



City Plan: **City Centre**

August 2025

The City of Fremantle acknowledges the Whadjuk people as the Traditional Owners of the greater Walyalup/ Fremantle area and we recognise that their cultural and heritage beliefs are still important today.

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From the Mayor

Fremantle is an attractive place to live, work, play and invest.

We are at an important moment in Fremantle's history, a time to act decisively to protect the character and identity of our city, while embracing the kind of development that supports vibrant inner-city living. To thrive as a resilient and sustainable Port City, Fremantle must continue to evolve.

In the 1990s, Fremantle's City Centre reached a historic low in residential population, driven by growing car dependency and suburban expansion. While efforts since then have begun to reverse this trend, we still fall short of the density needed to support bustling streets, thriving local businesses, and high-quality public transport.

The Fremantle City Plan charts a clear path forward. It reflects what we've heard from our community: a call for more diverse and affordable

housing, greener and more welcoming public spaces, better transport options, and a more vibrant city heart.

This Plan will serve as a foundation for planning reform, public investment, and strategic advocacy. It will guide our collaboration with state government, community organisations, and the private sector to deliver the future Fremantle deserves.

I want to sincerely thank everyone who contributed to the development of the City Plan, including our dedicated staff, community members, elected representatives and design collaborators. Your ideas, concerns and ambitions have shaped this vision for Fremantle.

Now it's time to bring it to life.

Hannah Fitzhardinge, Mayor



The Brief

The City Plan

A strategic urban design and planning process guiding Fremantle’s growth toward a diverse, livable, and sustainable future.

The City Plan outlines an approximate 20-year timeline—long enough to be visionary, yet short enough to provide clear direction and actionable steps.

This work has involved mapping, research, community engagement, scenario testing, precinct planning, and speculative design proposals—all aimed at shaping a high-level vision. The City Plan outlines key objectives, principles, priorities, and actions to guide both immediate and long-term urban development efforts.

Evolving our approach

Our understanding of the City Plan has evolved over time. While it initially focused on the City Centre (the focus of this report, City Plan: City Centre), its scope has since expanded to include ongoing and future work across multiple key centres in Fremantle, such as North Fremantle, South Fremantle, and Hilton. Recognising the need for strategic planning and urban design to support Fremantle’s future growth, these additional areas will be addressed in separate reports to be published over the coming years.

Within this context, the City Plan: City Centre is a high-level, non-statutory strategic document that shapes policy, guides development, and fosters dialogue on Fremantle’s future. It provides a broad, long-term vision while also informing short-term opportunities as they arise organically or as direct actions from this work.

Key objectives

- Attract more residents, businesses, and visitors to support a vibrant economy and the sustainable growth of Fremantle as a key hub for development within the broader Perth Metropolitan Area.
- Encourage context-sensitive, high-quality development that protects what makes Fremantle unique and special.
- Plan for significant public realm and infrastructure investment to support increased density and activity—recognising that growth and investment must go hand in hand.
- Advocate for key issues beyond our direct control—understanding that while local government has limited authority, we can influence change through advocacy to higher levels of government and the community.
- Build community support around a shared vision by engaging with diverse groups, gathering feedback, and working collaboratively to shape Fremantle’s future.

Attract more residents, businesses, and visitors



Encourage context-sensitive, high-quality development



Plan for significant public realm and infrastructure investment



Advocate for key issues beyond our direct influence



Build community support around a vision

The City Centre in context

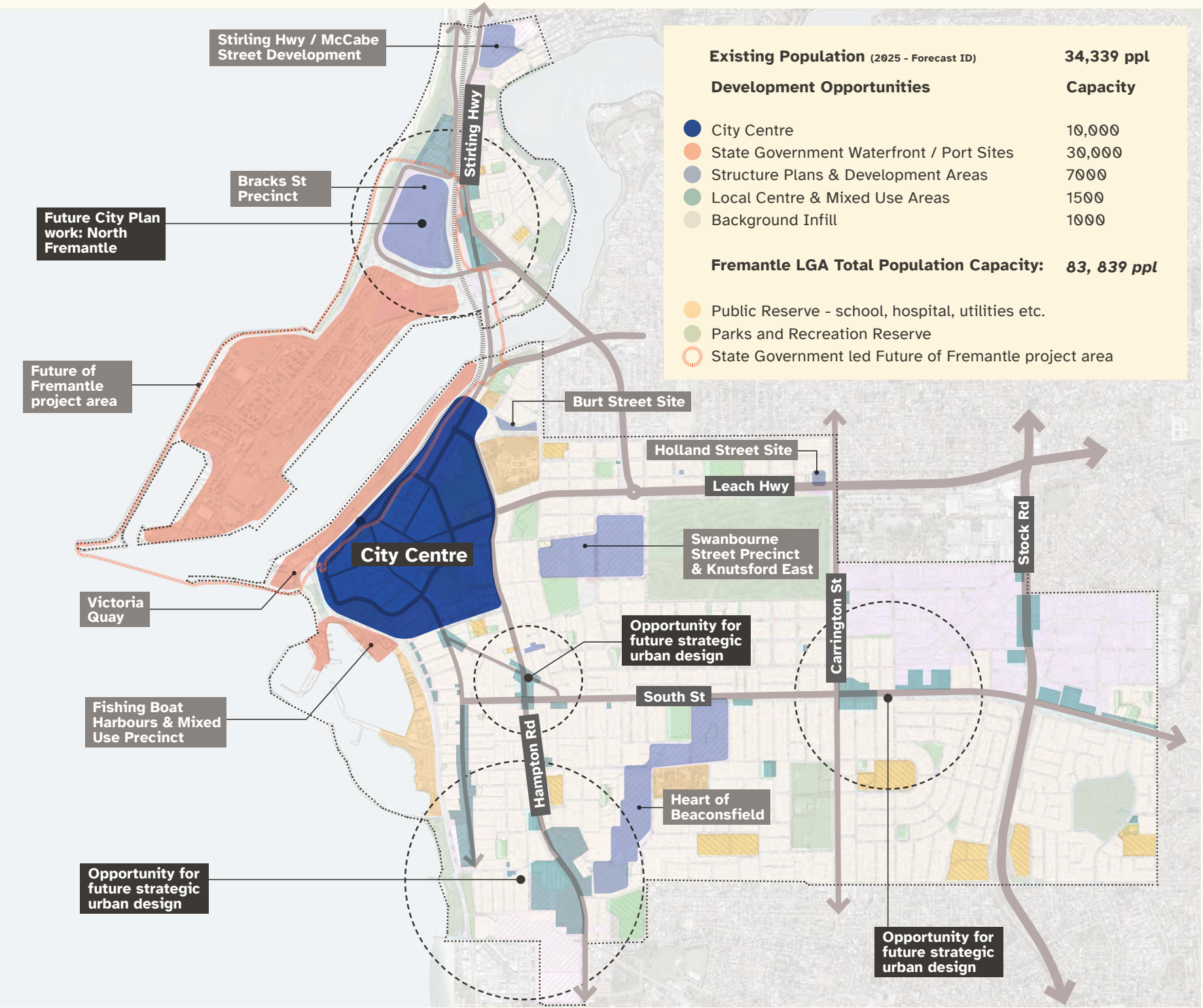
The City Centre is a central focus for growth and investment within the broader Fremantle Local Government Area.

This map highlights areas of change and transformation, identifying long-term population growth capacity and key nodes requiring strategic urban design through the City Plan process. A core objective of this work is to ensure sustainable, targeted development by focusing density of housing where it is most effective: in areas with high amenity, close to jobs and transport.

In recent decades, Fremantle’s population has grown significantly, primarily through suburban infill in Knutsford, White Gum Valley, and Beaconsfield. While this trend continues, the City Centre and other key nodes remain underutilised due to a preference for easily achievable lower density living. However, the suburbs are reaching their capacity for growth, with further development risking the loss of existing heritage and character.

The City Plan promotes well-planned, intelligent mixed-use infill in areas with strong access to amenities, employment, and public transport. The City Centre is the most suitable location for higher-density, mixed-use development, complemented by Development Areas and Structure Plan sites that require careful integration.

Future City Plan work will support sustainable planning around key nodes, such as work currently underway in North Fremantle.

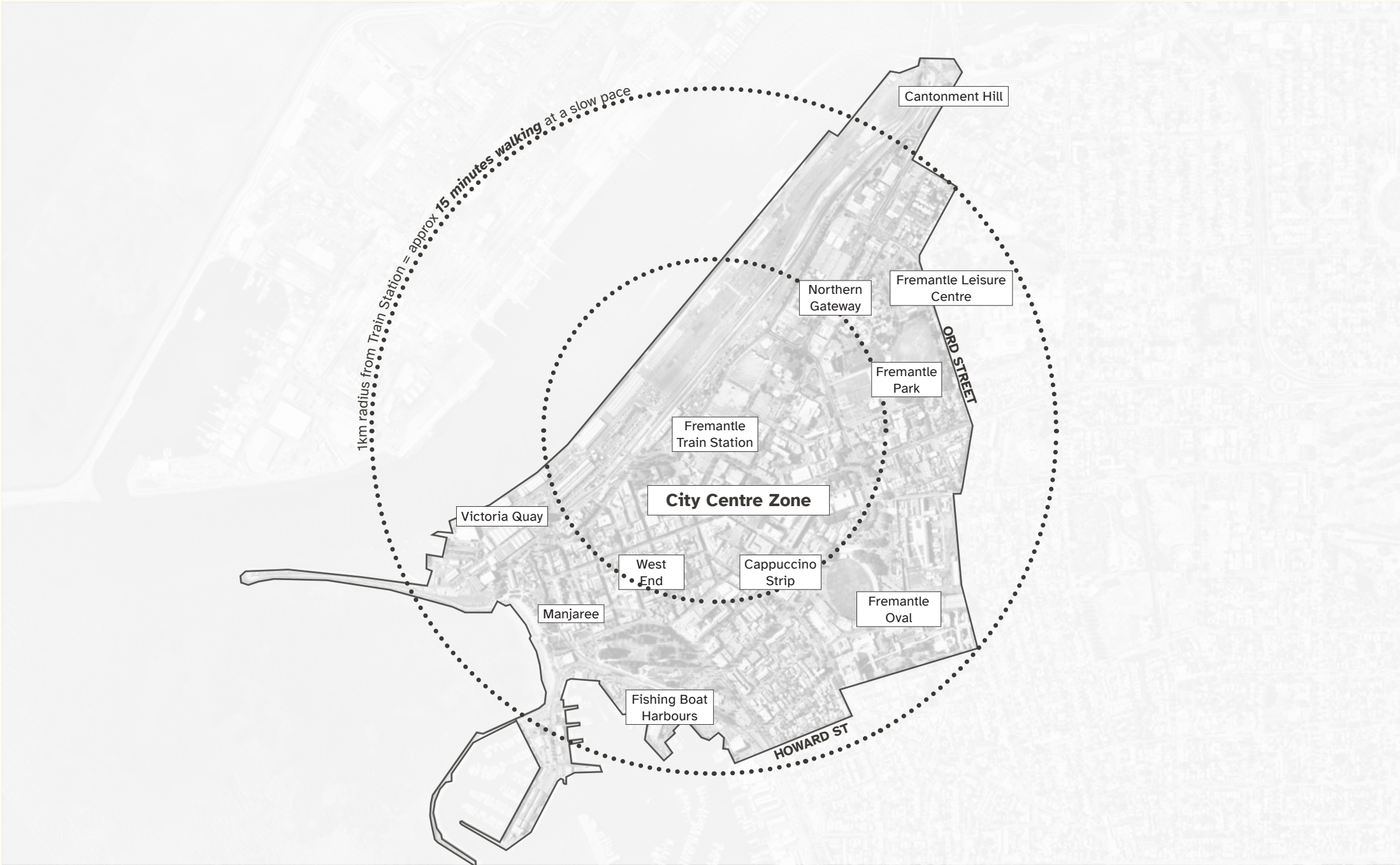


Area and scope

Setting a bold and expansive area of influence.

Broadly, the City Plan area aligns with the ‘Central City Zone’ as defined in the Metropolitan Region Scheme (MRS), a state-level planning instrument managed by the Western Australian Planning Commission (WAPC). This area has been expanded to include key adjacent land uses, such as Fremantle Oval, the Fishing Boat Harbour, and Victoria Quay.

The extent roughly corresponds to a 15-minute walk from Fremantle Train Station at the centre. The City Plan aims to broaden the perception of Fremantle’s City Centre beyond the West End, reinforcing it as a diverse and extensive mixed-use zone with a range of destinations, amenities, and a blend of commercial and residential uses throughout.



All figures are specific to the City Plan study area:

1. Estimated residential population (2025): Projected from the 2021 Census, which recorded 2,647 residents.

2. Local workforce: Number of workers based on 2021 Census data.

3. Student population: Estimated from enrolments in schools, TAFE, and university institutions.

4. Visitor numbers (2023/24): Sourced from ID Community – Economic Profile; includes international visitor nights, domestic visitor nights, and domestic day trips.

Engage a diverse audience

Community engagement has been integral to the City Plan and will continue to shape its evolution.

We have engaged a diverse audience—including individuals of all ages, families, schools, built environment experts, universities and various key institutions at different government levels—to ensure the plan reflects a collective vision. This inclusive approach aims to create a plan that resonates with the entire community and serves as an effective advocacy tool.

Targeted engagement efforts through the project have included:

- General Public: Collected feedback via an online survey and interactive map on the My Say page.
- Elected Members: Conducted workshops and formed a formal project working group.
- Students: Hosted workshops with university groups, Changemakers programs, and collaborated with the Studio School in Fremantle.
- City Thinkers: Engaged local built environment professionals—including Traditional Owners, architects, landscape architects, planners, and developers—through a series of workshops.
- Roundtable Discussions: Organised expert reviews of draft strategies focusing on urban greening, sustainability, transport, urban development and affordable housing.
- What-if Event and Exhibition: A public event was held on 20 June 2025 at PS Art Space, featuring presentations by architects and designers showcasing speculative proposals for Fremantle. The exhibition remained on display for two weeks at Walyalup Koort.



City Plan - Phase 1 Engagement with Changemakers group

Part 1: Why

Why are we doing the City Plan?

There are many reasons why long-term strategic planning and visioning are necessary.

Effective city-making is not just about reacting to immediate pressures but about setting a clear direction and framework that influences and interacts with more immediate and iterative, community-driven priorities as they arise.

Many of the world’s most liveable cities have successfully used strategic planning to shift direction, unite behind a vision, and create a better future. One of the best examples is Postcode 3000, launched by the City of Melbourne in the 1990s under urban designer Rob Adams. Over more than 30 years, this initiative has profoundly shaped Melbourne’s urban landscape, demonstrating that well-conceived plans have lasting, transformative effects.

As an iterative, long-term process, strategic urban design relies on a clear, future-focused vision to shape vibrant, sustainable places over time.

The following pages explain a series of key points that provide the impetus for the City Plan.



1. Respond to our Strategic Community Plan



2. Build on past work



3. Unlock obvious potential



4. Respond to strategic shifts



5. Protect & activate heritage



6. Support our culture



7. Respond to community needs



8. Create a 7-day economy

Respond to our Strategic Community Plan

The Strategic Community Plan (SCP), finalised as the City Plan was beginning to take shape, strongly reinforces the need to invest in the growth and activation of Fremantle’s City Centre.

This emphasis appears across multiple priorities in the SCP, including:

- Encouraging sustainable population growth in the City Centre (Liveable City)
- Advocating for transport networks that reduce the need for cars in the City Centre (Liveable City)
- Investing in urban development to support more people living and working in the heart of Fremantle (Thriving City)
- Building a resilient, seven-day economy that extends beyond the weekend peak (Thriving City)
- Activating the City Centre through a diverse and inclusive program of events (Thriving City)
- Enabling the coexistence of residents, workers, and visitors to create a vibrant and desirable urban environment

As the City Plan took shape, we chose to structure our key moves and principles around the five Strategic Community Plan pillars. These principles were informed by community engagement, internal analysis, and expert input on what is most needed to support a thriving City Centre.

● **Creative City**

Artists and creatives are at the heart of what makes Walyalup Fremantle unique. But to truly reflect this identity, we must elevate opportunities for First Nations people, protect and activate heritage, and support inclusive arts and cultural programming. This includes creating accessible, community-led creative spaces and ensuring culture remains visible and celebrated throughout the City Centre.

● **Thriving City**

This plan suggests the potential to grow the City Centre population to 10,000 residents and create space for 10,000 additional jobs—a goal that will go a long way to supporting a thriving and vibrant City Centre economy. This will require attracting private investment, unlocking the potential of City-owned land, and advocating for development on key, underused, or complex sites—including the waterfront.

● **Resilient City**

Fremantle can be a leader in embedding nature in the city. Greener streets and buildings, more trees, and better support for biodiversity can improve comfort, liveability, and resilience to climate change. Green infrastructure should be integrated into both public spaces and private development.

● **Inclusive City**

Fremantle must stay open and affordable. If workers can’t live nearby, the City Centre risks becoming exclusive and overly touristic. This plan focuses on unlocking housing diversity—including both social and affordable options—to ensure people can live close to where they work and contribute.

● **Liveable City**

As Fremantle grows, quality infrastructure and public spaces are vital—preserving heritage, reimagining streets, upgrading schools, and improving transport with safer walking, cycling, and better public transit.



Build on past work

A decade ago, the City introduced the “Freo 2029: Transformational Moves” document, advocating for a series of projects to reinvigorate the City Centre.

In developing the City Plan: City Centre, this foundational work has been reviewed with the aim of building on its vision rather than proposing entirely new directions. Transformational Moves has been a valuable document for the City, providing a clear sense of direction, highlighting the potential of the City Centre, and directly influencing key outcomes such as the development of the Walyalup Civic Centre. Despite these successes, many of the ‘moves’ it proposed have yet to be fully realised. Some are ongoing, while others have faced unexpected challenges.

Below is an assessment of the progress on each transformational move:

City Centre

The revitalisation of Walyalup Koort (Kings Square) has been a significant achievement, establishing a vibrant heart within the city. However, considerable potential still remains. Several private development sites, such as Fremantle Malls, the Spicer Site, and properties along Queen, Adelaide, and Cantonment Streets, have stalled. Additionally, enhancing the connection to the train station presents a clear opportunity for further development.

Waterfront

Waterfront activation, particularly at Victoria Quay and the Fishing Boat Harbour, has seen some progress. The development of Gage Roads as a lively waterfront destination is a great success. Yet, connections between the city and the waterfront, such as the proposed Norfolk Street extension and Cliff Street upgrades, remain unrealised.

Network City

Improvements in connectivity to and within the city have been minimal. Many proposed initiatives are still relevant but remain works in progress. We are exploring localised road network changes to enhance pedestrian and cyclist movements through interventions such as one-way streets and modal filters.

Northern Gateway

The forthcoming completion of the Swan River Crossings project, including the new extradosed bridge, marks a significant development. This infrastructure is expected to catalyse future opportunities in the precinct, aligning with the visions outlined in Transformational Moves.

Fremantle Oval Precinct

The Fremantle Oval Masterplan and Business Case are still under development, with ongoing efforts to secure funding. The Stan Reilly site—originally proposed for affordable housing in Transformational Moves—is now being developed as the location of a new Fremantle District Police Complex, funded by the State Government.



Freo 2029: Transformational Moves, City of Fremantle

Why

Unlock obvious potential

Many sites in Fremantle have remained vacant, neglected, or underutilised for years.

The City Plan seeks to drive change while addressing the challenges that have hindered their development:

- Land Banking: Developers may hold land, anticipating future value increases without immediate plans for development.
- Government Inaction: Delays or lack of action from state authorities can stall projects.
- Complex Ownership Structures: Properties with multiple owners or complex strata arrangements require extensive negotiation.
- Contamination Issues: Sites with environmental contamination require costly remediation before development can proceed.
- Aging Infrastructure: Deteriorated or unknown underground utilities require upgrades, complicating development.
- Infrastructure Coordination: Securing approvals and coordinating with agencies like Western Power for upgrades can delay timelines.
- Post-COVID Challenges: The pandemic caused labor and material shortages, raising costs and extending schedules.
- Planning Constraints: Proximity to the port imposes restrictions, such as the Fremantle Port Buffer Area Development Guidelines, limiting residential development near the port.

