



URBAN STYLE
COASTAL LIVING

NORTH COOGEE

shoreline

The background of the entire page is a photograph of a bicycle parked on a paved surface, possibly a sidewalk or a path. The bicycle is slightly out of focus, and its shadow is cast onto the pavement. Overlaid on the image is a thin, red, hand-drawn style line that forms a series of loops and curves, framing the main title text.

Experience each change in coastal living

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Building for the future

Shoreline Heritage Plaza. Artist impression for illustrative purposes only.



Shoreline at North Coogee is part of the Cockburn Coast Redevelopment Area, which will renew the site's relationship with the coastline and deliver a range of diverse housing options.

This development aligns with the State Government's planning strategy, and is nestled between popular South Beach and Port Coogee. The Cockburn Coast Redevelopment Area - four kilometres south of Fremantle and 18 kilometres from Perth - will transform more than 106 hectares of former industrial land into a vibrant new home for up to 12,000 residents in 6,000 homes, including apartments and townhouses.

The area will showcase urban renewal and draw upon the world's most liveable cities to become a unique place to live and love.

Welcome to a landmark destination taking shape on the coast.

ABOUT LANDCORP

As the State Government's property delivery agency, we are realising the potential of land and infrastructure development for all Western Australians. We do this by delivering excellence in new and revitalised residential and economic centres.

Over our 25 year history we have gained a thorough understanding of Western Australians, their environment and their enthusiasm for life. Our commitment to best practice and innovative thinking drives our performance and is demonstrated as part of a statewide agenda to create places where people can live, work and unwind.

Together, with key government and non-government stakeholders, we have undertaken detailed plans for the Cockburn Coast Redevelopment Area. The first precinct, Shoreline, commenced in April 2015. We have also prepared a masterplan on behalf of Synergy, for the South Fremantle Power Station, which supports our vision for this project.

As development for Shoreline gets underway, we will continue to work closely with the City of Fremantle, the WA Planning Commission, the Public Transport Authority, Heritage Council of WA and existing landowners and businesses to complete detailed planning for the broader Cockburn Coast Redevelopment Area, which includes the remaining two precincts: The Hilltop and Power Station.

WHAT'S OLD IS NEW AGAIN

With its significant Aboriginal, historic, industrial and maritime sites, the Cockburn Coast Redevelopment Area has long enjoyed a colourful history.

It's a landscape full of sculptures, shipwrecks and the Robb Jetty camp – a site of deep importance to Aboriginal people – and its rich heritage informs the future direction of the Cockburn Coast Redevelopment Area. The historic South Beach Horse Exercise Area and Heritage Trail will remain in place as important features of the area.

Central to the region is the historically significant South Fremantle Power Station. Built in 1951, it represents one

of only four cathedral-style power stations in the world and the only one located on a coastal setting. The Power Station redevelopment is a long-term major project and will become home to a lively mix of retail, commercial, tourism and hospitality experiences.

The notable history of Cockburn has formed the basis of our planning and the creation of an urban renewal project that transitions the land from industrial to urban use. Shoreline, the first of three precincts, marks the beginning of a new era on the coast. We are committed to ensuring the area remains a distinct and meaningful place.

THE COCKBURN COAST REDEVELOPMENT AREA

SIZE
106 HECTARES FORMER
INDUSTRIAL LAND

RESIDENTS
12,000

HOMES
6,000

EVOLUTION
15 TO 20 YEARS

PUBLIC OPEN SPACE
8.5 HECTARES

LOCATED
4 KILOMETRES SOUTH OF
FREMANTLE AND 18 KILOMETRES
FROM PERTH'S CBD

**COMMERCIAL
AND RETAIL SPACE**
125,000 SQUARE METRES

South Fremantle Power Station



coastal living

urban style



BRINGING A VISION TO REALITY

**WE'RE CREATING
SOMETHING TRULY
ICONIC. A PLACE THAT
WILL INSPIRE, SURPRISE
AND DELIGHT ALL
GENERATIONS, FOR
GENERATIONS TO COME.**

An extraordinary parcel of land demands an extraordinary vision.

Shoreline is part of a project the size and significance never seen before in Perth.

It will breathe new life into a former industrial site that has slowly become underutilised, despite its valuable ocean-side location. The land will be transformed into a vibrant coastal community, providing social and economic benefits well beyond its borders. It will deliver world-class infrastructure and architecture while remaining sympathetic to surrounding environmental needs.

