



New Northbridge

AN **epra** PROJECT

New Northbridge

FACT SHEET #1

Quick Facts

- EPRA became the responsible authority for developing New Northbridge (then known as *The Village Northbridge*) in January 2000.
- New Northbridge covers 27 hectares of land created as a result of the construction of the Graham Farmer Freeway tunnel.
- The New Northbridge project area is bounded by Newcastle, Aberdeen, Fitzgerald, Parry and Lord Streets.
- The project will house approximately 1,250 people in 460 new residences.
- The project will provide employment opportunities for approximately 3,500 new employees brought into the area through the creation of more than 70,000sqm of new retail and commercial space.
- EPRA's total expenditure on new streetscapes, public open space, public art and upgrading roads and parks will be \$60 million.
- Private sector expenditure on new residential and other buildings will be approximately \$300 million.

Preserving the History of Northbridge

- EPRA is committed to preserving and restoring the history of Northbridge – one of Perth’s oldest suburbs. A key objective of the New Northbridge project is to enhance and protect the heritage and cultural values in the area.
- As part of the New Northbridge project, the Authority has retained 70 significant heritage and character buildings.
- Four distinct and valuable heritage precincts have been recognised within the project area. These include: Lindsay and Money Streets Heritage Precinct, Aberdeen Street Heritage Precinct, Parry Street Heritage Precinct and the Talbot Hobbs Heritage Precinct.
- Several of the heritage buildings have been successfully restored by EPRA and sold as homes and offices.
- Notable heritage buildings within the project area which have been retained include:
 - Wallpaper World – Corner of Newcastle and Palmerston Streets
 - Tom Burke House – Newcastle Street
 - Talbot Hobbs Heritage Precinct – Corner of Newcastle and Palmerston Streets
 - 62, 64 and 66 Aberdeen Street cottages
 - Union Bakery (EPRA’s office building) – Lindsay Street

Urban Planning and Design

- The underlying focus of EPRA's planning for the New Northbridge project is to create an area that is safe, secure, friendly and enjoyable for the Northbridge community to live, work and play in.
- Safety, security and good amenities have been primary components of EPRA's planning and design. Streets will be well lit with new light poles being installed and 550-560 new off-street parking bays being created in the project area.
- Improvements also include the beautification of streetscapes, particularly Newcastle and Aberdeen Streets. New paving, landscaping, the undergrounding of power, new street furniture, road surfaces and the installation of public artworks will transform the project area.
- The creation of the landmark civic space Plateia Hellas, on Lake Street between Aberdeen and Newcastle Streets, provides an area for business, residential and recreational activity, as well as a venue for public events.
- Planning for New Northbridge incorporates the creation of a cyclist and pedestrian-friendly environment. Aberdeen Street has been designated as the main bike route through the area and is linked to the Graham Farmer Freeway cycle path.
- Other amenities include easily accessible public transport, a variety of shops, cafés and restaurants, parks and recreational environments, churches, temples, community centres and educational facilities within close proximity to the project area.

Building a Community

- New Northbridge is an urban renewal project in the heart of one of Perth's most established neighbourhoods. For more than 150 years Northbridge has been a centre for cultural diversity with a variety of ethnic and community groups.
- EPRA recognises that a diverse mix of people, land uses, building types, retained heritage and commercial opportunities will create a dynamic and cosmopolitan community within New Northbridge.
- As part of the planning for the New Northbridge project, 10 to 15% of the land will be developed for affordable and social housing to encourage socio-economic and cultural diversity within the area.
- A street naming competition was coordinated by EPRA to pay homage to the cultural history of the area. The competition was held in March 2002 and resulted in the naming of more than 20 new streets.
- Planning protocols allow for mixed-use zonings such as apartments, single dwellings, shops and commercial areas.
- The creation of a landscaped, pedestrian-friendly environment and the numerous cafés, restaurants and parks within New Northbridge encourages an interactive, sustainable community.
- A business attraction strategy for New Northbridge has been undertaken to improve the economic and business vitality of the area, to engage and support the local business community and to increase the awareness of the area's investment potential.
- Investment attraction initiatives have resulted in significant investment from the private sector, an example of which is the rehabilitation of the former Perth Mail Exchange into the high-tech offices of Hatch Associates.
- A number of residential developments, including the Concourse Apartments on the corner of Stirling and Parry Streets and the Newcastle Street TAFE Print Building, are now complete.