



HILLARYS BOAT HARBOUR

Activation Master Plan

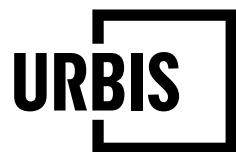
Book 1

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CONTENTS

1.0 INTRODUCTION _ 8

1.1	BACKGROUND	8
1.2	PURPOSE	11
1.3	VISION AND PRINCIPLES	12

2.0 OPPORTUNITIES AND CONSTRAINTS _ 14

2.1	SOUTHERN MAIN PRECINCT	18
2.2	NEW MAIN ENTRY	19
2.3	FERRY TERMINAL	20

3.0 CREATING OUTCOMES FOR HILLARYS _____ 22

3.1	ACCESS AND MOBILITY	24
3.2	A REVITALISED HILLARYS	28
3.3	A MARITIME ADDRESS	30
3.4	FERRY AND CHARTER BOAT OPERATIONS	32
3.5	TOURISM OPPORTUNITY	33
3.6	REDEFINING THE PUBLIC REALM	34

4.0 CONSULTATION _ 38

5.0 MASTER PLAN _ 40

5.1	SOUTHERN MAIN PRECINCT	44
5.2	NEW MAIN ENTRY	48
5.3	FERRY TERMINAL	55
5.4	WEST COAST DRIVE	60

6.0 IMPLEMENTATION _ 64

FIGURES

Figure 1	Opportunities and Constraints Overall	16
Figure 2	Opportunities and Constraints: Southern Main Precinct	18
Figure 3	Opportunities and Constraints: New Main Entry	19
Figure 4	Ferry Terminal Location Options	20
Figure 5	Opportunities and Constraints: Ferry North	21
Figure 6	Opportunities and Constraints: Ferry South	21
Figure 7	Hillarys Integrated Transport Strategy	27
Figure 8	Precinct Style Guide Master Plan	36

EXECUTIVE SUMMARY

The Hillarys Boat Harbour Master Plan (the Master Plan) encompasses a series of initiatives and aspirations to ensure the continued success of Hillarys as a unique destination and visitor focal point north of Perth.

The ideas developed in the Master Plan complement the Harbour Management Plan, Hillarys Integrated Transit Strategy and Place Style Guide prepared in preceding years. The ideas presented in this Master Plan, however, may require the Harbour Management Plan to be reviewed in light of some of the outcomes under the master plan.

Key to the development of the Master Plan has been an important stakeholder engagement process where ideas have been raised, discussed, developed and tested.

Unlike many, the Master Plan is not intended to be an idle document for occasional review, but a key tool in developing, designing, prioritising and delivering ongoing works and development outcomes to continue to add to the wide range of functions and attractions at Hillarys.

This will form the basis for ongoing approvals, funding applications, public works and private development within the harbour environment.



Importantly, the Master Plan aims to deliver opportunities to increase the activities and attractions available to improve the competitiveness of Hillarys as an Activity Centre.

The Master Plan introduces physical, infrastructure and operational improvements to the landscape, built form, activities and surrounding environment that will see the Hillarys Boat Harbour remain as one of the most visited tourist and family destinations in Western Australia.





While the improvements will benefit all of the harbour precinct, planning is addressed in the four key focus areas identified in the Hillarys Harbour Management Plan:



Southern Main Precinct:

Establishes a new 'main street' to align the retail centre, feeding from a new intersection with West Coast Drive and replacing Southern Drive. This precinct includes all of the southern portion of Hillarys, including AQWA, the Boardwalk, Sorrento Quay and the southern car parks.



New Main Entry:

Removes central vehicle access roads and transforms the roundabout into a dedicated public and shared transport hub/terminal, as the new main entry, aligned with activated uses. This precinct includes the internal Hillarys Beach, the former Great Escape site, the public boat ramp and associated car park area and the existing Hepburn Avenue entrance roundabout.



Ferry Terminal:

Creates a purpose designed ferry and charter boat terminal with support services to activate the northern breakwater. This will resolve dedicated short and long-term parking, coach parking, drop-off areas and support facilities. This precinct extends from West Coast drive to include the whole of the northern breakwater, the Hillarys Yacht Club and Fisheries department.



West Coast Drive:

The redesign of West Coast Drive in partnership with City of Joondalup to introduce traffic calming, improve pedestrian and cycle connections, rationalise access and provide parking availability technology. Boat ramp access will be improved with increased queuing lanes via the northern roundabout.





LEGEND:

- 1** Relocation and expansion of ferry and charter boat operations to expanded northern breakwater jetty area.
- 2** Landscaped and widened pathways connecting new ferry terminal and lighthouse with Hillarys Beach, central and southern precincts.
- 3** Extended long term carpark facilities for ferry and charter services
- 4** New development opportunities include welcome kiosk and enquiries pavilion, accommodation hotel and marina facilities.
- 5** Redeveloped public and active transport arrival node, events plaza, picnic area and beach access.
- 6** New pedestrian entry and recreation space
- 7** New food & beverage attraction on site fronting on to West Coast Drive and open beach plaza
- 8** New world class festival attraction to activate beach plaza.
- 9** New signalised, entry intersection on West Coast Drive.
- 10** Southern elevation and car park to be redesigned as an activated 'high-street', with shop fronts, entry ways and window frontages.
- 11** Improved southern waterfront precinct to include widened jetty, sunset lookout, new marina waterfront activation and arrival plaza.
- 12** Potential for expanded AQWA with new front door to 'high street' frontage and new major development attraction capturing coastal views to the south.
- 13** New anchor development to enhance entrance gateway
- 14** New Destination food and beverage, entertainment or recreation based development.

1.0 INTRODUCTION

1.1 BACKGROUND

Hillarys Boat Harbour was developed in the late 1980's and has been a much loved and visited destination since its inception. Over this time, it has accommodated a range of uses and users that have cemented its place as a much-loved waterfront destination along Perth's northern beaches.

THE SITE

Hillarys Boat Harbour sits on reclaimed land at the end of Hepburn Avenue and is designated as a public reserve, vested to the Minister for Transport for marine and harbour purposes. The use, development and on-going operations of all vested harbour land and waters are delegated to the management of the Department of Transport.

ACTIVITIES

The Harbour contains a broad range of uses and has 16 leasehold premises within its boundary, including a shopping complex, resort accommodation consisting of 50 apartments, AQWA (Aquarium of WA), Fisheries WA and other boating clubs and marine services.

Boating services include six launching ramps, a fuelling jetty, 750 public and private boat pens, wharfs, storage and maintenance facilities. Hillarys Boat Harbour also provides a departure point for visitors to Rottnest Island and for local tours of the nearby coastal environment.

CHARACTER

The original Master Plan was of its time and established a clear aesthetic across the site utilising timber, limestone and a simple nautical theme.

While the harbour infrastructure has been well maintained, ongoing development within the Harbour has departed from its original architectural

theme over the last 30 years and the aesthetic that held the site together has gradually eroded, requiring a re-examination.

A NEW MANAGEMENT PLAN

In 2014, the Department of Transport (DOT) initiated a review of the planning framework to replace the outdated 2004 Structure Plan with the Hillarys Harbour Management Plan (the Management Plan). The Management Plan provides a land use control framework, with the Department of Transport nominated as the Authority on compliant development initiatives. The ideas presented in this Master Plan, however, may require a review of the Harbour Management Plan to facilitate some of the outcomes under the Master Plan.

TRANSPORT STRATEGY

The Management Plan triggered a need for an investigation of parking, access and movement, which was initiated in 2017 through user movement studies, stakeholder consultation and ultimately the completion of the Hillarys Integrated Transport Strategy (HITS) in 2019.

In parallel to HITS, DOT commissioned an Economic Overview of the harbour and the preparation of a Place Vision and a Public Domain Style Guide.

NEW OPPORTUNITIES

These studies highlighted new opportunities to revitalize the harbour and potentially change the mix of uses and attractions for visitors, intensify the use and level of activity within the boat harbour, improve infrastructure efficiencies and future proof the harbour in context with the other regional activities and centres and through a consistent vision and place proposition.

The Master Plan brings together a number of areas of work being undertaken consecutively, including

- Master Plan: The Master Plan defines the vision for redevelopment and land use options, incorporating movement strategies and identifies new opportunities for improved user experiences;
- Work Packages: The creation of Quick Wins program and work packages for major capital, maintenance and/ or improvement works;
- Cost Opinion: A Civil Engineer will prepare high-level scope of works and cost options for all work packages to underpin future funding and development strategies.
- The creation of Quick Wins program and work packages for major capital, maintenance and/ or improvement works;
- Development Strategies: The work packages will be prioritised and identified as quick win projects, individual works or a sequential program of works.
- A Refreshed Brand: A new place-based brand identity has been developed to renew the connection people have with the Hillarys Boat Harbour. This will provide a contemporary guide for new signage, communications and general branding, with colour scheme, fonts and logo for Hillarys Boat Harbour in keeping with the Place Style Guide.



Hillarys
BOAT HARBOUR

THERE'S LOTS TO LOVE
ABOUT HILLARYS

FOUR PRECINCTS

The Hillarys Boat Harbour Management Plan of 2018 identifies four planning Precincts for Hillarys Boat Harbour, each having specific objectives and associated uses that contribute to those objectives.

The combination of land uses across the Precincts supports the primary role of the Harbour as a maritime and recreational reserve, whilst facilitating appropriate commercial development that augments the Harbour experience.



Southern Main Precinct:

Establishes a new 'main street' to align the retail centre, feeding from a new intersection with West Coast Drive and replacing Southern Drive. This precinct includes all of the southern portion of Hillarys, including AQWA, the Boardwalk, Sorrento Quay and the southern car parks.



New Main Entry:

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Ferry Terminal:

Creates a purpose designed ferry and charter boat terminal with support services to activate the northern breakwater. This will resolve dedicated short and long-term parking, coach parking, drop-off areas and support facilities. This precinct extends from West Coast Drive to include the whole of the northern breakwater, the Hillarys Yacht Club, and Fisheries department.



West Coast Drive:

The redesign of West Coast Drive in partnership with City of Joondalup to introduce traffic calming, improve pedestrian and cycle connections, rationalise access and provide parking availability technology. Boat ramp access will be improved with increased queuing lanes via the northern roundabout.



1.2 PURPOSE

BUILDING A SHARED VISION

A shared vision for Hillarys was developed in consultation with leaseholders, key tenants, stakeholder agencies and representatives of the public participating in conversations or providing feedback. In keeping with that vision, the Master Plan outlines a plan for Hillarys befitting the status of an iconic coastal tourist attraction, education resource, recreation and marine harbour facility in Perth's northern suburbs.

The purpose of this Master Plan is to facilitate the renewal, activation and attractiveness of Hillarys Boat Harbour to a wide range of users. The plan itself will provide a framework, strategy and direction to improve the performance of Hillarys as a major activity centre and destination for the surrounding communities, residents of Perth and tourists to Western Australia.

The Master Plan builds on the existing qualities of place as well as existing infrastructure and investment, rather than starting from scratch.

A REFRESHED BRAND

In response to the ageing infrastructure, buildings and landscape, and gradual introduction of building styles that are not consistent with the original Master Plan, the Master Plan reflects a commitment to developing a renewed brand and image for Hillarys as a visitor destination and place in its own right.

A Place Manager has been appointed on a trial basis to facilitate stakeholder cohesion in preparation for future proofing the boat harbour in terms of planning, design, redevelopment and economic opportunities. This reflects a focus on improving the user experience and offering in an activated place.

GUIDING IMPLEMENTATION

It is likely that the projects outlined in this Master Plan will be implemented in stages as funding becomes available.

Minor improvements are already under way utilising ongoing maintenance works to implement upgrading, with further commitments already made for early wins.

As an earlier stage of the master planning process, the Hillarys Integrated Transit Strategy was prepared by Flyt to address a range of transport, access and parking related issues that had been identified. These have been addressed in the four precincts and include:

- The creation of a 'main street' frontage and environment in the main southern retail area;
- Closing Southern drive and re-use of the land for development consistent reserve purposes;
- Removal of the central vehicle access roads
- Transform the Hepburn Avenue entry roundabout into a dedicated public and shared transport hub/terminal, as the new main entry;
- Create a purpose designed ferry terminal to activate the northern breakwater;
- Provide additional dedicated short and long-term parking, coach parking, drop-off areas and support facilities;
- Redesign West Coast Drive with the City of Joondalup to introduce traffic calming, improve pedestrian and cycle connections, rationalise access and provide parking availability technology;
- Improve boat ramp access with increased queuing lanes via the northern roundabout.

Importantly, the Master Plan aims to deliver opportunities for new development and infrastructure to improve the competitiveness of Hillarys as an Activity Centre.

1.3 VISION & PRINCIPLES

Key stakeholders and operators at Hillarys were engaged in a workshop to develop a shared connection with Hillarys and an agreed vision for its future based on its unique qualities and attributes. This shared understanding has since underpinned ongoing conversations between stakeholders and operators that are more authentic, transparent and collaborative. They have subsequently informed the Master Plan to target a reputation that builds on the key traits, qualities and characteristics that can be found at Hillarys – and nowhere else.

PRINCIPLES

Six principles were developed along with the vision to guide the direction of any change and development to be carried out at Hillarys. These principles set the level of performance and qualitative criteria against which all future development would be assessed. A series of strengths and weaknesses were identified that would need to be reflected in a new Master Plan for ongoing implementation. These principles are focused on the experience of visitors and users to Hillarys.

DEEPLY CONNECTED AND ACCESSIBLE

Hillarys is seamlessly connected, accessible to pedestrians, cyclists and cars.

ACTIVE DAY AND NIGHT

Hillarys has a vibrant, all year day and night economy comprising destination offers and experiences.

HIGHLY MANAGED AND CURATED

Hillarys integrates stakeholders and operates to a shared vision for compelling customer experience.

CELEBRATING COMMUNITY AND THE POWER OF FREE

Free events and WiFi, supporting spaces and festivals that bring people together.

UNIQUE AND AUTHENTIC EXPERIENCE

Authentic experiences for food, fashion and culture, frequented by locals and visitors alike.

PREMIER 5 STAR MARINE FACILITY AND EXPERIENCE

Convenient and accessible mooring infrastructure connected to high quality amenity.



There's lots to love about Hillarys.

2.0 OPPORTUNITIES AND CONSTRAINTS

The Hillarys Boat Harbour Master Plan builds on the key observations, analysis of site conditions, opportunities and constraints identified in the Hillarys Boat Harbour Style Guidelines. Key aspects of these along with further observations are highlighted in this section.

