



**PERTH
SOUTH WEST**
Metropolitan Alliance

Residential property investment opportunities in Perth's South West Metropolitan Region



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Perth’s growth outlook

Perth’s economic outlook is strong as the economy returns to normal after the largest resource investment boom in Western Australia’s history. Supplying diverse global markets such as China, Japan and the United Kingdom, the state is responsible for 42% of the nation’s exports and continues to be a major driver of Australia’s 27 years of uninterrupted economic growth – the longest of any developed nation.

Western Australia’s globally significant mining oil and gas and agricultural sectors are world famous. World-class service and manufacturing industries clustered in Perth are also major drivers of our diverse economy. As Perth’s property market nears the bottom of the cycle, residential, commercial and industrial property presents exceptional value. However, increasing global demand for our state’s exports is expected to drive economic recovery and growth. The Western Australian Government forecasts economic growth of 3% or more per annum over the forward estimates.

While the state’s economy and property market rebuild momentum, now is an exceptional time to invest in Perth. Overseas migration attracted by Western Australia’s economic opportunity and liveability is expected to continue to drive population growth. Forecasters predict Perth’s population will grow another 1.5 million people by 2050 whilst the proportion of older people also increases. Growth and change will generate significant demand across a range of market segments such as medium and higher density housing and retirement living.

Our well-planned city has the capacity to accommodate this growth whilst enhancing its outstanding natural amenities. Land use plans, housing targets and investment in infrastructure have primed urban precincts across the South West Metropolitan Region for development.

Investing in the South West Metropolitan Region

The South West Metropolitan Region contains a diversity of vibrant Activity Centres and precincts of interest to developers or investors. Major opportunities in these locations are outlined below where land use planning has been completed or is underway, or government is a landowner.

We welcome your investment

Now is the ideal time to invest in Perth’s property market. Perth is Western Australia’s capital city and has long been an attractive destination for domestic and overseas investment in property. Perth is consistently ranked as one of the most liveable cities in the world and the most liveable on the Indian Ocean – major factors that attract professionals and young entrepreneurs. You will find the best that Perth has to offer in its South West Metropolitan Region, from iconic activity centres and vibrant coastal villages to thriving innovation and industry hubs. All investors are welcomed and encouraged to explore opportunities in our prosperous region.

How Perth South West can help

The Perth South West can help by:

- » Taking initial enquiries and making regional connections
- » Providing information on our advantages, capabilities and opportunities
- » Coordinating regional engagement and visits.

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Fremantle City Centre

The iconic port city of Fremantle is Perth’s second city and the capital of the South West Metropolitan Region strategically located between the Perth CBD and WA’s ‘Trade Coast’. Fremantle is a modern, cosmopolitan and sustainable city in a historic, coastal setting. Fremantle is also Western Australia’s second most visited tourist destination, with a buzzing ‘cappuccino strip’, a vibrant food and cultural scene, ornate architectural heritage and Bathers Beach amongst its draw cards.

The city’s passionate community welcomes development that embraces the city’s unique identity. A \$1.3 billion pipeline of major civic, office, residential and retail development opportunities over the next 15 years will revitalise the Fremantle City Centre and significantly boost the resident population.

fremantle.wa.gov.au/invest



Queen Victoria Street and East End Residential Quarter, Fremantle

Transformation of the northern gateway to Fremantle City Centre is creating opportunities for higher density residential development. The precinct is undergoing rejuvenation as a vibrant, attractive and sustainable residential neighbourhood with land use planning creating the potential to develop an additional 1,850 houses and mid-rise buildings up to six storeys.

fremantle.wa.gov.au/invest



Kings Square, Fremantle

The Kings Square redevelopment is a major public-private partnership to transform Fremantle's city square and surrounding buildings. When complete this \$270 million project will have delivered a stunning new civic chamber, library, City of Fremantle Offices 16,000 square metres of retail space and 30,000 square metres of office space.

