



A Spotlight on Perth City

Growing the State's Capital City

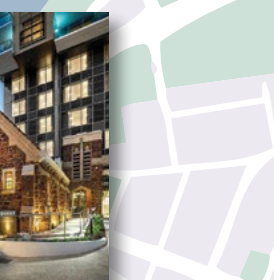
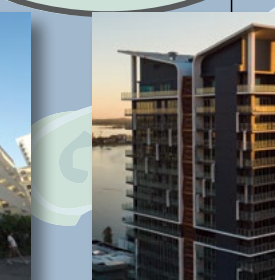
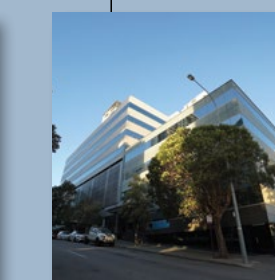
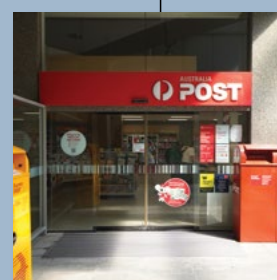
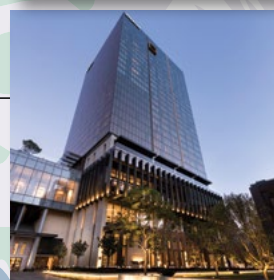
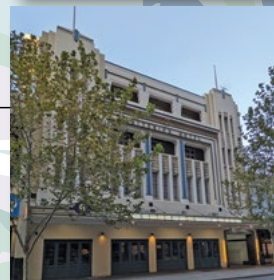


The Perth Central City is a vibrant and ever-evolving urban hub, where sleek high-rise towers stand alongside historic landmarks to create a truly distinctive cityscape. As the commercial and cultural heart of Western Australia, the CBD brings together a dynamic mix of offices, retail precincts, residential developments, and activated public spaces. Transformative projects across the city are enhancing connectivity, encouraging activation, and supporting a shift towards more sustainable, walkable environments.



With its rich heritage, contemporary energy, and prime location along the Swan River, the Perth Central Area is thriving as a destination for business, lifestyle, and leisure.

Rowe Group is proud to have played a key role in shaping this evolving landscape. The projects featured here highlight just a sample of our contributions to the future of Perth's city centre.



St John's Lutheran Church Development

One on Aberdeen

National Storage 6 Storey Facility

General Post Office Building

Equus Apartments

Criterion Hotel

Westin Hotel and Hibernian Place

Condor Tower

Quest East Perth

Concerto Apartments

BGC (Office and Public Carpark)

Whilst the central City area provides enormous opportunity for successful investment and development, at the same time there are significant challenges in completing a major project in any capital city. Rowe Group has a comprehensive and well-developed understanding of the issues that need to be addressed when seeking Development Approvals in the Perth CBD. We are becoming more involved in projects that will assist in the revitalisation of the CBD and its strong commercial and civic growth as well as being an attractive destination for property investment. Rowe Group continues to support new residential and student accommodation projects, as well as tourism and more traditional retail and office developments.

We invite you to explore the major developments within Perth City that we have helped bring to life. We don't just plan – we deliver. Let us make your next CBD project a success in the heart of this thriving city.

SYDNEY CHARLES QUARTER **URBAN VILLAGE**

Client: APPL Group

Location: Newcastle St, West Perth

Role: Town Planning

Rowe Group achieved unanimous JDAP approval for the Sydney Charles Quarter project in West Perth's Pickle District. Transforming a 2.26ha site, this urban village will feature Build to Rent and Co-Living Apartments, a Hotel, Retail spaces with a Supermarket, Offices, and Food and Beverage options, including the adaptive reuse of the iconic Pickle Shed. Development on site is underway.





CONCERTO APARTMENTS



Client: Finbar Group Limited
Location: Adelaide Tce, East Perth
Role: Town Planning

Concerto, East Perth's tallest apartment building, showcases market-leading quality with an average 7-star NatHERS rating. Rowe Group was instrumental in securing planning approvals for this landmark project, which includes two distinct buildings: Concerto Heritage and Concerto Tower. The development revitalises the former ABC site, blending heritage with modern living. Concerto Tower, standing at 38 storeys, redefines Perth's skyline, whilst Concerto Heritage offers New York-style apartments in the refurbished ABC administration building. Rowe Group coordinated urban renewal efforts and stakeholder engagement, ensuring a seamless approval process for this iconic project.