A REGIONAL DESTINATION

There are several key opportunities that will benefit the future direction of the site. A range of constraints have also been identified and are presented below illustrating how these can be turned to benefit the site. These include:

1. The site sits at the important intersection of Hepburn Avenue, Whitfords Avenue and West Coast Drive. Utilising the existing roundabouts and creating a dedicated zone within the site offers an ideal node for active transport.
2. Existing residences to the east have views interrupted by a series of re-created dunes contained within the site. These dunes provide a sound and visual buffer between the residences and the harbour but also limits views of the harbour activities and ocean. The removal of the re-created dunes will improve these view lines.
3. There is opportunity for a new landmark site at the intersection of West Coast Drive and the southern Hillary's entry point.
4. Creating a direct link from along the southern edge of Hillary's Boat Harbour to West Coast Drive will provide a less convoluted access and help to move visitors past the on site retail offerings.
5. Improving pedestrian connections from the retail site across the southern car park to Sorrento Beach provides opportunity to move between these two attractions and can lead to increased visitor rates.
6. There is opportunity to upgrade the southern façade to make it more open and inviting to passing visitors. This would need to be offset by trees and public realm improvements to assist in reducing the impact of wind and rain along this edge.
7. A large underutilised site is located between AQWA and the short stay accommodation. Development of this site offers the opportunity to engage with the ocean, provide an additional arrival point to the western precinct, amenity and green space and provides a visual termination point to the southern boundary.
8. The extension of the internal decked boulevard beyond AQWA to the ocean opens new views and a destination for visitors to the site.
9. Relocation of the ferry operations to the northern groyne enables additional boat parking, removes potential servicing conflicts and provides additional opportunity for connection of dining and entertainment premises to interact with the harbour edge.
10. Improved legibility can be introduced through a cohesive wayfinding approach as outlined in the Place Style Guide.
11. A rationalisation of access to the boat ramp can reduce vehicle conflicts, increase the ramps loading capacity and provide a safer pedestrian interface.
12. The relocation of the ferry to the northern groyne provides an opportunity for a streamlined ticketing system and reduces impact on the central retail operations.
13. A consolidated ferry operation on the northern groyne has the room to expand to include a refuelling station, an improved passenger drop off point, an incorporated café with passengers amenities and improved loading and unloading zone.
14. The revised ferry location provides an additional reason to access/visit the northern groyne. Locating the ferries to the northern breakwater will consolidate ferry operations and facilities and reduce the movement of larger vessels through the harbour.



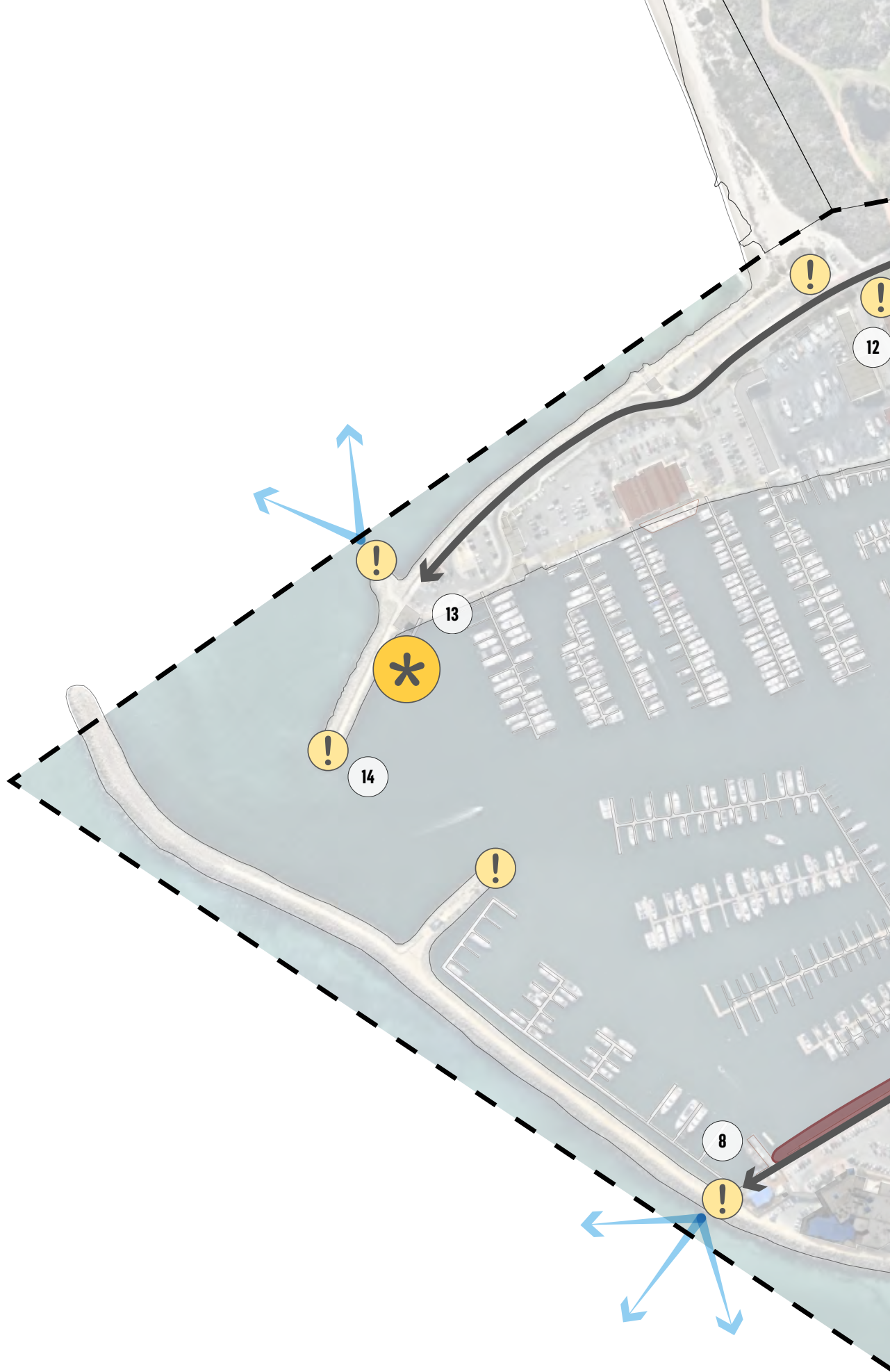
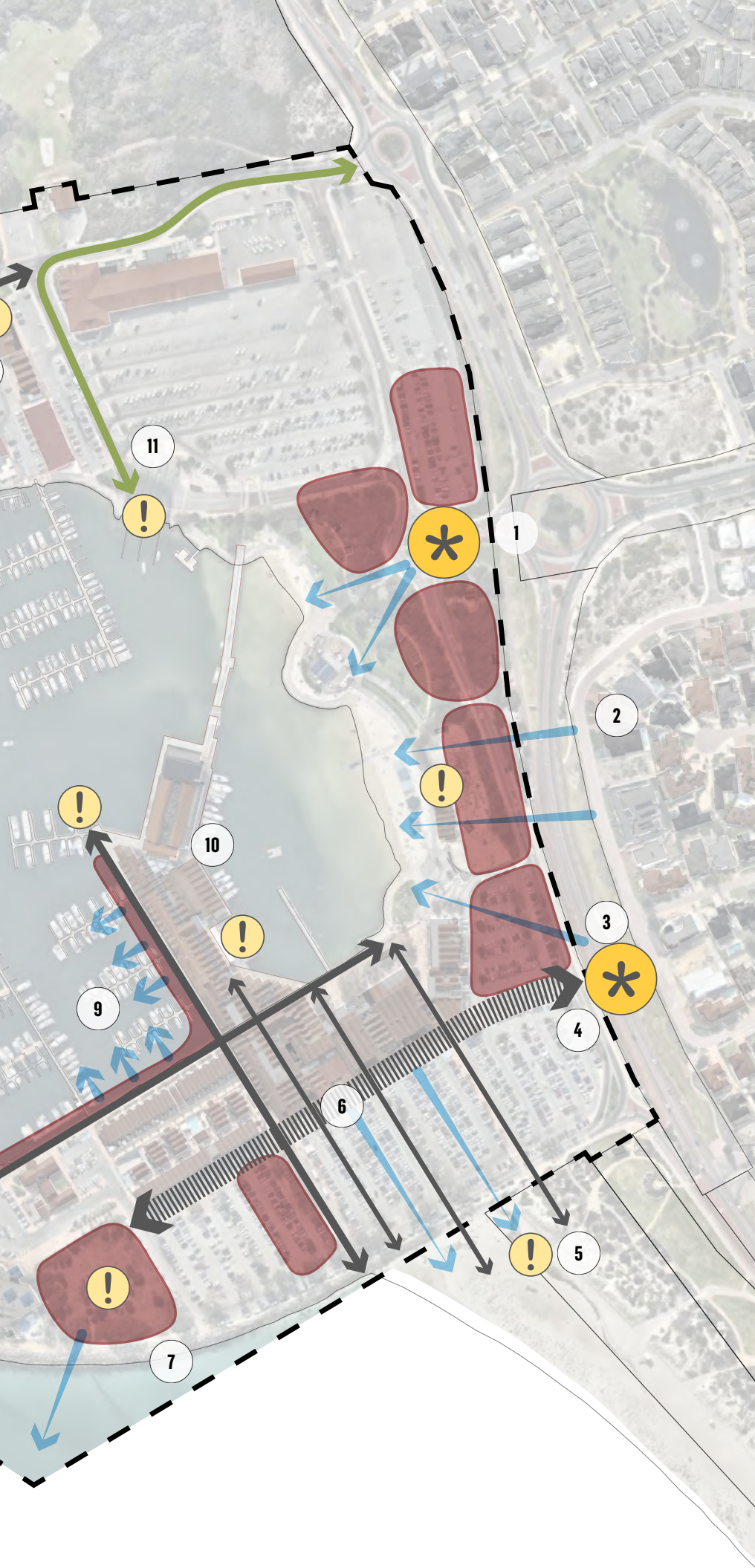


Figure 1 Opportunities and Constraints Overall



LEGEND



KEY ACTIVATION NODE



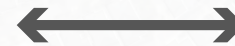
ACTIVITY / ATTRACTION



NEW DEVELOPMENTS



PRIMARY LINKAGE



SECONDARY LINKAGE



BOAT LAUNCH ACCESS



NEW VIEWSCAPE

NOTES

1

OPPORTUNITY TO CREATE MAJOR PUBLIC TRANSPORT AND 'ACTIVE TRANSPORT' ARRIVAL NODE.

2

SENSITIVE RESIDENTIAL INTERFACE; POSSIBILITY OF NEW SIGHTLINES INTO THE PRECINCT, ESTABLISHING A FRESH AND EXCITING FRONTAGE.

3

CRITICAL VIEWPOINT AS 'FIRST IMPRESSION' FROM THE ROUNDABOUT. DEVELOPMENTS ALONG THE EASTERN EDGE COULD CONTRIBUTE TO A NEW FRONTAGE AND WILL PROVIDE A VARIETY OF OFFERINGS SUCH AS RETAIL, ACCOMMODATION, HOSPITALITY AND RECREATION.

4

NEW DIRECT 'FRONT DOOR' ACCESS POINT TO SOUTHERN CAR PARK WITH IMPROVED PEDESTRIAN AMENITY AND ACCESS POINTS.

5

OPEN UP SIGHT-LINES (REMOVE BARRIERS) AND CREATE A NEW ACCESS POINT TO SORRENTO BEACH.

6

OPPORTUNITY TO IMPROVE INTERFACE BETWEEN PARKING AND ACTIVITY, PROVIDING A GREATER SENSE OF ARRIVAL AND NATURAL WAYFINDING.

7

IMPROVE THE EXISTING GREEN SPACE AT THE END OF THE MAIN STREET - LANDSCAPING, PROVIDE FACILITIES, RECREATIONAL ELEMENTS, AND POP-UP EVENTS.

8

CREATE STRONGER ENDPOINTS AND DESTINATIONS AND FACILITATE NEW VIEWSCAPES BEYOND.

9

IF THE FERRY SERVICE ROAD IS NO LONGER NEEDED FOR FERRY ACTIVITIES, THERE IS THE OPPORTUNITY TO ESTABLISH A NEW BOARDWALK AND EXTEND ALFRESCOS OVER THE WATER TO THE WESTERN SIDE OF THE HOSPITALITY PRECINCT.

10

A NEW WAYFINDING SCHEME TO FACILITATE LINKAGES AND BETTER ORIENTATION THROUGHOUT THE SITE.

11

RE-ROUTING PUBLIC VEHICLE ACCESS TO THE BOAT LAUNCH RAMPS TO EASE CONGESTION, AND ENCOURAGE A MORE PEDESTRIAN-FRIENDLY SPACE.

12

POTENTIAL TO ESTABLISH NEW FERRY KIOSKS / TICKET BOOTH.

13

OPPORTUNITY TO INCORPORATE FERRY OPERATIONS IN REDEVELOPED FUEL JETTY AND CAR PARK.

14

NEW INTERPRETATIVE ELEMENTS AND ACCESS PATHS TO DISCOVER EXISTING POINTS OF INTEREST WITHIN THE SITE.

2.1 SOUTHERN MAIN PRECINCT

A review of the southern main precinct identified a single key change that has the potential to open a range of new opportunities.

A more direct entry from West Coast Drive shifts visitor movements from the outer edges of the harbour to right up against the buildings. This will help to drive potential customers along the existing retail offers and assist in activating the external edges of the retail node. Left over circulation carriageways can be used more efficiently as

development sites or parking. The key development site achieved is on the corner of the new entry and West Coast Drive and provides a prominent gateway location into the precinct. This new access also provides a terminating view point at it's western end. This could be transformed into a new development site and provide a new point of interest within the site.

Additional opportunities flow out of this to provide improved pedestrian access to Sorrento Beach and access to and from the harbour.