Over 1,500 public servants will move into Kings Square when it becomes the headquarters for the Departments of Communities and Transport once construction is completed in 2020.

kingssquarefremantle.com



Knutsford Precinct, Fremantle

Knutsford is an innovative urban renewal initiative to transform a former industrial area of Fremantle into a vibrant new community of more than 2,000 people. The 23 hectare Knutsford precinct is located only one kilometre from the centre of Fremantle, with good access to major transport links and schools in the area.

Knutsford embraces innovative housing concepts that embody Fremantle's unique identity and the former industrial character of the area and integrate well into fabric of community. The pioneering White Gum Valley project helped pilot the 'One Planet' sustainability principles applied at Knutsford.

Structure planning and design guidelines have been completed over the precinct. Four major development sites have been identified comprising a mix of public and private land, and are being released to the market in stages.

The first site has already been released and Knutsford JV is developing housing product in three stages, with Stage 3 now on the market. In 2016, Stage 1 designed by Spaceagency won the Australian Institute of Architect's national award for multi-residential architecture and sets the benchmark for new housing in the precinct.

The second site is currently under construction and is planned to accommodate a mix of town houses and multistorey apartments. Two larger multi-storey apartment lots will be released to the market, with the first due to be released in the second half of 2019. Remaining sites are anticipated to be released after 2021.

Contact Development WA for more information.
landcorp.com.au | +61 (08) 9482 7499



White Gum Valley, Fremantle

Located only three kilometres from the centre of Fremantle in the suburb of White Gum Valley, a new residential estate has set the benchmark for community focused, sustainable living. White Gum Valley is only the second project in Australia and the 11th in the world to achieve international endorsement as a One Planet Community through One Planet Living.

One Planet Living is an international sustainability initiative based on the idea that we all need to live within the limits of our planet's natural resources. Residents that embrace sustainable living in the estate's cutting edge demonstration housing will be showcasing how to minimise the environmental footprint whilst reducing the cost of living.

The City of Fremantle is also Western Australia's first One Planet Council, and launched its One Planet Fremantle Strategy in 2014-15. The City is seeking innovation and sustainability focused development partners to realise its One Planet strategy and property development pipeline.

fremantle.wa.gov.au/invest



Activity centre development sites, Rockingham

Located within the core of the Rockingham City Centre are two prime vacant sites available for development. Lots 200 (3,048 square metres) and 201 Chalgrove Avenue (1,289 square metres) are publicly owned and are located within close proximity to the City's Administration Offices and Justice Complex. Earmarked as 'Prominent Corner' or 'Landmark' sites, they represent an exceptional opportunity for development for a wide range of land uses allowed within the city centre.

The sites are well serviced by the bus transit system which connects Rockingham Station and the Rockingham Waterfront Village area.

rockingham.wa.gov.au | +61 (08) 9528 0333



Prime waterfront development sites, Rockingham

With its sheltered and safe north facing beaches, Waterfront Village is an established entertainment precinct that continues to undergo transformation as one of Perth's major tourism destinations. To capitalise on the prime location, the land use plan for Waterfront Village supports development of a range of activities that promote an exciting beachside atmosphere. These include a major hotel, a mix of medium to high density residential, short stay apartments, offices and commercial. Hospitality focussed retail such as restaurants, small bars, cafes, and recreation uses are also encouraged to enrich the area's vibrancy.

These activities are all located within a walkable catchment of the Rockingham City Centre's bus transit system. The development of a number of mixed-use apartments have contributed towards Waterfront Village reaching its potential.

rockingham.wa.gov.au | +61 (08) 9528 0333



Major smart city development site, Rockingham

The Smart Village is one of the most significant development opportunities in Rockingham City Centre and will become a major driver of the city's economic future. This largely undeveloped and publicly owned 24 hectare site is located in the heart of city centre, next to Murdoch University's Rockingham Campus, South Metropolitan TAFE and the Rockingham Renaissance Technopole set to open in 2021.

The Smart Village is envisaged to complement the Rockingham Renaissance Technopole, which is predicted to become one of Perth's major innovation hot spots. Located near Rockingham City Centre's vibrant waterfront, the Technopole and Smart Village will provide innovators, entrepreneurs and businesses an outstanding location to cluster and develop new ideas and technology.