The City is committed to activating these sites wherever possible, encouraging investment in Fremantle’s City Centre.



Respond to strategic shifts

The City Plan aims to respond to, advocate for, and influence strategic priorities and shifts in state government agenda where possible.

A key example with lasting significance for Fremantle is the proposal to relocate and redevelop the port, as outlined in the recently released Future of Fremantle Place and Economic Vision document.

Led by the WA Planning Commission, the City contributed to this work through a series of stakeholder engagement workshops and visioning exercises. It advocated in particular for how development on the Port lands should integrate with and connect to the historic City Centre as a priority. While the timing of the port's relocation remains uncertain, it is unlikely to commence for at least 20 years. This broadly aligns with the City of Fremantle's City Plan: City Centre, which focuses on guiding development in the 20-year period leading up to the port's eventual relocation.

One of our goals is to unlock development and opportunities within the Fremantle City Centre before any redevelopment of Fremantle Port takes place. When that redevelopment eventually occurs, the aim is for the City Centre to be seen as a global benchmark for sustainable, liveable, and vibrant urbanism—a model to connect with and reference in planning for the North Port.



Future of Fremantle Place and Economic Vision, WAPC

Protect & activate heritage

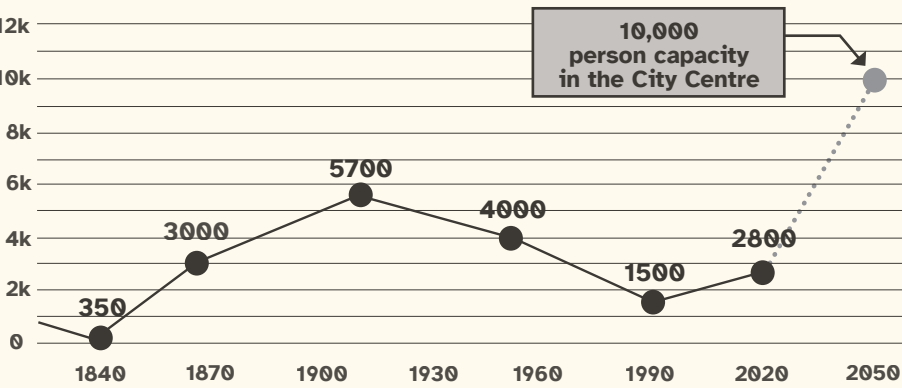
A key motivator for the City Plan is integrating and preserving heritage, protecting, activating, and retrofitting it within new development opportunities in the City Centre.

Our approach is “back to the future”—reviving the vibrancy of the city before suburban, car-oriented development took over, leaving Fremantle more monocultural and dominated by cars, car parks, and a tourist-driven economy rather than a mixed-use one.

Research shows the City Centre has gone through cycles of growth and decline since colonisation, with the Gold Rush being a transformative period that shaped much of the West End. At that time, the City Centre had more than double the density of 2020, with households averaging five people per dwelling compared to two today.

Achieving the growth envisioned in the City Plan would require a significant societal shift similar to that realised through the Gold Rush.

Fremantle City Centre, population growth over time



High Street Mall looking west, 1915

Why

Support culture & identity

The City Plan is driven by a commitment to protect and strengthen Fremantle’s unique culture and identity.

This includes honoring more than 50,000 years of Whadjuk Noongar heritage in Walyalup Fremantle, which continues to shape the area today, alongside the vibrant arts and community culture that define the city’s character.

Fremantle has long thrived by fostering creativity and attracting people seeking a unique way of life. Its ability to remain eclectic, even through gentrification, is its greatest strength. The city’s contrasts—mixing diverse cultures like Whadjuk Noongar, Sicilian, Portuguese, Irish, and others—foster creativity and connection.

Fremantle’s greatest asset is its organic growth. We should embrace its evolution, stay connected to its past, and allow it to shape its future, telling all the stories that make it unique.



Wardarnji Festival 2024

Why

Respond to community needs

Many of the priorities in the City Plan reflect specific needs voiced by the community.

Housing Affordability

Over the past decade, the suburb of Fremantle’s median house price has surged from about \$700,000 in 2013 to roughly \$1,200,000 in 2023—a 70% increase (Realestate.com.au, Fremantle Profile). In contrast, Perth’s prices rose about 50% and the national median by roughly 60%, highlighting growing affordability challenges.

Urban Greening

Fremantle City Centre has just 7% tree canopy cover (City Plan: Baseline Mapping Report). Community debates—such as those over the historic fig tree on High Street—underscore a strong desire to protect and enhance our natural assets.

Transport

Fremantle City Centre is inherently walkable thanks to its fine-grain urban structure, but regional public transport connections—particularly to the south and east—are limited. Census journey-to-work data shows that over 80% of residents depend on private vehicles. To support a sustainable and liveable mixed-use city, it’s essential to improve public transport efficiency and encourage greater uptake of both public and active transport.



Family friendly event at Walyalup Koort

Create a 7-day economy

Attracting more residents, businesses, and visitors will stimulate economic growth and enhance overall urban vibrancy, not just on weekends, but throughout the week, from daytime into the evening.

Building on the success of the “THIS IS FREMANTLE” marketing campaign, which effectively showcased the city’s unique attractions to tourists, we aim to extend this strategy to attract broader private investment in Fremantle. By leveraging the established brand, Fremantle can position itself not only as a premier tourist destination, but also as an ideal location for living, business development, education, and sustainable industries—attracting a diverse demographic of people to live, work, and play in Fremantle.



'This is Fremantle' marketing campaign

Part 2: What

What we learned

Since May 2024, the City Plan engagement process has involved more than 3,000 people through workshops, online surveys, interactive maps, and public exhibitions.

Phase 1 Engagement (mid 2024) - Through our online survey and in-person workshops, we gathered feedback on a range of complex—and at times competing—themes, including transformation, built form, height and scale, city living, movement, sustainability, events, and character. We received 250 contributions via workshops and the My Say platform. The community shared the following key priorities:

- » **Prioritised transformation:** Careful change to many City Centre areas, with a focus on Victoria Quay, Cantonment Street, and the Northern Gateway as high priorities.
- » **Heritage conservation:** Preservation of the West End and parts of the Walyalup Koort surrounding heritage fabric.
- » **Housing accessibility:** Many people aspire to call Fremantle home but are unable to. More housing is needed, with diverse and affordable options to meet demand.
- » **Improved transport:** A better transport system is essential, as the vast majority of trips to and from the City Centre rely on private vehicles.
- » **Cultural identity:** Protecting Fremantle’s unique “vibe” is critical to maintaining its distinct character.
- » **Urban greening:** There is a pressing need to significantly increase greenery across the city, particularly the City Centre.

Phase 2 Engagement (mid 2025) - We used the above key priorities, along with the Strategic Community Plan (SCP), to develop a series of design principles that shaped the Draft City Plan. The draft was made available to the public through exhibition events and online. During this period, we received an additional 41 submissions, with 84% of respondents indicating they were supportive or somewhat supportive of the Draft City Plan. These comments have been incorporated into this final version of the Plan where appropriate.



City Plan - Phase 1 Engagement at Studio School

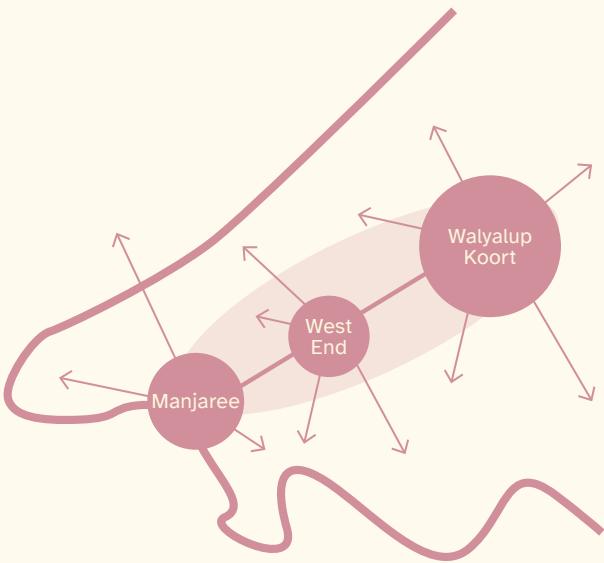
Key principles

Early community engagement has shaped the following key spatial principles.

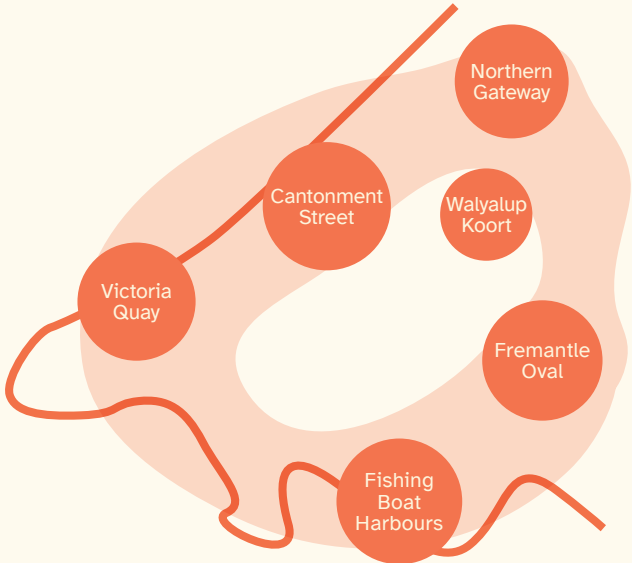
Building on the engagement through the City Plan and feedback from the community via the Strategic Community Plan, we've developed five key principles aligned with each of its pillars.

These pillars reflect community input on broader priorities for transformation and development in different parts of the city, heritage conservation, activation and retrofit, increasing the provision of affordable housing, and improving transport, walkability, accessibility, and access to urban nature and greening. In the following diagrams, we have highlighted spatial strategies that align with each of the different pillars and inform a variety of actions that will be explored as a result of the City Plan.

The next section of this report outlines how these strategies manifest spatially across the city, highlighting key priorities, successful case studies, and a speculative image that visualises what the future of Fremantle City Centre could look like when the vision is realised.



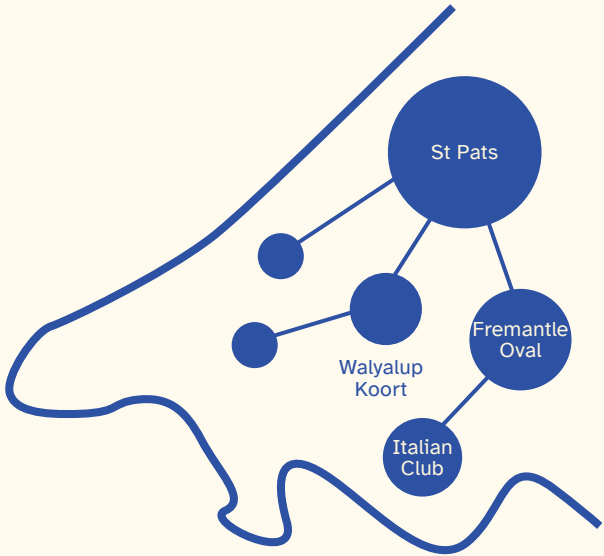
Creative City
Grow from the heart



Thriving City
Activate the edges



Resilient City
A network of open space



Inclusive City
Clusters of affordability



Liveable City
A walkable core with connections to and along the waterfront

To shape a vision for the future

A mixed-use City Centre, reignited by high-density living with a lifestyle and amenity offering that is unmatched in Australia.

Artist impression of Fremantle c. 2050

- Developments under construction
- Current development application
- Interpretation of future development



What

Creative City

Grow from the heart—in a way that’s sensitive to our culture and heritage.

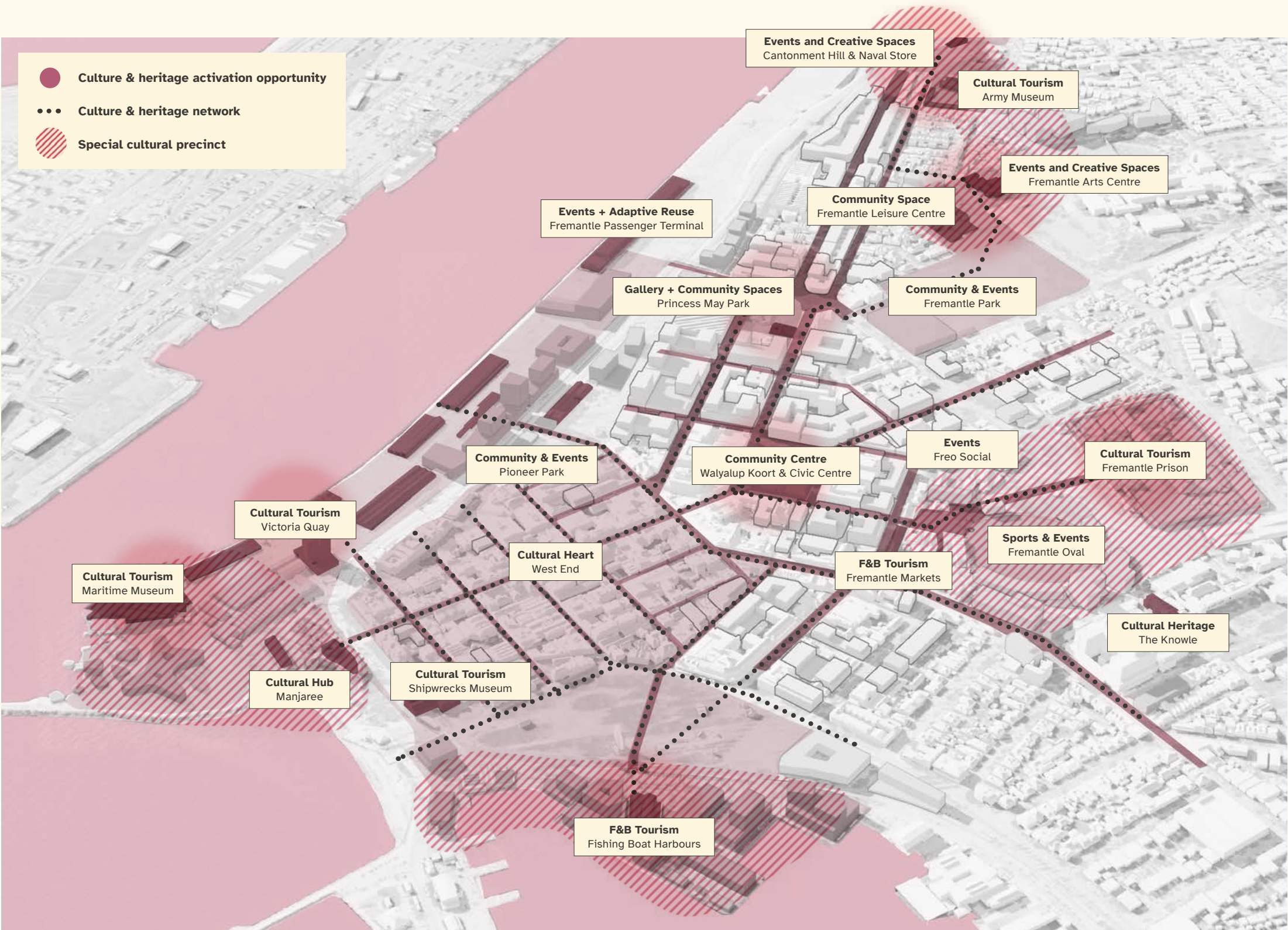


Creative City Spatial strategy

Fremantle’s strength lies in its culture and heritage, encompassing both First Nations and colonial history, alongside its creative diversity.

Future development must respect and respond to this cultural context, protecting, connecting, and expanding upon the elements that are working well in Fremantle today. Key sites, such as First Nations heritage locations (Manjaree, the Derbarl Yerrigan), colonial heritage sites (the entire West End), and the historic City Centre of Walyalup Koort Kings Square, should form the anchor for future physical and cultural connections. These places are the heart of the city, and we propose that they remain vibrant centres of gravity into the future.

The same applies to cultural events, gatherings, and performances. One of Fremantle’s strengths is the integration of its cultural network throughout the city—this should be preserved and promoted as a unique asset.



Creative City Priorities



First Nations first

Walyalup/Fremantle holds deep cultural significance for the Whadjuk Noongar people, serving as a place of connection and gathering around key sites like Manjaree/ Bathers Beach and Dwert Wirrunup/ Cantonment Hill.

2029 marks 200 years since colonisation, a significant milestone that will drive the promotion of First Nations Acknowledgement, recognition, and respect.



Protect our heritage

Fremantle’s heritage is one of its many obvious assets.

Protecting our existing heritage areas and places is a major priority, and we will seek opportunities to consolidate these protections and expand heritage area planning to include additional parts of the City Centre. This will ensure that any future development is contextual and sensitive to the character and heritage of the city.



Distributed Events

Fremantle thrives on diverse arts, culture and events, a vital expression of both the community and the creative industries. We aim to nurture and expand programming for audiences of all levels of interest and knowledge across the City Centre.

We will advocate for and encourage arts and cultural programming throughout the City rather than consolidating events into a single multi-purpose venue. This responds to our unique identity and ensures creativity continues to be embedded in our city’s fabric.



Space for creatives

We acknowledge the ongoing challenge of securing fit-for-purpose creative spaces. We will continue to invest in cultural infrastructure across City-managed buildings, including Fremantle Arts Centre, Moores Building Art Space and Manjaree. We’ll also advocate for new and retained creative spaces in the City Centre and ensure the creative community’s voice is included in relevant planning and reference groups. Important venues like PSAS, Old Customs House and the Naval Store are essential hubs that must be supported.

Left to right:
Welcome to Country & smoking ceremony at Walyalup Koort
High Street, Fremantle’s West End
Jazz in the courtyard at Fremantle Arts Centre
Nina Jupiter and Will Ek Uvelius of Vessel Contemporary at the Naval Store

Creative City Actions



First Nations first

- Deliver the Kaarl Boyak Naariny artwork at Walyalup Koort by Simon Gilby and Sharyn Egan.
- Implement CoF internal Whadjuk Noongar engagement protocol guidelines.
- Explore opportunities to support First Nations artists through the Public Art Strategy.
- Explore Fremantle’s potential role in the broader 2029 Bicentenary celebrations and reconciliation efforts.



Protect our heritage

- Investigate opportunities to expand heritage area policy protections across different areas within the City Centre.
- Ensure heritage-sensitive development outcomes through DAC and heritage reviews as part of Development Assessment process.



Distributed Events

- Continue high-quality events and arts programming at Walyalup Koort, Fremantle Arts Centre, and throughout the City Centre.
- Strengthen partnerships to support and expand arts and creative programming across the City Centre.
- Encourage the wider distribution of privately run creative events throughout the City Centre.



Space for creatives

- Enhance and expand fit-for-purpose cultural infrastructure.
- Support sustainable investment in artists’ and creatives’ careers.
- Ensure safe and inclusive environments across the City’s arts and culture services.

Left to right:
Welcome to Country & smoking ceremony at Walyalup Koort
Market Street, Fremantle’s West End
Jazz in the courtyard at Fremantle Arts Centre
Nina Jupiter and Will Ek Uvelius of Vessel Contemporary at the Naval Store

Creative City

Case study

Fremantle Biennale: A cultural program that enlivens the entire City Centre with diverse arts and cultural events.

The Fremantle Biennale is a dynamic arts event held every two years, showcasing contemporary art in public spaces across Fremantle. Local, national, and international artists create site-specific works that engage with the city’s heritage, landscapes, and communities. The event spans a diverse range of artistic disciplines, including visual art, performance, installation, and interactive experiences.

Attracting thousands of visitors, the Biennale significantly boosts Fremantle’s cultural profile and economy. By activating spaces from historic buildings to public parks, it encourages exploration and fosters a deeper connection to the city’s rich cultural heritage.

The Fremantle Biennale excels in engaging diverse audiences, many of whom may not typically visit traditional art venues. It transforms the city into a living gallery, accessible to all, demonstrating how art can activate spaces and strengthen connections between the city, its heritage, and its people.

A highlight of the most recent Biennale was the Moombaki lighting installation, which brings Whadjuk Noongar culture to a broad audience. This stunning display, created by a fleet of illuminated drones, tells a traditional Whadjuk Noongar creation story, blending ancestral knowledge with modern technology and offering a powerful cultural experience.

