



The Link

AN epra PROJECT

Quick Facts

Fact Sheet 1

- The Link project is a collaboration between EPRA, the City of Perth and the Public Transport Authority.
- The Link project area consists of 13.5 hectares bounded by the Mitchell Freeway, Roe Street, Wellington Street and the Horseshoe Bridge.
- The Link will reunite the Perth city centre with the Northbridge entertainment district for the first time in over 100 years.
- The project will create strong linkages to the foreshore, deliver an intensity of people and activity into the city and generate new opportunities for diverse experiences, while complementing other developments and changes in our capital city.
- The project involves sinking the Fremantle rail line from Perth station to Lake Street, undergrounding the Wellington Street Bus Station and creating several important pedestrian and vehicular connections between the city centre and Northbridge.
- The Link will re-energise Perth and support its development into a vibrant, world-class city by generating increased levels of activity, vitality and opportunities for living and working in the city centre.
- It will deliver a range of benefits including improved public safety, access and connectivity, increased residential, retail and commercial opportunities and a high quality public domain.
- Site works have commenced on the Perth Arena and works to prepare the first development site will commence in 2009. Land sales will commence in late 2009.

Key Facts

Project area	13.5 hectares
Dwellings	1,650
Affordable housing	est. 250 dwellings
Residential population	up to 3,060
Office space	est. 220,000m ²
Retail/ Commercial (m ²)	est. 24,000m ²
Employees	up to 13,5000
Public domain	4.25 hectares
Investment in construction projects	est. \$2 billion

These figures are indicative, may be exceeded and are subject to market conditions.



Public Domain

- The Link will create a distinct urban public domain that will complement the existing public areas in the city and provide opportunities for people to experience vibrant outdoor city life.
- The natural beauty and unique landscape of Western Australia will be celebrated through the materials used in paving, gardens and urban furniture.

Key Areas

- The **Arena Plaza** has the flexibility to cater for large Arena crowds as well as offering an interesting, useable space outside of event times. The Plaza will accommodate music events, functions run by Arena management, exhibitions and displays, and provide a good spot to simply hang out.
- Old Milligan Street and the **Bridge Plaza** will provide an inviting way to move between Northbridge, Perth Arena and the city. The pedestrian bridge will provide an elevated view to Russell Square, the Arena Plaza and Wellington Street, featuring elegant landscaping with trees, gardens and water.
- **Wellington Gardens** will be a serene getaway in the midst of the hustle and bustle of the city centre, intended as a place for children to play, for workers to have lunch or for friends to sit down for an evening conversation. This area will provide a special place for Link residents, with apartment balconies overlooking public gardens.
- Sitting in the middle of The Link, **King's Square** melds the atmosphere of Lake and King Streets to create a cultural heart for the city. The new street connection will emphasise the pedestrian-friendly character of the area, with bars, restaurants and late-closing shops dotted around.
- The intimate experience of **Queen's Square** balances the buzz and excitement of neighbouring locations, becoming a focal point for the local community. The area will provide all the convenience of a local shopping centre in the middle of the city, catering to the daily needs of local residents.
- **Celebration Place** will be The Link's crowning feature. Located in the Horseshoe Bridge Plaza Precinct, it is set to become one of Perth's top public destinations. The site will be a multi-functional location with a range of areas to accommodate major events as well as intimate gatherings. It will house a portal to the new William Street Bus Station and Perth Central Train Station. To ensure the public's convenience, cars will not have access to this area, however taxis and service vehicles will have limited access during non-peak times. Celebration Place will also feature alfresco dining, landscaping, water features, dramatic lighting, public art and street stalls to create a dynamic central square.

EPRA is currently undertaking a review of the specific guideline provisions for the Horseshoe Bridge Plaza Precinct as contained in Section 4.2.9 'Lot 10' and Section 4.2.10 'Lot 11'. It is anticipated that revised provisions for Lot 10 and Lot 11, will be released for stakeholder and public comment in late 2009.



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- **Roe Street** will undergo a major transformation and become a casual yet vibrant street scene. No longer simply about moving cars from one end of Northbridge to the other, Roe Street will offer friendly, safe movement along wide footpaths and cycle paths lined by trees and benches.
- **Wellington Street** is set to become one of the best streets in Perth. The highlight will be a 14 metre wide promenade along the northern side – benches, alfresco dining, stalls, public art and exhibitions – stretching from the Perth Arena to William Street to create a tree-lined linear park.

Key Dates

Stage 1 2007-2011

- Perth Arena construction commenced
- Scheme Amendment and Design Guidelines
- Development Approval for private land
- Develop Lot 1192 (Perth Arena to Perth Entertainment Centre)
- Wellington Street road design and construction from Elder Street to Old Milligan Street

Stage 2 2010-2013

- Development of Perth Entertainment Centre land
- Wellington Street road design and construction from Old Milligan Street to King Street

Stage 3 2013-2017 *

- Sinking of the Fremantle rail line to Lake Street
- Construction of King-Lake Street connection
- Construction of Milligan Street Bridge Plaza
- Completion of Wellington and Roe Street upgrades

Stage 4 2014-2017+ *

- Sinking of Wellington Street Bus Station
- Creation of Celebration Place
- Construction of Queen Street extension
- Creation of development sites in Celebration Place
- Construction of landmark building in Celebration Place

** Indicative timeline – The State Government is reviewing the timeline for stages 3 and 4 of The Link now that the Federal Government has announced its \$236million contribution to the project, and these stages will be brought forward with preliminary work expected to start in the area by 2010.*