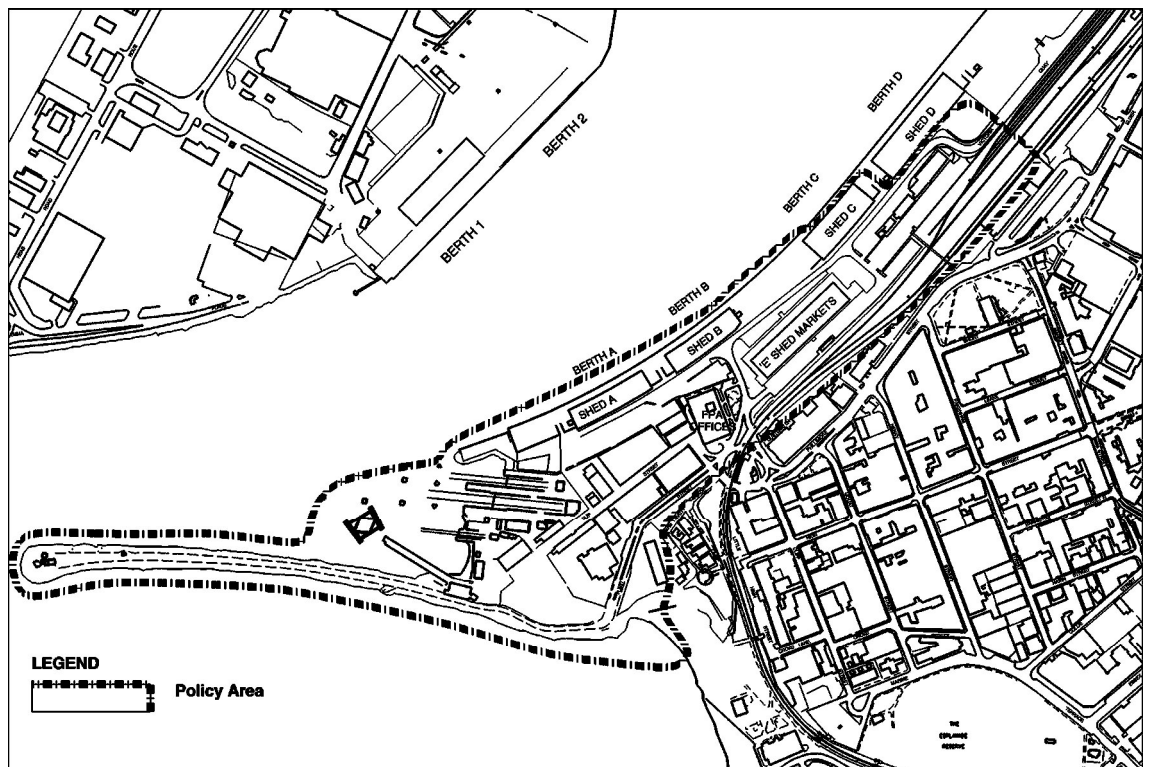


Figure 1 - Policy Area

This policy should be read in conjunction with Council policies D.G.F 5 Arthur Head Reserve Strategy Plan, D.G.F 6 Arthur Head and D.G.F 14 Fremantle West End Conservation Area Policy (see also Appendix 1). Reference may also be required to the Fremantle Waterfront Masterplan produced by the Government Projects Office, April 2000 (copy of plan contained in Appendix 2 for reference purposes). Note Council has not endorsed the masterplan.

1.3 Decision Making

Under the current Port Installations reservation, decision making for new non-port related development rests with the Western Australian Planning Commission. Council may assess the application and provide comments to the WAPC. The Fremantle Port Authority is required to sign all development applications as the land owner but is not a determining authority.

Port related development does not require planning approval, any proposal should still satisfy this policy in order to ensure appropriate and compatible development for the area.

2. POLICY

2.1 Objectives

The objectives of this policy statement are to:

- i. Guide new development and activity at the west end of Victoria Quay to complement and reinforce the area's cultural heritage significance and economic importance and ensure activity is compatible with activity in the adjacent Fremantle West End and city centre and with efficient port operations;
- ii. Retain the distinctive differences between the activities, form and character of Victoria Quay and that of the adjacent West End of Fremantle and city centre through enhancement of the existing activities, built form, spatial qualities and overall port and maritime character of the area;
- iii. Ensure uses which reflect the area's port and maritime history and which allow continued use of the policy area for port and maritime related industry and which will not inhibit port operations in the short or long term;
- iv. Ensure an appropriate mix of activities is maintained to ensure development in the policy area supports and complements, rather than competes with, activities accommodated in the city centre or West End of Fremantle. Activities are also required to be compatible with port operations.
- v. Ensure the conservation of significant existing places, buildings or other structures within the policy area by encouraging uses which conserve, maintain and utilise those facilities;
- vi. Generate improved opportunities for public access (physical and visual) to and between the west end of Victoria Quay and adjoining locations including the Round House, Bathers Beach, Fishing Boat Harbour and the city centre;
- vii. Meet all accepted standards of public safety in considering both existing and future public usage of the policy area including continued compliance

with any Department of Environmental Protection criteria for individual or societal risk generated by port operations.

2.2 DEVELOPMENT PRINCIPLES

The following development principles are relevant to all of the policy area. The policy area has also been divided into five 'character areas'. More specific conservation objectives, land use and development guidelines for each character area are contained in Section 3 – CHARACTER AREAS.