Whilst always with its eyes on the future, Shoreline will honour the land's history; protecting the natural beauty found on its doorstep while reconnecting people to the coast in a culturally and environmentally sensitive manner.

We're creating something truly iconic. A place that will inspire, surprise and delight all generations, for generations to come.



Shoreline public open space. Artist impression for illustrative purposes only.

COASTAL LIVING, URBAN STYLE

Kick off your shoes and feel the sand between your toes. Shoreline will be a walkable village; intimate in scale and neighbourly in character.

Here, we bring the beach to the main street; but you'll also find connected public spaces where you can enjoy a barbecue, kick a ball around or simply watch the sun set. It's all been cleverly designed to encourage casual encounters – the kind that fosters strong community relationships.

look closer

dive in

SHORELINE AT A GLANCE

SIZE
47 HECTARES

QUALITY PUBLIC OPEN SPACE
3.5 HECTARES

RESIDENTS
5,000

COMMERCIAL AND RETAIL SPACE
10,800 SQUARE METRES

HOMES
2,500

EMPLOYMENT
780 JOBS

EVOLUTION
10 YEARS

FEATURES
An array of parks, green spaces, heritage plaza, beach plaza, retail and commercial precinct, dining and entertainment with coastal views, main street shopping, primary school and community facilities.

Public transport network, connecting to Fremantle Train Station.



Shoreline Beach Plaza. Artist impression for illustrative purposes only.

CHANGE YOUR POINT OF VIEW

Shoreline will set a new benchmark for medium density living in Western Australia and become a unique, exceptional example of urban planning.

Our project team drew inspiration from beyond our backyard. From the density of European cities; to the pedestrian-friendly urban green spaces of Paris; and the pocket parks and ‘urban rooms’ of New York’s Greenwich Village; our team looked for a collection of charming features and practical ideas to make an urban space come to life.

Several fundamentals of great city building emerged and we’ve applied these throughout the planning stage, ensuring Shoreline will be a sustainable, inclusive and diverse community.



The entire project is anticipated to take 15 to 20 years to complete, but has been carefully masterplanned to gradually evolve over this time, with significant milestones set along the way.

modern family

OUR AIM IS TO PROVIDE
AN ENVIRONMENT FOR
EVERYONE.

There's a determined desire to keep the family unit together throughout Shoreline. This means we'll provide affordable living options for each generation. So people may grow, kids move out, parents downsize and grandparents live close by, yet all the while staying in the same community they have come to love.

Even more than this, affordable living brings new people into the conversation, including students, singles and couples, the young and seniors. Everyone from the newly arrived to the newly retired can call this place home. With this in mind, developers will be provided incentives to build up to 15 per cent of affordable housing.

Shoreline Stage 1. Artist impression for illustrative purposes only.



WHERE EVERYONE'S WELCOME

We're working towards creating a new project that will embrace urban living by the coastline. A diverse range of contemporary homes will reflect the needs of today's singles, couples and families. There will be an attractive variety of apartments, townhouses and maisonettes to choose from.



A NEW COMMUNITY, AN ICONIC LOCATION



Shoreline future Stage. Artist impression for illustrative purposes only.



GET CONNECTED

The Shoreline Masterplan has been thoughtfully considered to welcome an active and connected community alongside visitors who come to work, play and relax.

To bring the ocean to the community, access to the beach will be improved. Pedestrian and vehicle access will take cars and people across the freight rail line, linking the main street to the beach plaza. A new east-west pedestrian bridge is also proposed, linking the public open space to the beach.

OUT IN THE OPEN

More than 3.5 hectares will be dedicated to public open space; from landscaped paths, pocket parks and shady nooks, through to large open spaces and piazzas. In addition, a tempting array of restaurants and cafés will sit alongside shops, recreation spaces and entertainment facilities.

Shoreline will also become home to a brand new primary school to encourage a growing community.

SUN AND SEA

Shoreline will preserve the natural and heritage elements of the foreshore while seamlessly integrating areas that will benefit both the environment and the community.

Our vision is to create a modern urban development that incorporates the history of the redevelopment and natural features to create meaning and a sense of place.

Homes will be oriented to allow for natural illumination by sunlight and cooling by sea breezes. For a balanced aesthetic, green spaces and parks with extensive landscaping will complement the architecture of the estate.

