

Town of Cottesloe Foreshore Master Plan

Town of Cottesloe Car Park No.2 Strategy

1 Preamble

The Town of Cottesloe Foreshore Master Plan Report, November 2019 (CFMPR), reflects the extensive history of engagement on and surrounding the Cottesloe Foreshore, spanning more than 20 years.

The CFMPR draws together past discussion and planning frameworks together with the community engagement outcomes of April 2019 to September 2019.

The CFMPR, within the broader context of the Cottesloe foreshore and master plan area, explored the opportunity to redevelop and or replace the Town of Cottesloe Car Park No. 1 (CP1) with:

- public realm and provide recreational space with a civic focus,
- consolidate the parking requirements to the Town of Cottesloe Car Park No. 2 (CP2),
- provide for a range of activities and recreational amenity, with, for example but not limited to, additional seating, BBQ, and inter-generational uses.
- improved east/west and north/south connectivity, and to
- create a space that supports community events such as, but not limited to, markets, food trucks and outdoor cinema.

Accordingly, the CFMPR considered objective and qualitative aspirations for CP2 that acknowledged the community voice and that was complementary to the broader context and aspirations for the Cottesloe foreshore and master plan area.

To facilitate the re-use aspirations for CP1, the enquiry around CP2 investigated opportunities to revitalise this key part of the Cottesloe Foreshore to:

- improve the pedestrian experience along Marine Parade,
- rationalise foreshore car parking, and
- propose functions that offer public benefit such as improved activation through inclusion of restaurants, cafes, eateries, and active public space, whilst,
- enabling opportunities to rehabilitate and reconnect John Black Dune Park to the foreshore.

The key principle for the CP2 redevelopment is for CP2 to accommodate the car parking capacity from CP1, while providing development along Marine Parade to connect Cottesloe and North Cottesloe and create an active and vibrant street.

Multiple design options were considered within the CFMPR, with broad consensus and final adoption of the Foreshore Master Plan, advancing Option A (Refer Figure 1 overleaf):

- Aspect Studios, August 2019, Cottesloe Foreshore Masterplan Summary Report, pp 13.
- Aspect Studios, January 2021, Cottesloe Foreshore Redevelopment, pp 12.