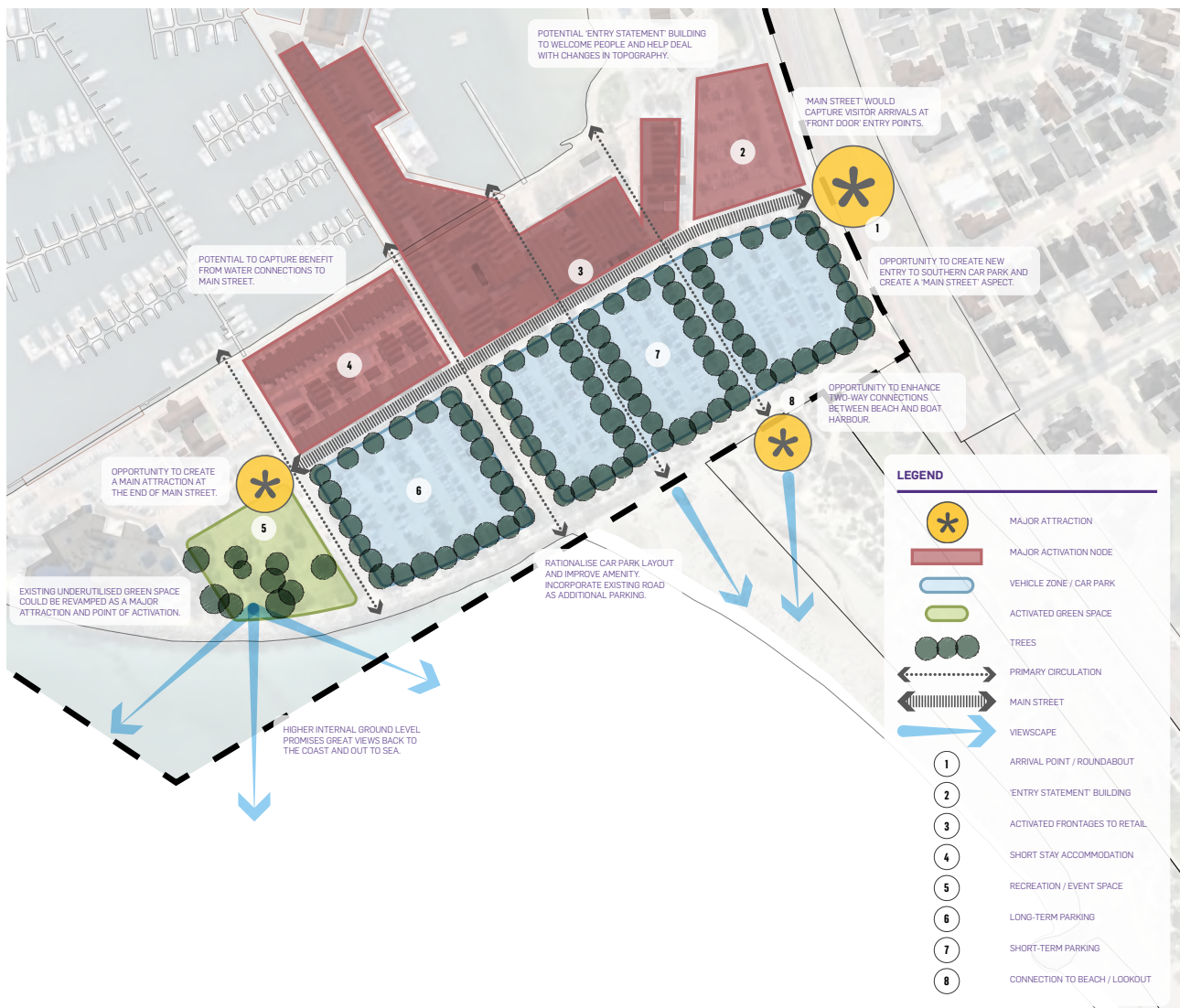


Figure 2 Opportunities and Constraints: Southern Main Precinct

2.2 NEW MAIN ENTRY

A key opportunity identified was to create a new transit hub at the intersection of Hepburn Avenue, Whitfords Avenue and West Coast Drive utilising the existing roundabout, but changing its purpose.

This opportunity includes transitioning the primary access way from a private vehicle focused environment to a transit hub providing a central entry point into Hillarys Boat Harbour for buses, cyclists and pedestrians. Reorienting this access point away from private vehicles enables reclaiming surplus internal circulation roads into development sites. These new development sites have good frontage

and visibility from the busy adjacent streets and also views into the harbour and internal beach. The new entry point reduces vehicle movements across the site pushing them to the periphery and enables the transition of this area into a pedestrian plaza that can double as an event space.

This central access point would be the main arrival point for tourists visiting the site, a common stopping point for passing cyclists with associated facilities and can double as a porte cochere for adjacent uses such as a hotel or other tourism and entertainment destinations.

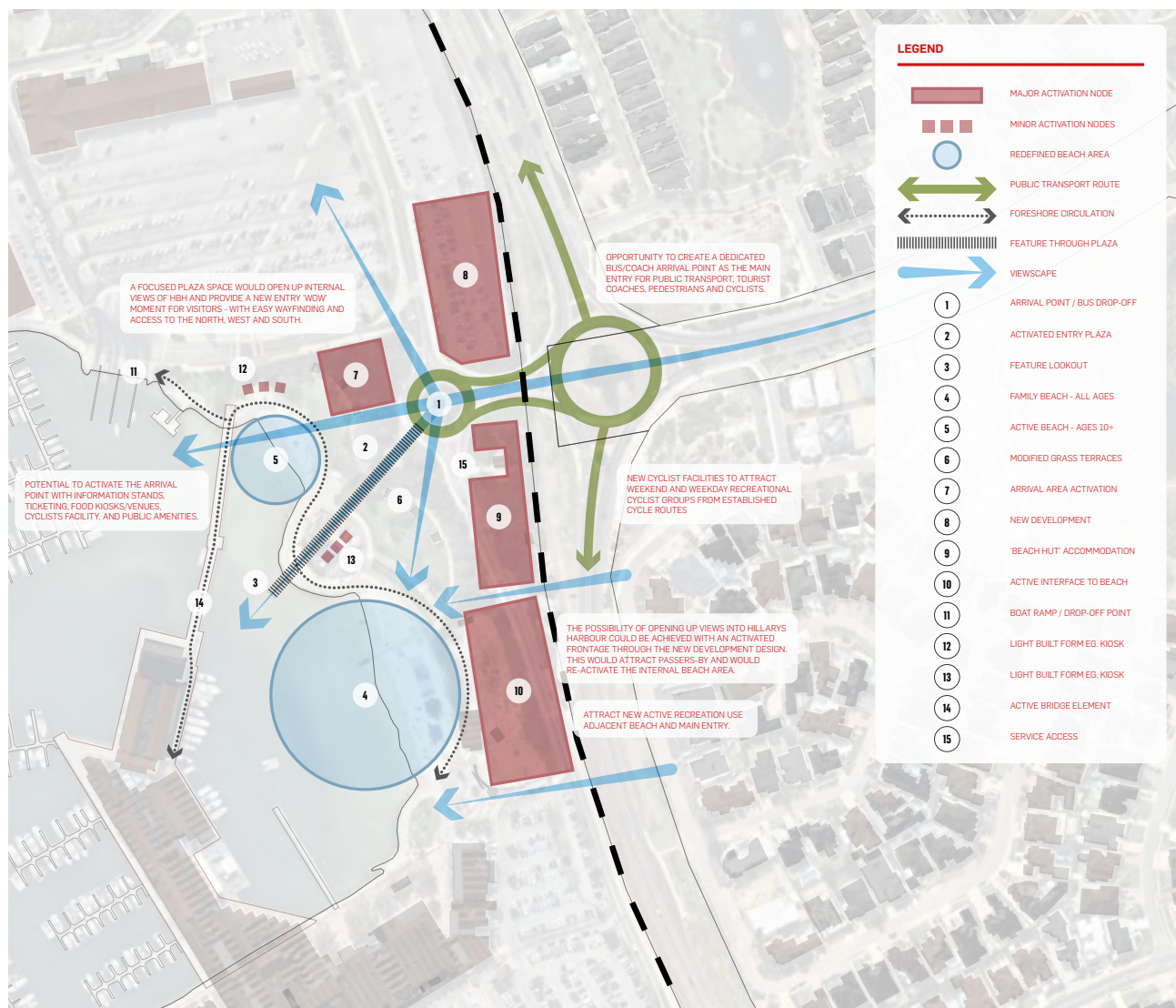


Figure 3 Opportunities and Constraints: New Main Entry

2.3 FERRY TERMINAL

The shifting of the ferry operations presents a range of opportunities that were explored through the process.

Three sites were reviewed to understand the opportunities of and impacts from each. These include the existing location, a location in front of the AQWA buildings and on the northern groyne.

The existing location results in the least change to the site and enables the ongoing operations in situ with limited investment required. The constraints of the location include a limited potential for expansion of the ferry operations, interface issues with other harbour boats in a tight constrained area, operational challenges including loading and unloading conflicts with pedestrians and the separation of ticketing facilities and amenities from the ferry loading area.

In addition to reducing operational conflicts in the existing location, the Northern groyne option provides a dedicated space for ferry operations, consolidating ferry and ferry related functions in a single location. Proposed upgrades to the fuelling jetty can be consolidated with the wider provision of the jetty. Expansion opportunities exist on the northern side of the groyne that is also protected by

the breakwater. This location would also minimise the impact on the remainder of the harbour as ferry movements are separated from other harbour movements. Dedicated drop off and servicing can be accommodated at the end of the jetty and minimise disruption on other functions in the harbour. The main challenge of this location relates to the separation of parking from the jetty facilities. Due to the additional investment required, this option would likely need to be driven by growth in ferry operations and patronage.

The southern option is location in front of the AQWA site. This provides a central location for ferry users that still has a connection to the existing retail functions. The ferry site can build off the existing deck and has a strong relationship to the harbour masters office. The co-location of tourism destinations like AQWA and the ferry could be further explored. This location has the potential for a ferry user drop off point and reasonable proximity to existing parking facilities. Some of the constraints of this site include conflicts with existing boat storage and ferry movements, ongoing overlap of parking with the retail uses, limited visibility of the ferry terminal internally to the site.