Urban living with coastal undertones; the textures, tones and materials featured in the architecture and infrastructure will take their cues from the simplicity and elegance of the Power Station and the surrounding coastal environment.

EVERYTHING AT YOUR FEET

Pedestrians will be given utmost priority through carefully planned walkable neighbourhoods filled with leafy streets, cycle ways and improved access to public transport.

A network of pathways will lead to an abundance of parks, gardens and public open space, while a promenade will entice locals and visitors alike to take a stroll along the foreshore.

Streetscapes will be active, safe and welcoming spaces with extensive landscaping, lighting, and public art that reflects the area's rich history and exciting future.



Enjoy the sunlight and the sea breeze



CHANGE YOUR
POINT OF VIEW

Bringing the beach to the main street

A NEW ERA OF COASTAL LIVING

As the Cockburn Coast Redevelopment Area begins with Shoreline, planning will continue with the remaining two precincts. The Hilltop and Power Station precincts joins Shoreline to create a development that provides a vibrant lifestyle for all who visit, work and live within the area.



Linking urban living with natural bushland

THE HILLTOP

Sitting between the coast and natural bushland, The Hilltop will be the pinnacle of urban living. Apartments providing the most spectacular views of the coast will still ensure privacy and peace within. Step out, and you'll come across natural gardens, winding paths and pocket parks; connecting you to Beeliar Park, the beach and the Power Station precinct.



AT A GLANCE

SIZE
20 HECTARES

HOMES
1,700

FEATURES
An array of green spaces, community facilities, supporting retail and connecting you to Shoreline's main street.

Connecting you with the heart of the development



Future Power Station Precinct. Artist impression for illustrative purposes only.

THE POWER STATION PRECINCT

The South Fremantle Power Station stands sentinel-like on the ocean's edge. Long dormant, it will be transformed into the heart of the area.

The Power Station is a striking building – with beautiful proportions, strong vertical lines and cathedral-like spaces. The long-term vision for the building includes a selection of restaurants, cafés, retail, community art and tourism to create a variety of experiences. Dining options will cater for all tastes and budgets. Whether you prefer fish and chips or lobster and salad, each meal will come with the same spectacular ocean views.

AT A GLANCE

SIZE

39 HECTARES

COMMENCEMENT

AROUND 2025

HOMES

1,800

FEATURES

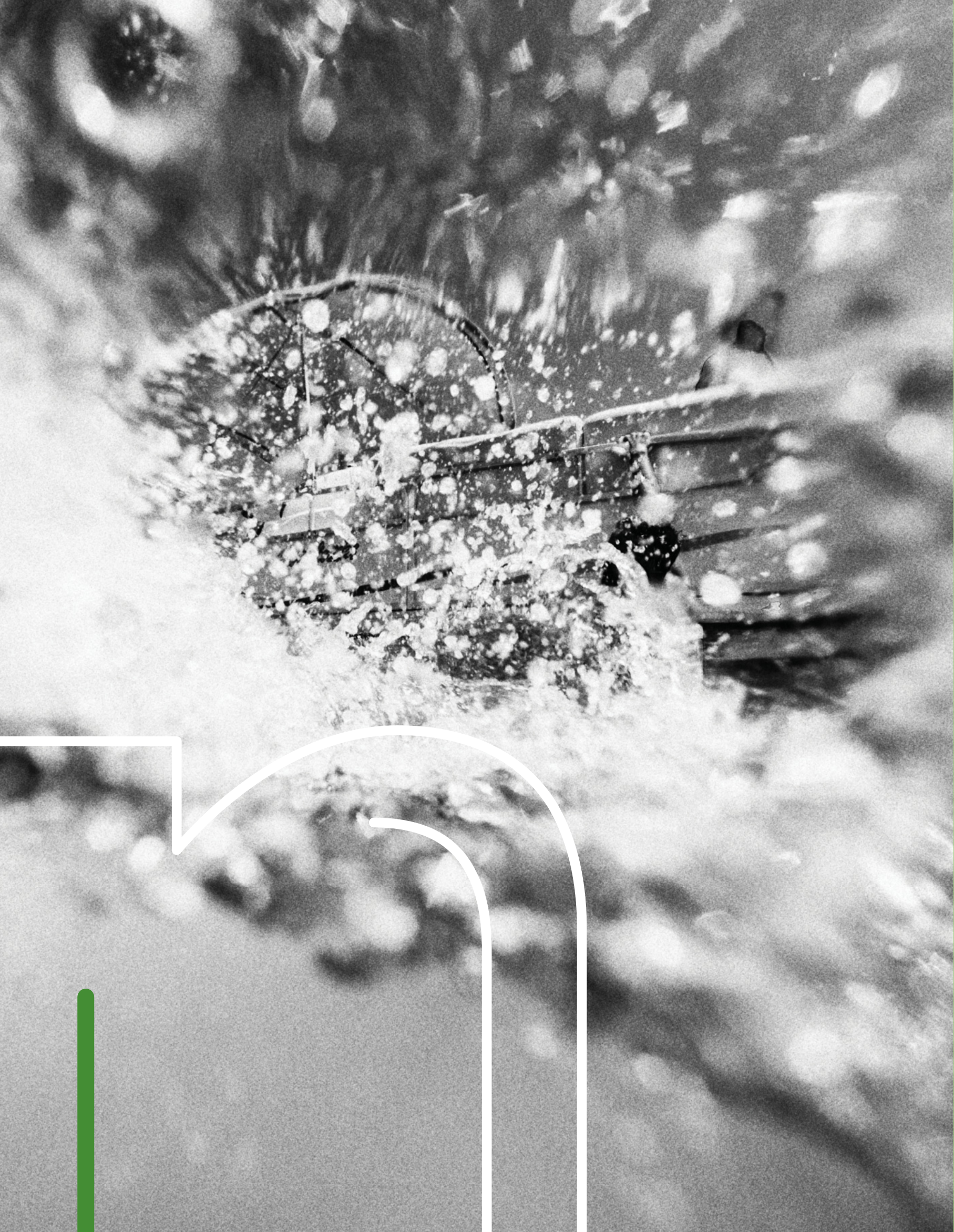
Significant community arts, retail, tourist activities, urban spaces, green spaces, beach facilities, restaurants and cafés.

