



MRA Metropolitan
Redevelopment
Authority

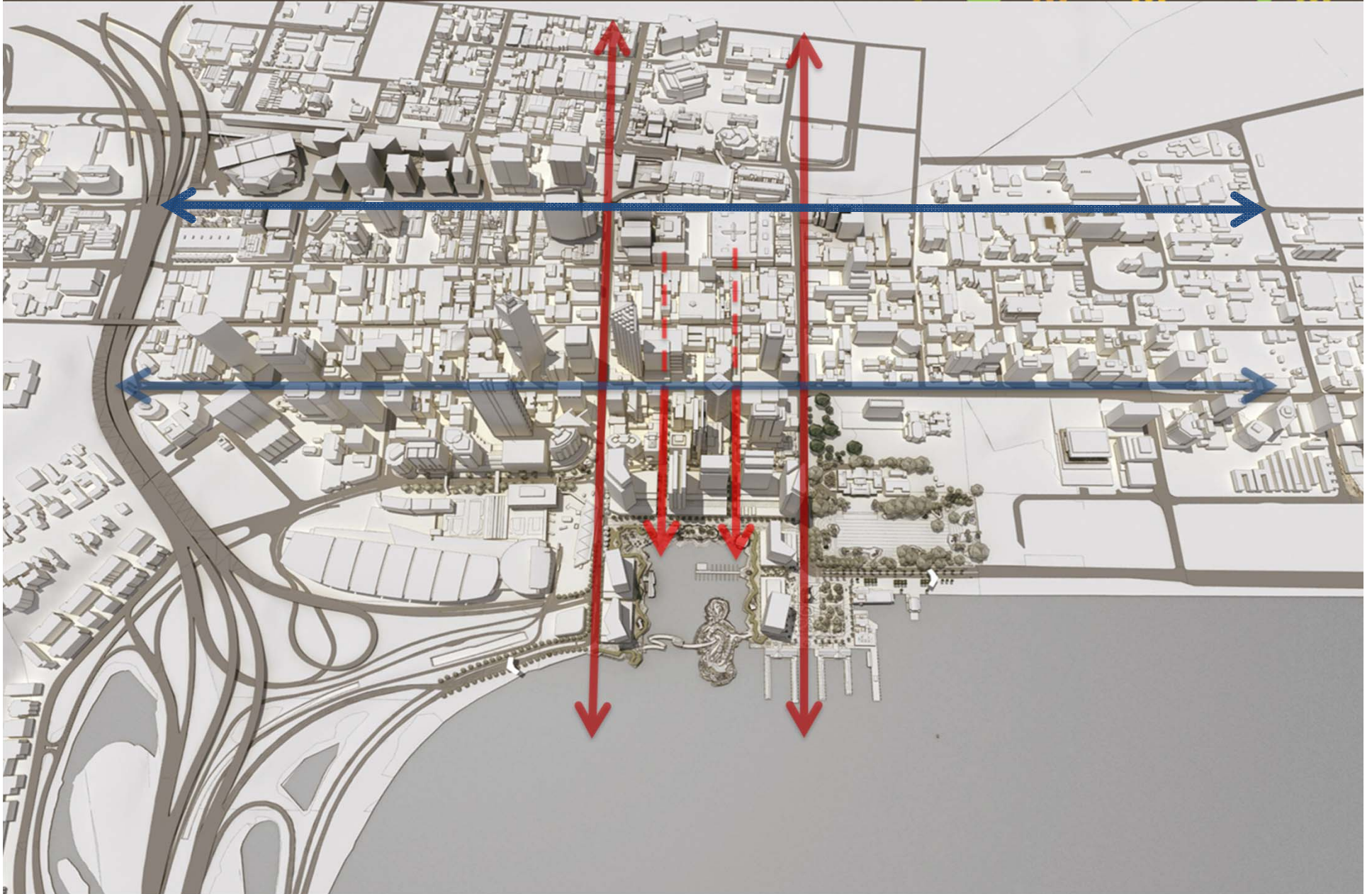
Perth Waterfront



Perth - Swan River Landscape



City Axes



Metropolitan Redevelopment Authority

PURPOSE

To redevelop and develop areas in metropolitan Perth

VISION

Revitalised Perth –