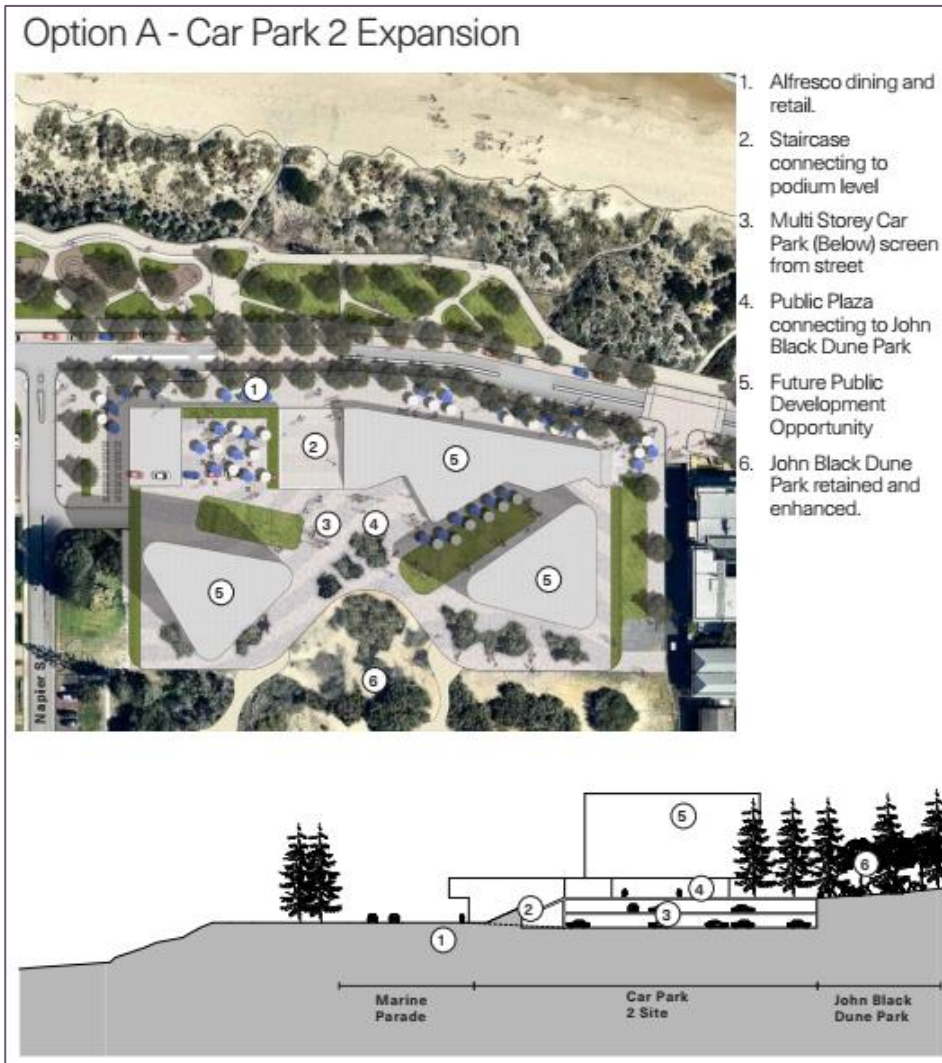


Figure 1

This option explores the opportunity for a double-storey carpark on the CP2 site with active and compatible accommodation and hospitality based uses adjacent and above, that may generate capital and or recurring returns to offset the costs of the double-storey facility, and provide increased public amenity, and connect Cottesloe to North Cottesloe with retail and food and beverage options.

This Option A includes:

- Retail, food and beverage with alfresco dining, visitor centre and public amenities along Marine Parade.
- A double-storey carpark.
- A new public plaza over the car park connecting to John Black Dune Park. The plaza could include seating, planting, lawn, play and event spaces.
- A public plaza to maximise public views to the ocean and may include public look-out, sky bar, childcare/ creche, exhibition space, gallery, retail, café, restaurants, markets, and other public facilities, and
- Free standing podium buildings that include short stay accommodation, conference and wedding facilities and associated cafes and restaurants.

2 Strategy Purpose

The Town of Cottesloe (ToC) has endorsed and approved the Cottesloe Foreshore Masterplan for implementation.

The Aspect Studios, August 2019, Cottesloe Foreshore Masterplan Summary Report identifies three works areas (pp 17) which have been costed as Stage 1 – Stage 3. The 2019 cost was \$15.1million.