Image: A scene from the 2021 Fremantle Biennale’s drone light show Moombaki (2021). Photo: Duncan Wright



Creative City Opportunity



Fremantle Train Station

The train station forecourt is a key area within the City Centre with significant potential for public realm improvements. While it must primarily support efficient transport, it also offers the opportunity to create a shared public space where vehicles are slowed and pedestrians are prioritised. We could even envision this space being closed, to be used for major events and gatherings, as has historically occurred in front of the station. This opportunity focuses on reactivating our heritage landmarks, like the train station, and exploring ways to better connect them to the city’s cultural and heritage heart at Walyalup Koort and the West End.

One of our key advocacy points for the future of the train station is the opportunity to realign bus routes, allowing them to enter the bus interchange via Queen Street primarily. This would free up space and create a larger, more connected public realm linking the train station more clearly to Market Street and the West End.

A key advocacy position is to enhance Pioneer Park and retrofit or replace the Spare Parts Puppet Theatre with a multifunctional community and cultural space near the train station.



Artist impression

What

Thriving City

Activate precincts at the edges to densify the city and attract more residents, businesses, and tourists.

Thriving City

Spatial strategy

A major part of the City Plan is promoting the City Centre as a mixed-use area, similar to how it was in the early 20th century, before the significant and gradual decline of its residential population.

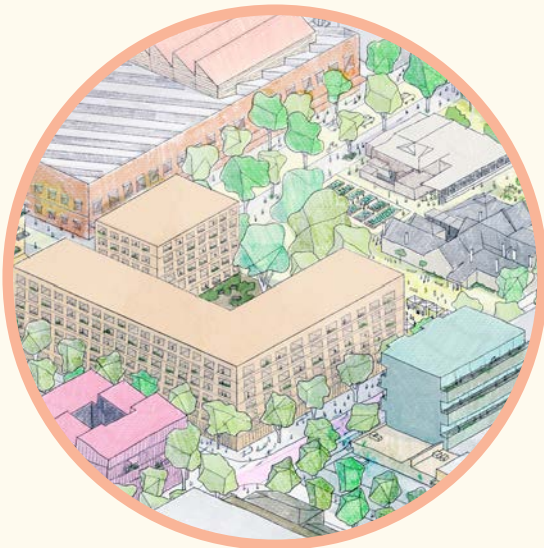
This spatial strategy identifies key areas around the City Centre with development potential, where increased density could accommodate new residents while also attracting more businesses and tourists. By mapping underutilised sites (such as those without significant heritage value, industrial sites, and vacant land), we see the potential to accommodate a capacity of approximately 10,000 residents (3.5 times the current population) and up to 20,000 jobs (double the existing number of jobs).

The majority of this transformational potential is concentrated around the edges of the historic West End, forming a development ring around the City Centre.

As highlighted in the previous chapter, the City Centre’s cultural vibrancy—driven by its nightlife, bars, and cafes—is essential to its ongoing appeal. However, this strategy emphasises the need to increase the residential population, particularly in the underdeveloped areas surrounding the historic core. Densifying the City Centre will help create a more vibrant, 24-hour, walkable environment—aligning with the concept of truly mixed-use cities, a model common in Europe but less prevalent in Australia.



Thriving City Priorities



Attract private investment

Attracting private investment into Fremantle City Centre is crucial to realise high-quality mixed-use residential development. Most of the development sites outlined in the City Plan are privately owned and will require private investment. A key example of this is the Cantonment Street area, where several key development sites are being gradually realised by different developer proponents. Our role is to coordinate these projects, organise infrastructure investment and promote sustainable development in the City Centre.



Lead in our own projects

We are committed to leading by example with key government-owned development opportunities in the City Centre. A prime example is the Fremantle Oval Masterplan, which aims to revitalise the precinct for the Fremantle Dockers Women’s team and South Fremantle Football Club, while also delivering 200 social and affordable homes. Other City Centre opportunities include the redevelopment of the Italian Club and potential long-term development above the Fremantle Leisure Centre car park.



Activate the waterfront

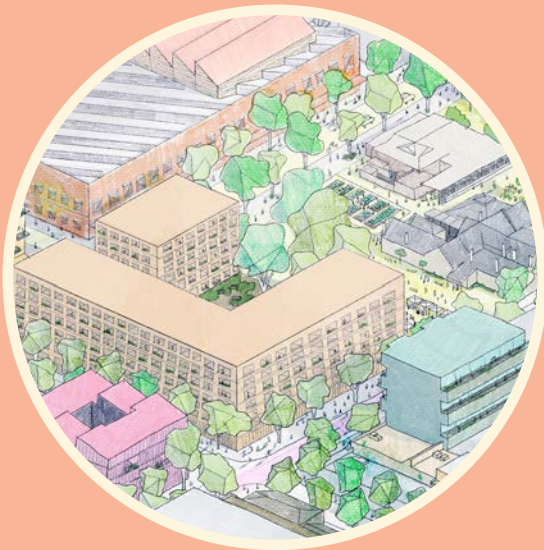
We are a key stakeholder in Victoria Quay and the Fishing Boat Harbours, and we are committed to supporting their transformation into world-class entertainment, tourism, and maritime business mixed-use precincts. With State Government policies driving development, there are significant opportunities to activate these areas, creating more attractive and accessible spaces for visitors, the community, and businesses.



Unlock tricky sites

Many sites in Fremantle have remained vacant, neglected, or underutilised for years. Factors such as land banking, complex strata ownership structures or contamination often create barriers to redevelopment. Where possible, the City is committed to facilitating opportunities to activate these sites, showcasing their potential and encouraging investment in Fremantle’s City Centre.

Thriving City Actions



Attract private investment

- Review Planning Scheme and Activity Centre Plan to better support and attract City Centre housing.
- Advocate for eight-storey development in key priority development areas.
- Support zero-parking developments to promote affordable, transit-oriented housing.
- Investigate opportunities to leverage private investment to support streetscape renewal.



Lead in our own projects

- Finalise the business case and feasibility planning for the Fremantle Oval Masterplan incl. housing development opportunity.
- Advance feasibility planning for the Italian Club site redevelopment incl. mixed-use development & multi-storey car park opportunity.
- Explore development opportunities in other City-owned sites, for example car parks, including the Fremantle Leisure Centre car park.



Activate the waterfront

- Collaborate with VQ stakeholders to activate underutilised historic sheds for commercial, creative, and tourism uses.
- Align waterfront wayfinding between City and State to create a seamless Fremantle visitor experience.
- Improve waterfront access across the rail line at Cliff Street, Fremantle Station, Norfolk Street and Warden Lane.
- Deliver cohesive waterfront access that promotes walking and cycling.



Unlock tricky sites

- Invest in streetscape upgrades, infrastructure improvements, placemaking, and temporary activations around challenging development sites, such as Collie Street, to help improve their viability.
- Highlight opportunity of under-utilised development sites in strategic planning work like this City Plan, for example the proposal by Simon Pandal Architects for the Fremantle Malls as part of the 'What-if' project series.

What

Thriving City

Case study

Little Lane: A prototype for realising high-density residential development in the City Centre.

The Little Lane project, developed by Parc Developments (formerly part of Yolk Property) is a unique success story in Fremantle’s City Centre, delivering a diverse range of 70 apartments to the heart of Fremantle. The development, constructed during COVID, was effectively delivered in spite of the challenges of a constrained site, difficult access, high labour costs and material shortages. It set a new standard for the potential of residential development in the heart of Fremantle.

It was designed to fit within the urban fabric of Fremantle, in both materiality choice and design, and to address historic social challenges associated with the original site.

The developer’s commitment to activate the associated laneway and surrounding fabric is evident. However, the project highlights ongoing issues with traditional approaches to ground floor activation. At present, retail supply exceeds demand throughout the City Centre, especially beyond Walyalup Koort and the West End. As surrounding population grows over time, the available retail space is likely to be taken up incrementally.

Through the City Plan, we are working through our planning protocols, to offer alternatives for future developments, including more residential living on the ground floor, shop studios and other creative options that will extend more vibrancy to the ground floor. This would reduce vacant retail space, enhance safety, and contribute to a more vibrant, 24-hour City Centre.

Image: View of Westgate Mall at the groundfloor of Little Lane.
Photo: Jack Lovel

Thriving City Opportunity



William Street

William Street is a key connection between Walyalup Koort and the future Fremantle Oval development precinct. Building on the council-endorsed masterplan for the greater Walyalup Koort area, this illustration highlights its potential as an extended shared zone. It proposes one-way vehicle traffic extending towards Parry Street, shared pedestrian and cyclist movement in both directions, opportunities for additional street tree planting and greening, and significant development potential on the western side, including the aging Fremantle Malls site and the Spicer Site.

This image envisions a “Thriving City”—a denser, more vibrant City Centre where new residents, businesses, and tourists coexist in a dynamic mixed-use urban ecosystem.



Artist impression

What

Resilient City

A network of open spaces and greening to enhance urban nature.

Resilient City

Spatial strategy

Access to open space and nature is vital for a growing city. The City Plan promotes the enhancement of existing spaces, creation of new areas, and improvement of landscape connections between them.

The City Centre's open space is primarily concentrated around the edges of the historic core, with key sites including Esplanade Reserve, Fremantle Oval, Fremantle Park, and Manjaree Bathers Beach. Similarly, locations like Fremantle Train Station, Victoria Quay, and the Fishing Boat Harbour's offer opportunities for enhanced public space but currently suffer from a fragmented, car-dominated character.

This spatial diagram proposes increasing and improving green infrastructure in these key sites, as well as the streets that connect them, such as Parry Street, Norfolk Street, Cliff Street, Phillimore Street and Beach Street. Greening throughout the city edges will form a cohesive green ring around the historic core and provide vital access to open space and nature.

Beyond large open spaces, there are also opportunities for targeted greening, including courtyard spaces within blocks and on-structure greening integrated into future developments. Given the challenges of City Centre greening—such as below-ground infrastructure and microclimatic conditions—this approach prioritises strategic, site-specific interventions where greening can have the greatest impact.



Resilient City Priorities



A network of open space

Open spaces surround many parts of the City Centre, forming an interconnected network which serves as the city's lungs and provides essential recreational areas for a growing residential population.

This network also presents opportunities to support emerging decentralised infrastructure—such as community batteries, solar power, and EV charging stations—to help generate, store, and distribute renewable energy locally.



Green, healthy streets

We are committed to greening City Centre streets wherever possible, aiming to significantly increase the current 7% canopy coverage and create a cooler, more vibrant, and sustainable urban environment.



Focused greening

Promoting focused greening is essential for a sustainable and vibrant City Centre. Strategic streetscape greening, such as modal filters, creates planting opportunities while enhancing walkability. Similarly, internal landscaped courtyards and on-structure greening in new developments provide vital green relief, improving urban cooling, biodiversity, and liveability in high-density areas.



Coastal adaptation

Existing sea level rise and inundation mapping highlights significant long-term risks to key areas of Fremantle, including the Fishing Boat Harbour, Esplanade Reserve, and West End. Given Fremantle's unique geology and groundwater challenges, we will explore adaptive, long-term solutions beyond conventional engineering defences.

Resilient City Actions



A network of open space

- Advocate for greening and public realm improvements around Fremantle Train Station.
- Advance planning for Fremantle Park and Princess May Park to support greening and enhanced community recreation.
- Plan for Esplanade Reserve upgrades, including the removal of the surface car park near Norfolk Street Extension.
- Support additional tree planting to replace significant trees nearing the end of their lifespan.



Green, healthy streets

- Allocate adequate space for street trees to support drainage and tree health.
- Update tree planting guidelines to prioritise endemic and context-specific species.
- Renew key City Centre streetscapes—West End, Walyalup Koort, William, Queen, Adelaide, and Cantonment Street—to boost tree cover.
- Invest in Water Sensitive Urban Design (WSUD) infrastructure and permeable paving in suitable streets, such as Essex Street.



Focused greening

- Explore opportunities for modal filters in key City Centre locations to enhance urban greening and pedestrian prioritisation.
- Advocate for high-quality landscape design in all new developments, including on-structure and internal landscaping.
- Promote best-practice sustainability and Net-Zero planning in all developments.



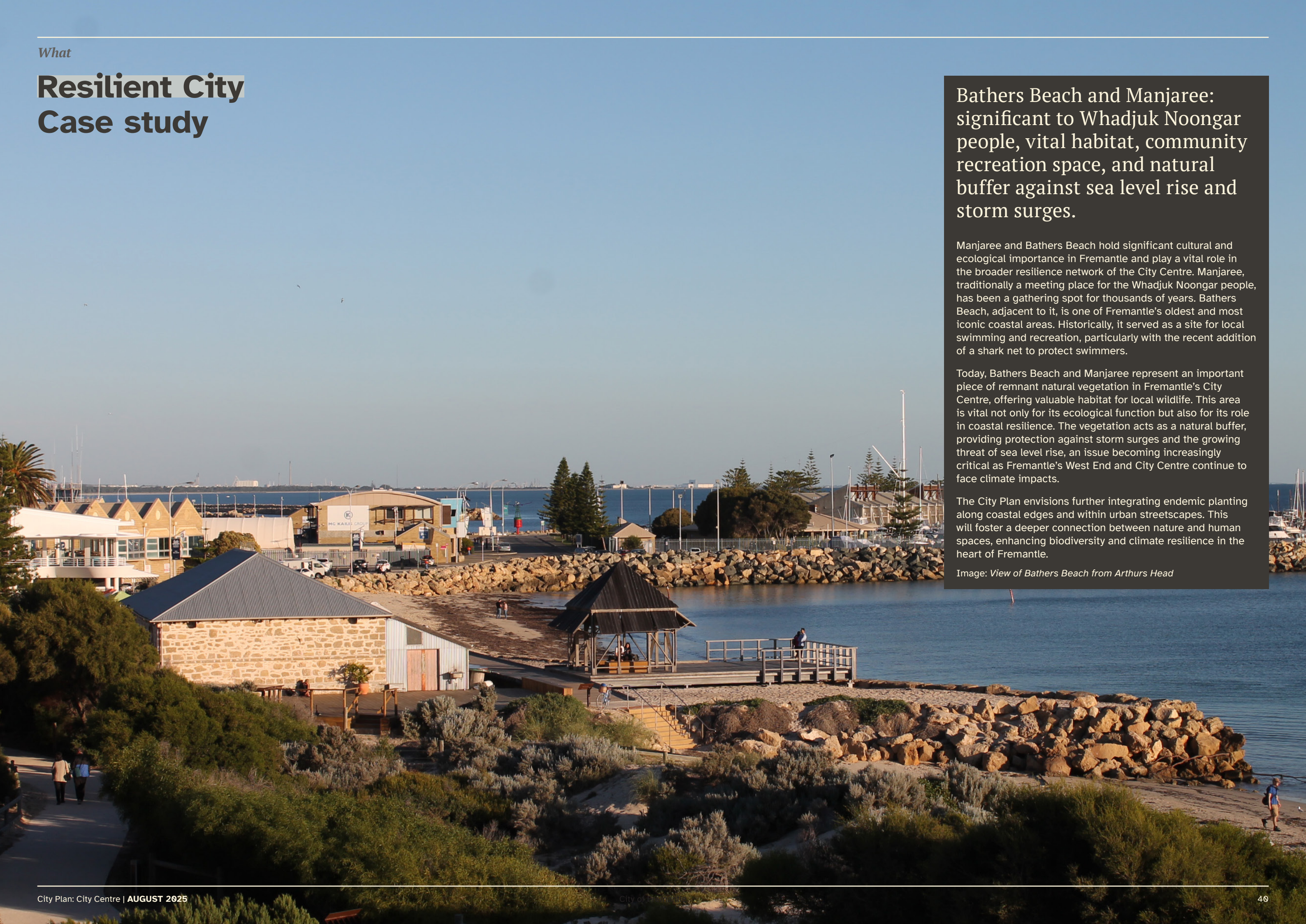
Coastal adaptation

- Collaborate with the State Government on new CHAR mapping to support long-term coastal planning and adaptation.
- Explore special planning control zones for development areas at risk of inundation.
- Support State Government in waterfront masterplanning to ensure integration of coastal adaptation responses.
- Extend green networks into State-owned waterfront land to create a seamless connection between the City Centre, whilst responding to local microclimates.

Left to right:
Princess May Reserve
Elders Wool Stores Proposal by Human Urban
Courtyard greening at Emily Taylor restaurant
Sea level rise & inundation mapping, City Plan Baseline Mapping Report

Resilient City

Case study



Bathers Beach and Manjaree: significant to Whadjuk Noongar people, vital habitat, community recreation space, and natural buffer against sea level rise and storm surges.

Manjaree and Bathers Beach hold significant cultural and ecological importance in Fremantle and play a vital role in the broader resilience network of the City Centre. Manjaree, traditionally a meeting place for the Whadjuk Noongar people, has been a gathering spot for thousands of years. Bathers Beach, adjacent to it, is one of Fremantle’s oldest and most iconic coastal areas. Historically, it served as a site for local swimming and recreation, particularly with the recent addition of a shark net to protect swimmers.

Today, Bathers Beach and Manjaree represent an important piece of remnant natural vegetation in Fremantle’s City Centre, offering valuable habitat for local wildlife. This area is vital not only for its ecological function but also for its role in coastal resilience. The vegetation acts as a natural buffer, providing protection against storm surges and the growing threat of sea level rise, an issue becoming increasingly critical as Fremantle’s West End and City Centre continue to face climate impacts.

The City Plan envisions further integrating endemic planting along coastal edges and within urban streetscapes. This will foster a deeper connection between nature and human spaces, enhancing biodiversity and climate resilience in the heart of Fremantle.

Image: View of Bathers Beach from Arthurs Head

Resilient City Opportunity



Essex Street

Like nearby Collie and Norfolk Streets, Essex Street is an important pedestrian link through the City Centre to Esplanade Reserve and the waterfront beyond. All three streets require public realm upgrades to support this walkable connection. Essex Street, in particular, has strong potential for greening and water-sensitive urban design.

As one of the wider streets in the City Centre, and with 45-degree parking currently dominating the space, it offers unique opportunities. A major underground stormwater channel beneath the street carries runoff from around Fremantle Oval to the Fishing Boat Harbours—an infrastructure element that could potentially be daylighted within a planted water filtration landscape.

The image here envisions a greener, more naturalised Essex Street: retaining existing trees, introducing chicanes or modal filters to calm traffic, and using permeable paving to support tree health and manage stormwater locally.



Artist impression

What

Inclusive City

Clusters of affordability—integrated and well-connected across the city.