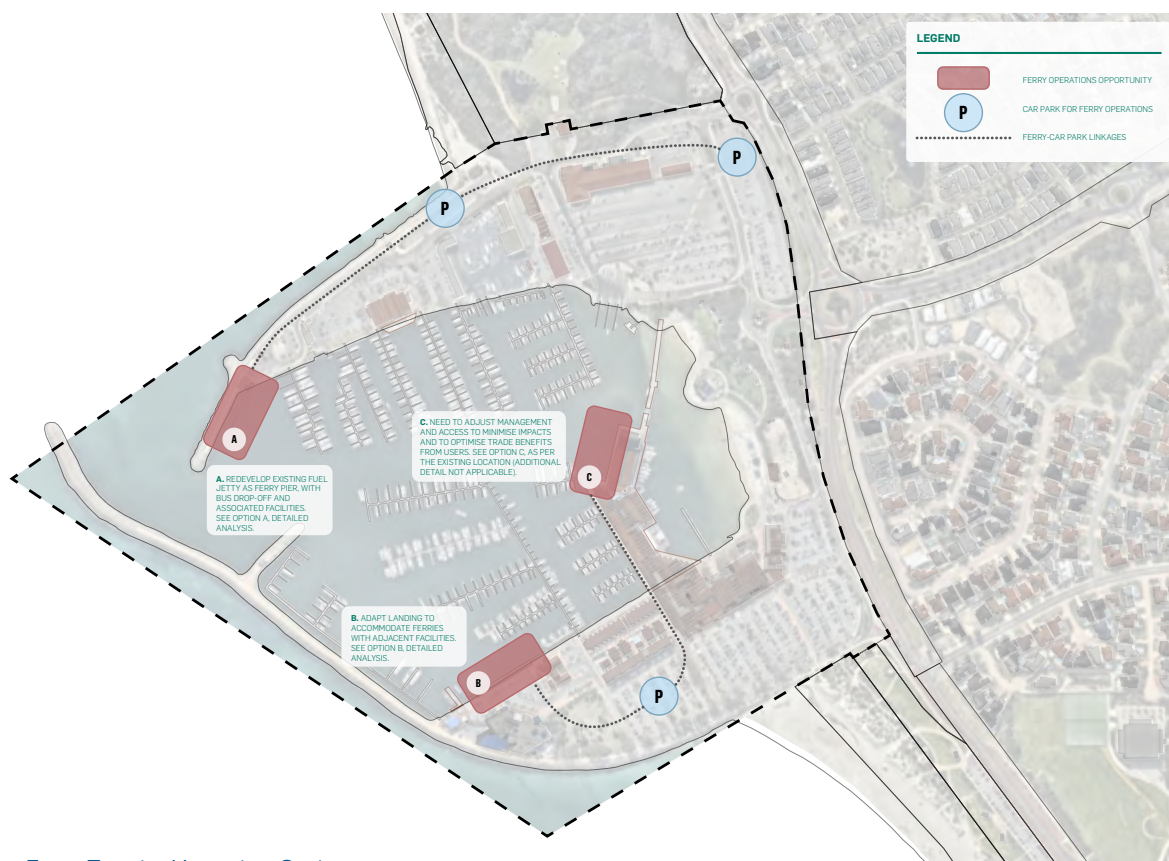


Figure 4 Ferry Terminal Location Options

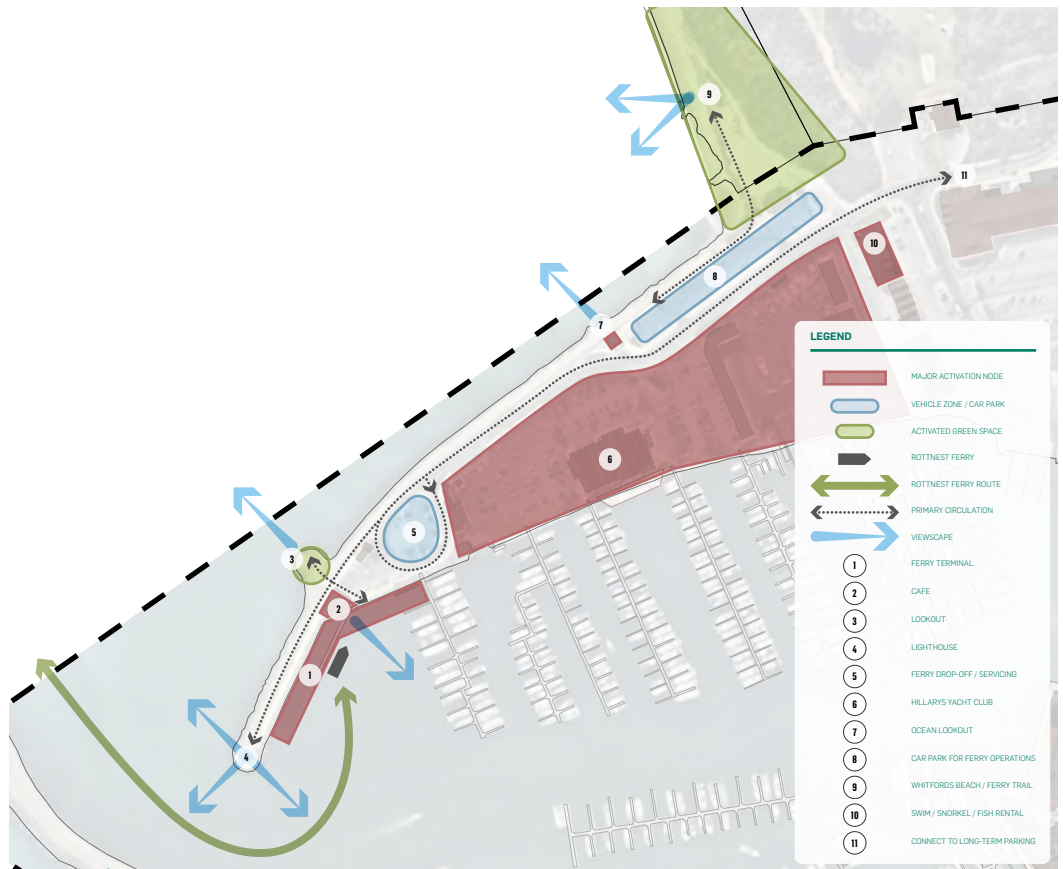


Figure 5 Opportunities and Constraints: Ferry North

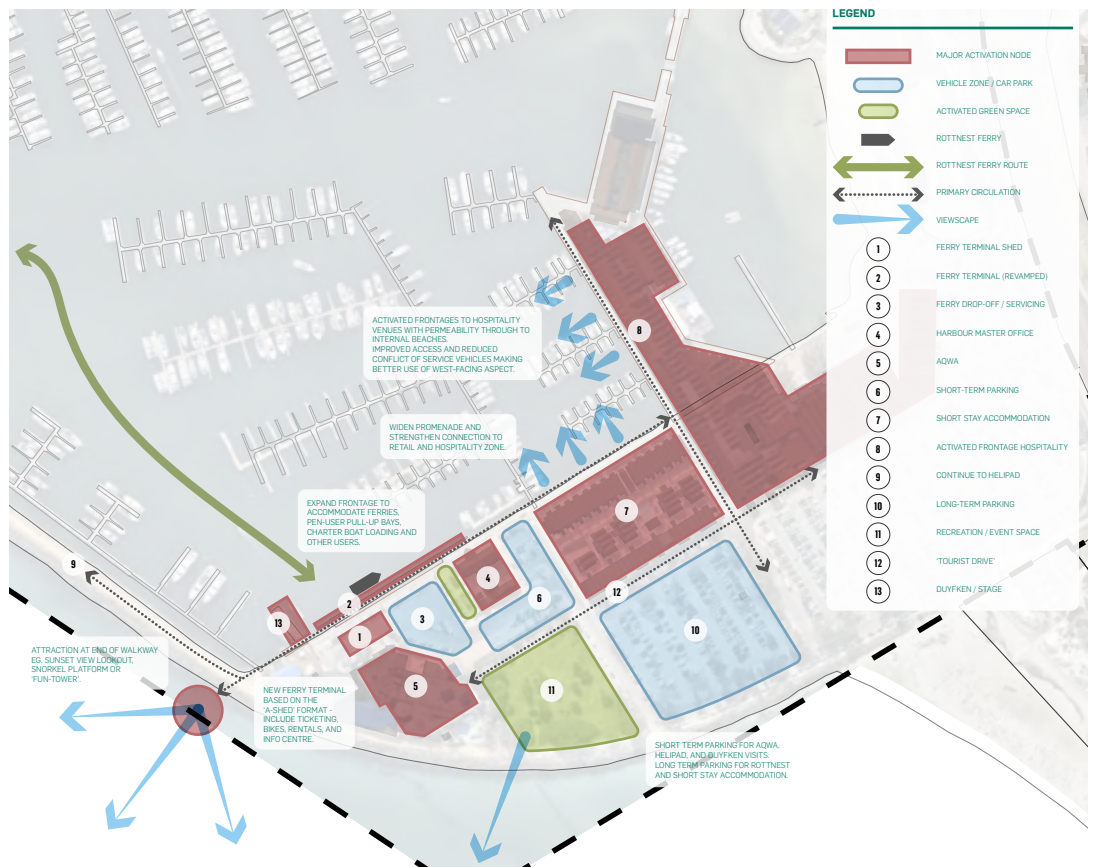


Figure 6 Opportunities and Constraints: Ferry South

3.0 CREATING OUTCOMES FOR HILLARYS

The Master Plan is built around five key themes, each encompassing a 'statement of intent' and a series of outcomes for Hillarys. These 'drivers' are, in effect, the objectives, the framework and enabling parameters that underpin the implementation, prioritisation and implementation of projects.

Hillarys Boat Harbour is an extraordinary collection of maritime, recreation, retail, employment, eating and drinking opportunities and on every tourist's

itinerary for a visit to Perth. Its image is iconic in the regional context and recognised as a key landmark along Perth's northern coastline. This Master Plan represents an overarching vision for the future of the precinct and, through a carefully developed framework of projects, improvements and investments, sets a course for the precinct to be reinforced as a family destination and as a major destination and attraction on the international stage.



ACCESS AND MOBILITY



A REVITALISED HILLARYS



A MARITIME ADDRESS



FERRY AND CHARTER OPERATIONS



TOURISM OPPORTUNITY



3.1 ACCESS AND MOBILITY

The Hillarys Integrated Transport Strategy developed alongside the Master Plan outlines a broad strategic shift towards creating a precinct that prioritises pedestrian, cyclist and public transport access over traffic and parking.

This section summarises the key objectives of the HITS to be further addressed in the Master plan and its subsequent implementation.

Since its opening in 1986 as a recreational boating-focused facility, Hillarys Boat Harbour has evolved to become a significant sub-regional tourist, commercial, entertainment and maritime services precinct that attracts upwards of 24,000 visitors per day on the peak, busy summer weekend days.

The ongoing development of Hillarys has resulted in pressures on the transport network and on the management of the facility under the Marine and Harbours Act 1981. Site parking, boat ramp access, lack of public transport accessibility and cycling/pedestrian connections have all been raised by the local community, visitors and Government agencies as being of concern.

In the preparation of HITS, traffic modelling was undertaken to understand changing traffic flows in the context of the site and to test a number of road, transport access and movement impacts. Modelling undertaken included testing multiple peak demands simultaneously and model:

- Re-routing of the boat ramp traffic – increasing the capacity to 50 vehicles per hour
- Modelling the impact of a single lane pinch in West Coast Dr (South of Hepburn Avenue)
- Stacking distances for parking entries in the southern carpark.

The ongoing requirement for car parking have also been assessed in the context of additional development, changing driving patterns and mode-shift opportunities along with future technologies in vehicle and personal mobility.

Development associated with the Master Plan suggests the need for 824 parking bays across the Boat Harbour in addition to the existing 2,500 bays. Approximately 250 of these provide for existing ferry operations. The potential to develop the shortfall of 544 bays exists along the northern breakwater (330 bays) and in an additional multi-level car parking structure adjacent the Department of Fisheries Building along Northside Drive.

STATEMENT OF INTENT

The Master Plan will prioritise active and public transport opportunities for Hillarys, creating a precinct that is seamlessly integrated with its surrounds.

OUTCOMES

Transport, access and parking issues were investigated in the Hillarys Integrated Transport strategy (HITS), with recommendations formed in accordance with a series of objectives:

- Complete a direct connection from Sorrento Beach through to Whitfords Nodes with only one single road crossing.
- A new cyclist end-of-trip facility for employees coupled with high quality bicycle parking for the general public
- Create continuous, safe cycle paths for cyclists bypassing Hillarys – as well as provide clear, safe and accessible links into the Hillarys Boat Harbour for neighbouring residents and visitors coming by bike.
- Manage parking demand with timed (and eventually paid) parking.
- Consider reciprocal use of parking arrangements to include a weekday Park and Ride facility adjacent the bus station.
- Introduce low fee Park and Ride capacity to assist in the viability of the proposed bus station and wider area bus network changes



The Hillarys Integrated Transport Strategy developed alongside the Master Plan outlines a broad strategic shift towards creating a precinct that prioritises pedestrian, cyclist and public transport access over traffic and parking.

- Create a dedicated public and active transport node as a major arrival point to Hillarys supported by user amenities, information and booking services for the increased number of patrons likely to use public transport to visit Hillarys and those waiting between services.
- Creating more direct intersections on to West Coast Drive. The intersections should work in line with local authority objectives to reduce traffic speed and improve safety along the coastal tourist drive.
- Convert the existing southern car park layout and internal access routes through a new 'Main Street' along the southern façade of Hillarys Boat Harbour to create a pedestrian scale, active 'town centre' environment.



Objective 1: Make Hillarys Boat Harbour a memorable place for pedestrians.

Making Hillarys Boat Harbour a memorable place for pedestrians will be achieved through the projects outlined in HITS report that include building a direct connection from Sorrento Beach through to Whitfords Nodes with only one single road crossing.



Objective 2: Improve internal bike path networks and provision of bicycle infrastructure such as End of Trip facilities and secure parking

If improved bicycle facilities are provided, more people will be encouraged to cycle to Hillarys Boat Harbour, which means more people will be able to access the attractions and services on offer.

For employees, having high quality End of Trip facilities and somewhere secure to park their bicycle is paramount to bringing about behaviour change. This facility, coupled with high quality bicycle parking for the general public will be a progressive change and help to deliver this objective.



Objective 3: Manage vehicular parking to be more efficient and effective for those who use Hillarys Boat Harbour at all times of the year

To maximise the potential gain for businesses and visitors to the site and to use the spaces available more efficiently, parking on-site must be managed.

Timed (and eventually paid) parking is a strategy that will improve access to the facilities on site.

It would also target those users who take up spaces over the longest period of time. Reciprocal use of parking (as already seen with the timed sharing of boat ramp bays by other users in the afternoons) can be expanded to include a weekday Park and Ride facility adjacent to the bus station.

The introduction of new, low fee Park and Ride will assist in the viability of the bus station proposal and wider area bus network changes, increase bus patronage, provide additional revenue and make best use of the existing parking resource at the Harbour when demand is typically lower for spaces. It will also develop an entry point for Hillarys Boat Harbour that connects with the surrounding network and spaces —people will have greater visibility of the site through the development of a high quality design element for the station. The station will be seen as the new entry point for Hillarys Boat Harbour.



Objective 4: Make vehicle access points and the internal network more efficient for all users

Changes are proposed to the local network to facilitate better access for all modes of transport.

New intersections on to West Coast Drive and a new 'Main Street' along the southern façade of Hillarys Boat Harbour will result in a network that focuses on the needs of each precinct and allow for broader changes to the transport network.

It will also provide for improved pedestrian access into Hillarys Boat Harbour at seven key locations. These paths would be designed to link into the main recreation and commercial precinct, boosting visitor access.

Crossing points of the internal network would be designed to cater for safe interaction of vehicles and pedestrians, as well as improve the overall streetscape and amenity of the site.

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Objective 5: Support better shared and public transport access into and from Hillarys Boat Harbour

There is an opportunity to create an exciting, visible and meaningful entry point to Hillarys Boat Harbour with the development of a Bus and Coach facility with direct pedestrian connections into the heart of the commercial and recreational precinct at Hillarys Boat Harbour.

Increasing the accessibility and connectivity of shared and public transport at Hillarys Boat Harbour will provide a safe and efficient means of transport for all age groups, will increase the number of visitors at the site, improve options for employees on site to access work and open up the potential for a range of alternative transport connections to Activity Centres and the Urban Rail system.

- Main Street (black dotted line)
- Park and Ride Access (green dashed line)
- Bus Only (red solid line)
- Road network (black dashed line)
- Roundabout ○ (black circle)
- Shared path (blue dotted line)
- Key entry points ○ (yellow circle)



Figure 7 Hillarys Integrated Transport Strategy Prepared by Flyt

3.2 A REVITALISED HILLARYS

A key objective of the Hillarys Master Plan is to provide for the economic revitalisation of the Harbour Precinct as a much loved and much visited destination for locals as well as visitors to the State.

The Master Plan builds on the traits and characteristics that are unique to Hillarys.

From a retail perspective, that means focusing on tourism, recreation, boating, fashion and leisure retail – rather than emulating the day-to-day retail provisions of shopping centres and activity centres in nearby districts and suburbs.

From a recreational perspective, Hillarys already offers significantly more than retail centres, with beach-associated activities including swimming, kayaking, fishing, and walking as well as boating related recreation. A number of social opportunities are also in place, from cafés and restaurants through to bars, clubs and events held year-round at different venues within the harbour environment.

The Department of Transport has embarked on a re-branding process which, in conjunction with Master Plan related improvements, can be used to communicate the wide number of visitor experiences and activities available within the harbour.

From a food and beverage perspective, it means enabling businesses to offer unique attributes associated with the location, from views across the harbour, the sounds of waves, yacht masts and sea birds and the smell of salt air – to unique ‘seaside’ menus and dining experiences.

As a recreation and commercial boat harbour, revitalising Hillarys also means the provision of state-of-the art facilities and user amenities for boat-owners and pen-holders. Recreational boating and fishing are well recognised as being of high importance to the WA economy and of high recreational value to boating enthusiasts.

With significant redevelopment of the Sorrento Quay marina to the north, the high utilisation of Mindarie Quays and the growth of Perth’s population to the north, there is a need to maintain the current level of service at Hillarys and to improve the general amenity, safety, functionality and experience of existing boating facilities.

This is particularly related to the boat ramp to the northern side of the harbour. The boat ramp is currently heavily utilised, particularly in early morning hours on summer weekends and holiday periods, when queuing can extend from the ramp itself and

along the full queuing length and out through the approach roundabout onto West Coast Drive. The associated traffic congestion causes significant impact on approach into Hillarys and those trying to move past the boat harbour in a north-south direction as well as on the amenity of surrounding dwellings.

STATEMENT OF INTENT

The Master Plan will enhance the unique experience of visitors to Hillarys as a highly competitive, multi-purpose marine-based tourist destination along WA’s sunset coast that already attracts over 4.5 million visitors every year.

The master plan and revitalisation will support the economic success of new and existing small businesses, including smaller commercial opportunities and start-ups in kiosks, by creating a high quality and high amenity tourism and recreational destination.

OUTCOMES

The Master Plan will build the economic and tourism-based competitiveness of Hillarys by:

- Aesthetic and physical Improvements to the landscape and public realm within the boat harbour;
- Improved accessibility by pedestrian, cyclists, public transport and vehicle access and parking;
- Improved pedestrian amenity, comfort and safety throughout the boat harbour,
- Creation of new active recreation, food and beverage, tourism and associated development opportunities;
- Opening up opportunities for food and beverage activities to take advantage of harbour views;
- New ‘coastal theme’ branding and imagery for general use and marketing by businesses within the harbour;
- Improved access and supporting amenities for pen-holders and users of boat ramp, fuelling jetty and other boating facilities.





