



TOWN of
EAST FREMANTLE

FACT SHEET

19 February 2021

Urban Streetscape and Public Realm Style Guide

The Town of East Fremantle's (the Town) Urban Streetscape and Public Realm Style Guide (the Style Guide) provides a clear foundation and rationale to assist the Town in guiding future development and works in the public space throughout the Town, including verges, parks and urban spaces.

Key to enhancing the heritage values, and protecting the Town's unique character, the Style Guide will ensure future works unfold in a coherent manner throughout the Town's public spaces.

The Style Guide has been developed after a rigorous analysis of the existing context, and extensive engagement and consultation with stakeholders.

Guiding Principles

The Style Guide has been developed to provide the Town with clear guidance on the development of the public realm, including:

1. **Consistency:** Provide a consistent style and design palette for future works to the public realm and streetscape.
2. **Character:** Design guidelines that enhance and celebrate the unique Town's character, recognising and responding to identified areas or precincts of a similar nature.
3. **Safety and Comfort:** Create comfortable and safe places for people to use which encourage walking, cycling and use of public transport.
4. **Quality:** Provide clear guidance to those involved in designing and constructing public realm spaces on the quality of design expected.

A robust contextual analysis was undertaken for the whole of the Town and the analysis component of the Public Realm Style Guide project provides the foundation upon which key principles,

rationale, and future decisions are developed.

The Style Guide clearly identifies the character of the Town as a whole, and of each of the Precincts in a succinct, clear, and objective method to enable recommendations on how to enhance, preserve and maintain the unique character of the public spaces within the Town.

The Style Guide divides the Town into precincts based on the unique character of those areas. It provides guidance on such issues in the public realm as paving and surfaces, street furniture including play equipment, trees and planting, and signage and public art.

As part of the Style Guide, a series of pamphlets were created for each of the Town's distinct precincts:

- [Plympton](#)
- [Woodside](#)
- [Richmond](#)
- [Richmond Hill](#)
- [Riverside](#)
- [Town Centre](#)
- [Raceway](#)

Each pamphlet is available for download from our website, as is the **Guide** in its entirety. Printed copies can be made available upon request.

Residents and those interested in doing renovations, restorations or other improvements in the Town, including those requesting verge trees, are invited to view the Guide, and to give it due consideration when planning their projects.

Anyone with questions about the new Guide are invited to contact the Town by calling **9339 9339** or by sending an email to admin@eastfremantle.wa.gov.au.



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P (08) 9339 9339
F (08) 9339 3399
E admin@eastfremantle.wa.gov.au

135 Canning Highway, East Fremantle
PO Box 1097 Fremantle 6959
www.eastfremantle.wa.gov.au