Inclusive City

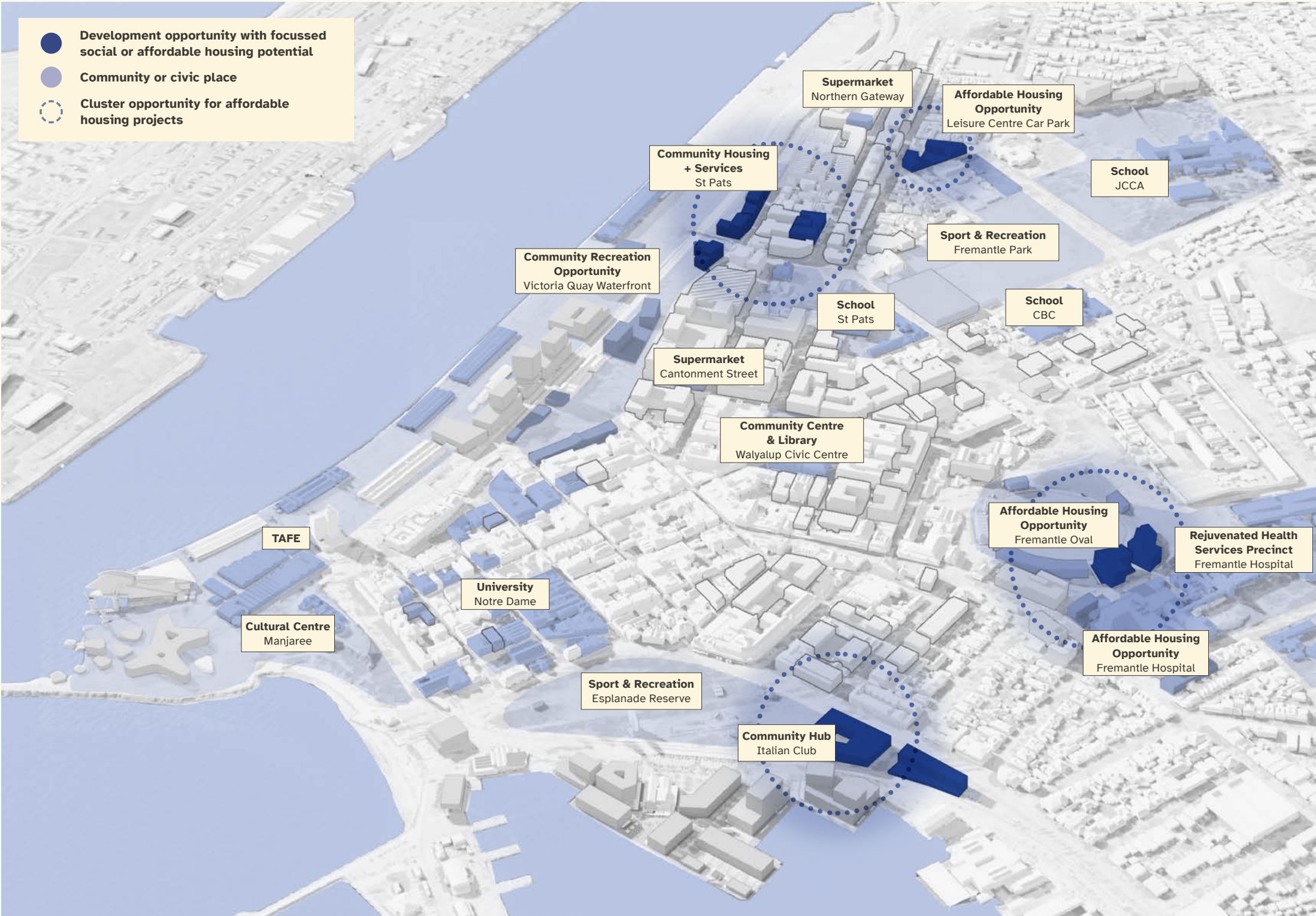
Spatial strategy

Affordability is a pressing issue in cities worldwide, and Fremantle is no exception. As part of our ambition to become an Inclusive City, we are exploring how local government can assist in addressing this complex, multi-layered challenge.

Over the past five years, Fremantle has experienced substantial growth in the housing market. As of February 2025, the median house price in Fremantle (the suburb) is \$1,300,000, reflecting a 17.2% increase over the previous 12 months (realestate.com.au). While data for Fremantle’s house prices five years ago is not readily available, this recent growth aligns with trends in Perth, where the median house price rose from \$600,000 in late 2023 to \$745,000 by December 2024, marking a 24.2% annual increase (majorvaluations.com.au). This rapid rise in property values exacerbates Fremantle’s housing affordability challenges.

To address this, we propose a strategy to integrate affordable and social housing across the City Centre. We support a diverse range of housing types and models in all new developments across Fremantle. This diagram highlights areas with strong potential for clustered affordable or social housing near community services. These include future government-led redevelopment opportunities at Fremantle Oval, the Italian Club, the Fremantle Leisure Centre car park, and the area near St Pat’s—one of the city’s key community housing providers.

Our goal is to create diverse housing options for all, including crisis, social, affordable, student, supported living, built-to-rent, and market rental opportunities. By doing so, we can foster a more inclusive city that meets the needs of both existing and future residents.



Inclusive City Priorities



Respond to diverse housing needs

We support diverse housing needs in Fremantle through a mix of social, affordable, and market rental housing.

Social housing is government-owned and subsidised, while affordable housing ensures low- to moderate-income households can rent or buy affordably, typically costing no more than 30% of gross income for the bottom 40% of income earners (30/40 rule).



Improve recreation infrastructure

We are committed to enhancing Fremantle's recreational spaces through major investments, facility upgrades, and new infrastructure to support community needs, destination sporting events, and a growing City Centre population.



Enable social infrastructure

A well-functioning City Centre relies on strong social infrastructure to support its growing population. We advocate for the expansion and adaptation of education, healthcare, community services, and essential facilities to ensure accessibility, inclusivity, and long-term sustainability.

We will support ongoing investment in schools, universities, childcare, and community amenities to foster a resilient, vibrant, and liveable Fremantle.



Safe and supportive environments

A welcoming Fremantle depends on safe, inclusive, and well-designed spaces.

We prioritise community hubs, improved streetscapes, and active frontages to enhance safety, visibility, and social connection for all.

Inclusive City Actions



Respond to diverse housing needs

- Ensure at least 20% of homes in Government housing projects are social or affordable, in line with the WA Housing Strategy 2020–2030.
- Unlock social, affordable, and market rentals through City or State-led housing in the City Centre.
- Advocate and support a diverse mixture of housing supply in the City Centre, including crisis, social, affordable, aged care, student accommodation and other affordable co-living housing typologies.



Improve recreation infrastructure

- Plan for major investment in Fremantle Oval to support community recreation and destination sporting events.
- Enhance Fremantle Park with new lighting and upgraded facilities for better access and functionality.
- Conduct a feasibility study for upgrades to Fremantle Leisure Centre.
- Explore opportunities for new indoor recreational facilities to support Fremantle’s growing City Centre population.



Enable social infrastructure

- Support the ongoing growth and adaptation of existing schools, universities, and TAFE.
- Advocate and support the provision of essential community infrastructure (e.g., supermarkets, childcare, schools) to support a growing City Centre population.



Safe and supportive environments

- Partner with local not-for-profits to develop dispersed community hubs.
- Invest in streetscape upgrades to enhance safety, visibility, and lighting.
- Encourage more ground-floor residential development to improve street-level activation and surveillance.

Left to right:
Stockdale Road apartments, Urban Fabric
Fremantle Leisure Centre
University of Notre Dame Australia School of Medicine, Fremantle
New shelter at Beach Street car park supporting Freo Soup Kitchen & Red Cross Soup Patrol

Inclusive City

Case study

St Pat’s: A warm, safe and non-judgmental environment to access support.

St Patrick’s Community Support Centre (St Pat’s) in Fremantle is a leading organisation supporting individuals facing homelessness and social disadvantage. It offers a range of services, including accommodation, outreach programs, emergency relief, health and wellbeing support, financial and legal services, and advocacy—helping people regain independence and secure stable housing.

St Pat’s also auspices Imagined Futures, an initiative focused on improving quality of life for individuals and families in the South West Metropolitan region. It works to drive social housing projects and provide long-term support to those experiencing homelessness.

Through its efforts, St Pat’s plays a vital role in addressing Fremantle’s housing affordability crisis, promoting a more inclusive city by providing essential housing solutions and support services for the community’s most vulnerable members.

Image: St Pat’s Starlight Hotel Choir meets twice a week and is open to everyone in the community, providing social connection for people with lived experience of homelessness

Inclusive City Opportunity



Cantonment Street

The Cantonment Street area is set to be a key development zone in Fremantle’s City Centre over the next five years, with several sites recently granted planning approval. The area is expected to accommodate 1,000–2,000 new residents in the next 5–10 years.

To support this growth, public realm, urban amenities, and recreational infrastructure will require enhancement. This image highlights potential improvements near the Woolstores Development and Princess May Park, such as street tree planting, wider footpaths, raised crossings, shaded seating, informal park access, and a slower, pedestrian-friendly environment. The depicted people represent the diverse community the area aims to attract, fostering a mixed-use and vibrant space for all ages.

From an urban design perspective, the concept is simple and robust—promoting urban canopy, pedestrian priority, and safe, legible movement.



Artist impression

What

Liveable City

A walkable core—connected within, to the waterfront and well beyond.

Liveable City

Spatial strategy

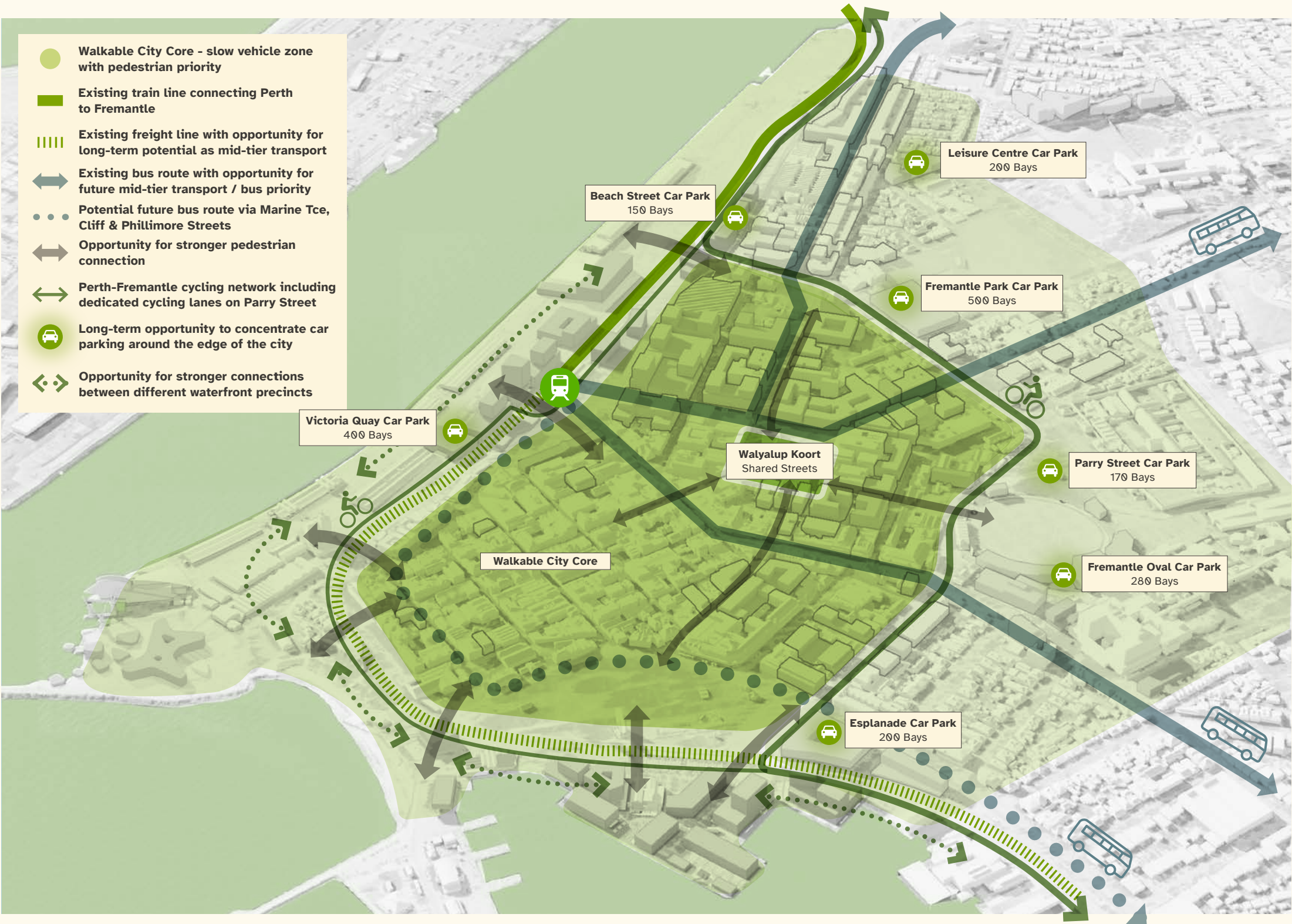
Improving access and movement within the City Centre is key to enhancing its liveability, attractiveness, and vitality.

The City Plan prioritises slow and shared movement within the ‘City Core’ (inside the Parry Street ring road), with opportunities for gradual street and public realm upgrades to enhance walkability. Potential interventions include widening footpaths, increasing street tree planting, introducing raised paving to slow traffic, and implementing one-way streets or modal filters favouring pedestrians and cyclists with enhanced tree planting provision.

To support this, we propose reducing speed limits to 30km/h within the walkable core, including Parry Street. We are also collaborating with State Government departments to improve waterfront connections over the freight line, enhancing the City Centre’s overall legibility and accessibility.

A long-term goal is to reduce reliance on private vehicles as the primary mode of transport to and from Fremantle City Centre. As the City Centre population grows, we will gradually need to reduce the supply of on- and off-street parking, and aligning with our Integrated Transport Strategy, aim to gradually shift this car parking provision from the City Core to multi-storey facilities around the edges. A key example of this opportunity exists at the Esplanade, where surface parking could be replaced with integrated parking in the future redevelopment of the Italian Club.

Additional initiatives include dedicated cycling routes along Parry Street, linking to the Perth–Fremantle PSP network, and exploring future mid-tier or bus priority transport options—potentially along the freight line (post-port) or along existing bus routes.



Liveable City Priorities



Walkable from city core to waterfront

Fremantle’s historic urban fabric supports walkability, but continued investment is needed to enhance connections, pedestrian priority, and public spaces, ensuring a vibrant, people-focused City Centre that is legible, accessible, and welcoming.



Safe and continuous cycling infrastructure

We are committed to enhancing Fremantle’s recreational spaces through major investments, facility upgrades, and new infrastructure to support community needs, destination sporting events, and a growing City Centre population.



Redistributed car parking to the edge

With 85% of trips to Fremantle by car, we must rethink parking to create a more walkable, sustainable City Centre. Shifting parking to strategic locations and using demand-based management frees space for people, provides more space for greening and encourages alternative travel options — aligning with global best practices.



Improved regional transport connections

A welcoming Fremantle depends on safe, inclusive, and well-designed spaces. We prioritise community hubs, improved streetscapes, and active frontages to enhance safety, visibility, and social connection for all.

Liveable City Actions



Walkable from city core to waterfront

- Collaborate with state government agencies to improve connections across the freight line, linking the City Centre and waterfront.
- Advocate for increased pedestrian priority and walkability, including reducing vehicle speeds to 30km/h in the City Core and Parry Street.
- Explore opportunities for shared, continuous paving treatments across slow-moving City Centre streets.
- Enhance landscaping and public realm throughout the City Core.



Safe and continuous cycling infrastructure

- Create a cycling route around the Parry Street ring road, linking North and South Fremantle to the Perth-Fremantle PSP network.
- Partner with the State Government to create a dual-use path along the freight line, connecting around the City Core.
- Improve City Core streets to support slow vehicle speeds, enabling safer shared use for bikes, pedestrians, cars, and buses.
- Ensure the provision of secure end of trip facilities within new developments.



Redistributed car parking to the edge

- Discourage private parking in new developments, promoting consolidated multi-storey facilities around the City Core.
- Gradually reduce on-street parking in key areas to allow for more street trees, wider footpaths, and an improved public realm with better walkability.
- Develop a City Centre Parking Plan that supports parking in strategic locations, including demand-based management systems.



Improved regional transport connections

- Advocate for bus access to train station bus interchange via Queen Street to enhance pedestrian priority at Market Street connection.
- Support long-term mid-tier transport planning or bus priority for key routes to improve transport links to Fremantle.
- Explore long-term opportunity for mid-tier transport along the freight line, pending Fremantle Ports relocation.
- Advocate for new Swan River bridges to improve connections to future North Port development, pending Fremantle Ports relocation.

Left to right:
Market Street, Fremantle
Principal Shared Path Department of Transport
Parking PLUS Bordeaux | Brisac Gonzalez
Market Street tram, Freo 2029: Transformational Moves

What

Liveable City

Case study

An urban structure which allows for a people-oriented walkable city.

Fremantle’s historic urban plan, first surveyed by John Septimus Roe in 1829, was designed for a pre-automobile era, ensuring that residents could access essential goods, services, and workplaces within a 15-minute walk. This early layout fostered a compact, mixed-use environment where residential, commercial, and civic spaces were closely integrated.

Uniquely, the plan responds to Fremantle’s geography, rotating radially to align with the contours of the Swan River peninsula and wrapping around the dunal formations behind it. This organic adaptation to the landscape shaped the fine-grain, pedestrian-friendly street network that remains today. Unlike later car-oriented developments, Fremantle’s original design supports a vibrant, walkable city.

As Fremantle continues to grow, preserving and enhancing these qualities will be essential. Retaining the fine-grain structure, prioritising pedestrian movement, and ensuring active ground-level uses will help the city evolve while staying true to its historic, human-scaled roots.

Image: 1833 Plan of Fremantle



Liveable City Opportunity



Parry Street

Parry Street is a vital infrastructural route encircling Fremantle’s ‘City Core,’ playing a crucial role in citywide transport, particularly for cyclists. As a key commuter corridor, it connects South Fremantle to North Fremantle and the Perth CBD via the Perth–Fremantle Principal Shared Path (PSP) network. To enhance this connectivity, we propose continuous, dedicated cycling lanes on both sides of the street, separated from vehicle traffic where possible.

Beyond transport, Parry Street offers opportunities for increased greenery, incorporating water-sensitive urban design (WSUD) elements, low groundcover planting, and large canopy street trees to enhance both character and function.

The street also presents key development opportunities, particularly around Fremantle Oval and Queen Square. These sites have the potential to activate the street, contributing to a more vibrant, pedestrian-friendly city while reinforcing Parry Street’s role as a crucial link within Fremantle’s evolving urban fabric.



Artist impression

Part 3: How

3D City Model

A new tool to help manage and promote sustainable development in the City Centre.

Through the City Plan program, we've introduced 3D modelling capabilities to help understand and track the impacts of future development in the City Centre. This ongoing, iterative model documents all projects in the development pipeline—including recently completed developments, projects nearing completion, and those with or seeking development approval.

By using this tool alongside mapping of under-utilised sites across the City Centre, we can visualise where future growth and transformation are possible—creating a ring of development potential around the historic West End (highlighted in blue in the adjacent diagram).

The model supports both detailed planning tasks, such as assessing sightline impacts of new proposals, and broader scenario testing. It has become a key tool in shaping the future built form of Fremantle.

Past Developments

- Completed 2015-2019
- Completed 2020-2023
- Completed 2024-2025

Current Development Pipeline

- Developments under construction
- Development approved
- Development applied



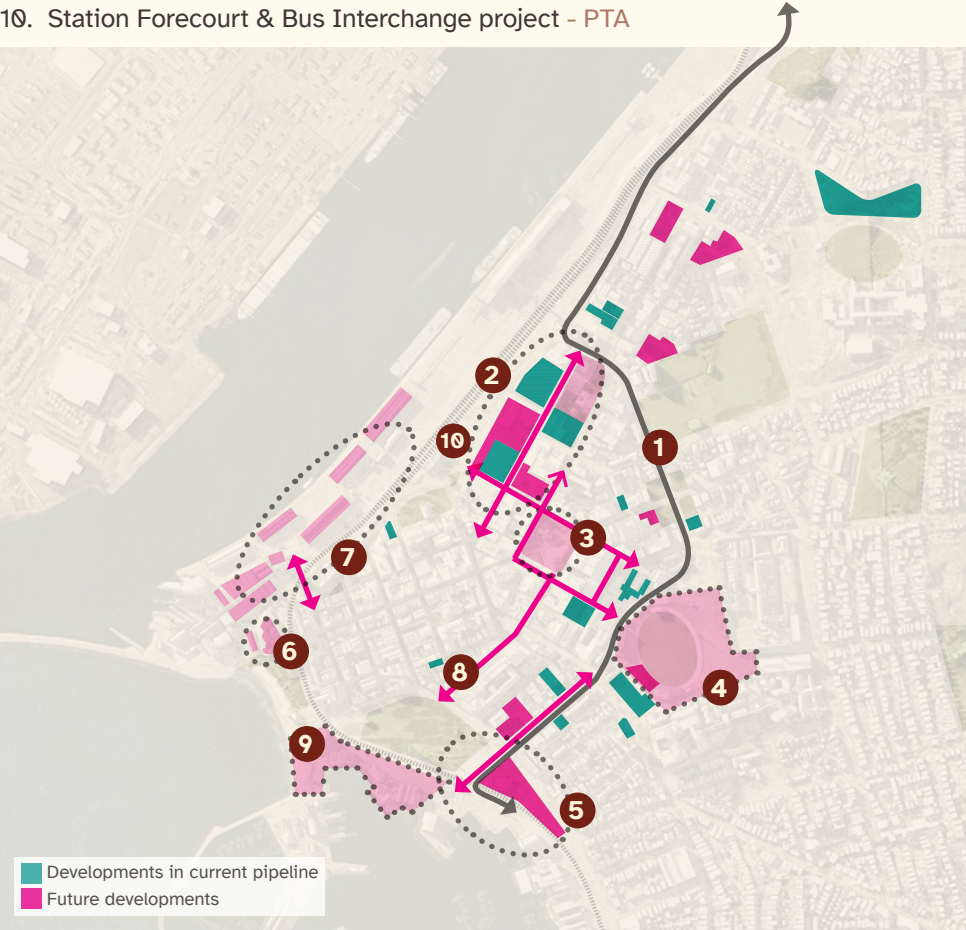
Possible future phasing

The phasing diagrams outline Fremantle’s evolution over the coming decades.