a great place that people want to be part of

REDEVELOPMENT GOALS

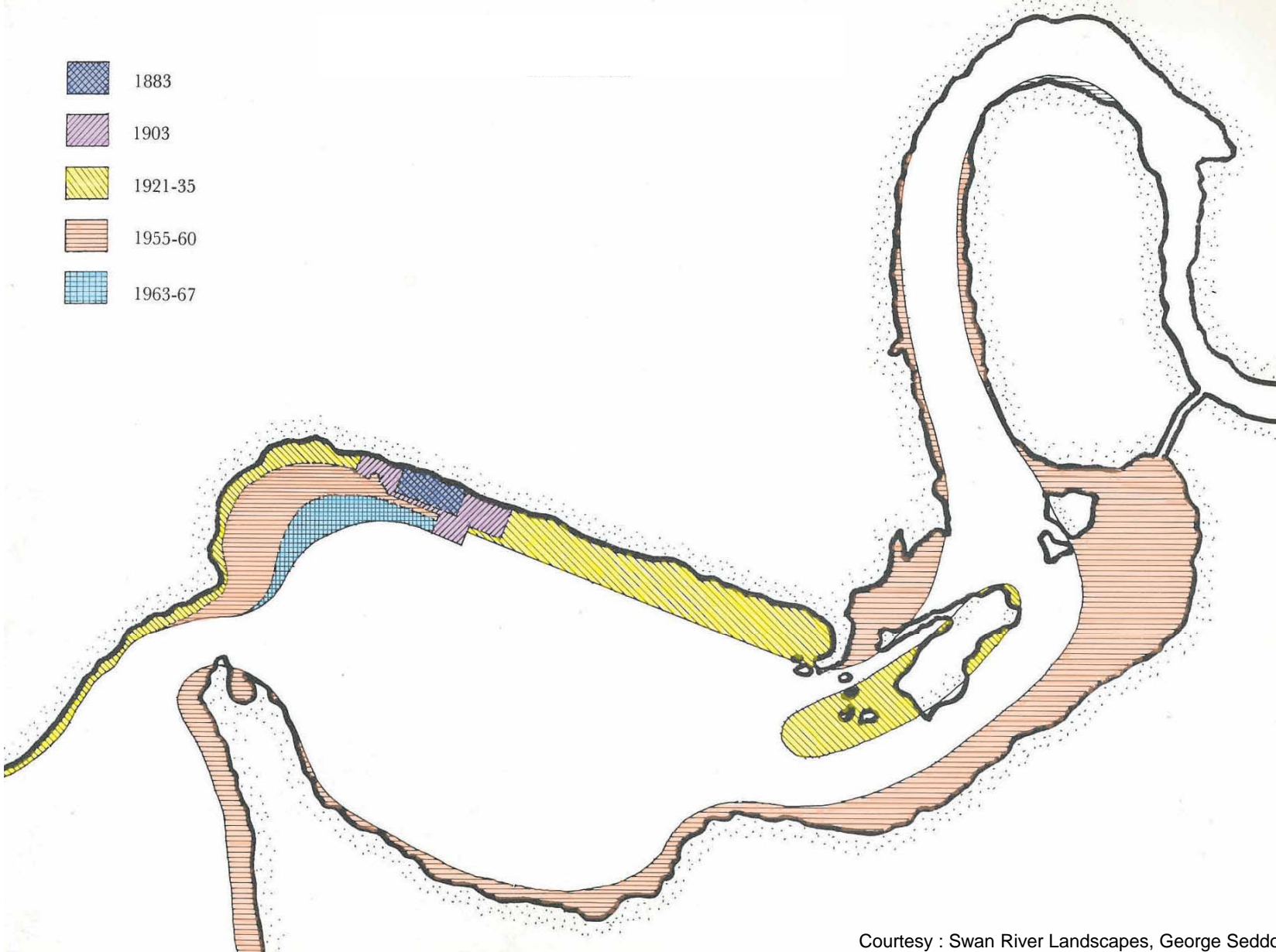
- To build a **Sense of Place**
- To promote **Economic Wellbeing**
- To promote **Urban Efficiency**
- To promote **Social Inclusion**
- To enhance **Connectivity**
- To enhance **Environmental Integrity**