PARLIAMENT ANNEX

Client: Pivot Group
Location: Parliament Pl, West Perth
Role: Town Planning

In late 2018, the State Government released an Expression of Interest for the provision of additional office space in proximity to Parliament House. The Expression of Interest sought to address the critical shortage of appropriate office accommodation for parliamentarians within Parliament House.

Rowe Group assisted Pivot Group with their responsive submission, which presented the land at the intersections of Harvest Terrace and Parliament Place as a potential development site.



CAPITAL SQUARE

Client: AAIG

Location: Mount St, Perth City

Role: Town Planning and Project Management

Capital Square, located at Perth’s west end between Mount Street and Mounts Bay Road, is a landmark mixed-use development that reflects more than a decade of commitment by Rowe Group. The project features three high-rise towers: a 41-storey residential building with 68 dwellings, a 25-level tower with hotel and residential apartments, and an office tower offering over 48,000m² of commercial space. With a public plaza, retail precinct, and scenic views of Kings Park, the Swan River, and the CBD, the development integrates urban living with vibrant public spaces.

Rowe Group played a key role in securing development approvals from the City of Perth and Western Australian Planning Commission, guiding the project through ownership transitions whilst ensuring compliance and design excellence. The team continues to support the current owner, AAIG, by assisting with construction clearances and approvals. With a construction value exceeding \$1 billion and over 100,000m² of commercial, retail, hotel, and residential space, Capital Square is poised to become a central hub that enhances Perth’s urban landscape and economy.



WESTIN HOTEL AND HIBERNIAN PLACE

Client: BGC Development
Location: Hay St, Perth City
Role: Town Planning

Rowe Group played a pivotal role in bringing the prestigious Westin Hotel and Hibernian Place precinct to life in Perth's CBD. Working closely with BGC Development, BPI, and the City of Perth, Rowe Group coordinated all statutory planning approvals over several years, enabling the development of a 5-star, 368-room Westin hotel, a 29-storey office tower, and a vibrant public plaza with 1,000m² of retail and dining spaces.

Our contributions included progressing Development Applications, managing a Scheme Amendment, and coordinating public realm upgrades. The project also involved the conservation and adaptive reuse of the heritage-listed Hibernian Hall, seamlessly blending Perth's history with modern luxury. Rowe Group is pleased to have supported BGC Development in delivering this dynamic addition to the City's urban fabric.



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ST JOHN'S LUTHERAN CHURCH DEVELOPMENT

Client: St John's Lutheran Church
Location: Aberdeen St, Northbridge
Role: Town Planning and Project Management

Rowe Group managed the redevelopment of St John's Lutheran Church, guiding the project from initial design through to commissioning. After securing the initial Development Approval, Rowe Group facilitated an expanded scope when an anchor tenant was secured, obtaining additional approvals from the Metropolitan Redevelopment Authority to accommodate the new floor space.

With a focus on minimising delays, Proven Project Management adopted a phased approach, allowing construction to proceed uninterrupted while further approvals were obtained. Weekly planning sessions ensured the project met critical milestones, supporting the Church's leasing timelines and delivering a seamless development experience.

CONDOR TOWER

Client: Condor Developments
Location: St George's Tce, Perth City
Role: Town Planning

Condor Tower stands as an innovative example of urban renewal, transforming the vacant nine-storey Oakleigh House office building into a sustainable residential development with 270 apartments. Rowe Group facilitated the project's complex planning approvals, enabling Condor Developments to retain and adapt the original structure whilst creating an 18-storey residential tower outcome. This approach preserved existing building fabric, reducing environmental impact and bringing 400 new residents into the heart of Perth. Recognised for its excellence in urban renewal, Condor Tower won the 2009 UDIA Award for Excellence.





RAINE SQUARE REDEVELOPMENT

Client: Saracen Group
Location: William St, Perth City
Role: Town Planning

Rowe Group was integral to the transformation of Raine Square, an iconic site in the heart of Perth’s CBD. Leading an expert consultant team, Rowe Group navigated the complex planning and heritage approvals process, working closely with the City of Perth and the Heritage Council to balance development objectives with the site’s historical significance.