5–10 Years

In 5-10 years, key inner-city projects—including Cantonment Street, Fremantle Oval, Walyalup Koort, and the Italian Club—will drive revitalisation.

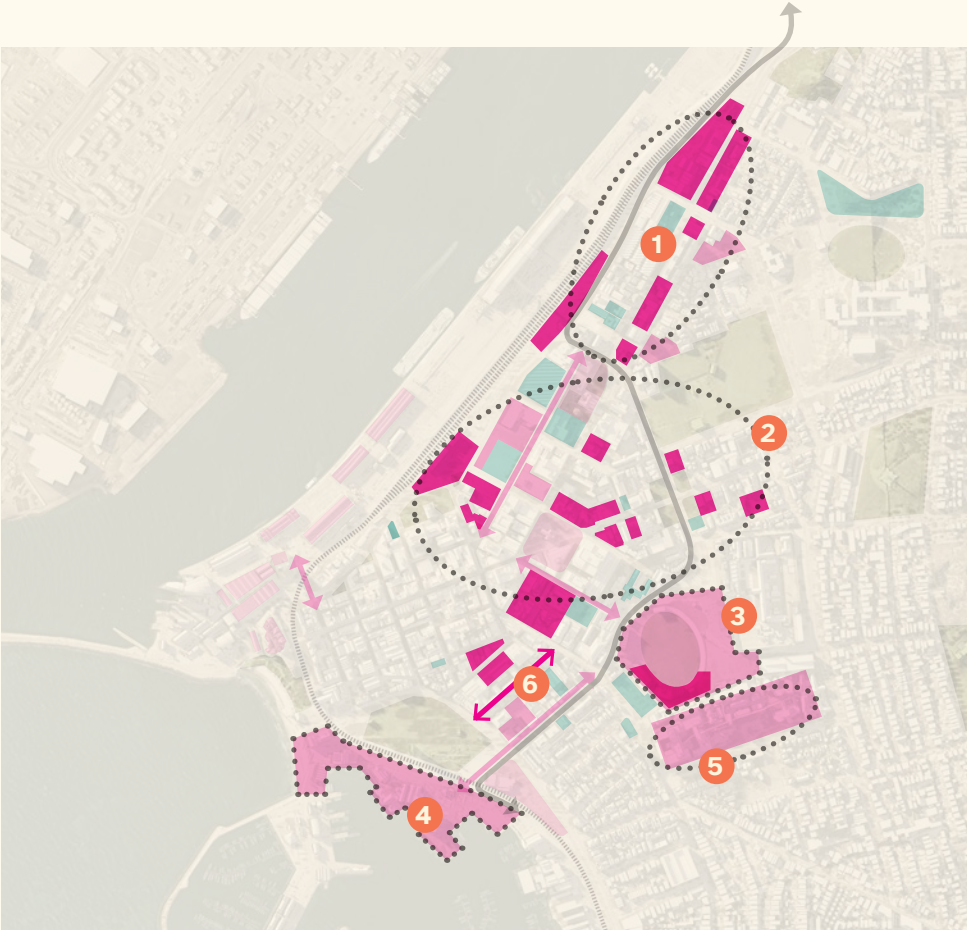
- 1. Dedicated cycling lanes on Parry St. & PSP adjacent freight line - COF & DOT
- 2. Cantonment Street Precinct - COF in collab. with private development
- 3. Walyalup Koort, William, Adelaide & Queen Streets renewal - COF
- 4. Fremantle Oval Masterplan - Stage 1 - COF
- 5. Norfolk St Extension/ Mews Road upgrade, Italian Club Redev. - COF & DOT
- 6. Manjaree cultural activation - COF
- 7. Activation of Victoria Quay heritage buildings - DPLH & Fremantle Ports
- 8. Collie Street streetscape improvements - COF
- 9. Renovation & Activation of Hospitality Precinct in Fishing Boat Harbour - DOT
- 10. Station Forecourt & Bus Interchange project - PTA



10–20 Years

Over 10-20 years, incremental infill will unlock longer-term opportunities across the City Centre and Northern Gateway.

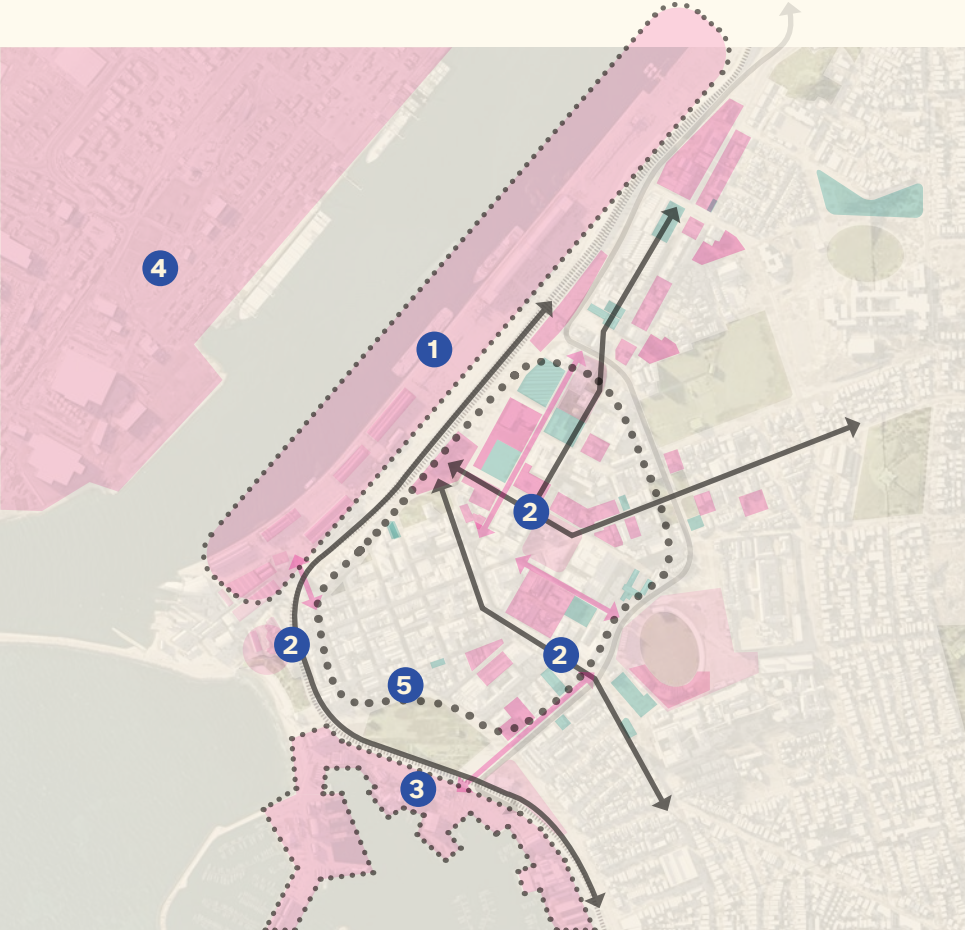
- 1. Unlock Northern Gateway development opportunities - private development
- 2. Inner-city infill development - private development
- 3. Fremantle Oval Masterplan - Stage 2 - COF
- 4. Fishing Boat Harbour - Redevelopment of Key Sites in Hospitality Precinct and new Mixed Use Precinct - DOT
- 5. Opportunity for Fremantle Hospital redevelopment - Fremantle Hospital
- 6. Essex Street greening enhancement - COF



20–30 Years

In 20-30 years, transformative transport infrastructure, including mid-tier transit, and increased waterfront activation will shape Fremantle’s future as a dynamic, connected, and resilient city.

- 1. Victoria Quay activation and redevelopment - DPLH & Future of Fremantle
- 2. Mid-tier transport connections and other bus priority - DPLH, DOT, PTA
- 3. Fishing Boat and Challenger Harbours – Ongoing Renewal of Key Precincts – DOT
- 4. Fremantle Ports potential relocation and redevelopment
- 5. Gradual implementation of slow, shared, walkable city streets throughout ‘City Core’ - COF

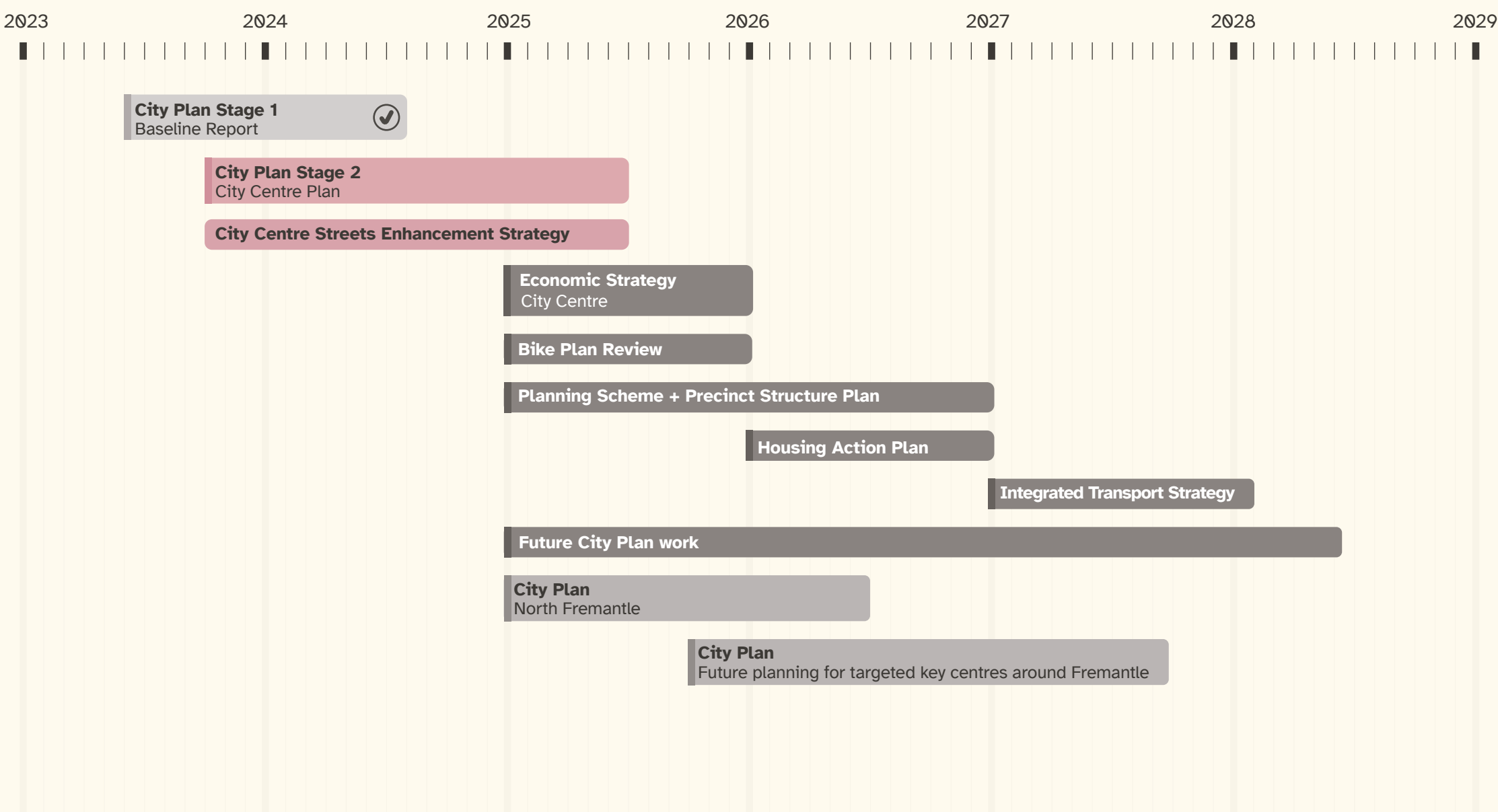


Key plans & strategies to initiate the vision

The City Plan is an ongoing program of strategic projects shaping Fremantle’s future. This City Centre Plan is a catalyst, kickstarting a stream of initiatives in the coming years.

The City Plan sets out a multi-year program of strategic projects to guide Fremantle’s future. A key priority and next step is the review of the Planning Scheme and the development of a Housing Strategy, which will help support and attract more infill growth in the City Centre.

These efforts aim to create a more diverse and sustainable urban environment, ensuring the City Centre remains a thriving place to live and work. Alongside this, projects such as the Bike Plan Review, Integrated Transport Strategy, and precinct-based City Plans will contribute to a more connected and liveable Fremantle, shaping its long-term transformation.



Part 4: Precincts

Defining the precincts

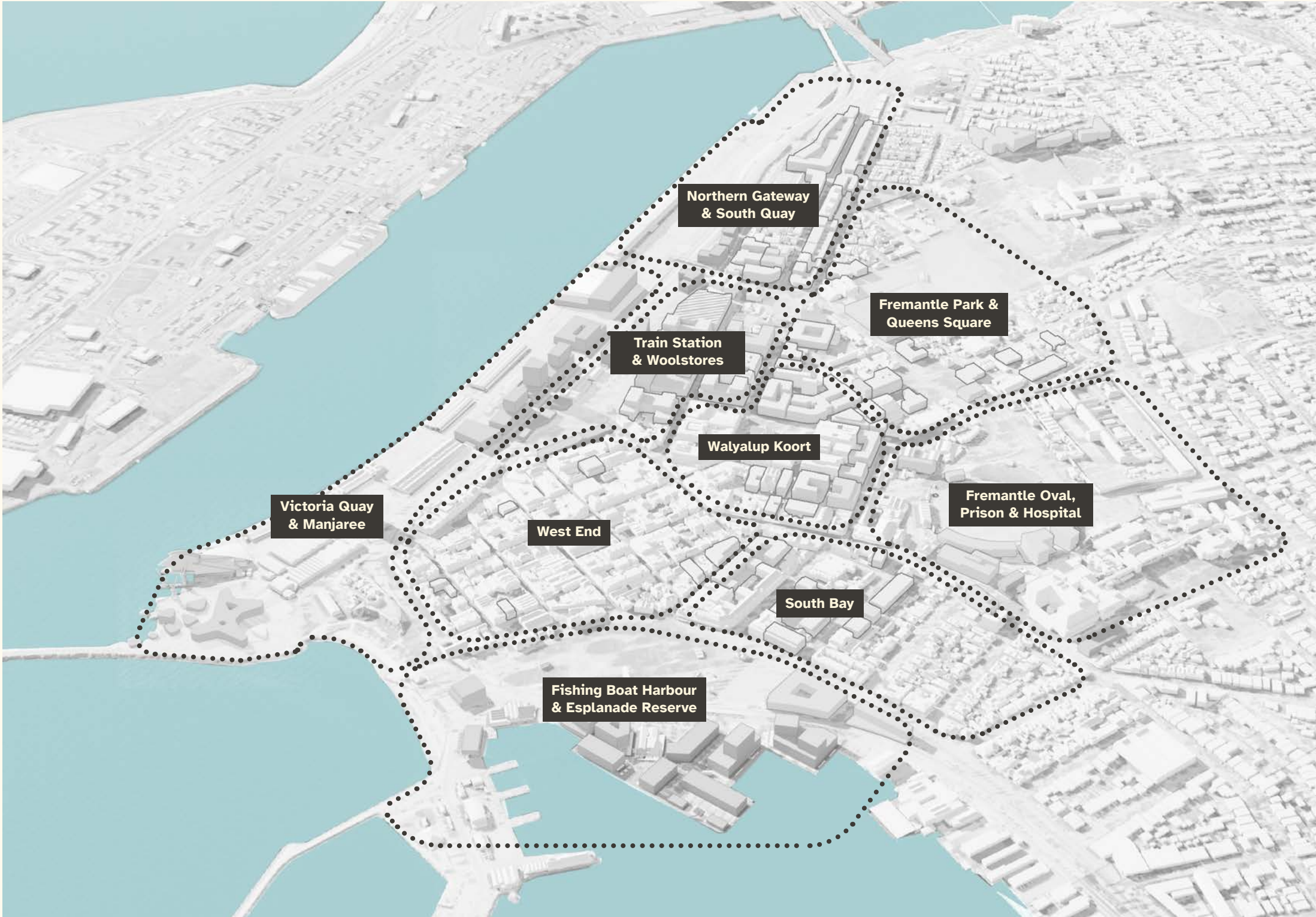
The City Centre is composed of a series of overlapping precincts with unique challenges, opportunities and character that dictate how and where future transformation might take place.



Precinct map

The following precinct opportunity diagrams can be used as the foundation for the future development of detailed Precinct Place Plans that include:

- Site-specific place influence analysis – map the cultural, historical, economic environmental and social factors that shape the area.
- Public realm priorities – outline key interventions for streetscapes, open spaces, and connectivity.
- Design guidelines – guide built form, materials, and integration of new development into the character of each precinct.
- Developer guildelines – guide developers in contributing meaningfully to place outcomes and delivering shared community benefits.
- Economic and Community Strategies – set a plan for future community and visitor infrastructure, small business support, night-time economy opportunities and place branding, tourism, events, and activation programming.



Victoria Quay & Manjaree

Discussions with Fremantle Ports and the Department of Planning focus on mixed-use activation, improved public realm, and stronger connections with the city core. At Manjaree efforts are ongoing to activate and promote this area as a major cultural destination.

New builtform - mixed uses

Retrofit + activate existing builtform

Train line - Perth to Fremantle

Freight line

Train Station

Opportunity to relocate bus interchange

Opportunity for Multistorey car parking

Existing or potential Community uses

Existing or potential Cultural uses

Opportunity to improve pedestrian connection

Opportunity to improve vehicle connection

Opportunity to improve bike route / shared path

Existing bus routes with long-term opportunity for mid-tier transit or improved bus priority

Opportunity for new or realigned bus route

Opportunity for Greening/ WSUD

Victoria Quay, State land - subject to future planning

0 existing residents

2021 census

800 future total residents

Capacity assumes additional 444 apartments with an average floor area of 85sqm, with 1.8 residents per dwelling

8000 sqm additional commercial / retail floor area

Assumes 5% commercial and 5% retail of gross new development floor area

City Plan: City Centre | AUGUST 2025

City of Fremantle

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West End

Scattered, heritage-sensitive development and stronger waterfront links such as an improved Cliff Street intersection, providing support for a thriving culture, tourism and retail hub.