3.3 A MARITIME ADDRESS

Hillarys Boat Harbour is a unique and iconic attraction in Perth's northern suburbs. It is the first point along the coast north of Fremantle Harbour suitable for boating activities. But the role of Hillarys extends beyond boating to being a recreation-oriented activity centre, accommodating a range of uses, activities and attractions.

As a competitor to other activity centres, however, Hillarys has one key point of difference: - It is a maritime centre situated on the ocean.

This means that it is synonymous with ocean sunsets over yacht masts, the sound of waves lapping in the distance, swimming at a protected beach and being associated with holidays and summer - rather than work and shopping.

While Hillarys activities and architecture are associated with its maritime location, the layout of buildings and walkways are internally focused and in the main, are oriented away from the views of the harbour and the western horizon. The internal waterways and marine architecture are largely obstructed from the surrounding roads and neighbourhoods.

STATEMENT OF INTENT

This Master Plan recognises and enhances the unique qualities of Hillarys Boat Harbour as a destination: - marine activity, the beach, the coast generally, the seaside character, tourist oriented retail and maritime tourist facilities that already attract over 4.5 million visitors to Hillarys every year.

OUTCOMES

CREATING A SENSE OF ARRIVAL

The Master Plan will create a new sense of arrival and approach to Hillarys by:

- Opening up the view to the marina and harbour activities from West Coast Drive, Hepburn Avenue and surrounding areas;
- Creating a new entry portal and welcome point at the heart of Hillarys for public and active transport;
- Creating a tourism and information welcome centre at the main public transport entry point;
- Providing cyclist end-of-trip facilities, bike racks, storage facilities and electric-mobility charging stations with the information centre;
- Creating a new entry point from West Coast Drive into a 'Main Street' frontage to the south;

A NEW MARITIME WATERFRONT

Changes to the layout of Hillarys will provide extended waterfront pedestrian access and new commercial maritime activities, with:

- A new extension of the northern breakwater to accommodate charter boat operations
- New Rottnest ferry terminal allowing for double the existing number of passengers
- Continued pedestrian access along the waterfront of the Hillarys yacht Club
- Additional parking along Northside Drive for increased ferry and charter boat users
- An integrated Urban Precinct
- Hillarys and its many attractions will be better connected with the surrounding area by:
- A connected pattern of walkways and street spaces will be extended and created to connect the various precincts and destination points
- Legibility and wayfinding, built into future development opportunities, with signage, easy

to follow pathways, highlighted entrances and material treatments

- Shop fronts, entries and windows oriented to activate pathways, spaces and waterfronts
- Improved lighting and street furniture that builds on the materials, textures and characteristics of each precinct

WORLD CLASS MARINE FACILITIES

Future development at Hillarys will recognise its world class standing for resident and visiting boat-owners and the general public, with:

- Jetty and associated access structures in the southern harbour area being re-oriented to improve boat security and to improve visual outlook from surrounding walkways
- A pen-holders facility proposed for the south-western most jetty structure, currently an unsealed pathway
- Increased protection from westerly storm events planned through increasing the height and design specification of breakwaters
- New tourist and traveller facilities at key focus areas around the harbour
- The potential for a coordinated information, ticketing and booking centre for in-harbour activities and sea-based activities such as whale-watching, fishing charters, scenic cruises and helicopter flights

CAPTURING A MARITIME OUTLOOK

Visitor attractions at Hillarys will build on the unique sea-side attributes of its location and function as a harbour, with:

- Retail, food and beverage opportunities opened up to capture the outlook over the harbour
- A new, west-facing al-fresco terrace along the Hillarys Boardwalk capturing westerly views.
- Look-out sunset viewing points along the south-western breakwater
- A development site unique in Perth overhanging the southern breakwater, with views south
- Improved public walkways, landscape spaces, cycle connections and event spaces for general visitors to Hillarys

3.4 FERRY AND CHARTER BOAT OPERATIONS

Hillarys plays an important role in accommodating a range of commercial boating activities, from whale watching and scenic cruises, to fishing charters and deep-sea diving expeditions. The harbour provides a full range of boating services including fuel, six launching ramps, 750 private and public pens, servicing, and chandlery.

Hillarys is also home to sea rescue volunteers, coastal survey and Department of Fisheries inspection vessels.

The vessels associated with these activities are typically larger than standard pleasure boats and often have specific land-side requirements.

STATEMENT OF INTENT

To better accommodate these activities, their respective crews and customers, the Master Plan provides for a new dedicated marine precinct within an expanded sea-wall enclosure at the western end of Northside Drive. The site provides for associated land-based facilities for ferry and charter boat operations. The existing refuelling jetty will be replaced and updated to accommodate the wide range of private and commercial boats using the harbour.

OUTCOMES

- Provide improved facilities and amenities for a doubling of the existing number of ferry service passengers.
- Create a new, dedicated facility to house a relocated ferry and charter boat landing facility away from private vessels extending from the northern breakwater.
- Provide additional dedicated parking for increased Rottneest ferry and other charter boat patrons
- Integrate movement services for passengers and visitors, including vehicle drop-off at the new ferry terminal and internal bus services.

INDUSTRY GROWTH AND OPPORTUNITY

With tourism in Western Australia continuing to grow, ferry and charter operations remain an important part of the offer available at Hillarys for local, interstate and, post-Covid recovery, international tourists.

To support this growth and to address issues identified in the Hillarys Boat Harbour Management Plan, the Master Plan includes a new, dedicated facility to house a relocated ferry and charter boat

landing facility away from private vessels extending from the northern breakwater.

The old refuelling jetty will be replaced and the land side area upgraded to accommodate passenger services, amenities, vehicle drop-off and access to a harbour electric golf-buggy style bus pick-up service.

DOUBLING CAPACITY

As part of the planning process, consultation with existing operators has shown the potential for ferry operations to double in coming years, with larger boats and an increase in the number of trips to be taken daily.

As more marinas are developed in coming years along Perth's north metropolitan coast, the potential also exists for additional services to be operated between marinas.

The new ferry and charter boat facility will accommodate significant growth in service capacity, with back-up car parking facilities and visitor services.

THE EXPERIENCE STARTS HERE

An important part of planning for future growth is to ensure that the experience of all users is a positive one and that the memories made will bring visitors back time and time again.

To do that, it is necessary to recognise that a day out begins at home when the journey is being planned. If getting to the destination is difficult, if parking is not easily available or accessible, if there's no shelter or toilets while you have to wait, then there is the real risk that people will choose to go elsewhere. This is particularly the case for those with children or dependants.

The Master Plan seeks to guide the location, layout and treatment of new development for boating operations that will enhance the experience of all visitors, from dockside comfort and facilities, to easy access, safe, interesting and comfortable surrounds and the potential for data enable boating and marine education to be coordinated on site.



Enhancing the experience of visitors will be addressed across the whole of Hillarys as a high priority.

3.5 TOURISM OPPORTUNITY

Hillarys provides a unique destination and experience for local, interstate and international tourists to Perth. The opportunity exists to build on the number of activities and attractions within an environment that enhances the experience of visitors to Hillarys and that encourages them to stay longer, to come back more often and to engage in the businesses and attractions available during each visit. This requires an improved coordination of visitor options, a wider range of choices and standard of offer that meets visitor expectations.

STATEMENT OF INTENT

Hillarys is set to grow as a must-see attraction for any visitor to Perth who will visit repeatedly and have a wider range of choices available on each visit. Locals will also become tourists in their own town and enjoy the variety of choices available, the opportunity to engage, socialise and participate in the public realm. Tourism businesses and operators will respond to the increased number of visitors and will develop success long-term options of a high standard.

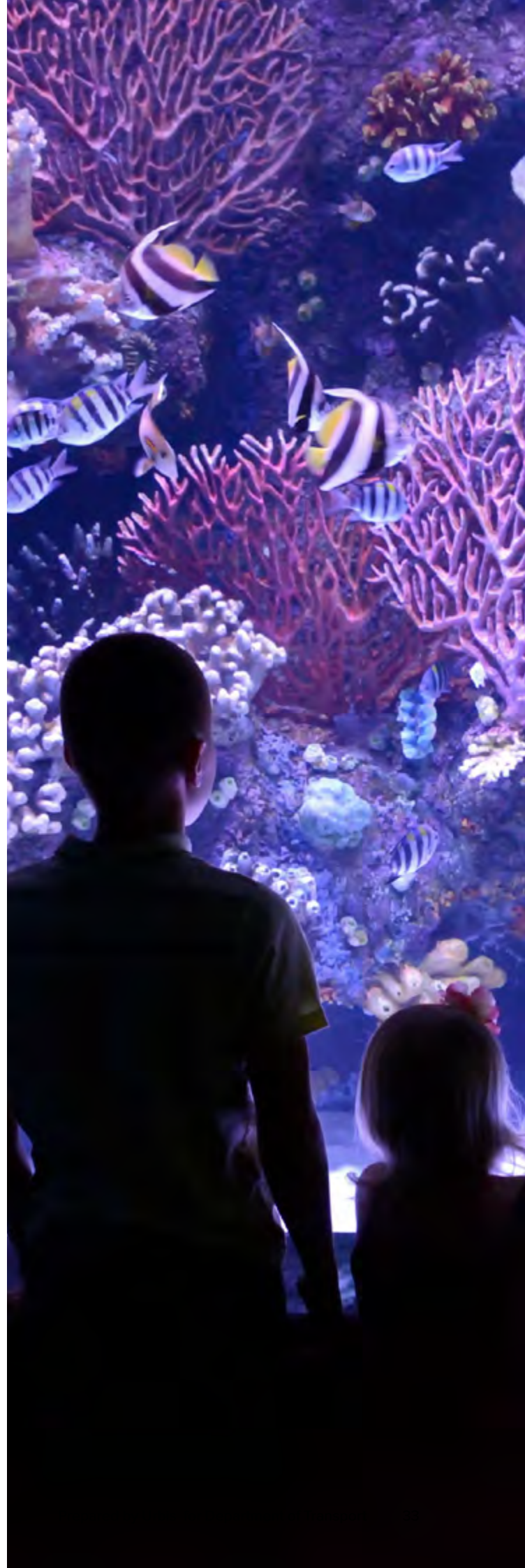
OUTCOMES

- New seaside recreation opportunities
- 80-120 room hotel opportunity
- Seaside retail, food & beverage
- Expanded AQWA aquarium, education and learning
- Boutique craft brewery destination opportunity
- A new home for port-side maritime, tourist commercial and service businesses

A DIVERSE RANGE OF ACTIVITIES

As a unique marina-based activity centre, the range of attractions, destination points, and activities on offer will be increased, with something for everyone, including:

- An expanded AQWA visitor and education centre
- A rich new mix of adventure style theme park attractions
- A new, high quality tourist hotel
- Waterfront, tourist-oriented retail and commercial floor space opportunities
- A destination boutique, family style micro-brewery
- A flexible events venue in the public realm for up to 1,500 visitors



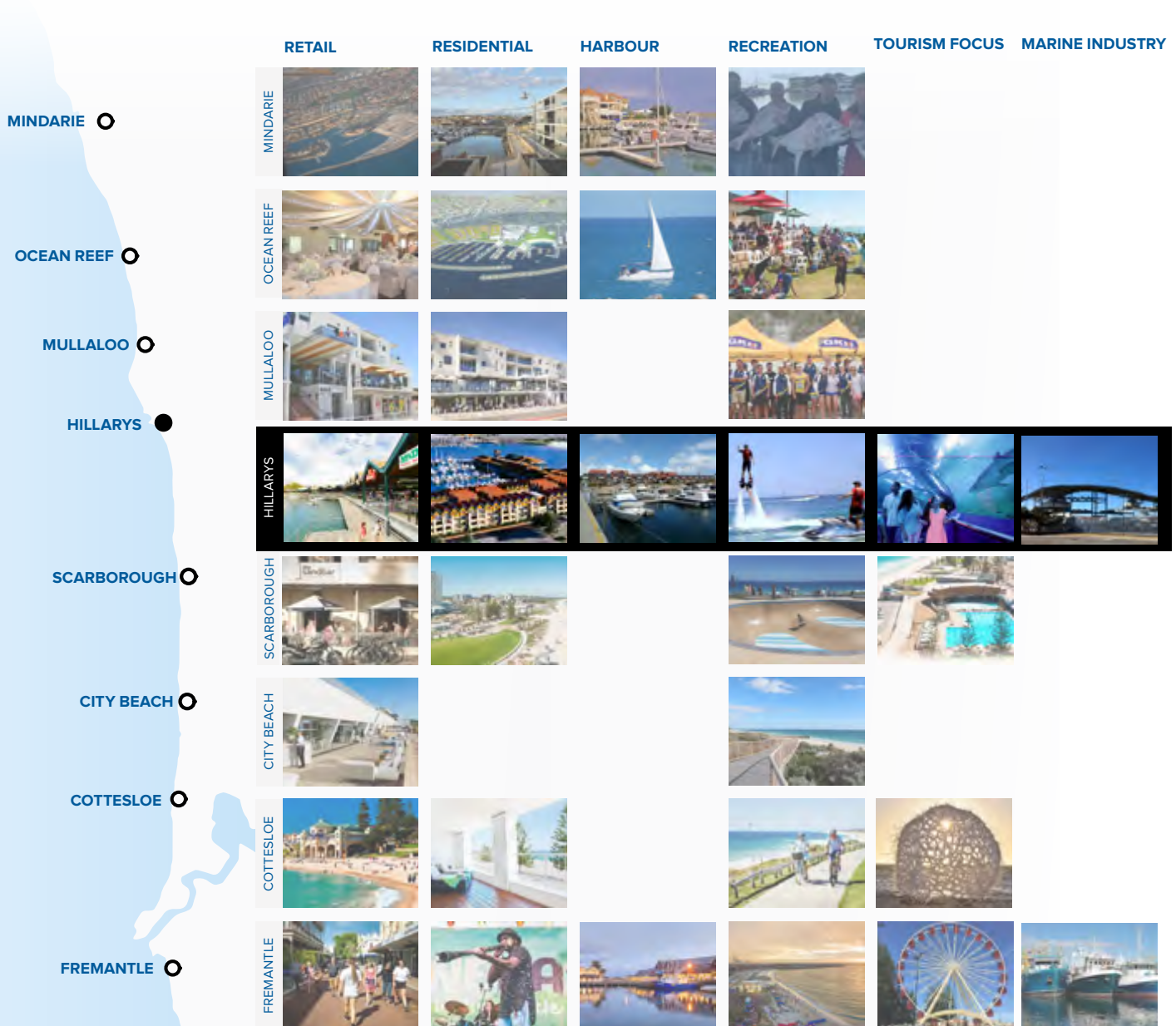
3.6 REDEFINING THE PUBLIC REALM

Having been first developed in the 1990's, the original master-plan was of its time and established a clear aesthetic across the site utilising wood, limestone and a simple nautical theme. Over the last 30 years, however the Harbour has departed from its original architectural theme and the aesthetic that held the site together has gradually eroded requiring a re-examination.