The redevelopment, completed in 2012, includes a multi-level office tower, a retail arcade, a public plaza, and restored heritage buildings, alongside pedestrian links to Perth’s underground station. The project’s emphasis on community benefits and heritage conservation secured a significant plot ratio bonus, delivering a dynamic, revitalised urban precinct that respects Perth’s rich heritage.

ONE ON ABERDEEN

Client: Diploma Group | Department of Housing
Location: Aberdeen and Pier Streets, Perth City
Role: Town Planning

One on Aberdeen is a landmark residential development offering 161 apartments and 7 ground-floor commercial spaces in a prime inner-city location. Rowe Group played a crucial role in securing statutory approvals for the project, which included a height variation of 25-30 metres above the City of Perth’s standard requirements. The development, owned by the Department of Housing, focused on delivering affordable housing for young professionals. Through close collaboration with the City of Perth and efficient stakeholder engagement, Rowe Group ensured approval within just 47 days. One on Aberdeen was recognised with the 2015 UDIA Judges Award for Excellence.





CRITERION HOTEL

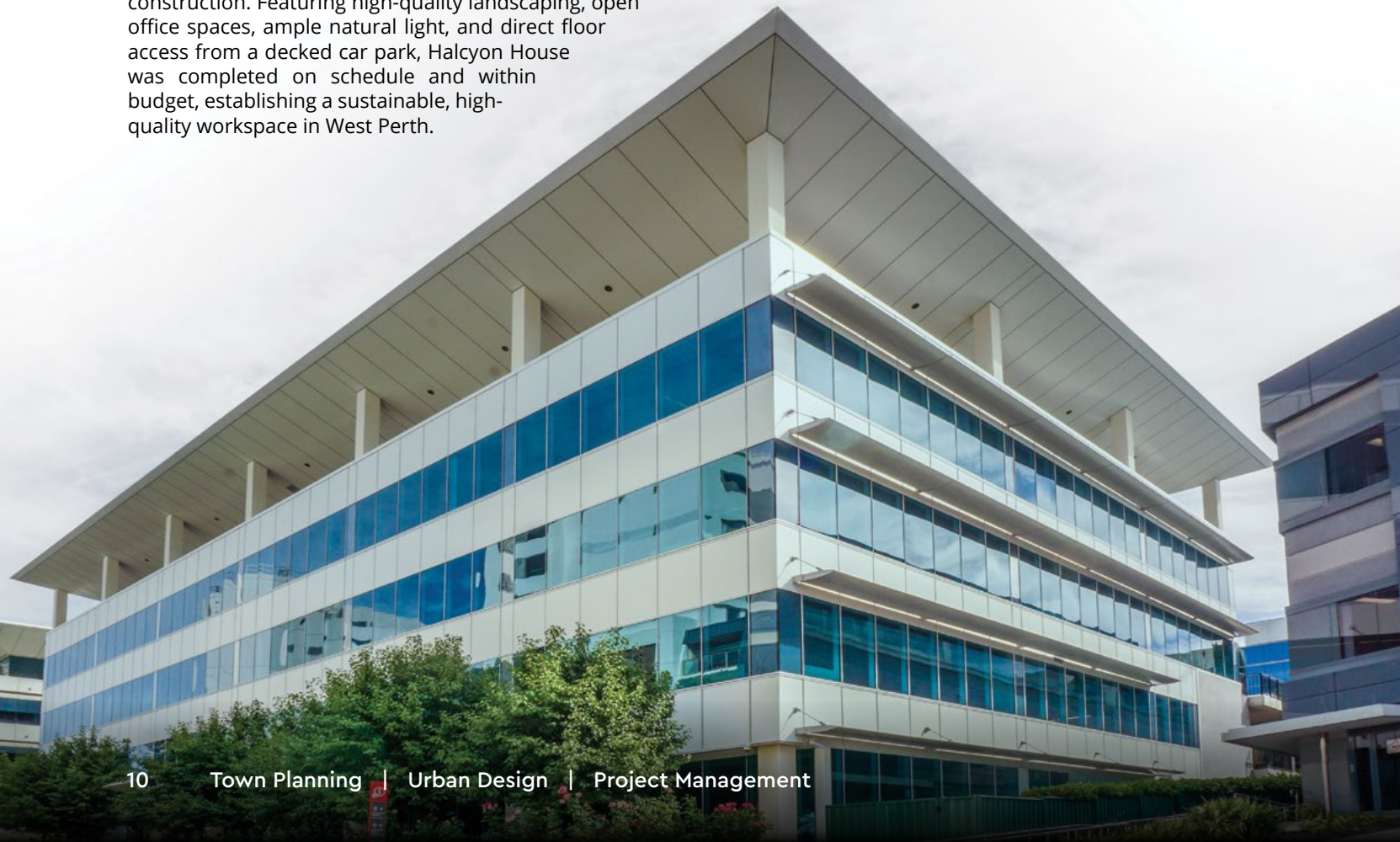
Client: Criterion Hotel
Location: Hay St, Perth City
Role: Town Planning

