



former emu brewery site

CLIENTS // WESTPOINT CORPORATION
SAVILLE AUSTRALIA
LEIGHTON PROPERTIES

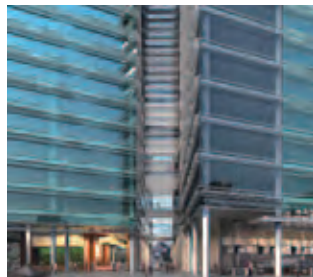
// STRATEGY

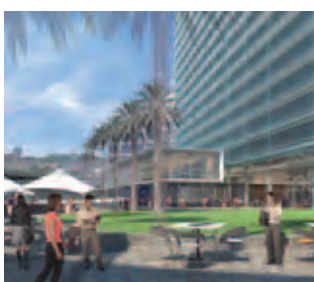
Greg Rowe and Associates was originally appointed by Westpoint Corporation in 2001 to coordinate all necessary statutory approval processes for a large scale mixed use urban village on the 1.8 hectare site, formerly known as the Emu Brewery, on Mounts Bay Road, Perth.

The site is constrained by a requirement to retain views between Parliament House and the Swan River, resulting in severe height restrictions that call for innovative design solutions to maximise the site's potential.

The site is also a known site of Aboriginal heritage significance, requiring consultation with Indigenous groups to support applications for consent under the Aboriginal Heritage Act.

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// TOWN PLANNING

Since 2001, Greg Rowe and Associates has secured a number of development approvals from the City of Perth and Western Australian Planning Commission, facilitating the site's development for some 90,000 m² of plot ratio floor space distributed throughout a series of high-rise residential towers and low-level retail / commercial podium buildings. Through the incorporation of high quality public spaces, pedestrian connections and retention of public / landmark views, these approvals have all successfully maximised the plot ratio bonuses available for the site.

The development approvals have sought to create a vibrant urban village that facilitates public access, achieves exceptional standards of urban design, and successfully embraces and celebrates the site's Indigenous and European heritage significance.

In addition to planning approvals, Greg Rowe and Associates has co-ordinated a number of Aboriginal Heritage Act Section 18 consent applications, subdivision applications and clearances / approvals from other agencies, including Main Roads, Heritage Council and the Environmental Protection Authority.

In undertaking these tasks, Greg Rowe and Associates has successfully co-ordinated numerous expert consultant teams, including well renowned and eastern-states based architects such as Harry Seidler and Associates and Crone Partners Architecture Studios.

Despite a transition across three land owners, Greg Rowe and Associates has been retained due to the company's second-to-none knowledge of the site, excellent rapport with central city approval agencies and sound relations established with relevant ethnographic groups.

// PROJECT NAME

Former Emu Brewery Site

// SERVICE

Town Planning

// AREA

Perth

// CLIENTS

Westpoint Corporation
Saville Australia
Leighton Properties

(three successive clients
in total)

// ARCHITECT

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FORMER EMU BREWERY SITE

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