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## East Perth Power Station Economic Activation



Pracsys was commissioned by the East Perth Redevelopment Authority (EPRA) to undertake economic analysis of the East Perth Power Station Masterplan. The East Perth Power Station Masterplan proposes 1,100 new dwellings or approximately 1,870 residents, along with 870 workers in almost 20,000 m<sup>2</sup> of retail and office floorspace. The new Western Australian Museum will be located within the converted Power Station building, estimated to attract around 400,000 visitors per year. Visitors will also be

attracted to the retail floorspace on offer, including restaurants, cafés and boutique arts and gifts in a unique riverside heritage environment.

The review examines whether the overarching principles and objectives are valid and relevant, such that once developed the precinct will provide a high level of residential amenity, become a ‘successful place’, involve business, retail and recreation and benefit the community. The review also evaluates the appropriateness of the yield and density of commercial and residential development in the context of current government policy and market forces. In addition, the report outlines six principles of economic activation to maximise vitality and commercial viability, with strategies for application at the Power Station site.

### Outcomes

Pracsys has calculated estimates of expenditure available for capture in the precinct using benchmark and ABS data. Given the scale and mix of user groups and estimated expenditure, the Power Station precinct could be expected to operate as an attractive, diverse and vibrant precinct. If the principles of place activation are thoroughly addressed from the outset to maximise amenity, capitalise on attractions and encourage accessibility, the precinct should develop in a way that is consistent with its role as a place to live, work and visit.

**Client:** East Perth Redevelopment Authority

**Pracsys team involved in this project:** Georgia Moore