Rowe Group played a pivotal role in the gazettal of a new Special Control Area within the City of Perth Local Planning Scheme No. 2, enabling the successful subdivision of the Criterion Hotel and Zenith Apartments into two separate freehold titles. This strategic planning initiative ensures the long-term preservation and revitalisation of the Criterion Hotel whilst supporting sustainable urban growth. By introducing and championing the Special Control Area, Rowe Group has delivered a lasting planning mechanism that facilitates future development and safeguards Perth's heritage and city vibrancy.

HALCYON HOUSE

Client: Woss Group
Location: Campbell St, West Perth
Role: Town Planning and Project Management

Rowe Group and Proven Project Management managed the delivery of Halcyon House, a five-star green development offering premium office spaces at No.1 Campbell Street. To meet tight timelines, Rowe Group implemented a fast-tracked delivery strategy, securing a Guaranteed Maximum Price contract and selecting a builder to expedite construction. Featuring high-quality landscaping, open office spaces, ample natural light, and direct floor access from a decked car park, Halcyon House was completed on schedule and within budget, establishing a sustainable, high-quality workspace in West Perth.



KINGS SQUARE

PERTH CITY LINK

Client: Leighton Properties
Location: Wellington St, Perth City
Role: Town Planning

Rowe Group lead the coordination and delivery of the approvals for the Kings Square Master Plan, a transformative project within Perth City Link that has redefined the area as a vibrant mixed-use hub. The development comprises seven buildings, including four office and retail buildings, two high-rise residential towers with over 520 apartments, and a mixed-use hub featuring retail shops, a tavern, a gymnasium, childcare facilities, and boutique office spaces. Connected by high-quality public spaces including Wellington Gardens and Telethon Avenue, the precinct seamlessly integrates commercial, office, food and beverage, and community uses.

Working closely with Leighton Properties, Crone Partners Architects, and Cox Architecture, Rowe Group ensured that all planning approvals aligned with the Metropolitan Redevelopment Authority's (MRA) design guidelines. This involved securing approvals for buildings KS1 to KS4, public realm works, and a comprehensive Transport Strategy that outlined provisions for tenant car parking and cyclist facilities. The team focused on maximising retail frontage, creating pedestrian-friendly spaces, and delivering an engaging ground-level experience that activates the precinct.

Today, Perth City Link continues to evolve, with The Hub Apartments now completed and Edith Cowan University's (ECU) state-of-the-art city campus under construction. Once complete, ECU City will further energise the area, reshaping the Perth CBD and redefining higher education in Western Australia.



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QUEST APARTMENTS

Client: Quest Apartment Hotels

Location: Adelaide Tce, Perth City

Role: Town Planning

Rowe Group played a key role in the successful approval and development of Quest Apartments in East Perth, ensuring the integration of heritage preservation with contemporary design. The project involved the demolition of existing structures, except for the historically significant former Indonesian Mission Baptist Church, which remains a focal point of the development. The Church's adaptive reuse as the accommodation building's entrance lobby maintains its connection to the streetscape while honouring its heritage values. Through strategic planning and collaboration with the City of Perth and the Heritage Council, Rowe Group facilitated the seamless delivery of this 19-level mixed-use development, demonstrating how thoughtful urban planning can balance history with modern functionality.

THE BELLEVUE

Client: Visionaire Group

Location: Bellevue Tce, West Perth

Role: Town Planning



Rowe Group was instrumental in securing Town Planning approval for The Bellevue, a successful refurbishment of the iconic 1960s Kings Park apartment building, *Sunny Mead*. Working closely with our client, Rowe Group facilitated the remodel and extension of the building, which now includes 10 full-floor apartments with expanded residential floor areas. The Bellevue's transformation, recognised with the Urban Renewal and Rising Star Awards, showcases Rowe Group's expertise in navigating complex planning processes to deliver high-quality urban renewal projects.