2.2.1 Land Use

- i. The focus of development in the policy area should remain port related activities and support services, maritime industry, maritime related education, training, technology and research including aquaculture, and cultural uses, including museums.
- ii. Ensure an appropriate mix of activities is maintained to ensure development in the policy area supports and complements, rather than competes with, the activities accommodated in the city centre or West End of Fremantle. Activities are also required to be compatible with port operations.
- iii. Retail uses will not generally be supported unless they are ancillary to existing or proposed maritime, port and educational uses located on the Quay. Goods produced or processed at the Quay are preferred. Refreshment and convenience items for workers or visitors to the Quay may also be permitted.
- iv. Office accommodation may be supported in the policy area.
- v. Uses such as residential, short term and other tourist accommodation will not be permitted on the west end of Victoria Quay due to –
 - availability of other sites in the city centre;
 - potential public risk factors associated with the operations of the Port; and
 - potential amenity conflicts arising from the Port operations, maritime industry and commercial uses on the Quay.
- vi. Uses detrimental to the preservation, conservation or sustainment of the cultural heritage significance of any existing place or space will not be considered appropriate.
- vii. Uses will be required to be compatible with port operational and safety requirements, including Australian Customs operations.

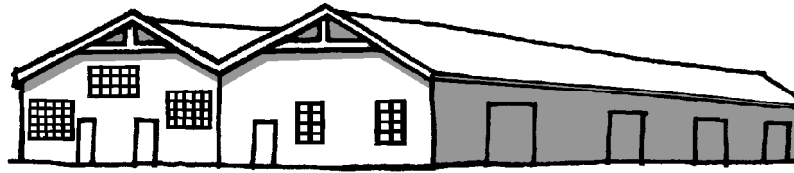
Refer to Section 3 - CHARACTER AREAS for further details in relation to permitted uses.

2.2.2 Cultural Heritage

- i. This policy seeks the conservation of the cultural heritage significance of both the policy area as a whole and each component building, structure, space or object.
- ii. The phrase “cultural heritage significance” in relation to a place, object or thing, means the relative value which that place, object or thing has in terms of its aesthetic, historic, historical, scientific, technological and social significance, for the present community and future generations.
- iii. The policy area contains evidence of the entire history of human settlement in Western Australia, from the remaining natural features of the river and headland, Aboriginal occupation, early European settlement, World War 1 and 2 defence operations, post war immigration and attainment of Fremantle’s city status. Cultural-heritage interpretation signage should be provided throughout the site to provide information on the area’s heritage and explain the operation and development of the port (see also 2.2.6).
- iv. A conservation plan for the west end of Victoria Quay has been prepared by the Fremantle Port Authority. The Victoria Quay Heritage Study (1998) should be referred to in preparing all plans and development applications for area. Council should have regard to the heritage study in determining the acceptability of proposed uses and development on the Quay (reference in Appendix 1).
- v. Archaeological and/or anthropological and historical investigation (by appropriately skilled and qualified personnel) will be required before any development or disturbance of a recognised heritage site.
- vi. Specific conservation objectives for each Character Area are provided in Section 3.

2.2.3 Built Form

- i. It is important to recognise and retain the differences between the character and form of the west end Victoria Quay and the adjacent city centre and West End of Fremantle. All buildings and open spaces within the Quay should maintain the utilitarian and industrial character (see figure 2) in contrast to the commercial and civic character of the adjacent city centre.
- ii. The Quay’s landform as a level platform (as an area of fill) adjacent to the rising land of the Fremantle peninsular should also be maintained, particularly by reinforcing the impact of the cliffs of Arthur Head and the built edge of the city centre/West End along Phillimore Street.



iii.
Figure 2 – Typical Building Form

- iii. The form and siting of new buildings and open spaces, including roadways, should retain and reinforce the strong linearity of the early pattern of railway tracks and alignment with the wharf edge or the axes of structures and streets within the Workshops and Slipways areas (see figure 3).



Figure 3 - Patterns of Buildings and Spaces

- iv. Building form and envelopes should be developed only after an appropriate pattern of land tenure has been developed (whether by creation of leasehold areas, or new reserves, or subdivision). This should take into account conservation and protection of existing heritage structures and provide adequate space for vehicle and pedestrian access and circulation, infrastructure and servicing requirements and open space.

- v. New buildings should be sited and set back from the water edge to continue the existing setback pattern. A setback is also required to ensure that no unacceptable navigation hazard results, or disruption to shipping movements or other port operations and that danger to occupants from potential shipping accidents is minimised.
- vi. New buildings and additions to existing buildings or structures should be designed and located to maintain and enhance views and vistas to and through the area from streets and reserves abutting the Quay, including to and from the Arthur Head Reserve (and the Roundhouse), Point Marquis, South Mole, the Cliff and Phillimore Street intersection and from the Fremantle Railway Station (see figure 4).