As part of the Rockingham City Centre's knowledge and innovation hub, the Smart Village will embody sustainable development principles and high quality urban design. Its centrepiece will be a new 'main street' and linear central park, surrounded by mixed use higher density development ranging from 2-20+ storeys. The village will be highly connected within the city centre's bus transit system.

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Northern Smart Village, light industrial and commercial development sites

The Northern Smart Village is an established light industry and commercial precinct accommodating a mix of businesses. A range of land uses that support employment generation are permitted in the village, such as offices bulky goods showrooms and service commercial activities.

Located immediately north of the Rockingham Renaissance Technopole, the Northern Smart Village is envisaged to play an important support role. Uses that support the Technopole initiative are encouraged to locate in the village.



Melville City Centre, Booragoon – activity centre mixed use redevelopment

Melville City Centre offers a range of significant mixed-use redevelopment opportunities, anchored by Garden City Shopping Centre, the premier retail destination in southern metropolitan Perth. Whilst the city centre is only expected to serve a population of around 150,000 people, Garden City's high-end boutique stores attract customers from a much broader trade area.

Long established as the civic and retail heart of Melville, the Activity Centre also accommodates the City of Melville Main Offices and a range of other office and health services. The Australian headquarters of Alcoa, one of the world's largest aluminium producers, is located in the Melville City Centre.

Master planning for Melville City Centre has identified the potential for a greater diversity of retail, office and residential activities. The masterplan has created opportunities to develop a new main street with a mix of retail, offices and residential with buildings up to 14 storeys in height. Owners of Garden City already have approval to expand the shopping centre in line with the masterplan. The City of Melville itself has substantial landholdings in the City Centre and master planning of opportunities for these strategic sites is well advanced.

The potential to develop 'retirement living' for local residents wanting to continue to enjoy the amenity of the Melville City Centre as they 'age in place' is identified as a key opportunity.

melvillecity.com.au | +61 (08) 9364 0666



Canning Bridge – riverside activity centre

Canning Bridge is a thriving Activity Centre in a highly prestigious location only eight kilometres from the Perth CBD. Beautifully situated where the Swan and Canning Rivers meet, Canning Bridge is only the second stop on the Perth-Mandurah passenger rail line. This diverse precinct includes a mix of residential, civic, office, retail and entertainment activities, including the iconic Raffles Hotel.

Land use planning for the precinct has created a range of new residential and commercial redevelopment opportunities. Taking advantage of its prime location only minutes from the Perth CBD, the precinct is proposed to significantly grow from around 4,000 people now to 24,000 people by 2051.

A number of higher density development projects have already proceeded, including the Raffles Hotel redevelopment. However, there is still capacity under current land use plans for further redevelopment on privately and publicly owned land in the precinct.

melvillecity.com.au | +61 (08) 9364 0666



Murdoch –mixed-use development sites

The Murdoch Activity Centre is poised to become Western Australia's Health and Knowledge Precinct and one of the largest areas of employment outside of the Perth CBD. The Murdoch Specialised Activity Centre Structure Plan is a long-term land use plan for the future of Murdoch and has created a range of mixed-use development opportunities.

The Murdoch Activity Centre is major transit-oriented development around the Murdoch train station on the Perth-Mandurah rail line. The bus-rail interchange has become the busiest of all stations outside of the Perth CBD. The centre is anchored by two of Western Australia's largest hospitals, Fiona Stanley Hospital and St John of God Hospital, and Murdoch University and the South Metropolitan TAFE College.

The Activity Centre is planned to become a major regional residential and employment focus for 35,000 jobs, 22,000 residents and 44,000 students. Construction of the precinct's main roads have created a number of key residential and commercial sites, for release over a number of stages.

Stage 1 was completed in 2018 and includes seven development sites. The Fini Group was the successful purchaser of the initial three lots released, and will be developing Western Australia's first medical-hotel, along with an aged care facility, super medical clinic and residential dwellings in a development featuring commercial, retail and entertainment uses.