Transformation of Perth



History of Perth Water



Courtesy : Swan River Landscapes, George Seddon, 1970

History of Perth Water



Courtesy : Swan River Landscapes, George Seddon, 1970

Perth Waterfront



Perth Waterfront



Perth Waterfront



Perth Waterfront – Station Park



Perth Waterfront – The Inlet



Perth Waterfront – Western Promenade



Perth Waterfront – The Island



Perth Waterfront – Eastern Promenade



Perth Waterfront – The Landing



Perth Waterfront - Design



Traffic



Impact of the Perth Waterfront Project on Journey Choice

Travelling west to east



Without Waterfront



With Waterfront

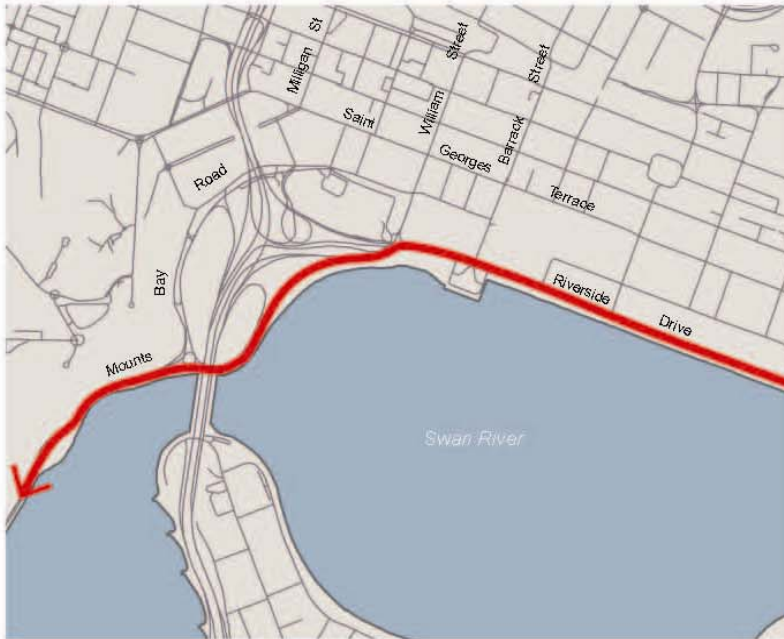
Legend: Dashed orange line = New Road Connection