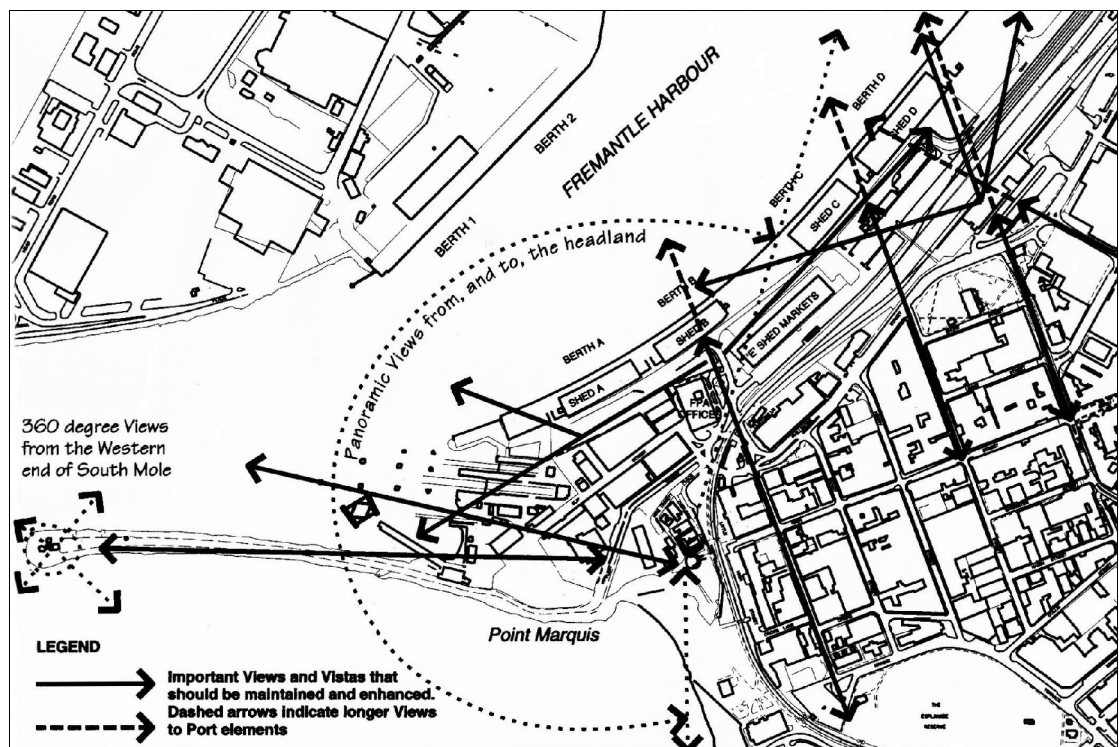


Figure 4 – Important Views and Vistas.

- vii. The bulk and form of new buildings should be compatible with the traditional waterfront and maritime character typified by multi-ridged roofs with simply decorated and functional facades (e.g. divided by large scale doors). New buildings should however, be contemporary in style and complementary to existing structures.
- viii. Council may require a model and/or photomontage to support any development applications in the policy area.

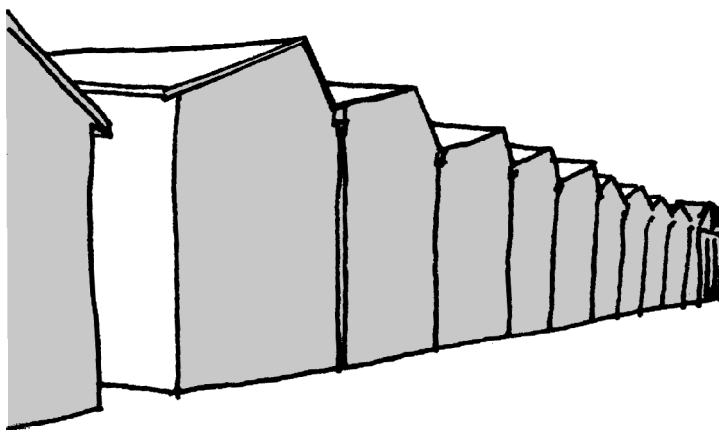


Figure 5 - Typical Roof-line on Victoria Quay

2.2.4 Height and Scale of New Buildings

- i. The height and scale of new buildings should reflect the height of the existing shed structures (Sheds A - E and those lining Slip Street) that are the dominant element of the built environment of the policy area, as measured to eave and ridge height. The façade design of new buildings should be consistent with those of the existing shed structures, even though the new buildings may contain more floor levels.
- ii. Building height limits in this area may be relaxed only in the case of a tower or similar element specifically required for the housing of museum display(s). Such a tower should be sympathetic to and reflective of its port and industrial context.
- iii. New buildings in the policy area may incorporate design references to features such as the upper level loft structures of B Shed and similar structures around the port as limited design elements.

Refer to Section 3 – CHARACTER AREAS for further detail.

2.2.5 Structure, Materials and Finishes

- i. New buildings should use a framed structure and lightweight cladding materials in order to continue the character of existing buildings. Large areas of facade should be modulated by structural elements and openings.
- ii. A consistent colour scheme should be maintained throughout the policy area for heritage buildings, and particularly to highlight the pattern of sheds along the wharf front. The colour treatment of buildings in the area should satisfy heritage conservation principles and predominantly consist of muted pastels (greys, creams, greens etc) with a highlight trim appropriate to the Quay's industrial/ maritime heritage. The provisions of policy D.B.H8 Colour Schemes in Fremantle will be applied.
- iii. New materials used in open areas should maintain the industrial character of the Quay and primarily consist of simple and utilitarian asphalt paving, concrete, timber and metals. Decorative patterns and such materials as coloured block paving will generally not be supported.

- iv. There should be no windows and other highly reflective surfaces facing west into the navigation channels and dredged basin, consistent with shipping/navigation requirements (advice will be sought from appropriately qualified persons).
- v. Lighting design should take into account the possible impact of public lighting and lighting of buildings on the safety of navigation for ships moving into and out of the Harbour. Lights may have to be shielded to seaward (advice will be sought from appropriately qualified persons).
- vi. Development should not detrimentally affect water flow and flushing of the harbour. Structures should also be designed to minimise energy consumption and pollution.
- vii. All new development and maintenance of existing buildings should be carried out with reference to the principles and recommendations included in the Conservation Schedule contained in Volume 3 of the Victoria Quay Heritage Study, 1998.