In 2019, the Department of Transport commissioned the Hillarys Boat Harbour Style Guidelines as a framework to re-establish a coordinated approach to development with Hillarys Boat Harbour. The style guide has been set up to help achieve the vision and principles identified by stakeholders.

The style guide was then adopted as a guiding document to assist in the assessment of future development and to establish some clear strategies to ensure that development of the site occurs in a coordinated fashion. This style guide will also establish some architectural and landscape themes to assist in the co-ordination and delivery of maintenance works, redevelopment and improvements, providing the Department of Transport a series of style guides to manage and direct current and future leaseholders in the development and redevelopment of the Harbour.

The Master Plan builds on the place and style framework established in the Style Guide.



To realise the established place vision and principles, the following spatial strategy has been developed to provide a framework for focus and intensity. The strategy aims to maintain and celebrate the existing character of Hillarys, while allowing for more contemporary improvements where appropriate and bringing an improved sense of legibility and wayfinding to the area.

DELIVERING PLACE

The Style Guide provides place-based information on Understanding and Delivering the Place. Details are provided to provide guidance for design within each of the precincts, defining themes for:

- Texture and colour
- Built form
- Entry thresholds
- Internal connectors
- Materiality



White Steel Light House



Consistent peak roof form rhythm



Wave form roof



Limited activation to public realm



Consistent peak roof



Limited clarity on entry point



Expansive inactive edge



Informal structure on harbour edge



2 storey glass frontage



Limited activation on service area



Back of house service area



Entry typology competing against adjacent



Service entry facing car park



Back of house service area



Rhythm and orientation of buildings to public realm



Consistent rhythm, orientation and material choice



Extension over movement corridors



Entry feature lost in structure



Inactive blank edge



Back of house service area to pedestrian walkway

MAIN STREET

Creating a clear arrival experience that fosters identity and wayfinding.

MARINE

Day to day activities of a working marina are on display, providing ongoing activation across the seasons.













SHIP TO SHORE

Seamlessly blending coastal chic with a sophisticated urban retail and dining experience.

PROMENADE:

Providing a strong visual and physical link between key destinations across Hillarys Boat Harbour.

LEGEND:

-  Arrival points
-  Bus arrival point
-  Consolidated Entry
-  Destinations
-  Future sites:
Development and
Below-Grade Parking
-  Retain views
-  Arrival point movement
-  Main Street
-  Marine wayfinding
-  Promenade wayfinding
-  Ship to shore wayfinding
-  Pedestrian Path

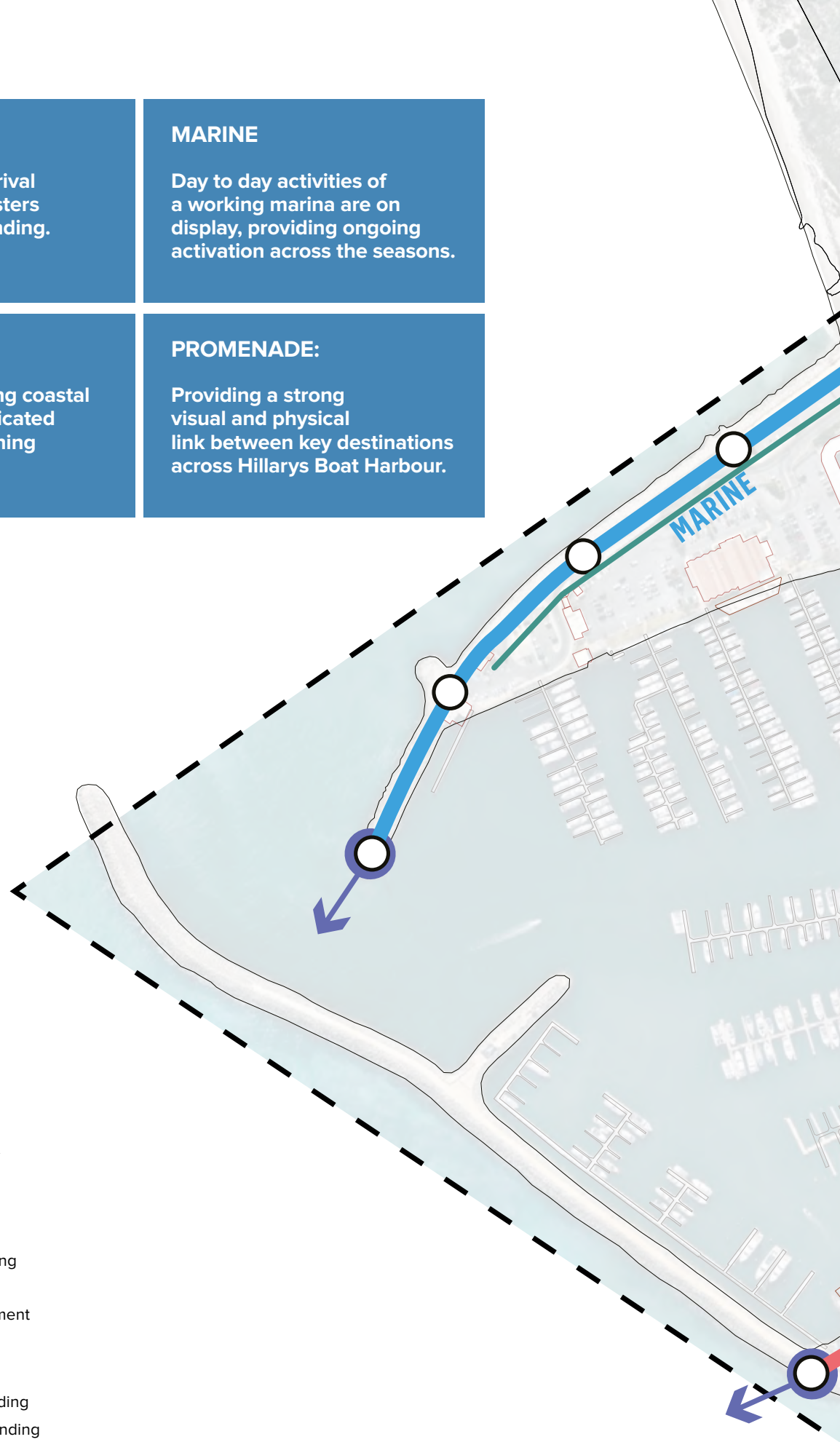
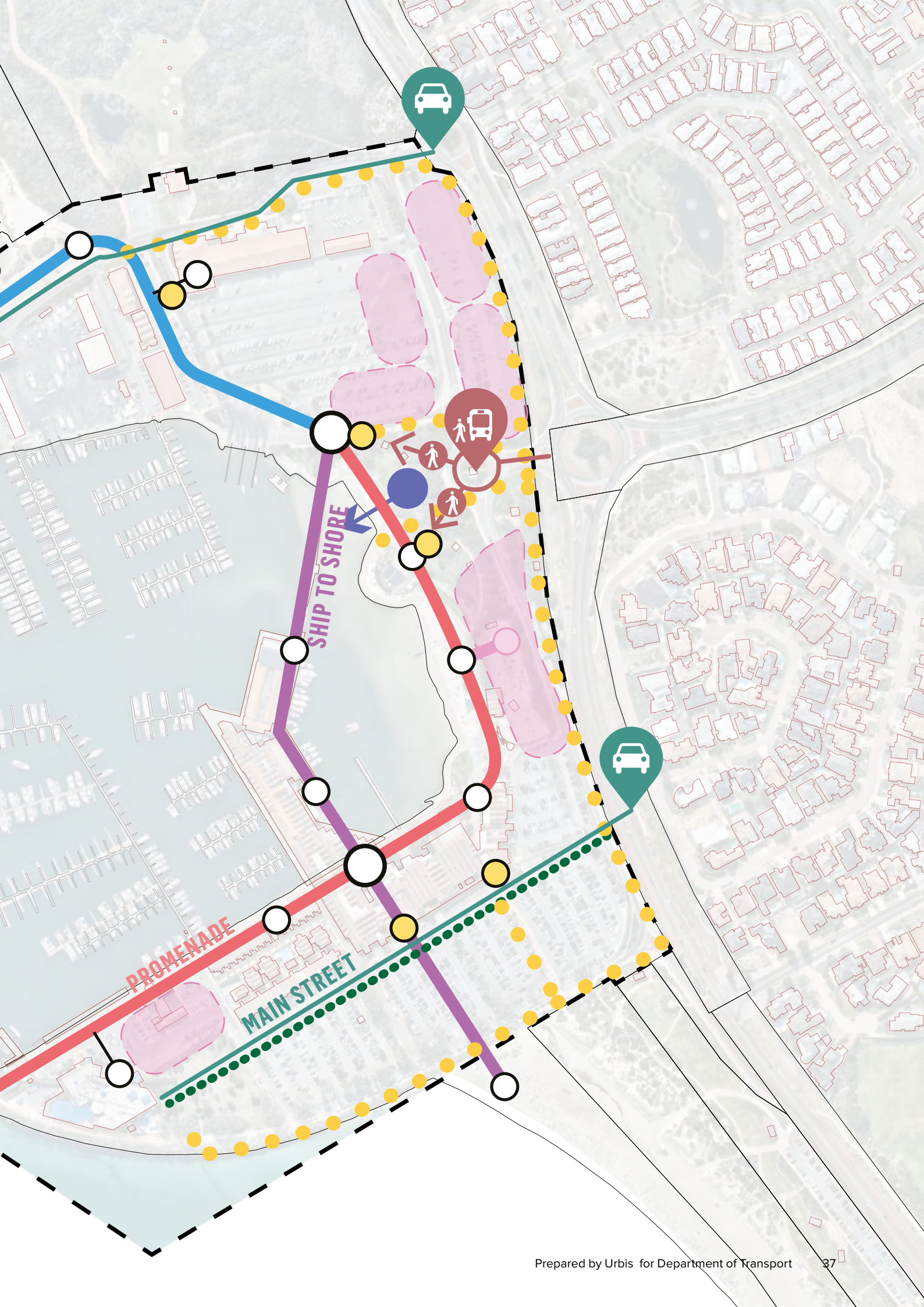


Figure 8 Precinct Style Guide Master Plan



4.0 CONSULTATION

Engagement with stakeholders, operators and a wider audience as guided by consultant Place Urban, has been a critical component of developing a clear way forward for Hillarys. This commenced with the development of a project vision and has been an ongoing commitment to establish collaboration between businesses, stakeholders and end users.

Key objectives in consultation were for it to underpin the process of delivery, including implementation of a new branding and marketing strategy and achievement of better collaboration between major stakeholders and DoT through the formation of the Hillarys Boat Harbour Traders Association (HBHTA).

Ongoing consultation has contributed to a wider engagement with stakeholders, delivered on a new brand identity and communication channels and facilitated several new events to activate the harbour. A Place Manager was appointed to facilitate and coordinate ongoing initiatives to activate the Harbour precinct and undertake 'quick-win' improvements.

The Master Plan has similarly been prepared using a collaborative process with the key stakeholders and users of the harbour, the Department of Transport and its expert consultants.

The visioning process commenced in 2019 with initial workshops that looked at an overall vision and narrative of the harbour, and then expanded to include a highly consultative planning process to investigate and develop ideas, develop strategies to underpin the role of the Harbour as a major tourism and family destination, to strengthen the precinct as an activity centre and provide a sense of the future.

Engagement will also enable the preparation of budgets and costing for the identified revitalisation projects that allow for staged delivery over time.

Four Activation Planning projects were identified for further investigation; establishing a new main entry for users from West Coast Drive in the south, creation of a new active and public transport main entry, resolution of parking and support facilities

for ferry operations at the harbour, and redesign of West Coast Drive and associated improvements to pedestrian and cyclist facilities and boat ramp access.

The master planning process involved developing key principles for the Projects, proofing-up outcomes through preliminary planning and concept design, and refining these into master planned outcomes.

Precinct planning workshops formed the next stage of engagement. At these workshops, the stakeholders involved in the first engagement stage developed ideas, management approaches and plans for the Projects and precincts in the Harbour.

The COVID 19 disruption meant that the precinct planning workshops had to be held online instead, which allowed a greater number of stakeholders and users to contribute to this stage of engagement than in the previous 'in person' stage.

This led to a high level analysis of feasibility of the ideas discussed and proposals formulated, and development of a series of initial Master Plan options.

The final engagement comprised master planning review workshops with DoT, CoJ and DPLH, where options were tested, additional feedback sought on the options, and additional improvements or benefits identified.

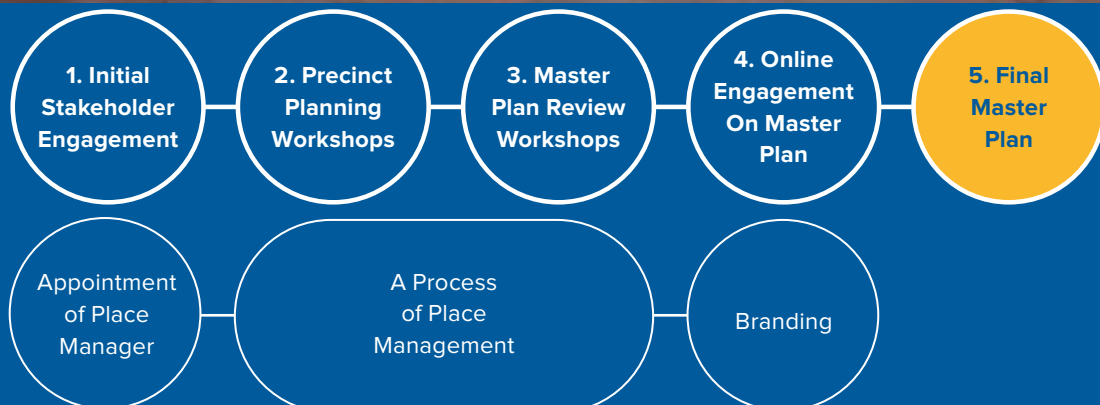
Following these workshops, the Project Team refined the Master Plan options. The options were advertised online and provided all stakeholders involved in the planning process with the opportunity to provide additional feedback.

The advertising process confirmed the direction of the Master Plan, as well as identifying some additional suggestions that have been captured in the final

Master Plan. Detailed summaries of the engagement can be found at the project website.