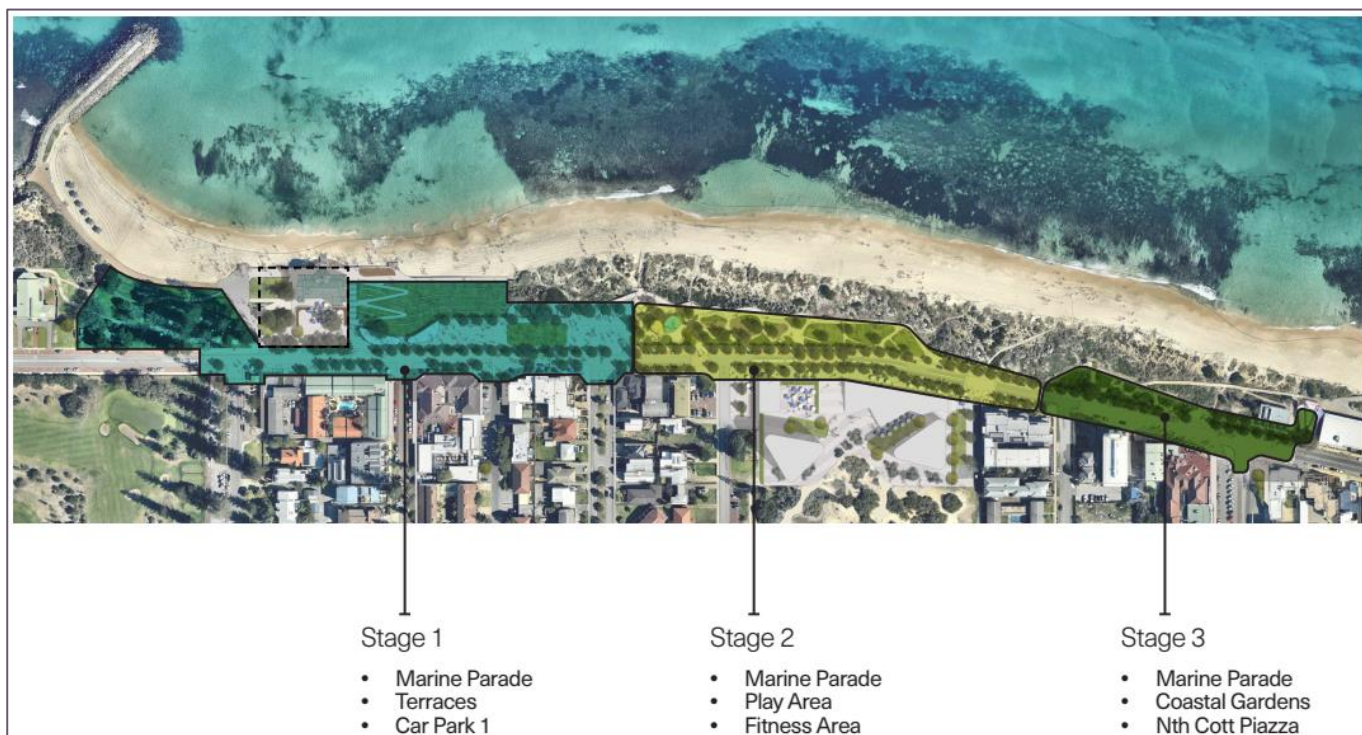


Figure 2

It is understood the cost to implement the Approved Cottesloe Foreshore Masterplan (ACFM) is now circa \$22million.

The Town of Cottesloe is planning a \$22 million redevelopment, which will improve beach access, create additional recreational space, reduce traffic speed and volume, and improve pedestrian access. The plan also includes an amphitheatre of grass terraces, a lookout and fitness area, and a pedestrian piazza.

(Town of Cottesloe, <https://www.cottesloe.wa.gov.au/foreshore-masterplan.aspx>, 9 May 2023)

The ToC requires a funding strategy to deliver and maintain the ACFM.

A core deliverable of the ACFM is the re-use of CP1 for public community and recreational purposes with CP2 to accommodate the parking shortfall, together with improved beach access, traffic management, effect additional recreational space, and to improve activation and community benefit more broadly to the foreshore and Marine Parade.

The purpose of this CP2 Strategy is to set out a framework for land use change, tenure and engagement with both State government and private sector to generate funding support for the ToC's delivery of the ACFM.

More specifically, this strategy paper investigates the opportunity to generate both capital and recurring income from the redevelopment of CP2 by engagement with the State government and private sector.

3 CP2 Strategy

The required and contemplated use for CP2 is 550 public parking spaces together with short stay accommodation and associated commercial, retail, food and beverage uses with alfresco dining, together with public and civic amenities.

The required strategy to effect the redevelopment of CP2 and achieve funding support for the delivery of the Town of Cottesloe Foreshore Masterplan can be simply tabled as:

1. The ToC is to establish and define the land use aspirations in accordance with CFMPR Option A, and specifically define the required and desirable criteria.
2. Define and agree the terms of land tenure with the State, and specifically, establish and agree a permitted land use framework as determined at 1 above.
3. ToC to explore, understand, define, and agree the cost of the land tenure with the State.
4. Initiate an application for amendment to the MRS and LPS No.3 to give effect to 1 and 2 above.
5. Define the operational requirements of the public car park and ownership structure.
6. Review the Local Parking Strategy in the context of the public car park operational requirement, and foreshore traffic management initiatives.
7. Determine the financial feasibility of the proposed redevelopment of CP2 and residual value that may be returned to the Town of Cottesloe by way of recurring income and/or capital payments.
8. Engage with the State government and private sector to optimise design, use and return opportunities to fund the Foreshore Redevelopment Project.