2.2.6 Public and Open Space

- i. Open spaces adjacent to the wharf edge should retain their large scale and expansive character and openness to the water. Smaller and more intimate spaces may be appropriate away from the wharf edge and along the pedestrian approach routes to the Quay in order to reduce the perceived distance between attractions on the Quay, the railway station and other adjoining areas.
- ii. Landscaping is not typical for most of the policy area and widespread greening would not be supported. In recognition of the change of use of much of the policy area, however, some carefully considered landscaping may be acceptable in certain areas. For example, at the periphery to the policy area adjacent to the West End Conservation area. Reference should be made to the FPA Inner Harbour Landscaping Plan.
- iii. Where planting is considered appropriate, large trees to reinforce the scale of the Quay may be considered appropriate. Large, salt tolerant species are preferred such as Norfolk Island Pines. Areas of gardens, shrubs and lawn are not considered sustainable or appropriate for the Quay.
- iv. Public artworks that contribute to the community's understanding and appreciation of the Quay's maritime history and character are encouraged and should be carefully located to link pedestrian routes and areas to and through the policy area. For public buildings, a percentage of the overall building budget should be allocated for artworks (usually 1% minimum) in line with government policy.
- v. The heritage significance of certain areas should be identified, interpreted and incorporated into any urban design/upgrading of open areas. For example, the remnants of the original shoreline at Arthur Head point, the area between sheds B and C where the Bloody Sunday event took place, and the point of the former ferry crossing.

2.2.7 Signage

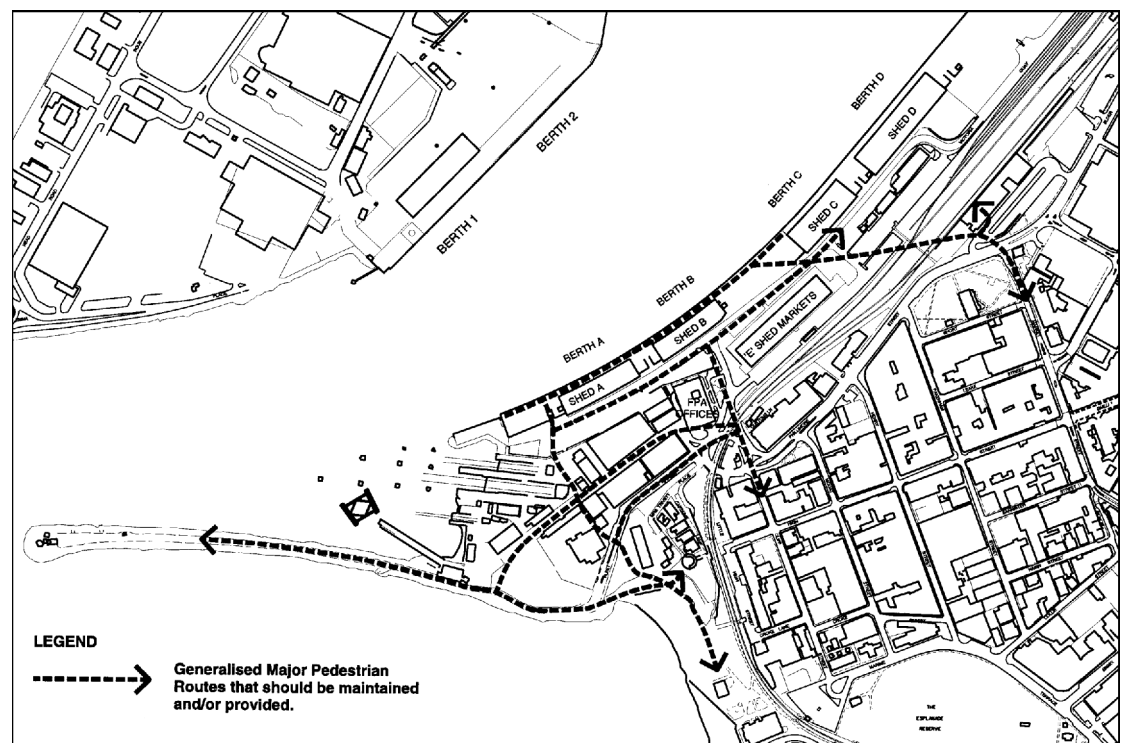
- i. Signage is recognised as an important contributor to the aesthetic character of the policy area. Applications for private signage will be assessed under the Council's policy D.B.H6 'Signs and Hoardings'. Comprehensive signage plans will be required for buildings with multiple tenancies. An ad hoc approach to signage will not be supported.
- ii. Cultural-heritage interpretation signage should be provided across the site to provide information on the area's heritage and explain the operation and development of the port. This should be part of a coordinated public signage plan, approved by Council.
- iii. Commercial and corporate advertising will not be permitted.
- iv. A development application is required for changes to existing signage or new signs on existing buildings. For new developments, signage proposals should be submitted as part of the overall development application.
- v. Signage on buildings should be limited above ground floor level to one major sign per building indicating the name of the building or the major tenant. This sign should be attached or sign-written onto part of the building such as the gable wall and shall not protrude, nor extend above the roof line. Signage applied as an internally illuminated box sign fixed to the building will not be permitted. Individual tenants may have no more than one sign per tenant on the exterior of the building located at ground floor level. Only advertising of products produced on site would be supported. Flashing lights are not permitted.
- vi. Coordinated directional signage should be provided along vehicle and pedestrian/cyclist approach routes and on the Quay. This should take into account a policy area design and colour scheme, needs of visitor information, safety and security requirements and heritage interpretation.
- vii. Signage must be consistent with port operational safety, hazard and other signage.