The remaining four lots in Stage 1 will be released to the market in 2019. Stage 2 will include six mixed use development sites which become available after relocation of the Murdoch Station 'park and ride' facilities.

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Harry Perkins Institute of Medical Research – medical research laboratories, offices and function rooms

The Harry Perkins Institute of Medical Research is Western Australia's leading adult medical research facility and houses state-of-the-art facilities for conducting ground breaking medical research. The Perkins Institute conducts research into a wide range of diseases, including but not limited to - Cancer, Diabetes, Cardiovascular Disease, Genetic disorders, metabolic, nerve and muscle disorders. Designed to facilitate collaborative biomedical research from discovery to translation, the Institute is firmly integrated into Australia's hospital and medical health care sector, via two research hubs located on major teaching hospital campuses; Perkins South (Murdoch) and Perkins North (Nedlands) facilities.

The Perkins South building sits at the Fiona Stanley Hospital Campus in the heart of the Murdoch Health and Knowledge Precinct. This cutting-edge facility, through collaboration with researchers from the University of Western Australia, Department of Health and the Perkins Institute offer a seamless combination of PC2 compliant clinical research laboratories, clinic, office, boardroom and seminar room space, accommodating up to 363 research and academic staff.

The Australian National Phenome Centre was recently established in Perkins South, with a focus on developing and delivering a metabolic phenotyping service to enable precision medicine based on individual patient profiles. Along with the Perkins North facility, which houses the state nodes for other major techniques of Bioinformatic analysis – Genomics and Proteomics, the Perkins Institute is well placed with its partners to provide all researchers with the techniques to map, analyse and target treatments that work with every individual's unique genetic, genomic, proteomic, and metabolomic makeup.

perkins.org.au | +61 (08) 6151 0700



Cockburn Central West – mixed-use development precinct

Cockburn Central West is a growth area of the Cockburn Central Activity Centre, one of Perth's newest and fastest growing urban hubs.

The 32 hectare Cockburn Central West mixed use precinct is within 800 metres of the Cockburn Central Bus and Train Station, and includes opportunities for new residential apartments, office, retail, cafes and restaurants.

The precinct is within walking distance of the Cockburn Central Town Centre and has good access to a range of schools in the area. It is home to Cockburn Gateway Shopping City, which will undergo a further expansion. Also open to the public is the Cockburn ARC, a major regional recreation and aquatic facility, which is now home to the Fremantle Dockers Football Club, one of Western Australia's two AFL teams.

The City of Cockburn Administration Building and Civic Centre will also be relocated to Cockburn Central by 2024.

The Cockburn Central West precinct is being developed in stages in response to the market. Stage 1 has already been completed and sold. Stage 2 is due to be completed in May 2019 and creates six further multi-storey mixed use development sites ranging from 2,745 square metres to 4,636 square metres. The land use plan allows flexibility in land uses, and design guidelines are in place to ensure quality development outcomes.

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Cockburn Coast North Coogee – coastal redevelopment precinct

Cockburn Coast is a major redevelopment area located only four kilometres south of Fremantle and 18 kilometres from the Perth CBD. The area is being transformed into an iconic seaside village and is expected to deliver between 5,000 and 6,000 dwellings for a resident population of up to 12,000 people over the next 15-20 years.

Located on a 1.5 kilometre stretch of coastline, the 106 hectare redevelopment area encompasses the former Robb Jetty industrial area and its surrounds. Cockburn Coast is well situated between the South Beach Estate and the world class Port Coogee marina developments.

Land use planning has been completed over the area to create a range of medium and high density residential, commercial and entertainment development opportunities. The former South Fremantle Power Station is located in the heart of the area and is earmarked to become the entertainment and commercial centrepiece of Cockburn Coast. It is anticipated that the private sector will have the opportunity to redevelop this historically significant building.

Western Australia Government land developer Development WA is developing Cockburn Coast, and is releasing a mix of multi-residential and mixed use development sites to the market in stages.

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