- New builtform - mixed uses

Retrofit + activate existing builtform

Train line - Perth to Fremantle

Freight line

Train Station

Opportunity to relocate bus interchange

Opportunity for Multistorey car parking

Existing or potential Community uses

Existing or potential Cultural uses
- Opportunity to improve pedestrian connection

Opportunity to improve vehicle connection

Opportunity to improve bike route / shared path

Existing bus routes with long-term opportunity for mid-tier transit or improved bus priority

Opportunity for new or realigned bus route

Opportunity for Greening/ WSUD

627 existing residents

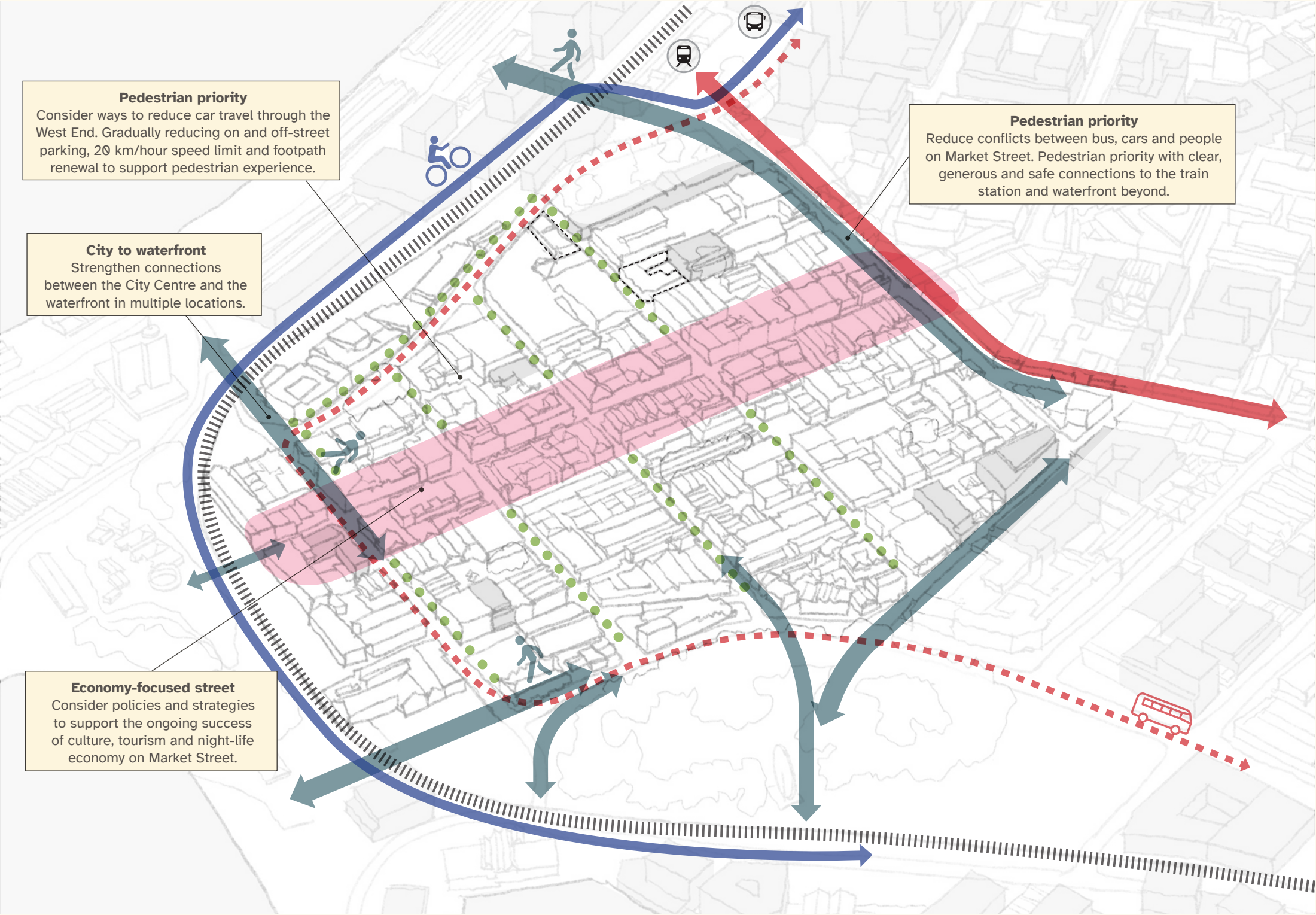
2021 census

780 future total residents

Capacity assumes additional 90 apartments with an average floor area of 85sqm, with 1.8 residents per dwelling

500 sqm additional commercial / retail floor area

Assumes 5% commercial and 5% retail of gross new development floor area



Fishing Boat Harbours & Esplanade Reserve

Collaboration with the Department of Transport focuses on developing this precinct as outlined in the Fremantle Harbours Masterplan to create a revitalised waterfront that establishes a strengthened connection between the City Centre and the harbours.

- New builtform - mixed uses

Retrofit + activate existing builtform

Train line - Perth to Fremantle

Freight line

Train Station

Opportunity to relocate bus interchange

Opportunity for Multistorey car parking

Existing or potential Community uses

Existing or potential Cultural uses
- Opportunity to improve pedestrian connection

Opportunity to improve vehicle connection

Opportunity to improve bike route / shared path

Existing bus routes with long-term opportunity for mid-tier transit or improved bus priority

Opportunity for new or realigned bus route

Opportunity for Greening/ WSUD

15 existing residents

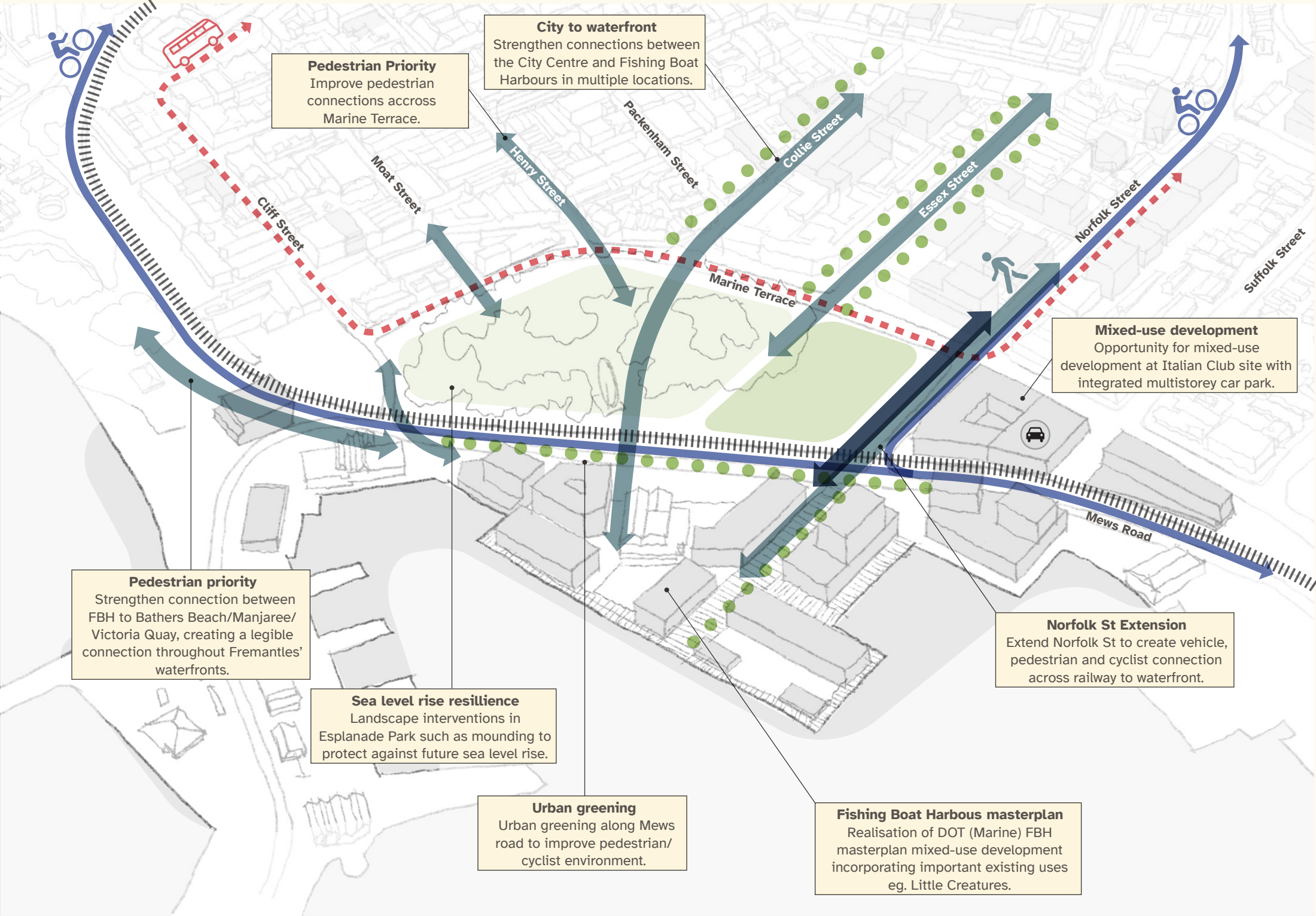
2021 census

1200 future total residents

Capacity assumes additional 658 apartments with an average floor area of 85sqm, with 1.8 residents per dwelling

7000 sqm additional commercial / retail floor area

Assumes 5% commercial and 5% retail of gross new development floor area



South Bay

These blocks transition from the City Centre to South Fremantle’s residential character. Streets like Collie and Norfolk hold potential for mixed-use transformation and opportunities for enhanced cycling infrastructure, greening and streetscape improvements.

 New builtform - mixed uses

 Retrofit + activate existing builtform

 Train line - Perth to Fremantle

 Freight line

 Train Station

 Opportunity to relocate bus interchange

 Opportunity for Multistorey car parking

 Existing or potential Community uses

 Existing or potential Cultural uses

 Opportunity to improve pedestrian connection

 Opportunity to improve vehicle connection

 Opportunity to improve bike route / shared path

 Existing bus routes with long-term opportunity for mid-tier transit or improved bus priority

 Opportunity for new or realigned bus route

 Opportunity for Greening/ WSUD

412 existing residents

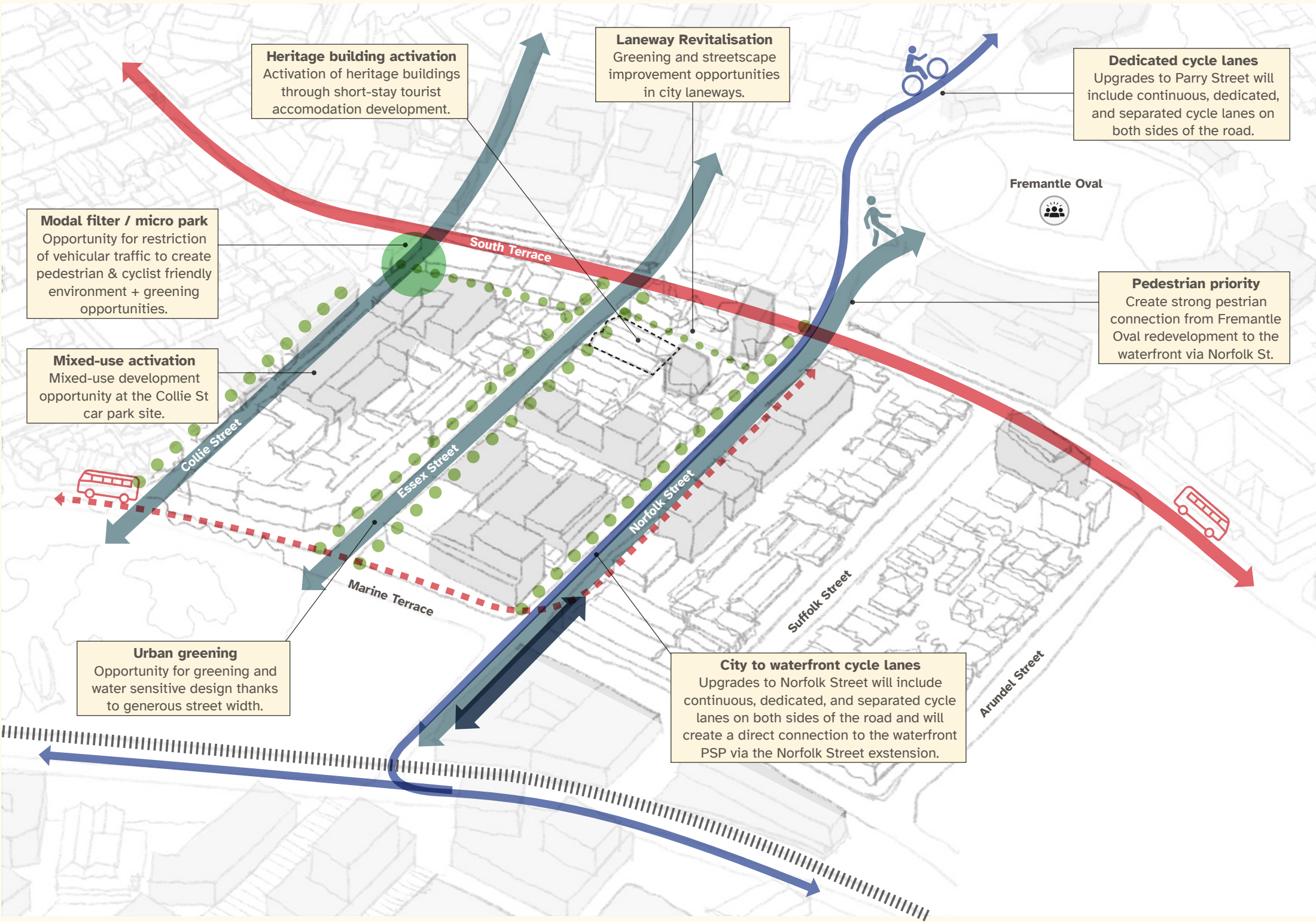
2021 census

1125 future total residents

Capacity assumes additional 396 apartments with an average floor area of 85sqm, with 1.8 residents per dwelling

1500 sqm additional commercial / retail floor area

Assumes 5% commercial and 5% retail of gross new development floor area



Fremantle Oval, Prison & Hospital

A renewed precinct that will be a vital hub for womens football and the WAFL, provide community and allied health services, deliver 200+ new residential dwellings and have strong connections to the City Centre.

- New builtform - mixed uses

○

Retrofit + activate existing builtform

■

Train line - Perth to Fremantle

≡

Freight line

🚂

Train Station

🚌

Opportunity to relocate bus interchange

🚗

Opportunity for Multistorey car parking

👥

Existing or potential Community uses

👤

Existing or potential Cultural uses
- ↕

Opportunity to improve pedestrian connection

↕

Opportunity to improve vehicle connection

↕

Opportunity to improve bike route / shared path

↕

Existing bus routes with long-term opportunity for mid-tier transit or improved bus priority

↕

Opportunity for new or realigned bus route

●

Opportunity for Greening/ WSUD

20 existing residents

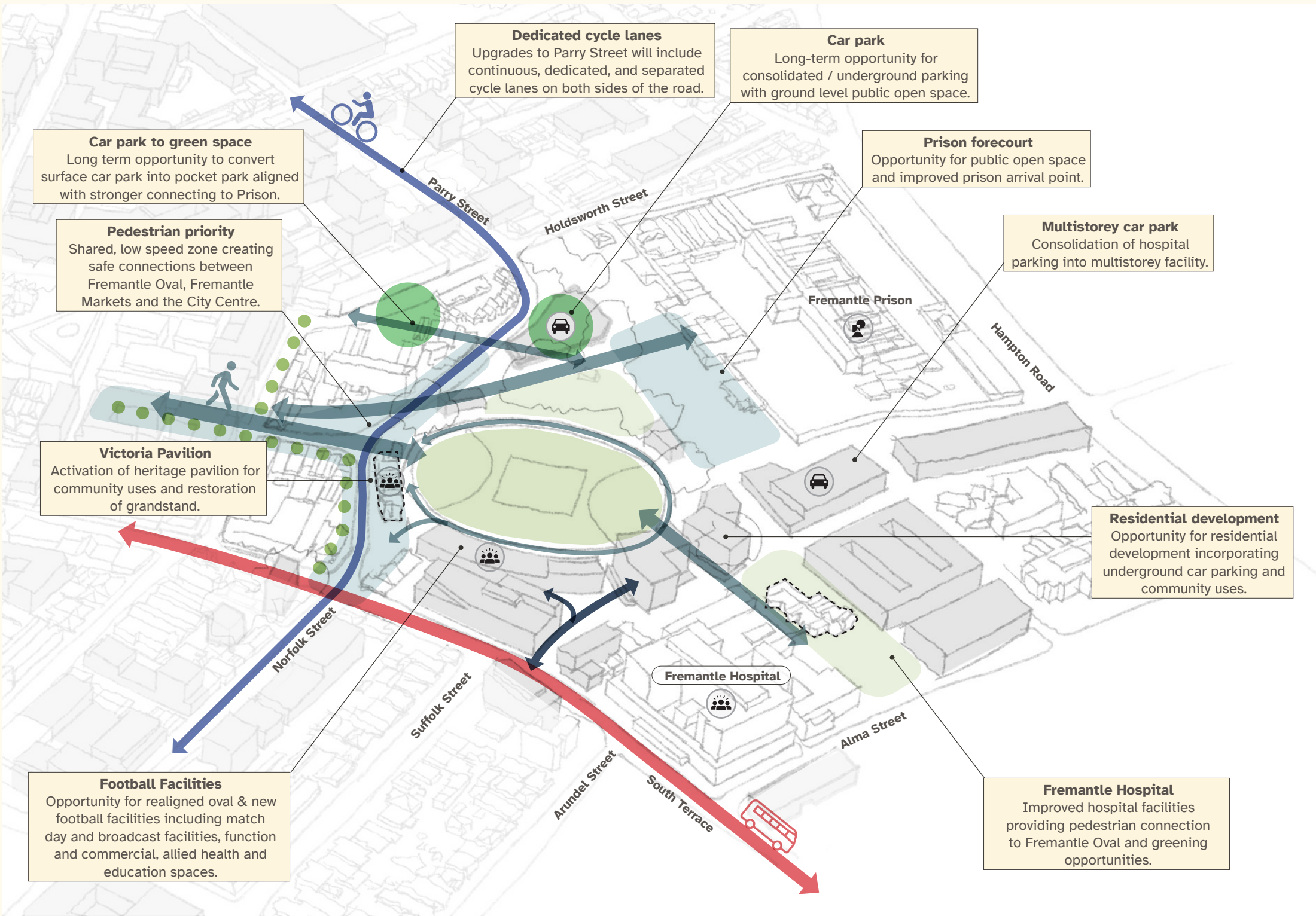
2021 census

415 future total residents

Capacity assumes additional 220 apartments with an average floor area of 85sqm, with 1.8 residents per dwelling

8000 sqm additional commercial / retail floor area

Assumes 5% commercial and 5% retail of gross new development floor area



Walyalup Koort

Building on the Walyalup Koort redevelopment, opportunities include the Fremantle Malls, Spicer site, and realisation of the Walyalup Koort Masterplan through public realm improvements, greening and shared streets.

- New builtform - mixed uses

○

Retrofit + activate existing builtform

■

Train line - Perth to Fremantle

≡

Freight line

🚂

Train Station

🚌

Opportunity to relocate bus interchange

🚗

Opportunity for Multistorey car parking

👥

Existing or potential Community uses

🎭

Existing or potential Cultural uses
- ↕

Opportunity to improve pedestrian connection

↕

Opportunity to improve vehicle connection

↕

Opportunity to improve bike route / shared path

↕

Existing bus routes with long-term opportunity for mid-tier transit or improved bus priority

↕

Opportunity for new or realigned bus route

●

Opportunity for Greening/ WSUD

150 existing residents

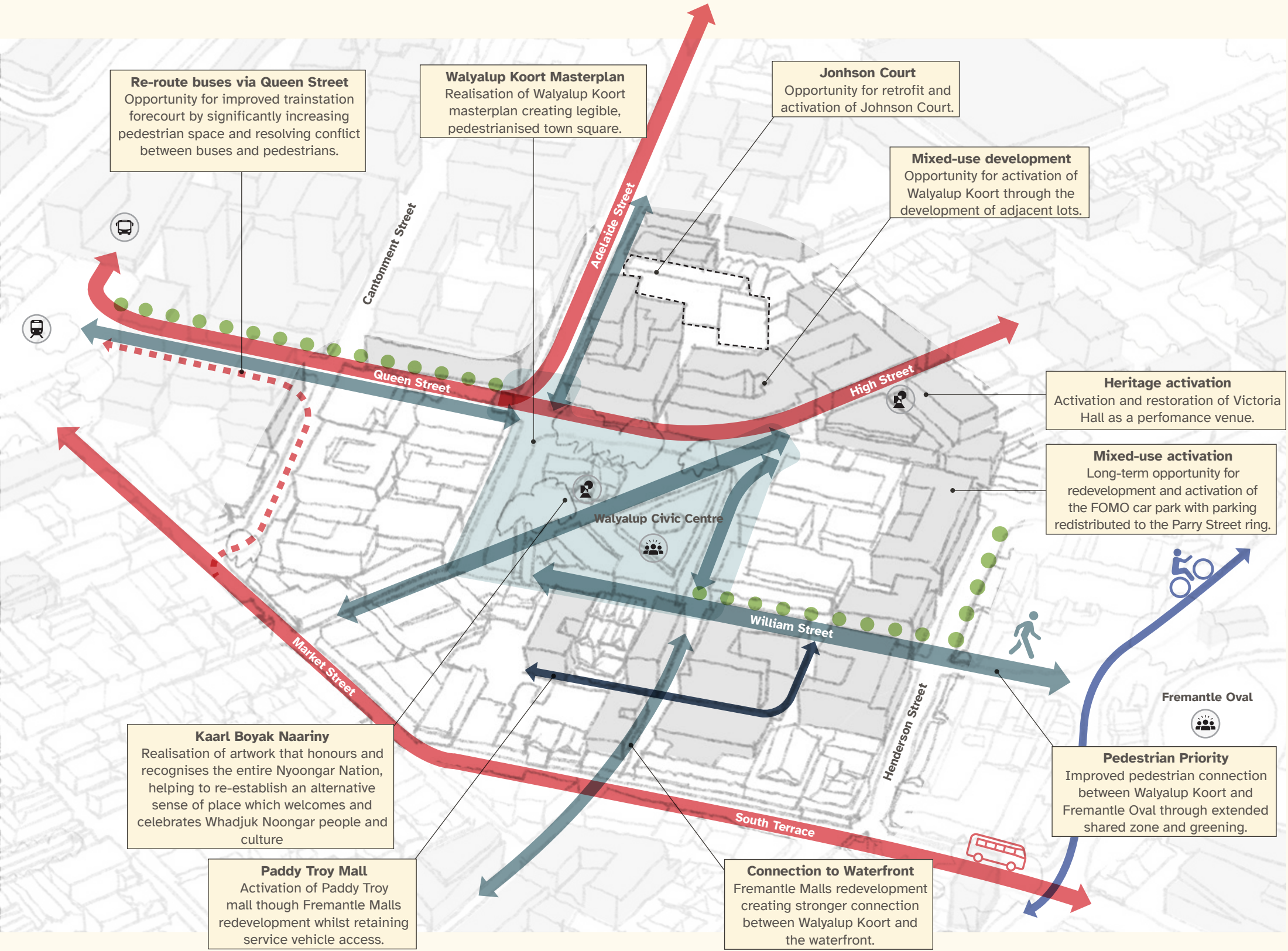
2021 census

1650 future total residents

Capacity assumes additional 833 apartments with an average floor area of 85sqm, with 1.8 residents per dwelling

2000 sqm additional commercial / retail floor area

Assumes 5% commercial and 5% retail of gross new development floor area



Train Station & Woolstores

Opportunities within the station complex include a more pedestrian-friendly station forecourt and stronger urban connections to the City Centre. The Woolstores is a key precinct for population growth over the next five years, supported by major infrastructure upgrades and public realm investment.