2.2.8 Pedestrian and Cyclist Safety & Amenity

- i. Well located, attractive, convenient, safe and well signed pedestrian pathways should be provided between the west end of Victoria Quay and adjacent parts of the city centre and West End, Fishing Boat Harbour, Bathers Beach, Arthur Head and the Round House, and public and private transport nodes (see figure 6).
- ii. Convenient and clearly identified pedestrian connections should be provided between the city's various maritime and heritage sites within and beyond Victoria Quay. Council will support development of a Maritime Heritage Trail as one form of such pedestrian connection where significant sites on the foreshore such as Arthur Head, can be linked to Victoria Quay and where significant sites, such as the old port of Fremantle, Marcus and Arthur Head points and the site of the Bloody

Sunday event, can be recognised and incorporated into these pathways through heritage conservation and interpretative signage.

- iii. A continuous waterfront pedestrian promenade should be provided along the west end of Victoria Quay, South Mole and Point Marquis connecting to Bathers Beach and Arthur Head at one end, and to the city centre and railway station at the other end. Access for cyclists should also be provided.
- iv. Land uses along and adjacent to these major pedestrian routes should generally provide interest and attraction to the public and buildings along the route should have regular openings to enable visual and/or physical access to the activities inside.
- v. Spaces along these routes should be designed to provide a succession of experiences drawing on the particular qualities of the location: heritage, working port, natural waterfront, wharf waterfront, recreational, cultural, etc. Access to the water should be provided at appropriate locations. A coordinated range of public seating, litter bins, cycle parking rails and other street furniture items should be provided where necessary along these routes. Access requirements for the disabled and elderly should be provided to Australian Standards.



vi.
Figure 6 – Major Pedestrian Routes Through the Site

- vi. An improved sense of security after hours should be ensured through adequate lighting, removal of hiding places and provision of public telephones and signage along major pedestrian routes to and from other high-time attractions, parking areas and public transport stops.
- vii. Ground level crossing of the railway should be provided at the major pedestrian approaches to Victoria Quay. The existing footbridge should be retained or relocated (in addition to an at grade crossing at that point) as it provides unique views over the harbour and city and forms part of the

setting of the train station.

- viii. Conflict between pedestrians, cyclists and vehicles should be minimised, particularly through careful design and management of the traffic environment to encourage a 40kph maximum speed on approach routes and a 10kph maximum speed in shared zones, with pedestrians and cyclists given priority in these shared zones.
- ix. Areas for quiet contemplation of natural and heritage environments should be provided free of vehicle intrusion.
- x. Bicycle parking at major facilities including bicycle lockers, showers and change rooms should be provided.

2.2.9 Vehicle Access

- i. Council will seek an appropriate balance between private vehicle access and public transport services to and within the Quay to minimise traffic generation and parking requirements.
- ii. Traffic management for the masterplan area should aim at reducing traffic into the West End of Fremantle from both north and south.
- ii. New activities and facilities that generate significant vehicle movements and parking requirements should be thoroughly assessed in terms of impact on routes to and from the Quay and neighbouring street network in the city centre and west end of Fremantle. Additionally, improvements to public transport services should be investigated to assess the degree to which these services may offset vehicle access and parking requirements.
- iii. Thorough investigation of proposed new road links into the area should be undertaken to improve traffic circulation for private vehicles and public transport. Council does not support private vehicle entry immediately south of Fremantle rail station as it is too close to the Market-Phillimore streets intersection. Gate 2 (or equivalent e.g. James Street extension) should be the major entry point for all private vehicles.

Council supports the straight extension of Pakenham Street into Victoria Quay in order to extend the existing street network and to maintain views of the port from the West End. Any vehicular access to Victoria Quay via such extension should be restricted to service and emergency vehicles to prevent the necessity to build extensive traffic infrastructure at the new intersection.

- iv. A motorised vehicle path along Bathers Beach is not supported.
- v. Potential for the occasional passage of oversized vehicles needing to access the policy area or eastern end of the Quay is required to be maintained via the Cliff Street entry or a new connection. This will preclude any permanent structure or feature in this location that creates access limitations. Accessways within the Quay, including turning circles for large commercial vehicles, will need to be maintained.

- vi. Access for large vehicles is also required to be maintained in Fleet and Slip Streets to service existing and future development and to all wharf areas to enable wharf maintenance

2.2.10 Car Parking

- i. Council will seek an appropriate balance between private vehicle access and public transport services to the Quay.
- ii. New activities and facilities that generate significant parking requirements should be thoroughly assessed for individual and cumulative impacts. Increased vehicle access and parking requirements shall be accommodated within the Quay. These however, may be partially offset by improvements to public transport services.
- iii. A parking plan for the policy area will be required as part of any masterplan proposed in the area, linking land use with transport impacts. This will detail proposed number of bays, time limits, fees and management strategy. This should include provision for taxi and tour coach parking also. Parking areas should be integrated across sites and shared wherever possible to ensure maximum utility. For example, car bays could serve rail commuters on weekdays and service the attractions on the Quay on weekends.
- iv. Parking plans and/or access arrangements for major new developments or major expansion of existing facilities may be required by Council.
- v. Major parking facilities should be located to minimise traffic circulation in the West End of Fremantle.
- vi. Car parking requirements for individual development applications will be assessed as per Town Planning Scheme No. 3. Cash in lieu of parking is not considered an option in this location due to the lack of alternative locations for parking in the adjoining West End Conservation Area/city centre.
- vii. Due to the size of the site and possible distance between attractions and car parking areas, special consideration to pedestrian comfort and safety should be taken into account in the development assessment process and appropriate conditions applied.