The historically significant South Fremantle Power Station stands sentinel-like on the ocean's edge. Long dormant, it will be transformed into the heart of the area.



where the city

meets the coast



— LET’S GET TO WORK

Once completed, it is expected the entire Cockburn Coast Redevelopment Area will generate up to 3,000 jobs across the three precincts. Most of these will be in the commercial, hospitality, tourism and retail sectors. Many more will be employed during the construction phases over the next 25 years.

A project as vast and visionary as this couldn’t come to life without the help of its many stakeholders and shareholders. What’s more, the revitalisation is expected to attract significant private investment and have a positive effect on local businesses and land values.

many views one vision

In North Coogee, we are taking an underutilised parcel of industrial land and transforming it into something special, starting with Shoreline. This first precinct will become a landmark destination and reconnect a community to its coast, its past and to each other.

Shoreline Beach Plaza
Artist impression for illustrative purposes only.

FUTURE 'URBAN' PRIMARY SCHOOL AND DISTRICT PLAYING FIELDS

SWAN RIVER (32 mins)

FUTURE MAIN STREET LOCAL CENTRE

OLD POWER STATION (3 mins)

CY O'CONNOR RESERVE (3 mins)

COTTESLOE BEACH (23 mins)

SHORELINE BEACH FRONT URBAN PLAZA

FREMANTLE OVAL (9 mins)

SOUTH BEACH TRAIN STATION (3 mins)

UNIVERSITY OF NOTRE DAME (8 mins)

FREMANTLE TRAIN STATION (11 mins)

FREMANTLE (9 mins)

COOGEE
PRIMARY SCHOOL (7 mins)

MURDOCH
UNIVERSITY (14 mins)

COCKBURN CENTRAL
TRAIN STATION (17 mins)

BULL CREEK
(19 mins)

SOUTH COOGEE
PRIMARY SCHOOL (12 mins)

FIONA STANLEY
HOSPITAL (16 mins)

COCKBURN GATEWAY
SHOPPING CITY (18 mins)

JANDAKOT
AIRPORT (22 mins)

PORT COOGEE (8 mins)

SOUTH FREMANTLE HIGH SCHOOL (2 mins)

BOORAGOON (19 mins)

PHOENIX PRIMARY SCHOOL (6 mins)

PERTH CBD (28 mins)

MANNING PARK (6 mins)

▲ NORTH

SHORELINE

COCKBURN COAST
REDEVELOPMENT AREA

ROBE ROAD

COCKBURN ROAD

ROCKINGHAM ROAD

SPORTS

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