

---

## Riverside Masterplan



The East Perth Redevelopment Authority (EPRA) is responsible for the redevelopment and revitalisation of land from East Perth to Northbridge to attract greater residents, workers and visitors to the inner city areas. EPRA has commissioned a review of the 2004 Riverside Masterplan, with the objective of creating a diverse mixed use precinct, encompassing 40 hectares of land at the East Perth gateway to the city. The review examines whether the overarching principles and objectives are still valid and relevant, such that once developed the precinct would 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 viable, with strategies for application at Riverside.

### Outcome

In association with Hassell Architects and Planners, Pracsys has developed an optimal number and mix of user groups and calculated estimates of expenditure available for capture in the precinct using benchmark and ABS data. Retail analysis within the Masterplan Review demonstrates that the Riverside precinct can be expected to operate as an attractive, diverse and vibrant precinct, in a way that is consistent with its role as a sought-after inner city place to live, work and recreate.

**Client:** East Perth Redevelopment Authority

**Pracsys team involved in this project:** Georgia Moore & Michael Chappell