2.2.11 Rail Access

- i. The current rail reserve should be maintained as a strategic transport corridor.
- ii. Subject to risk assessment, modifications to fencing of the rail reserve to improve accessibility to the policy area could be examined.
- iii. Public transport services along this corridor are supported and encouraged subject to maintaining existing and future rail services (freight and/or passenger).

2.2.12 Public Transport

- i. Council will encourage the use of public transport to minimise the impact of traffic on the City. Public transport services to and within the policy area are essential to ensure the success and sustainability of proposals. Major developers will need to demonstrate how the appropriate transport services will be integrated into the development. .
- ii. Improved connections to existing bus and rail services and connections (including pedestrian linkages) should be taken into account for all major development proposed.

3.0 CHARACTER AREAS

In addition to satisfying the above development principles, development within the policy area should satisfy specific requirements identified for each of the character areas (see figure 7).

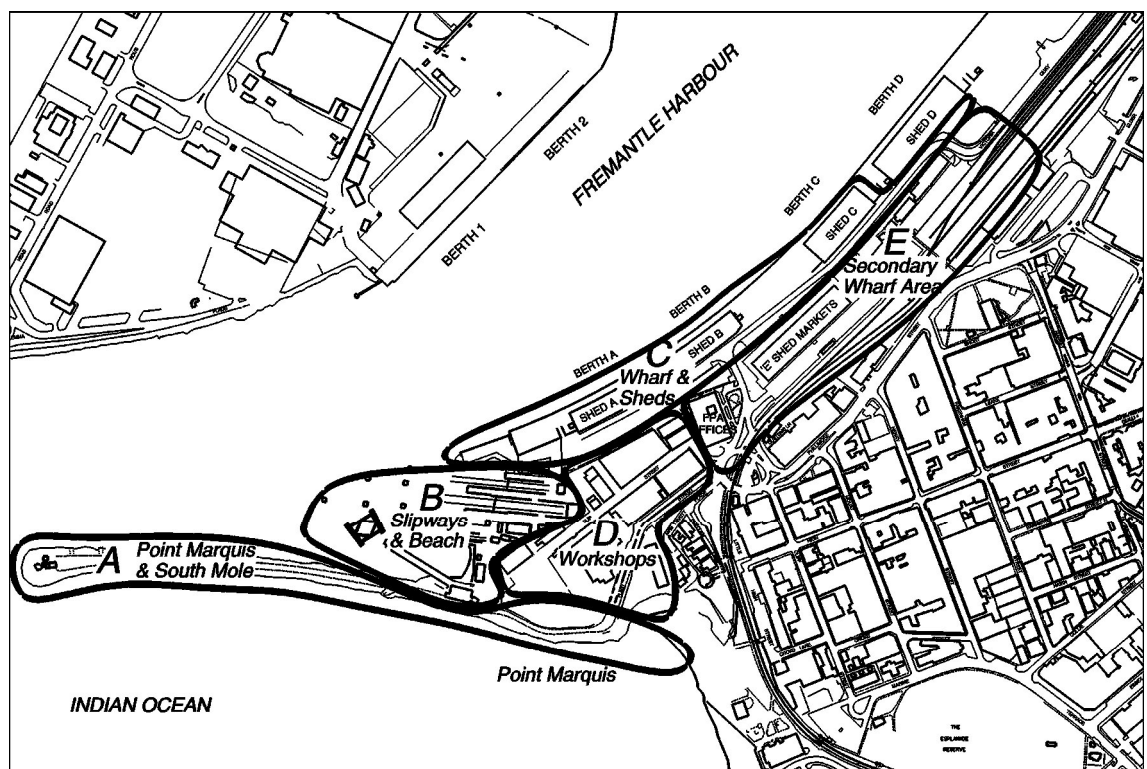


Figure 7 - Character Areas

3.1 Area A - Point Marquis and South Mole

Conservation Objectives

- Conserve the interface with Bathers Beach in the Arthur Head Reserve and the remains of Point Marquis, as the culturally modified remains of the natural coastal limestone environment.
- Conserve South Mole, the lighthouse and the World War 2 submarine and corvette base and defences, including the boom net anchors and boom jetty.

Land Use

Primary Uses:

- port infrastructure
- fishing, walking, cycling, sightseeing
- ablutions

Development Principles

- The area should be predominantly open space accommodating recreational activities and port operational requirements, with a limited number of small scale buildings associated with these uses where required e.g. public toilets. Retailing, cafes etc are not considered appropriate in this location and are located nearby.
- Public access should be maintained to the mole for recreational pursuits, mainly fishing and sightseeing, provided that such access can be managed in a manner that is consistent with acceptable standards of public safety and consistent with port operational requirements.
- Vehicle access must be maintained to South Mole for servicing, repairs and maintenance of the lighthouse, breakwater and other facilities.
- Any new building within the area should be limited to single storey so as not to dominate or impede views to, or from, Arthur Head Reserve and the Roundhouse.
- Vehicle access from Victoria Quay to Bathers Beach is not supported. Links for pedestrians and cyclists only should be provided.