- New builtform - mixed uses

Retrofit + activate existing builtform

Train line - Perth to Fremantle

Freight line

Train Station

Opportunity to relocate bus interchange

Opportunity for Multistorey car parking

Existing or potential Community uses

Existing or potential Cultural uses
- Opportunity to improve pedestrian connection

Opportunity to improve vehicle connection

Opportunity to improve bike route / shared path

Existing bus routes with long-term opportunity for mid-tier transit or improved bus priority

Opportunity for new or realigned bus route

Opportunity for Greening/ WSUD

180 existing residents

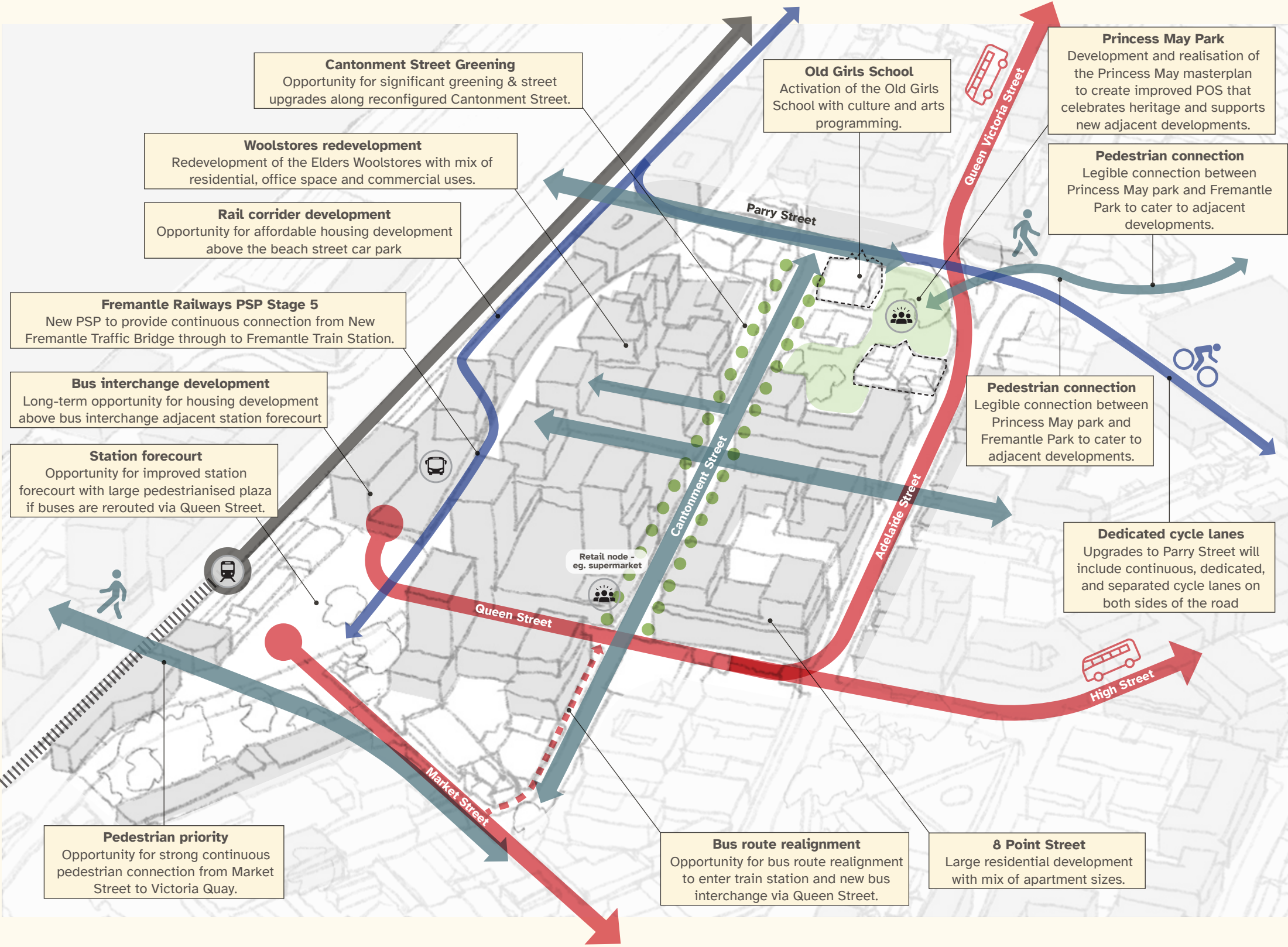
2021 census

2700 future total residents

Capacity assumes additional 1420 apartments with an average floor area of 85sqm, with 1.8 residents per dwelling

8000 sqm additional commercial / retail floor area

Assumes 5% commercial and 5% retail of gross new development floor area



Northern Gateway

Mixed-use development opportunities in underutilised industrial areas, benefiting from the Swan River Crossings project currently under construction. Other opportunities include long-term connections to a reimagined Victoria Quay.

- New builtform - mixed uses

Retrofit + activate existing builtform

Train line - Perth to Fremantle

Freight line

Train Station

Opportunity to relocate bus interchange

Opportunity for Multistorey car parking

Existing or potential Community uses

Existing or potential Cultural uses
- Opportunity to improve pedestrian connection

Opportunity to improve vehicle connection

Opportunity to improve bike route / shared path

Existing bus routes with long-term opportunity for mid-tier transit or improved bus priority

Opportunity for new or realigned bus route

Opportunity for Greening/ WSUD

Victoria Quay, State land - subject to future planning

780 existing residents

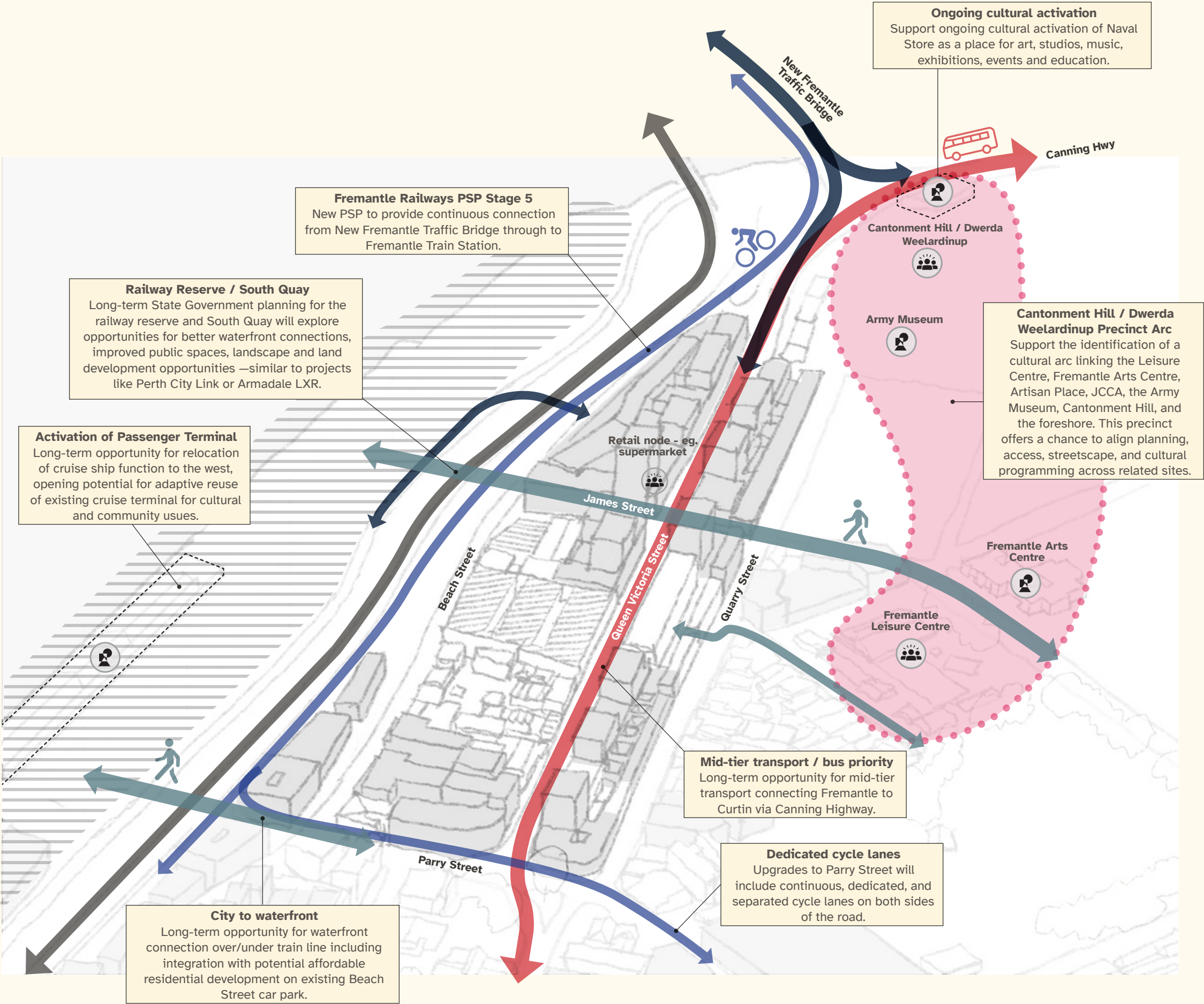
2021 census

3800 future total residents

Capacity assumes additional 1674 apartments with an average floor area of 85sqm, with 1.8 residents per dwelling

6000 sqm additional commercial / retail floor area

Assumes 5% commercial and 5% retail of gross new development floor area



Fremantle Park & Queens Square

A largely established residential and recreational area, this precinct has less capacity for significant transformation, however some key opportunities include improved active transport connections along the Parry Street ring road and the redevelopment of the City-owned Leisure Centre car park.

- New builtform - mixed uses

Retrofit + activate existing builtform

Train line - Perth to Fremantle

Freight line

Train Station

Opportunity to relocate bus interchange

Opportunity for Multistorey car parking

Existing or potential Community uses

Existing or potential Cultural uses
- Opportunity to improve pedestrian connection

Opportunity to improve vehicle connection

Opportunity to improve bike route / shared path

Existing bus routes with long-term opportunity for mid-tier transit or improved bus priority

Opportunity for new or realigned bus route

Opportunity for Greening/ WSUD

430 existing residents

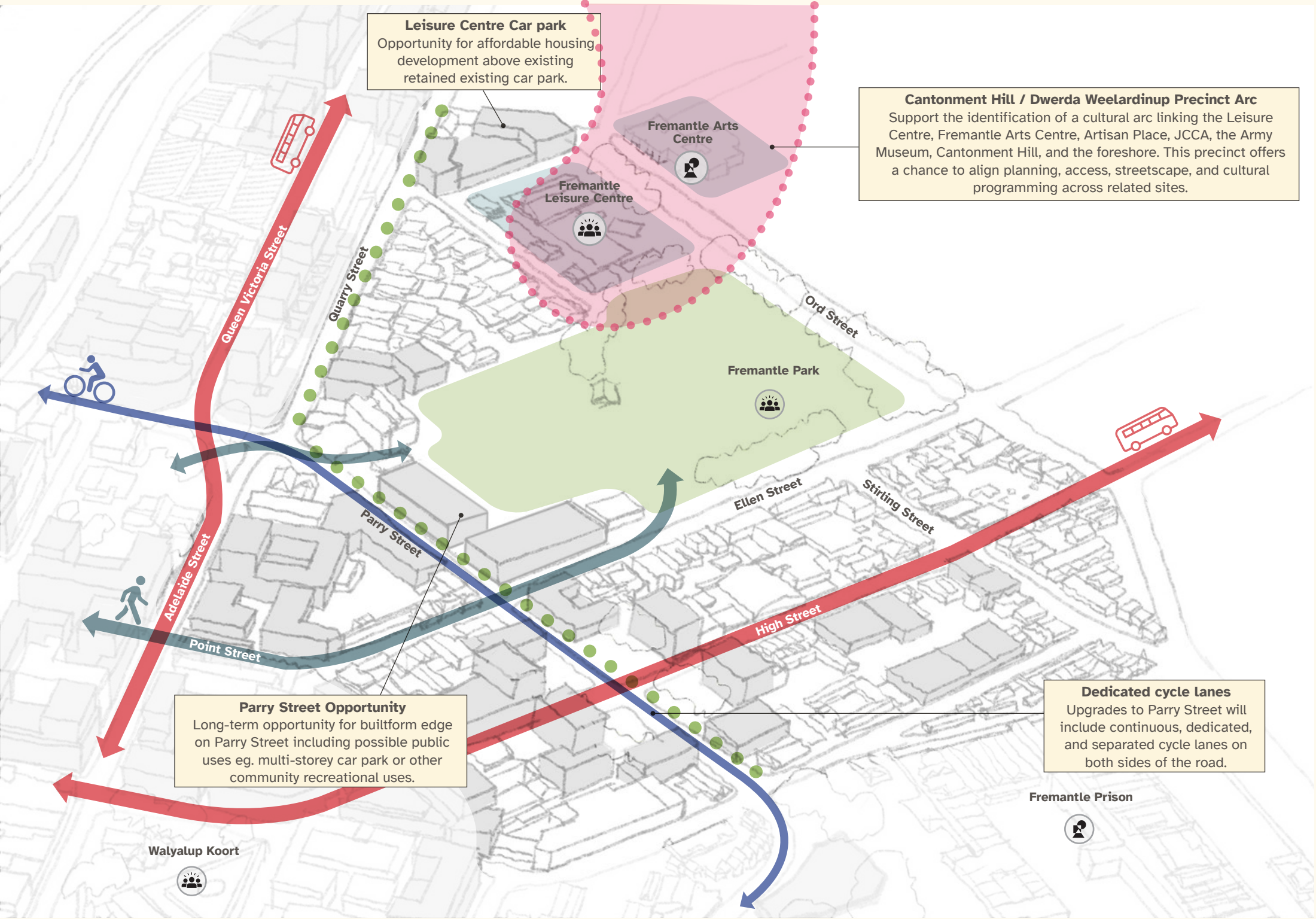
2021 census

1600 future total residents

Capacity assumes additional 650 apartments with an average floor area of 85sqm, with 1.8 residents per dwelling

1500 sqm additional commercial / retail floor area

Assumes 5% commercial and 5% retail of gross new development floor area



Part 5: What If?

‘What if’ project proposals

A collection of projects exploring key issues and future scenarios for Fremantle’s evolution.

The ‘What If’ project, part of Fremantle’s City Plan, invites diverse contributors to explore bold, speculative urban interventions aligned with strategic priorities—culture, heritage, density, resilience, affordability, and transport. The City engaged architects, landscape architects, and sustainability experts to propose ideas, including:

- Victoria Quay: Large-scale development over the train line, connecting Fremantle to renaturalised riverfront parkland.
- Beach Street Car park: Affordable housing on an underutilised site along the train line.
- Fremantle Malls: Retaining existing build form while adding landscape and mixed-use development to activate a key site.
- Fremantle Park: A multi-purpose community hub, integrating sports, recreation, creative spaces, performance areas, and parking into Fremantle Park’s open space character.
- Walyalup 2125: A vision sparking discussion on long-term coastal resilience.
- A New Normal Fremantle: Projects addressing energy, water, waste, and greening.

By collaborating with designers, thinkers, and the community, ‘What If’ aims to shape a thriving, adaptive Fremantle, offering a blueprint for sustainable urban development. The project will be shared through a publication and exhibition.



What if...

...A future Fremantle connects over the train line to embrace the Derbal Yerrigan Bilya (Swan River)?

This vision proposes a vibrant and connected waterfront precinct, unlocked by sinking the railway line as it enters Fremantle, creating seamless integration between the city and the river. The project will deliver up to 2,500 dwellings, housing more than 5,000 residents.

Located in Walyalup, Victoria Quay’s position between river and city offers a unique opportunity for urban regeneration, guided by landscape and ecology. With port functions relocating to the Outer Harbour, the site will remain a key transport hub for locals and international travellers, enhancing its potential for renewal.

What if the site’s future lies in understanding its natural systems—limestone and dunal banks, a breathing estuary, a dappled edge, seasonally salty and fresh? What if development could restore ecosystems while embedding memories of place, celebrating Noongar culture?

The project envisions:

- Underground station linking to Perth CBD.
- A dynamic, accessible riverfront development integrating with Fremantle.
- A strong connection to First Nations culture, linking Walyalup, Manjaree, the Wagyl, and the Dwert.
- An activated public domain with terrestrial, wetland, and aquatic habitat, expanded tree canopy, and a nature-positive river edge.
- Spaces for gathering, events, and public art.
- Adaptive reuse of the Passenger Terminal as a cultural precinct & a new cruise terminal near Fremantle’s West End.

A pedestrian bridge linking Victoria Quay to North Quay and Rous Head.offering a blueprint for sustainable urban development. The project will be shared through a publication and exhibition.

Proposal by KHA (Patrick Kosky, Seán McGivern, Gertjan Groen, Kate Moore, Cooper Anderson, Levi Phillips) with Daniel Jan Martin (UWA School of Design) and Sandra Harben (cultural advisor)



What if...

...A future Fremantle reimagines urban life as a dynamic, intergenerational community where children, families and older adults can thrive together?

Enabled by a Community Land Trust (CLT), this project promotes affordability, flexible housing, and participatory design for a socially enriching, sustainable future.

Cities often sideline children, yet they bring vitality to urban spaces. This proposal envisions a city where adults and kids share space seamlessly, integrating car-free courtyards, rooftop gardens, and play structures. Pavements and green spaces become safe, stimulating playgrounds.

Housing should adapt with its residents. Modular walls, double-height ceilings, and reconfigurable spaces accommodate families, professionals, and retirees, fostering long-term investment and eliminating rigid, standardised housing. Residents can even assist in fit-outs, lowering costs and enhancing personalisation.

Shared spaces—co-living areas, community kitchens, and mentorship hubs—foster intergenerational connections, where older residents share skills while benefiting from companionship and belonging.