AUSTRALIA POST STORES

Client: Australia Post
Location: Various Locations, Perth City
Role: Project Management

Proven Project Management managed the refurbishment of 88 Australia Post stores across Western Australia, ranging from historic freestanding buildings to modern leasehold tenancies within shopping centres. The project required securing approvals from local authorities and, in many cases, the Heritage Council of Western Australia. Among the city locations were stores at 66 St George's Terrace and Cloisters Square on St George's Terrace. The heritage-listed store, located in the historic General Post Office building at Forrest Chase, operated until 2016, when it closed to make way for H&M Perth.



NATIONAL STORAGE 6 STOREY FACILITY

Client: National Storage
Location: Pier St, Perth City
Role: Town Planning

Rowe Group played a key role in securing Development Approval for a state-of-the-art six-storey self-storage facility on Pier Street, currently under construction. The development includes self-storage units, a National Storage Box Shop, two commercial tenancies, loading areas, and associated car parking. Through close collaboration with the architect and sub-consultants, Rowe Group ensured the project's seamless integration into its urban setting, with a well-designed ground floor interface that enhances the streetscape. The development's thoughtful design and scale complement the surrounding area, setting a benchmark for future projects and contributing to the vibrancy of Pier Street.

PARAGON APARTMENTS

Client: Westpoint Corporation

Location: Hay St and St George's Tce, Perth City

Role: Town Planning

Rowe Group played a key role in achieving Planning Approval for the internal alterations and change of use of the existing Paragon Apartments, converting them from residential to serviced apartments. The proposal was designed to preserve the existing building's plot ratio, bulk, scale, and external appearance, with only minor internal modifications proposed to accommodate the change of use.

Initially refused by the City of Perth, Rowe Group successfully appealed the decision through the State Administrative Tribunal (formerly the Town Planning Appeal Tribunal). Through this process, Rowe Group's expertise was instrumental in securing Planning Approval for the Change of Use, changing the original determination and ensuring the project's successful progression.



OAKS PERTH HOTEL (PREVIOUSLY PACIFIC INTERNATIONAL APARTMENTS)

Client: 297 Murray St. Pty Ltd

Location: Murray St, Perth City

Role: Town Planning

Rowe Group played a crucial role in securing Development Approval for Pacific International Apartments, a landmark mixed-use development in the heart of Perth. This was an "adaptive re-use", recycling of an existing office building, Incorporating hotel rooms, apartments, retail, and dining spaces, the project enhances the city's vibrancy while contributing to its evolving urban landscape. A key focus of the planning process was activating the surrounding public realm, including upgrades to Wolf Lane, transforming it into a more inviting and functional space. The ground floor's flexible design allows for a variety of uses, ensuring long-term community engagement. Through strategic planning and collaboration, Rowe Group helped deliver a development that seamlessly integrates modern functionality with urban renewal.





BGC (OFFICE AND PUBLIC CARPARK DEVELOPMENT)

Client: BGC
Location: Bennett St, Perth City
Role: Town Planning

Rowe Group played a key role in delivering a major office and public car park development in East Perth, transforming an underutilised site into a dynamic commercial hub. The project added 6,452m² of premium office space and significantly improved public parking facilities, supporting both business activity and community access. A crucial step in the process was the successful amalgamation of three freehold lots into a single site, enabling a more efficient and cohesive development. Through strategic planning and land optimisation, Rowe Group helped create a well-integrated space that enhances East Perth's urban landscape.

EQUUS APARTMENTS

Client: Elmbridge Pty Ltd
Location: Hay St, Perth City
Role: Town Planning

Rowe Group managed the successful delivery of approvals for Equus Apartments, a standout development in the heart of Perth. Designed above an existing cinema and retail precinct, the project required a meticulous planning approach to ensure compliance with development standards while preserving the site's established amenity. By balancing innovation with urban integration, Rowe Group helped create a high-quality residential and commercial development that enhances the city's skyline and contributes to the vibrancy of the Perth CBD.





GET IN TOUCH

To discuss your next development, contact us today or visit our website for more project examples.



p (08) 9221 1991
e info@rowegroup.com.au
w www.rowegroup.com.au

a 3/369 Newcastle Street, Northbridge 6003



p (08) 6467 8200
e info@provenpm.com.au
w www.provenpm.com.au

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