3.2 Area B - Slipways and Beach

Conservation Objectives

- Preserve the off shore shallows and beach considered to be the likely landing place of Captain Fremantle.
- Retain in working order, the slipways and related sheds, cranes, winches and gear, etc as an industrial landscape of archaeological-technological-scientific significance.
- Retain the World War 2 base components in this area.

Land Use

Primary uses

- maritime industry and aquaculture including ship building and repairs
- maritime research
- maritime education and training
- port operations
- maritime related museum facilities including display

Development Principles

- New buildings should be to the scale of the area's existing built form

character and allow the existing industrial and engineering structures/elements to dominate.

- The scale and form of any new building within the area should not dominate or impede views to, or from, Arthur Head Reserve and the Roundhouse. In this regard, the height of any new building shall be limited to the eave and ridge height of existing buildings in Area B.
- Public access should be provided through the area subject to safety and security requirements.
- Spaces between buildings/structures should allow regular glimpses of the water from Slip Street.
- The beach should be maintained in as natural a state as possible.

3.3 Area C - Wharf and Sheds

Conservation Objectives

- Preserve the quay and berths as an engineering structure of great aesthetic, historic and scientific-technological value.
- Interpretation of the original form of Arthur's Head
- Preserve sheds A, B, C and D as a related ensemble of wharf structures including the open spaces between these four sheds and their relationship to the water's edge.
- *Conserve the area between B and C sheds as the site of Bloody Sunday event and the former ferry crossing point.*

Land Use

Primary uses

- maritime and port functions including small vessel berths
- maritime industry
- water based transport and associated facilities
- maritime museum, exhibition and display, including working exhibits
- maritime education, training and research
- cultural heritage exhibition and interpretation relevant to the site
- passive recreation including fishing

Ancillary Uses (maximum 30% gross ground floor area per building)

- maritime arts, crafts and trades (manufacture on site encouraged)
- cafes, restaurants
- maritime related retail (e.g. books, antiques, souvenirs)
- maritime related tourism (e.g. tour offices)
- car parking

Development Principles

- New buildings should be to the scale of the existing built form character and

allow the existing industrial and engineering structures/elements to dominate, consistent with the conservation objectives.

- New buildings should therefore, generally be limited to the eave and ridge height of the existing A, B, C and D sheds.
- Building height limits in this area may be relaxed only in the case of a tower or similar element specifically required for the housing of museum display(s). Such a tower should be sympathetic to and reflective of its port and industrial context.
- Public access should be maintained to A and B berths and B-C Ramp area for a range of recreational pursuits including fishing, sightseeing and ferry operations, provided that such access is managed in a way which is consistent with port operational and public safety requirements. C and D berths should continue to be used for port operational purposes (including current ferry operations at C Shed).
- General maintenance of A and B berths and the B – C ramp area should be continued to ensure that they are kept in a safe condition suitable to their current level of service.
- Examine other possible uses for A and B berths and B – C ramp area such as additional ferry services.
- Existing sheds and any new buildings should be surrounded by open area on all sides to maintain views through the area to the water.
- Maintain continuity of setback from the wharf edge and general alignment of facades to landward.
- The scale and form of any new building within the area should not dominate or impede views to, or from, Arthur Head Reserve and the Roundhouse.
- Maintain and enhance the expansive views along the wharf and to the water and North Quay and for long views north and south down the full length of the landward side of the sheds.
- The wharf edge and open spaces around the sheds should be kept free of all planted landscaping.

3.4 Area D - Workshops

Conservation Objectives

- Conserve the area as a compound of varied sheds and related structures with a relatively recent history of recycling structures from other sites. Five component areas are recognised:
 1. the remains of structures used as part of the submarine and corvette base during World War 2 in Slip and Fleet Streets;
 2. the Slip Street to Quay area of major workshops;
 3. the open area between the Boom Jetty and WW2 brick, barrel vaulted

- roofed workshops;
- 4. Slip Street as an industrial street;
- 5. the open space between 3) and A and B Sheds which has several important potentials including vistas to the waterfront seawards of the slipways.

Land Use

Primary uses

- maritime and port functions
- maritime education
- maritime industry, research and exhibition
- maritime related administration, trade, service and professional offices

Ancillary uses (maximum 50% total gross floor area per building)

- maritime arts and craft workshops, display, retail (produced on site)
- cultural heritage exhibition and interpretation relevant to the site
- marine related commercial offices e.g. shipping agents,
- marine related trade outlets e.g. boating materials and supplies
- car parking

Development Principles

- New buildings should be to the scale of the area's existing built form character. In this regard, *new buildings should not dominate the area visually or diminish or block views to or from any point from Point Marquis to South Mole.* The height of any new building shall be limited to the eave and ridge heights of existing buildings in the area, consistent with the conservation objectives for the area.
- *For the site shown on the masterplan as a 'development site' (see Appendix 2) uses that generate significant people or vehicle movement would not be supported due to the isolation of the site, difficulty in accessing the site and distance from supporting infrastructure.*
- Public access through the open spaces of the area should be maximised.
- The area should be maintained as a cohesive and integrated complex of small to medium scale buildings.
- The scale and form of any new building within the area should not dominate or impede views to, or from, Arthur Head Reserve and the Roundhouse. Similarly views from the Fremantle Port Authority signal station and port operational areas should not be impeded.
- Council will require a model and photomontage to support any development applications for the 'development site' or other structures proposed greater than one storey in height.
- Buildings should maintain a consistent building line along Slip Street, Fleet Street and to other pathways through the area.
- Spaces between buildings should allow substantive glimpses of the water

from Slip Street and Fleet Street.