Through the CLT model, land remains community-owned, ensuring permanent affordability and resisting market speculation. Residents help shape their surroundings, reinforcing collective ownership. Unlike conventional developments, Growing Together embraces adaptability, community, and the joy of urban childhood—embedding affordability at its core.

Proposal by Space Agency Architects (Tobias Busch, Michael Patroni & Dimmity Walker)



What if...

...We create a collection of garden archipelagos - landscape opportunities to reconnect with Country?

This proposal envisions Fremantle’s City Centre as a network of garden archipelagos, integrating urbanism with Country to create a more adaptable, ecologically connected city. It proposes hollowing out a city block to reclaim Country at a meaningful scale, allowing the city to breathe while accommodating a mix of social housing, hotel, residential, office, and retail uses.

The site is designed as part of a network of reclaimed spaces, linking nearby lots, laneways, and public areas such as the Esplanade, the Piazza, and Queen’s Square. This approach enhances permeability, providing respite and shade while reinforcing Noongar knowledge systems. Water and fire are recognised as foundational elements in shaping a contemporary Social Ecological System.

Urban tree canopy cover in Fremantle is just 7%, and the proposal suggests incentivising building density bonuses to encourage opening central spaces to Country.

An ambiguous civic ground surface is proposed to encourage safer, more shared urban spaces for people and vehicles.

Rooted in the Burra Charter’s principles, the project aims to acknowledge and integrate Indigenous, colonial, and contemporary histories. A caretaker model is proposed for ongoing maintenance, ensuring long-term care of gardens and buildings.

Proposal by Simon Pental Architects (Simon Pental, Janine Moroney & Matt Gagen)
with Whadjuk Balardong Elder Robyn Collard (cultural advisor)



What if...

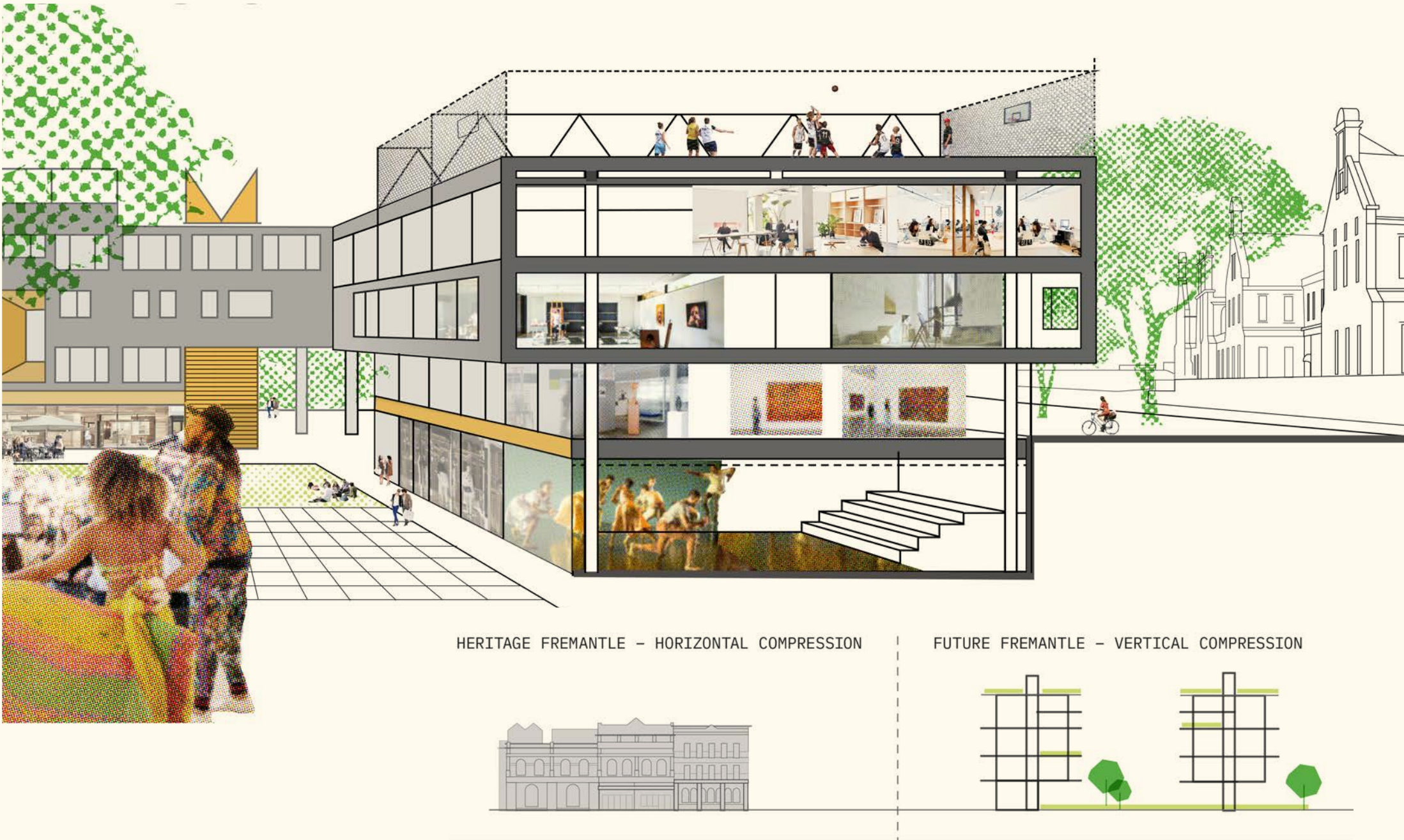
...We combine different uses within a single building to recreate the diversity and vitality of the West End?

Derived from Fremantle’s urban gene code, The Condenser provides the community with affordable housing, micro-economic commercial and retail spaces, and a hybrid of socially equitable and accessible facilities. The scheme includes a rich mix of retail and commercial businesses, diverse apartment typologies, gallery and exhibition areas, a community kitchen and vegetable garden, multipurpose courts, and a jogging track.

Drawing from Fremantle’s street vibe and local community living, The Condenser offers a balance of private, semi-public, and shared spaces, amplifying density while fostering a connected urban environment.

Additionally, The Condenser serves as a pilot study for a reimagined stormwater management system, embedding a localized sponge system to absorb, clean, retain, and release stormwater, helping to establish a green link in a complex urban setting.

Proposal by With Architects (Geoff Warn, Daniel Aisenson, Polina Zhalniarovich, Sophy Vetkina & Sam Gorecki)



What if...

...We let the water in, shaping Fremantle as a ‘Water City’ by 2125?

Human-induced climate change is profoundly impacting cities, especially coastal areas. The Walyalup/Fremantle coast faces growing risks from sea level rise, reduced rainfall, groundwater rise, and storm surges. Rapid anthropogenic change transformed Walyalup/Fremantle’s naturally resilient dunal landscape into a coastal city, removing dunes/vegetation and encroaching seaward, increasing vulnerability to coastal processes.

Up to two metres of sea level rise is projected over the next 100 years, inundating much of the CityPlan area. Additional risks include groundwater rise, high tide, storm surge, and riverine flooding. In central Fremantle, groundwater rise will render coastal protection ineffective, impacting land use, infrastructure, and cultural and environmental values.

Walyalup/Fremantle Water City 2125 is a creative provocation, envisioning a nature-based resilience approach to sea level rise. It imagines a city that has embraced water, creating resilient, adaptable coastal ecosystems. Development within the 2125 inundation zone is avoided, focusing instead on the landward side of a foreshore buffer. This buffer supports wetland ecosystems, connects with permeable city streets, and provides habitat, recreation, carbon sequestration, and cultural expression while mitigating urban heat. Short- and medium-term strategies protect heritage assets, while adaptable design ensures continued foreshore amenity.

Proposal by JBA (Jen Lorrimar-Shanks & Paul Verity)
with Bill Grace (Australian Urban Design Research Centre)



What if...

...We transition a city to self-sufficiency within 10 years?

A New Normal provides a proven process for co-creating a profitable, actionable strategy to transition a city to self-sufficiency within 10 years.

Rather than a stand-alone, top-down strategy to transform the city, the goal of A New Normal is to co-create the future self-sufficient reality and urban narrative of our cities.

A New Normal is designed to engage and familiarise the public with the transformation while informing politicians with public support and enabling businesses to provide the solutions.

The strategy is developed to meet the unique needs and challenges of the city using technological solutions successfully deployed in other cities around the world. Once defined, the key strategic initiatives are briefed to the city's top architects, designers and artists to develop culturally and environmentally relevant projects.

These initiatives will inform a series of pilot projects established in partnership with communities and private landowners throughout the city which can be scaled, replicated and multiplied.

In order to transform the City of Fremantle, we have proposed a series of pilot projects that could be considered across the city that encourage a resilient, zero waste city that produces more energy and water than it consumes.

No. 1

ELECTRIFY BUILDINGS

MANDATE 100% ELECTRIC DESIGN AND OPERATIONS FOR ALL NEW BUILDINGS THROUGH PLANNING SCHEMES FROM 2025

BAN REPLACEMENT OF EXISTING GAS EQUIPMENT WITH NEW GAS EQUIPMENT FROM 2025

INCENTIVISE ELECTRIFICATION OF EXISTING BUILDINGS THROUGH LAND TAX, COUNCIL RATES OR OTHER LEVERS

CREATE COST NEUTRAL ELECTRIFICATION FINANCING SCHEME FOR EXISTING BUILDINGS

No. 2

ENERGY & WATER EFFICIENCY RETROFITS

INTRODUCE EFFICIENCY REQUIREMENTS UNDER PLANNING SCHEMES FOR RENOVATIONS

DEVELOP COUNCIL RUN SERVICES TO HELP PEOPLE RETROFIT

DELIVER COST NEUTRAL RETROFIT FINANCING SCHEME

INCENTIVISE RETROFITS OF EXISTING BUILDINGS FOR ENERGY AND WATER EFFICIENCY THROUGH LAND TAX, COUNCIL RATES OR OTHER LEVERS

No. 3

NET-ZERO NEW BUILDINGS

DEVELOP NET-ZERO BUILDINGS FRAMEWORK, TARGETING REQUIREMENT OF ALL BUILDINGS UNDER PLANNING SCHEMES TO BE NET-ZERO BY 2030

DEVELOP A BRIDGE FINANCING SCHEME FOR NET-ZERO BUILDINGS

No. 4

RENEWABLE ENERGY GENERATION & STORAGE

INTRODUCE REQUIREMENTS FOR SOLAR PV ON ROOFTOPS UNDER THE PLANNING SCHEME FOR NEW BUILDINGS AND SIGNIFICANT RENOVATIONS

INCENTIVISE UPTAKE OF SOLAR PV AND REMOVE ANY LOCAL CHARACTER RESTRICTIONS ON SOLAR PV

MANDATE PRODUCTIVE ROOFTOPS FOR EXISTING BUILDINGS

IDENTIFY SUITABLE OPEN SPACE FOR COMMUNITY SOLAR PROJECTS AND ENCOURAGE LOCAL COUNCILS AND COMMUNITY TO INVEST

No. 5

WATER TREATMENT & REUSE

DEVELOP STRATEGY FOR WATER TREATMENT & REUSE WITHIN NEIGHBOURHOODS IN COLLABORATION WITH LOCAL WATER AUTHORITIES

COMMUNITY ENGAGEMENT AROUND WATER SHORTAGES AND SAFETY OF TREATED WATER

No. 11

PUBLIC DOMAIN ENHANCES COMMUNITY RESILIENCE

WORK WITH LOCAL COUNCILS AND IDENTIFY OPPORTUNITIES IN PLANNING / POLICY FOR CO-LOCATION OF COMMUNITY FACILITIES

COORDINATE WITH MULTIPLE AGENCIES, INCLUDING WATER UTILITIES, LOCAL COUNCILS, AND LAND MANAGERS

No. 6

RAINWATER CAPTURE, TREATMENT

DEVELOP CLEAR FRAMEWORKS AND PLANNING POLICY TO GUIDE WATER MANAGEMENT ON PRIVATE LAND INCLUDING NEW BUILDS AND RETROFITS

DEVELOP COORDINATED INTEGRATED WATER MANAGEMENT PLANS IN COLLABORATION WITH LOCAL AUTHORITIES

No. 7

ORGANIC WASTE TO ENERGY

DEVELOP A FRAMEWORK AROUND COLLECTION AND TREATMENT OF FOOD WASTE

ARRANGE COLLECTION OF ORGANIC WASTE INCLUDING FOOD IN ALL LOCAL GOVERNMENT AREAS THAT HAVEN'T ALREADY IMPLEMENTED THIS

COORDINATE WITH EXISTING LANDFILL SITES & EXISTING COLLECTORS

INCENTIVISE PRIVATE DEVELOPMENTS TO INTRODUCE COMMUNITY SCALE WASTE TO ENERGY

No. 8

CIRCULAR ECONOMY

DEVELOP A FRAMEWORK AROUND COLLECTION AND TREATMENT OF WASTE

INCENTIVISE PRIVATE DEVELOPMENT TO INCLUDE COMMUNITY FACILITIES FOR REPAIR, REUSE AND RECYCLING

INCENTIVISE DEVELOPMENT OR PARTNER TO DELIVER COMMERCIAL RESOURCE RECOVERY CENTRES

COORDINATE WITH EXISTING LANDFILL SITES & EXISTING COLLECTORS

COMMUNITY ENGAGEMENT AROUND WASTE AND RECYCLING

IMPLEMENT POLICY LIMITING THE SALE OF PRODUCTS INEVITABLY DESTINED FOR LANDFILL

No. 9

INFRASTRUCTURE TO FOSTER SAFE & COMFORTABLE MICROCLIMATES

DEVELOP CLEAR POLICY FRAMEWORKS TO SUPPORT AND GUIDE ALL LAND AND BUILDING OWNERS AND MANAGERS

COORDINATE WITH MULTIPLE AGENCIES, INCLUDING WATER UTILITIES, LOCAL COUNCILS, AND LAND MANAGERS

No. 10

HEALTHY URBAN FOREST & GREEN NETWORKS

PROVIDE DESIGN GUIDELINES FOR EACH REGION WITHIN GREATER MELBOURNE IN TERMS OF TREE PLANTING AND STREET DESIGN

DEVELOP MECHANISMS TO IMPROVE TREE CANOPY PROVISION ON PRIVATE LAND (DEEP SOIL DESIGN REVISIONS)

No. 12

ELECTRIFY TRANSPORT

BAN THE SALE OF NEW INTERNAL COMBUSTION ENGINE VEHICLES BY 2025

CREATE COST NEUTRAL ELECTRIFICATION FINANCING SCHEME FOR EXISTING VEHICLES

CONVERT ALL PUBLIC TRANSPORT TO ELECTRIC BY 2025

MANDATE THE CONVERSION OF EXISTING VEHICLES TO ZERO CARBON BY 2030

Proposal by Finding Infinity
(Ross Harding and Emily Foenander)

Key definitions

Active Transport

Forms of transport that involve physical activity, such as walking and cycling. The City Plan promotes active transport to enhance sustainability, health, and reduce car dependence.

Affordable Housing

Affordable housing refers to housing that is reasonably priced so that low- to moderate-income households can cover essential living costs without experiencing housing stress. In Australia, it is typically defined as housing that costs no more than 30% of a household’s gross income for those in the bottom 40% of the income distribution within a given geographic area. Based on ABS income data for Fremantle, affordable rent for households in the bottom 40% would range between \$310 and \$500 per week, while an affordable home purchase would likely fall between \$450,000 and \$550,000. At the time of writing, within the Fremantle City Plan study area, no dwellings are available for rent below \$570 per week, and only one property is listed for sale in the mid-\$400,000s.

Built Form

The physical shape and structure of buildings and how they relate to their surroundings, including aspects like height, bulk, and scale.

Contextual/Heritage-Sensitive Development

Refers to new developments that are designed to respect the scale, materials, and character of their heritage surroundings.

City Plan

A City Plan is a high-level non-statutory planning framework that outlines the long-term vision for land use, infrastructure, and growth across a local government area. It guides decision-making to achieve coordinated, sustainable urban development.

Co-Living Housing

A form of housing where residents have private bedrooms and share common facilities (like kitchens or lounges), often associated with increased affordability.

High Rise

Refers to buildings significantly taller than the surrounding context, typically well exceeding eight storeys. According to global benchmarks, high-rise buildings generally range from 12 to 39 storeys and often follow a podium and tower typology. This term or development model is not used in this document—see ‘High Density’ and ‘Mid-Rise’ for the preferred development approach in Fremantle’s priority redevelopment areas.

Human Scale

Urban design that considers the proportions, comfort, and sensory experience of pedestrians. It promotes buildings, spaces, and streets that feel comfortable and accessible to people on foot.

High Density

Refers to the number of people living in a given area of a city and does not necessarily mean taller buildings. Increasing residential density in City Centres makes sense because more people can access well-serviced public transport and amenities such as shops, schools, jobs, and social services. Fremantle City Centre currently has a population density of around 25 people per hectare—vastly lower than many dense and liveable City Centres worldwide. For comparison, areas of Barcelona, Paris, Brussels, Stockholm, and Amsterdam achieve much higher average densities—typically between 200 and 500 people per hectare—within mid-rise buildings of approximately five to eight storeys.

Infill Development

New housing or buildings constructed within already developed areas, typically on vacant or underused lots.

Mid Rise

Buildings typically comprising five to eight storeys or up to 25 metres in height. These developments are considered ‘street-oriented’ rather than podium-and-tower typologies (fire engineering requirements become more restrictive above 25 metres, increasing costs). This type of building supports higher-performance residential and mixed-use developments that are better neighbours to their surroundings by limiting overshadowing while maximising density.

Mixed-Use

Development that combines residential, commercial, cultural, or institutional uses within a single building or area.

Mode Share

The proportion of all trips made using different modes of transport—such as walking, cycling, public transport, or private car. Mode share is used to monitor travel behaviour and assess the effectiveness of sustainable transport policies. Based on 2021 Census data, Fremantle City Centre’s mode share is heavily skewed towards car use, with more than 85% of journeys to work made by car, either as a driver or passenger.

Precinct Structure Plan / Local Planning Scheme

A Precinct Structure Plan provides detailed guidance for the future development of a defined area, setting out land use, built form, movement networks, and open space. It ensures growth is well-coordinated, context-sensitive, and aligned with broader planning policies. Complementing this, the Local Planning Scheme establishes the planning framework for zoning, land use permissions, development standards, and building controls across the local government area. Both are statutory planning controls that will be explored and refined, expanding on the City Plan project to translate its strategic vision into enforceable planning instruments.

Public Realm

The publicly accessible spaces between buildings, including streets, parks, plazas, and forecourts.

Resilience

The capacity of the city to withstand and adapt to environmental challenges such as sea level rise, urban heat island effect and extreme weather events.

SCP (Strategic Community Plan)

A Strategic Community Plan is a local government’s highest-level guiding document, outlining the community’s vision, values, and priorities over a 10-year or longer horizon. The City of Fremantle most recently updated its Strategic Community Plan prior to the City Plan, titled Strategic Community Plan 2024–2034.

Social Housing

Subsidised housing typically managed by government or non-profit organisations (e.g. St Pat’s), provided to people experiencing housing stress or homelessness.

Sustainability

Refers to development that meets current needs without compromising future generations. Encompasses ecological, economic, and social sustainability—including climate adaptation, active transport, and compact urban form.

Urban Greening

The practice of increasing vegetation in urban environments, such as planting trees, creating green roofs, or establishing pocket parks, to improve biodiversity, shade, and climate resilience.

Walkable Core

The central area of a town or city where key destinations—such as shops, services, public transport, and amenities—are located within comfortable walking distance, encouraging walking as the primary mode of travel. This is a key concept of the City Plan and refers to a pedestrian-priority area bound by Parry Street with reduced vehicle speeds and a high level of pedestrian amenity.

Walkability

A measure of how friendly an area is to walking, including factors like footpath quality, crossing safety, shade, and connectivity.

WSUD (Water Sensitive Urban Design)

Refers to public spaces that are designed to integrate with the urban water cycle, it aims to improve water quality, reduce runoff, and enhance landscape and ecological outcomes. WSUD techniques include rain gardens, permeable paving, swales, and wetlands.

¹Australian Institute of Health and Welfare (AIHW), 2023. *Housing affordability*.



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