Traffic



Impact of the Perth Waterfront Project on Journey Choice

Travelling east to west



Without Waterfront



With Waterfront

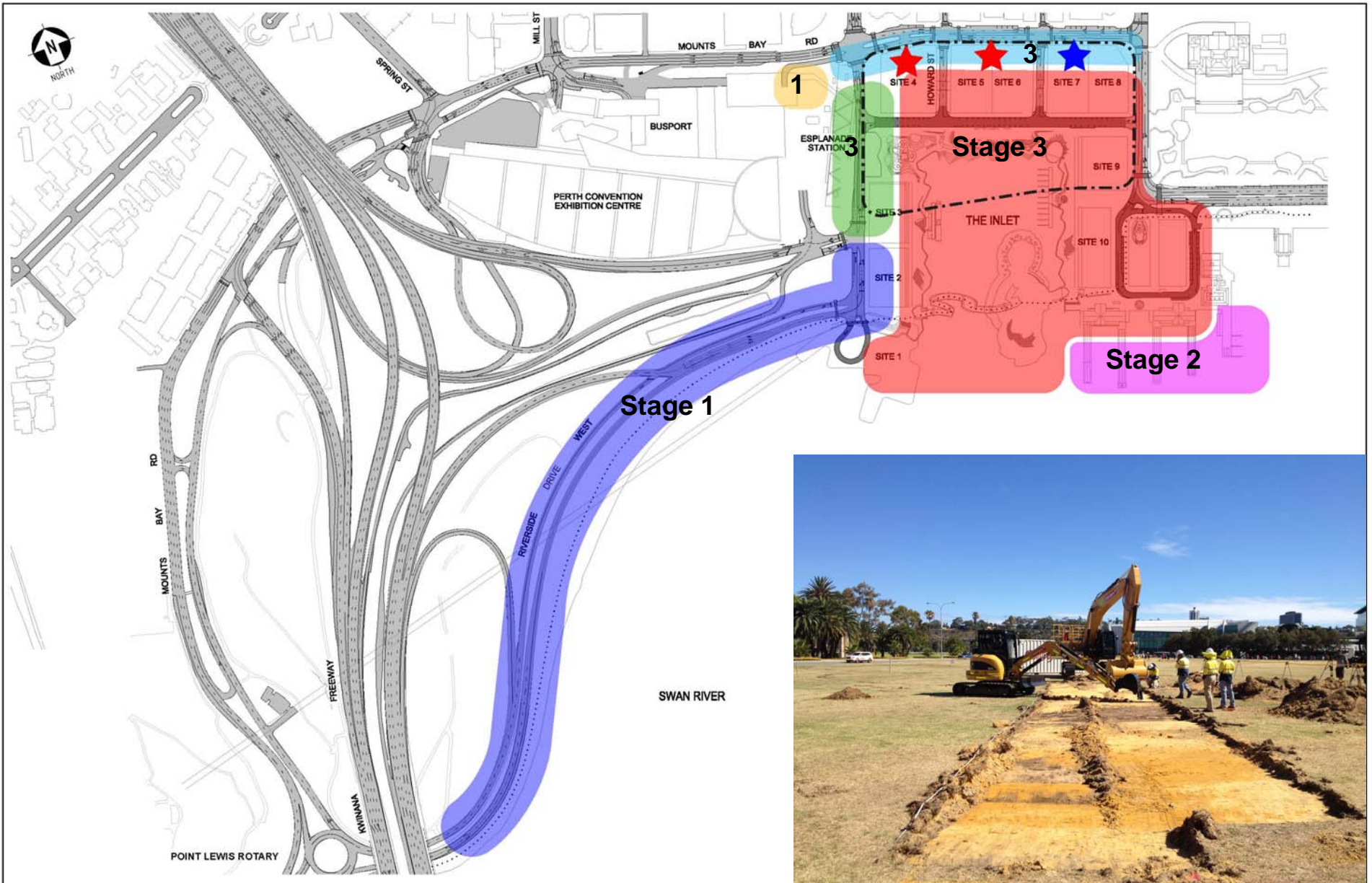
Accessibility



Perth Waterfront – Place



Perth Waterfront – Staging of works



Communication



AWARENESS

INTEREST

ENGAGEMENT

ADVOCACY

UNDERSTANDING

Communication Methods Public Relations



The screenshot shows the MRA website with the following elements:

- Header:** MRA Metropolitan Redevelopment Authority logo, navigation links (Home, About Us, Projects, Planning, News and Library), and utility links (Forward to a Friend, Text size, Print Page).
- Main Banner:** 'Perth Waterfront' project image with text: 'Perth Waterfront will create a magnificent precinct that returns the city's focus to the iconic Swan River and enhances Perth's reputation as one of the most liveable cities in the world. Learn more about this project'.
- Section 1:** 'Urban renewal, Place Making, Investment, Residential and Commercial, Infrastructure'. Text: 'Welcome to the Metropolitan Redevelopment Authority's (MRA) website. The MRA brings together the work of four agencies which have led the urban renewal of East Perth, Subiaco, Midland and Armadale. With vision and innovative design and planning - and in partnership with local government, communities and industry - we continue to revitalise communities and create a distinctive sense of character and place that is transforming our city and redefining key areas of metropolitan Perth for generations.'
- Section 2:** 'Our Projects' with a list including 'Perth Waterfront'.
- Section 3:** 'Latest News' with three items:
 - 15 May: [Juniper Gardens puts](#) - One of Australia's best once neglected and transformed into a ...
 - 27 April: [Next stage of works c](#)
 - 26 April: [Link partially obscured]

MRA Metropolitan Redevelopment Authority
Government of Western Australia



[View online version](#) | [Tell a friend](#)



What's in this issue

- [Perth Waterfront design guide revealed](#)
- [\\$105million to address CBD congestion](#)
- [Perth Waterfront places and attractions](#)
- [Keeping up-to-date](#)

CONSTRUCTION WORK BEGINS AT PERTH WATERFRONT

A new chapter in Perth's history was started today with the commencement of works at Perth Waterfront. Georgiou Group has won a \$50million contract to undertake works to prepare for construction of the inlet.

[Find out more >>](#)



Communication Methods Advertising



Perth Waterfront

Another State Government Project
Supported by the City of Perth

The river.
The city.
Together again.

Perth Waterfront will reconnect the city with the iconic Swan River and create an exciting new destination. Work will commence at Perth Waterfront in the coming weeks.

Sign up for regular updates:

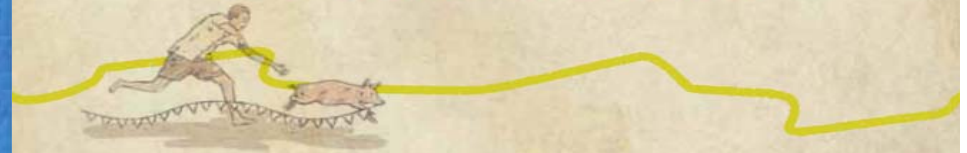
1800 639 726

www.perthwaterfront.wa.gov.au

Follow @VitalPerth

MRA Metropolitan
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**A RETURN TO THE DAYS
WHEN PERTH CELEBRATED
WITH GUSTO
(AND SEVEN HOGSHEADS
OF GINGER BEER).**



On October 21st, 1890, thousands gathered by the city's foreshore to celebrate Proclamation Day - now known as Labour Day - with games and a grand feast "piled high on a 300 foot table".

The river and city will come together again with the development of Perth Waterfront, once more giving people the opportunity to gather by the river to work, live and celebrate occasions big and small.

Perth Waterfront will feature a stunning inlet surrounded by a landscaped promenade, new public spaces, shops, restaurants, entertainment venues, and new office and residential accommodation.

For more information visit www.perthwaterfront.wa.gov.au, follow @VitalPerth or phone 1800 639 726.