- Buildings should be setback sufficiently from the water edge at Point Marquis to maintain a clear and open waterfront connection between Bathers Beach and South Mole.
- Small scale planting in enclosed spaces within this area would provide attractive and comfortable areas in contrast to the utilitarian/industrial character of the nearby waterfront.
- Vehicle volumes and speed on Fleet Street and Slip Street should be low enough to ensure a pedestrian friendly environment. Traffic calming measures may be required to ensure this.

3.5 *Area E - Secondary Wharf Area and Rail Reserve*

Conservation Objectives

- Conserve the former Immigration Centre precinct consisting of the former Immigration Office, Waiting Room and public toilets in its present location.
- Conserve and enhance the Cliff Street entrance as the axis of the former North Jetty in the Swan River including its potential for archaeological excavation. Cliff Street is also part of a major civic heritage public open space at the intersection with Phillimore Street, including the weighbridge and former customs house, shipping agents offices, resident magistrates “Residency” and railway station sites as part of the maritime precinct of the Quay.
- It is anticipated that the relocated E-Shed will acquire new heritage status over time. The building retains its original form and is located on the site of former railway sheds.
- Retain or replace the footbridge over the rail line, or relocate to a new position as it provides unique views over the policy area, North Quay and city.
- Conserve the signal’s building adjacent to the south eastern steps of the footbridge.
- Conserve the Fremantle Port Authority tower and adapt for reuse.

Land Use

Primary uses

- port administration and maritime related offices
- cultural uses
- transport and car parking (for both the city centre and Victoria Quay)
- rail reserve
- professional and commercial offices

Ancillary Uses (maximum 30% gross ground floor area per building)

- retail of convenience items for workers and visitors in Victoria Quay including

cafes and restaurants

- retail of goods produced or processed in Victoria Quay

Development Principles

- New buildings should maintain the area's existing built form character and allow the existing larger scale industrial and engineering elements to dominate. The height of any new building should be limited to the eave and ridge height of the E Shed.
- Variations to the height limits may be considered for tower elements if a reference to port installations can be demonstrated e.g. the upper level hoist lofts of B Shed (excluding the Fremantle Port Authority Tower).
- This area could accommodate a greater intensity of development than the other areas within Victoria Quay (subject to the overall built form principles). Various pedestrian and vehicle routes between the city centre and Victoria Quay are also required through this area.
- Existing views from the railway station (as a key arrival point) to the Quay and water beyond should be maintained and enhanced. Redundant structures including advertising hoardings blocking views between the Quay and the central city (such as walls along Phillimore Street) should be removed.
- Landscaping in this area should be largely limited to entrance and boundary areas to the Quay such as the Cliff and Phillimore Street intersection where large scale plantings such as Norfolk Island Pines reinforce the linearity of the Quay.
- Consideration should be given to relocation of the C Y O'Connor monument from outside the Fremantle Port Authority building to its former location near the former Immigration Office building.

4.0 POLICY IMPLEMENTATION AND REVIEW

Implementation of this policy will occur through a variety of mechanisms including:

- development assessment and approval conditions;
- future master or structure plans for all or part of the site;
- potential rezoning of the site;
- preparation of more detailed policies or guidelines within the policy area if required;
- guiding improvement/investment programs by Council and the private sector.

Monitoring and Review

This policy will be reviewed on a regular basis. Monitoring should occur through:

- review of development applications and construction on site;
- regular review and update of other policies applicable or adjoining the policy area;

- feedback from the community;
- liaison with groups such as the Chamber of Commerce, Fremantle Tourist Association;
- further research or other studies completed on the site.

Responsibility will largely be shared through the Strategic Planning and Corporate Development group and Urban Management Directorate.

APPENDIX 1

SUPPORTING DOCUMENTATION

This policy should be read in conjunction with -

- *Fremantle City Plan 2000-2005*, City of Fremantle, 2001
- *Fremantle Waterfront – masterplan for the development of the western end of Victoria Quay*, Cox Howlett+Bailey Woodland, April 2000
- *Summary of the Victoria Quay Heritage Study*, David Heaver, 1998
- *Victoria Quay Heritage Study*, Ian Molyneux and Associates, 1998
- *Fremantle Port and Boat Harbours Precinct Study*, Stage 1 and 2 reports, BSD Consultants, Donaldson and Warn Architects, etc, 1997
- *Fremantle Maritime Precinct Study*, BSD Consultants, Donaldson and Warn Architects and Van der Peyl Marine Consultants, 1997
- *Fremantle City Centre Urban Design Strategy*, Fremantle City Council, 1996
- *Planning Report on Victoria Quay*, Fremantle Port Authority, 1993
- *Fremantle Regional Strategy*, Ministry for Planning, 1994
- *Victoria Quay and its Architecture; its history and assessment of cultural significance*, Fremantle City Council, 1991

Adopted: 27/1/99

Amended: 8/6/99, 23/7/01

Fremantle Waterfront



from Fremantle Waterfront, Cox Howlett Bailey and Woodland, April 2000