Stakeholder engagement involved the project team working with the public transport authority (PTA), dot, main roads WA (MRWA), city of joondalup (COJ), department of planning, lands and heritage (DPLH) and harbour lessees to develop the key principles for the projects, and discuss their concerns and aspirations for the harbour.



5.0 MASTER PLAN

Hillarys Boat Harbour is set to develop further as a unique beach-side urban hub and marine infrastructure precinct.

Employment, commercial and retail uses, tourism, social and cultural community activities, entertainment and recreation. Hillarys will continue as the primary recreational and commercial boating service centre north of Perth.

The Hillarys Boat Harbour Master Plan provides a clear design framework for the location of activities, the staging of improvements and the integration of Hillarys with the surrounding streets, pathways and residential community. It also identifies a range of new development opportunities that will add to the range of attractions and points of interest.

It will provide an enhanced destination for a wide range of user experiences and activities that captures the unique attributes of its location on the Sunset Coast.

Changes to the local and internal transport and access network will make Hillarys a safe, comfortable and activated centre of streets, pathways and open spaces. Hillarys will offer a wide choice of points of interest

This section provides an overview of the Master Plan and more detailed enlargements of four precincts:

- Southern Main Precinct

- New Main Entry
- Ferry Terminal
- West Coast Drive

DELIVERING THE MASTER PLAN

To deliver the outcomes identified in the Master Plan, improvements will be undertaken over time by a range of parties and will fall into three main categories:

1. Public area and general infrastructure improvements that will be undertaken by or on behalf of the Department of Transport.
2. Associated or adjacent public infrastructure improvements, such as to surrounding roads and public transport infrastructure, that will be undertaken by other government agencies; and
3. Development opportunities that would be undertaken by private developers on leasehold land areas in accordance with agreed development outcomes based on the Master Plan and Hillarys Style Guide.

These categories have been highlighted for each sub-precinct and are intended to form the basis for future Works Packages to be identified by the Department of Transport.







LEGEND:

- 1** Relocation and expansion of ferry and charter boat operations to expanded northern breakwater jetty area.
- 2** Landscaped and widened pathways connecting new ferry terminal and lighthouse with Hillarys Beach, central and southern precincts.
- 3** Extended long term carpark facilities for ferry and charter services
- 4** New development opportunities include welcome kiosk and enquiries pavilion, accommodation hotel and marina facilities.
- 5** Redeveloped public and active transport arrival node, events plaza, picnic area and beach access.
- 6** New pedestrian entry and recreation space
- 7** New Brewery site fronting on to West Coast Drive and open beach plaza
- 8** New world class festival attraction to activate beach plaza.
- 9** New signalised, entry intersection on West Coast Drive.
- 10** Southern elevation and car park to be redesigned as an activated 'high-street', with shop fronts, entry ways and window frontages.
- 11** Improved southern waterfront precinct to include widened jetty, sunset lookout, new marina waterfront activation and arrival plaza.
- 12** Potential for expanded AQWA with new front door to 'high street' frontage and new major development attraction capturing coastal views to the south.
- 13** New anchor development to enhance entrance gateway
- 14** New Destination food and beverage, entertainment or recreation based development.



5.1 SOUTHERN MAIN PRECINCT

The Southern Main Precinct will continue as the highest point of visitation by tourists, visitors, shoppers and those seeking a local coastal dining and entertainment experience.

A new 'main street' approach will be accessed directly from an intersection with West Coast Drive and replacing Southern Drive. A major opportunity exists to draw visitors along the new main street into the south-western end of the precinct, increasing the visibility and attraction of AQWA.

New development opportunities are incorporated to provide an activated frontage to the harbour, to attract pedestrians and visitors to the west-facing breakwater

THE MASTER PLAN INCORPORATES:

- The proposed extension and creation of a new entry plaza into AQWA itself,
- The redevelopment of the existing harbour management offices;
- The creation of a boat pen users facility;
- A large-scale development opportunity for a hospitality destination attraction fronting and potentially extending over the southern breakwater in the south and the Harbour Walk in the north;
- Connection routes to Sorrento Beach with options for localised and pop-up activation points;
- Conversion of the current ferry access route to an activated alfresco veranda; and
- A range of additional development sites and improvement works.

DELIVERING THE MASTER PLAN

Public area and general infrastructure improvements

As the primary arrival and parking precinct, public area works will focus on creating a new Main Street and car park layout. These works will be associated with enabling new development opportunities along the waterfront (facing north), facilitating further



expansion of AQWA within the existing lease area and the creation of pedestrian oriented shared spaces to include vehicle drop-off and short term parking.

A key focus for pedestrian movement and activation will be improving and in some cases, widening the waterfront jetty structures. Removal of ferry access requirements for trucks, forklifts and other vehicles will enable improvements to the concrete access jetty (attached to the Sorrento Quay lease area) for alfresco dining and pedestrian movement.

Development opportunities

Opportunities for additional development in this area include:

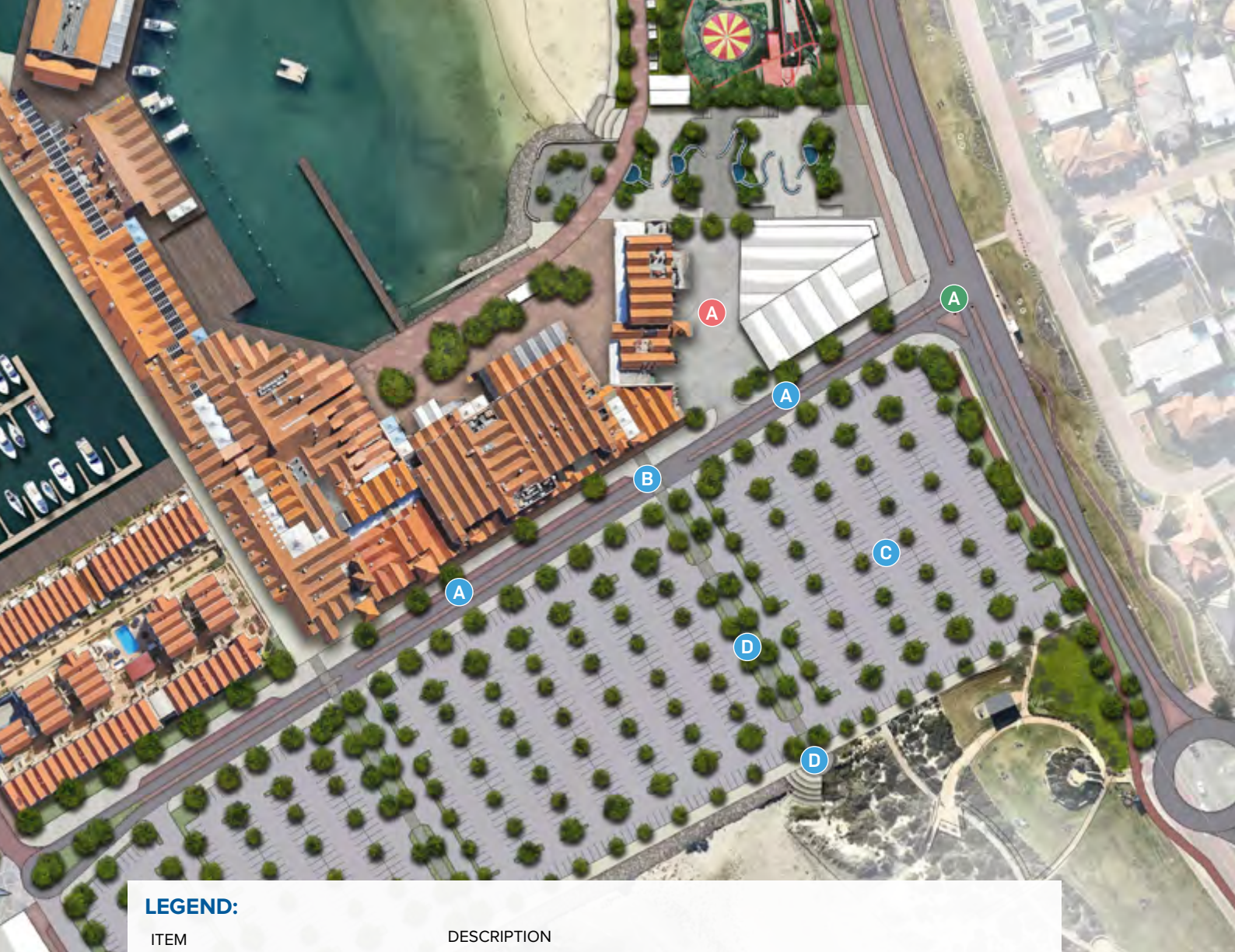
- Development of a new entry development precinct fronting the new Main Street and West Coast Drive Intersection. This will be an important landmark site that will require detailed design guidelines for implementation. The site forms an activated pedestrian frontage to the Main Street,

the above intersection and to the proposed pedestrian plaza and entry way to its north.

- Expansion of AQWA within the existing lease area
- Review of the existing AQWA lease area to facilitate a new destination based food and beverage/hospitality development with under-croft parking;
- The redevelopment of the existing (DoT) office building for maritime tourism, food and beverage and/or retail purposes; and
- The development of a boat-pen holders facility, which could also double to serve a range of tourist related boating activities such as boat hire, boat and fishing tours, boat club meeting space and customer information.

Other smaller development opportunities such as 'pop-up' and low scale buildings adjacent the primary walkways.

These development opportunities are supported by the master plan. Specific service infrastructure requirements for each along with development timing and staging would be reviewed on a project by project stage.



LEGEND:

ITEM	DESCRIPTION
1 A Main Street	<ul style="list-style-type: none"> Extended main street for direct vehicle, pedestrian and visual access from entry point to southern development Create interface with main building onto main street Wider footpath along northern edge of development 4-6m with Trees for shading and drop off/pick up zones
B Shared Zone	<ul style="list-style-type: none"> Crossing Point Shared / slow zone for pedestrian safety
C Carpark	<ul style="list-style-type: none"> Redevelop carpark to extend up to West Coast Drive and southern sea wall
D Footpath	<ul style="list-style-type: none"> Marina to Beach connection Shaded wide pathway for direct and visual connectivity to the beach
2 A Intersection	<ul style="list-style-type: none"> Consolidated access from West Coast Drive with signalised intersection
3 A Servicing	<ul style="list-style-type: none"> Service access and parking for retail developments



LEGEND:

ITEM	DESCRIPTION
1 A Main Street	<ul style="list-style-type: none"> End main street with turn-around Connection to southern and carpark
B Carpark	<ul style="list-style-type: none"> Redevelop carpark to optimise and manage parking demand and to improve accessible pedestrian priority
C Boardwalk	<ul style="list-style-type: none"> New boardwalk connecting main building to southern breakwater path Continuous waterfront access and visual connection to Marina
D Parking	<ul style="list-style-type: none"> Formalise parking and provide turning point Shared / slow zone
E Plaza	<ul style="list-style-type: none"> AQWA plaza Book-end to Main Street and new entry to AQWA
F Boat Pens	<ul style="list-style-type: none"> Redeveloped boat pens with consolidated access from the southern boardwalk
3 A Pedestrian access & alfresco dining	<ul style="list-style-type: none"> Remove road and create pedestrian only access Create sunset view alfresco dining
B Development Site	<ul style="list-style-type: none"> Redevelop Harbour Management building to accommodate for new development 1-4 storeys 2830m² site Active interface with new boardwalk
C Development site	<ul style="list-style-type: none"> Waterfront development site 1357m² Club-house / marina user facilities and storage 1-2 storeys
D Development site	<ul style="list-style-type: none"> 1030m² 1-2 storeys
E AQWA Lease holding	<ul style="list-style-type: none"> Approximately 12432m² total Potential to extent AQWA building and provide future development sites 2-3 storeys

5.2 NEW MAIN ENTRY

The new main entry precinct changes the entire arrival experience to Hillarys, from being a busy vehicle access roundabout to being transformed into a dedicated public and shared transport hub/terminal and main entry. The precinct will forge connections between regional cycle ways and pedestrian footpaths with a rationalised road and vehicle circulation pattern.

As a welcoming arrival point, the precinct incorporates a centralised information centre adjacent the main public transport arrival point, with coordinated services, visitor amenities, booking and ticketing office and an end of trip cyclist and active transport facilities building. Electric charge points would be available for cyclists, scooters and other new mobility devices.

The new main entry opens into the enclosed Hillarys Beach, framed to the south by the former Great Escape site and Sorrento Quay, and to the west by Hillarys Boardwalk and pedestrian bridge. North of the beach, the precinct is open to the boat-ramp area and associated car parks.

The main entry arrival point will now will open immediately onto a central open space plaza area, connecting replacement landscaped picnic gardens with a large, flexible area for events focused around the existing main stage. Additional infrastructure is proposed so that the stage can accommodate music, theatre and festival events, with viewing area for over 1,000 people.

Key to the success of Hillarys has been a diversity of activities for all ages. The former Great Escape provided an important function for families, children and younger adults in a high profile, central location.

Accessible directly from the new main entry, the Master Plan incorporates the significant expansion of this area to accommodate one or more active, carnival-style' recreation attractions of international standing, with clear visibility from West Coast Drive.

To offer additional family style tourist accommodation, a new accommodation hotel site is proposed on the northern side of the precinct to the east of the boat ramps. This site frames the northern side of the precinct and takes advantage of magnificent outlook across the harbour to the marina area, Hillarys Boardwalk and of ocean and sunset views to the west.

DELIVERING THE MASTER PLAN

Public area and general infrastructure improvements

- Major works will be undertaken to fundamentally change the presentation of and arrival to Hillarys from surrounding streets and approaches.
- The precinct will develop as the major arrival point for public transport, with a dedicated bus

interchange and distribution point, along with pedestrian and cyclist pathways and end of trip facilities. The existing artificial landscaped dunes will be removed and replaced by terraced gardens, paved plaza areas, new landscaped picnic, recreation and gathering areas and the creation of a flexible vents space that is serviced with power and water to support plug-in performances, lighting and communications controls. Existing pedestrian and cyclist pathways will be continued along the frontage to West Coast Drive and linked into arrival spaces within the precinct.

Other agency projects

- A new visitors tourism and information centre is provided for at the main entry to the precinct and to Hillarys Boat Harbour. This facility would ideally be used as a central coordination and bookings office, providing visitor access a booking services to restaurants, events, tours, ferries, boat charters etc. Development could be undertaken by an associated agency such the City of Joondalup or State Tourism office, by the Department of transport in collaboration with other agencies, or by a private development interest.