**The river. The city.
Together again.**

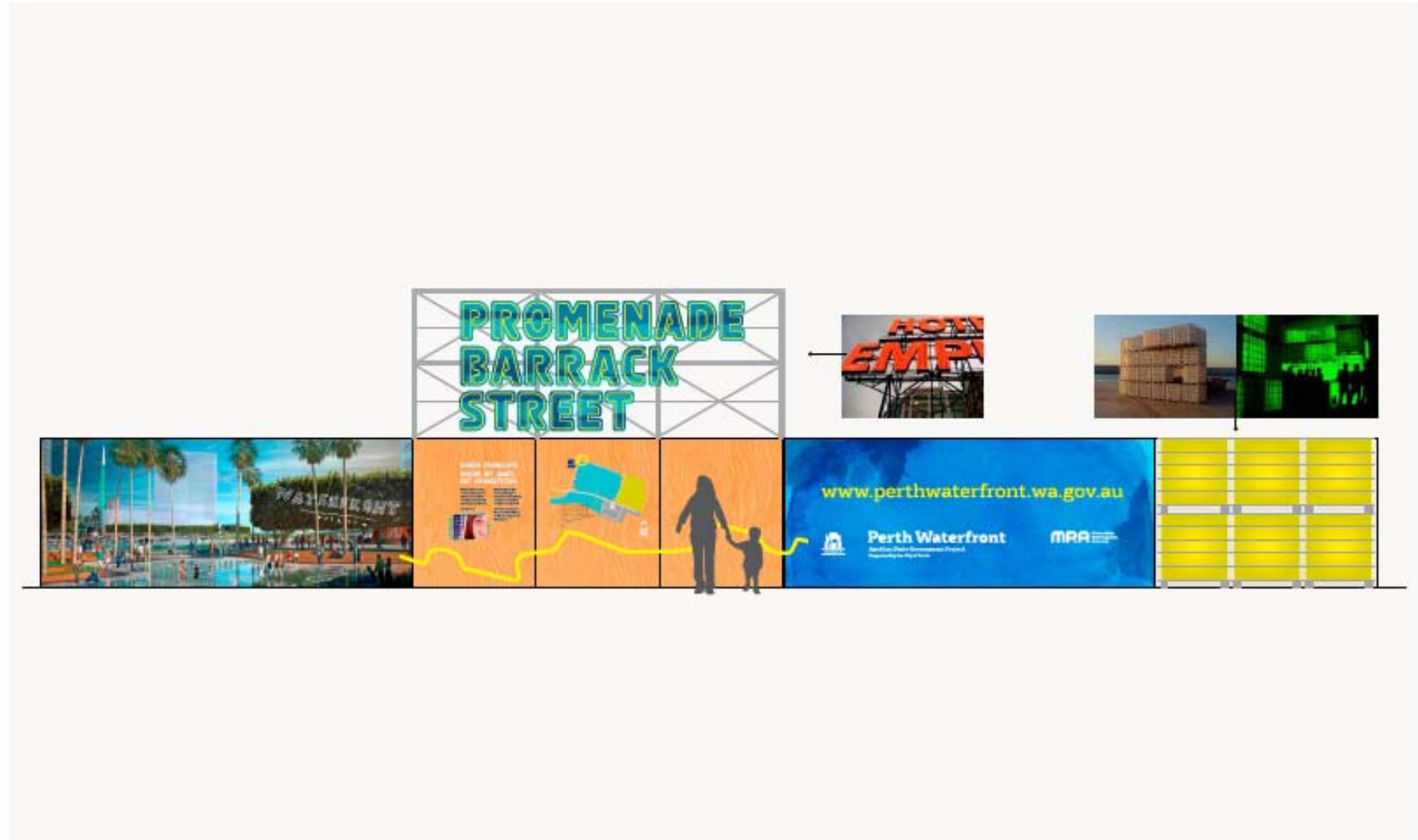


Perth Waterfront

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Communication Methods Signage



Research



Perth Waterfront – Next Steps



Phase	Description	Due	Status
Phase 1	Concept master-planning and preliminary business case	Mar 2010	Complete
Phase 2	Preliminary design, technical site investigations and feasibility analysis	Dec 2010	Complete
Phase 3	Design documentation, statutory approvals, public works procurement	Apr - May 2012	Current Phase
Phase 4	Public works construction and creation of development sites	2012-2015	Current Phase
Phase 5	Staged construction of built form by the private sector	2013-2022	Future Phase
Phase 6	Ongoing program of dedicated place management and maintenance	Ongoing	Future Phase



The river. The city.
Together again.



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