Development opportunities

Opportunities for additional development in this area include:

- A significantly enlarged active recreation area is created for 'theme park' style development attractions of world class standard in the place of the former Great Escape site.
- As a major feature and tourism opportunity, a hotel site would be created to the north of the precinct oriented with views across the inner harbour to the south-west. This would ideally be a pier/wharf style building of four to six storeys in height. A vehicle/limousine drop off space would be accessed from the existing roundabout, with vehicle parking in an undercroft arrangement. The ground level oriented to the beach and landscape plaza would be activated with hotel cafés, restaurant/s, retail and ceremonial events spaces such as for weddings, conferences and general purposes.
- The development of a major food and beverage/hospitality site such as a micro brewery, fronting the beach walkway and events plaza.

Other smaller development opportunities such as 'pop-up' and low scale buildings adjacent the primary walkways.

These development opportunities are supported by the Master Plan. Specific service infrastructure requirements for each along with development timing and staging would be reviewed on a project by project stage.



LEGEND:

ITEM	DESCRIPTION
1 A New Main Entry	<ul style="list-style-type: none"> Major new public transport arrival hub Potential access to future hotel site
B Footpaths	<ul style="list-style-type: none"> Pedestrian access from new main entry into site Strong visual links from entry to water
C Event space	<ul style="list-style-type: none"> Approx. 4850m² Create a serviced multi-purpose event space with flexibility for a range of event sizes and types
D Footpath	<ul style="list-style-type: none"> Clear and continuous path along beach front Visual thematic and physical connection
E PSP	<ul style="list-style-type: none"> Improve continuous PSP connection to the north and south of the Harbour
2 A Development site Hillarys Boat Harbour Visitor Centre	<ul style="list-style-type: none"> Development site 1066m² Visitor Centre operate by COJ 1-2 storeys
3 A Development site Micro Brewery	<ul style="list-style-type: none"> Development site 2724m² Brewery site 1-2 storeys
B Development site Hotel	<ul style="list-style-type: none"> Development site 2780m² Hotel 4-5 storeys
C Adventure Park	<ul style="list-style-type: none"> Entertainment and Adventure Park Buildings to accommodate activities, facilities and entry for adventure park 1-2 Storeys



LEGEND:

ITEM	DESCRIPTION
1 A Boat Ramp Access	<ul style="list-style-type: none"> Re-locate main access to Northside Drive via Whitfords Avenue Extended boat ramp queuing area away from main entry from West Coast Drive. Provide continuous pedestrian network with improved lighting, safety and amenity
B Footpaths	<ul style="list-style-type: none"> Provide pedestrian connection around boat ramp Connect path from boat ramp to eastern carpark
C Accessibility	<ul style="list-style-type: none"> Retain existing boat launch and connect to new pathways
D Green open space	<ul style="list-style-type: none"> Retain open space and picnic facilities



LEGEND:

ITEM	DESCRIPTION
1 A Pedestrian entry	<ul style="list-style-type: none"> Entry and Recreation space connected to main street intersection, PSP and new developments Step down from West Coast Drive to beach with spill out spaces and integrated water play / recreation
B Beach access	<ul style="list-style-type: none"> Steps and ramps for beach access connecting to new pathways
C Open Space	<ul style="list-style-type: none"> Water play space
D Accessibility	<ul style="list-style-type: none"> Reinstate improved accessible ramp with extension and grading improvements to meet requirements
2 A PSP	<ul style="list-style-type: none"> Continuous shared oath along West coast Drive Subject to detail design at intersection crossing
3 A Development site	<ul style="list-style-type: none"> Recreation Facilities 8200m² total
B Development site	<ul style="list-style-type: none"> 2020m² Anchor development at new Main Street entrance 1-2 storeys height Active interfaces to Main Street and pedestrian entry Incorporated basement parking
C Beach Huts	<ul style="list-style-type: none"> Individual shacks/huts for lease to vendors







5.3 FERRY TERMINAL

The northern breakwater precinct forms the location for a purpose designed ferry and charter boat terminal with supporting tourist and visitor services to activate the northern breakwater. An additional / extended breakwater may be required in the future if increased ferry or charter operations warrant the investment.

The main function of the precinct will continue to develop as a 'working port' or harbour, with the ferry and charter boat activities, commercial boat servicing, repairs and sales, larger boat movements, boat ramps and associated boating retail activities.

A number of associated improvements are proposed connect the new ferry terminal location with the internal harbour waterfront. This will resolve dedicated short and long-term parking, coach parking, drop-off areas and support facilities.

The northern harbour precinct and ferry terminal location will be accessed by Northside Drive from the Whitfords Avenue roundabout. Northside Drive and access to boat ramps and associated car parks will be separated from the southern precinct with the proposed closure of Southside Drive.

This means that access and queuing to the boat ramps area will be significantly improved by re-rerouting to Northside Drive, meaning in turn that the traffic congestion caused by overflow queuing out onto West Coast Drive at peak times will be avoided.

DELIVERING THE MASTER PLAN

Public area and general infrastructure improvements

Servicing a substantial growth in passenger numbers will require new infrastructure to support larger ferries arriving and departing at shorter intervals. To ensure a positive passenger experience, a highly safe and efficient commercial operation as well as optimising the commercial and place-making

benefits from any works undertaken, major works will need to provide for vessel berths, land side servicing buildings and commercial floorspace, as well as additional parking and access for visitors.

The precinct will develop as the major commercial boating harbour in its own right, with the existing breakwater being extended to the north, and the existing fuel jetty being updated and replaced.

Access to the existing below ground fuel tanks will be retained and protected, with landscape and hard surface improvements undertaken in association with construction works.

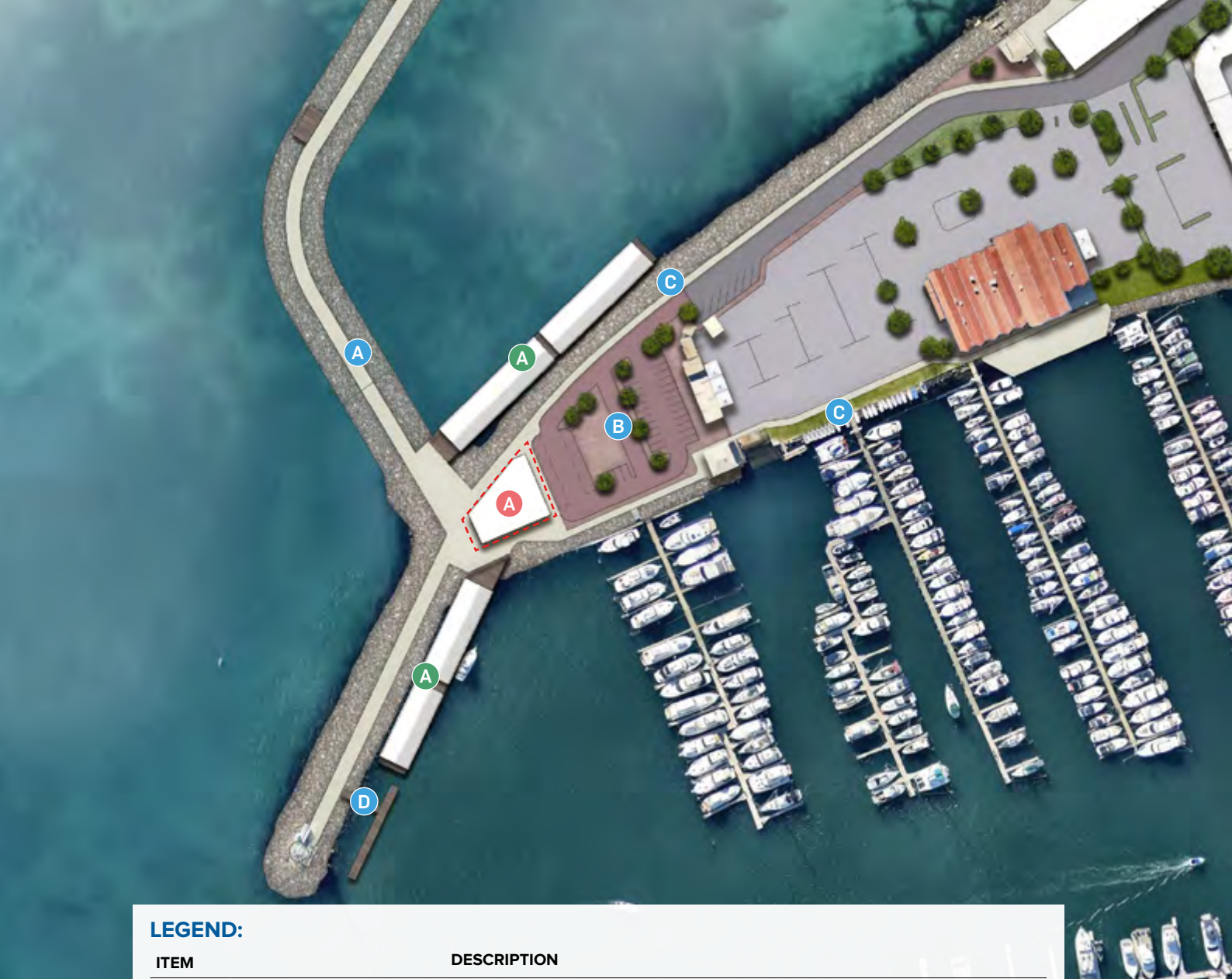
A multi-level, dedicated car parking structure is being considered at the eastern centre to Northside Drive and pedestrian and cyclist access to the terminal will need to be improved over time.

Development opportunities

Opportunities for additional development in this area include:

- New café and retail opportunities in conjunction with or adjacent to ferry operations buildings
- Potential uses associated with the proposed multi-level car park building
- Other smaller development opportunities such as 'pop-up' and low scale buildings adjacent the primary walkways.

These development opportunities are supported by the Master Plan. Specific service infrastructure requirements for each along with development timing and staging would be reviewed on a project by project stage.



LEGEND:

ITEM	DESCRIPTION
1 A Extend breakwater	<ul style="list-style-type: none"> Extend northern breakwater to accommodate pedestrian access and lookouts Access for expanded ferry and charter operations
B Carpark	<ul style="list-style-type: none"> Redevelop carpark for passenger and luggage drop off circulation Retaining existing sub-ground fuel pump Shared pedestrian and vehicle slow zone
C Footpaths	<ul style="list-style-type: none"> Retain access along northern sea wall and connect to new breakwater section Continue path along southern sea wall up to Yacht club
D Fuel Jetty	<ul style="list-style-type: none"> Re-locate and rebuilt fuelling jetty
2 A Ferry and Charter Operations	<ul style="list-style-type: none"> New docking jetties for Ferries and Charter boats Shelter for passengers
3 A Development	<ul style="list-style-type: none"> Development site 565m² To accommodate Ferry ticketing and associated storage, office and amenities Check in / Cafe / Toilet facilities 1-2 storeys



LEGEND:

ITEM	DESCRIPTION
1 A Extend Breakwater and car park	<ul style="list-style-type: none"> Expanded at grade carpark Indicative additional 65 bays
B Decked parking	<ul style="list-style-type: none"> Second level above existing carpark extent (2570m²) Indicative additional 50 bays
C Footpaths along sea wall	<ul style="list-style-type: none"> Continuous footpath along sea wall where possible
D Footpath - PSP To Waterfront Providing improved beach access	<ul style="list-style-type: none"> Shared path connection from northern PSP along development Potential to activate frontages along path Width to allow for slow cycle access
E Boat wash down	<ul style="list-style-type: none"> Retain existing boat washing stations





5.4 WEST COAST DRIVE

West Coast Drive currently provides vehicle access to Hillarys Boat harbour through a left-in only turning lane from the south and via the primary Hepburn Avenue roundabout. This roundabout provides access into the site via a second internal roundabout which takes traffic heading into the southern precinct via Southside Drive.

This section of internal road runs parallel to and to some extent, duplicates the function of West coast Drive. The effect of this is increasing the number and length of vehicle movements.

The Master Plan proposes to rationalise the road area and length by closing the internal section of road between the new 'Main Street' and the existing entry roundabout.

Currently the redesign of West Coast Drive is being planned in partnership with City of Joondalup to introduce traffic calming, improve pedestrian and cycle connections, rationalise access and provide parking availability technology.

The Department of Transport will continue to liaise with the City of Joondalup and other agencies for the design, approval and delivery of these works.

The redesign and reconstruction of this section of West Coast drive will need to improve opportunities for pedestrian access, cyclist access, commuter cyclist through-movement and vehicles in a well-presented, safe-speed street environment.

DELIVERING THE MASTER PLAN

Public area and general infrastructure improvements

The Master plan proposes the closer of the internal entry access road from the main central roundabout. This land would then be amalgamated with the formal Great Escape site to create a significant expansion and redevelopment opportunity for active recreational attractions to be built overlooking the inner-harbour Hillarys Beach.

Other Agency Projects

- The Master Plan proposes a new, signalised street entry into Hillarys Boat Barbour to the south of the main built-up area and existing entry. This would sit in a context of other changes being considered by the City and Main Roads Western Australia, including the introduction of a new roundabout at St Helier Drive.
- Perth's Public Transport Authority plays an important role to take advantage of passenger related facility proposed for the new public entry in the current roundabout at the western end of Hepburn Avenue. Existing routes that stop at or adjacent as well as new potential routes in the area could adopt Hillarys as a new stopping location, for both locals and tourists coming via the regional public transport network.
- Hillarys In line with the principle of improving pedestrian and active transport access, opportunities to improve pathways and access points are to be considered in conjunction with these changes.



LEGEND:

ITEM

DESCRIPTION

2	A	West Coast Drive	<ul style="list-style-type: none">▪ Works to allow for removal of Southside Drive and relocate main entry points to Hillarys Marina via new entries▪ On road cycle and PSP on both sides
	B	Public Transport Entry	<ul style="list-style-type: none">▪ Bus entry and waiting zone
	C	Intersection	<ul style="list-style-type: none">▪ Signalised intersection to create a slowing/ stopping point and provide access to the main carpark





6.0 IMPLEMENTATION

The revitalisation of Hillarys Boat Harbour will involve collaboration between a number of State Government agencies, Local Government and the private sector and will occur over a number of years.

An implementation strategy has been prepared so that critical improvements, such as replacement of the ageing fuel jetty and the replacement of critical infrastructure can commence immediately and be undertaken on a needs basis in a manner that consistent with project principles and the long term plan. Other improvements which have little impact on ongoing service provision but which are

inexpensive and can be undertaken through focused maintenance programmes can also be initiated immediately and as opportunities arise.

Some projects, however, are more complex, more costly or require significant coordination between a range of stakeholders.

The relative need and prioritisation of these projects will be outlined in Hillarys Boat Harbour Master Plan Improvements Book 2. Future funding and development will be based on prioritising work packages which could be developed as discreet packages or as a series of consequential work packages.



