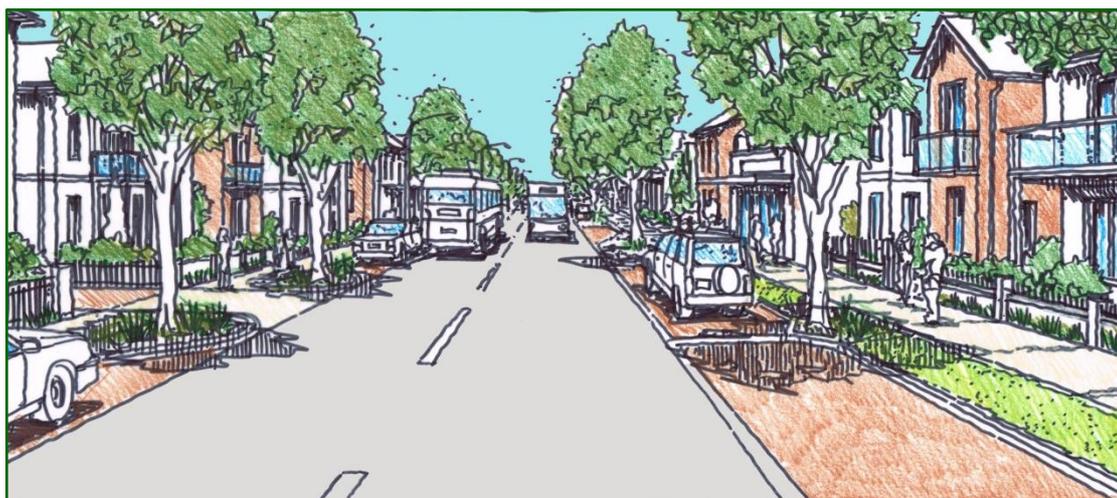


Sunset Beach Precinct Plan



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February 2014



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1.0 BACKGROUND

The precinct planning for the Sunset Beach precinct was undertaken between April and July 2013 as a response to the outcomes of the '2029 and Beyond: Designing our City' project process undertaken by the City of Greater Geraldton.

Part of the City of Greater Geraldton's long-term vision is to continue to proactively plan for the population growth that is already occurring. By doing so the City of Greater Geraldton can ensure the infrastructure, services and amenities it delivers are more sustainable and will provide the community with a liveable and vibrant City. In the future, the City of Greater Geraldton will continue to be the focal point for growth in the region and will contain significant district centres to the north and the south.

Such a substantial growth in population warrants more sustainable urban design and strategic planning to ensure that optimal planning decisions made today will provide a positive and dynamic legacy for future generations.

Future settlement patterns will require greater emphasis to be placed on the role of activity centres as local and district hubs for commercial and social interaction within the community. Activity centres should also support and encourage active transport (walking and cycling) and, where possible public transport, which would allow the activity centres to function as Transit Oriented Developments (TODs). Such centres create more sustainable urban environments and travel habits based on public transport and non-motorised modes of transport, as businesses, residences and other amenities are clustered together along a transit route. Transit supportive activity centres promote a number of elements to create liveable places including the efficient use of land, energy efficiency, pedestrian activity and social interaction; hence such urban forms assist in achieving more sustainable development.

Urban activity centres and TOD's are characterised by higher density housing, shops and workplaces closely associated with high quality and frequent public transport services. They contain a mixture of residential, commercial and employment-generating developments, encourage the use of public transport, cycling and walking, and have suitably high development density to encourage local activity and maintain a "sense of place". They also promote cultural exchange and have safe and attractive streets for the community.

The challenge in the City of Greater Geraldton is to identify the existing and future activity centres that can contribute to Geraldton becoming a network of interconnected activity centres, and how currently under-performing activity centres and their surrounding catchments can be enhanced, with input and support from local communities to become important components of a more sustainable and liveable city.

The Sunset Beach precinct is one such area that is able to play an important role in the growth of Greater Geraldton. It is also an area that needs planning and urban design input to identify and guide the improvements required for it to attract urban renewal investment and secure its future, and the precinct

planning process is the first step in identifying what and where those improvements within the Sunset Beach precinct might be. The extent of the Sunset Beach precinct was notionally an area that contained the 400m radius walkable catchment of the existing local centre, and is shown in **Figure 1**. Within the notional study area, the precinct planning focused on a principal core area centred on the existing centre, the notional extent of which is indicated in **Figure 2**.

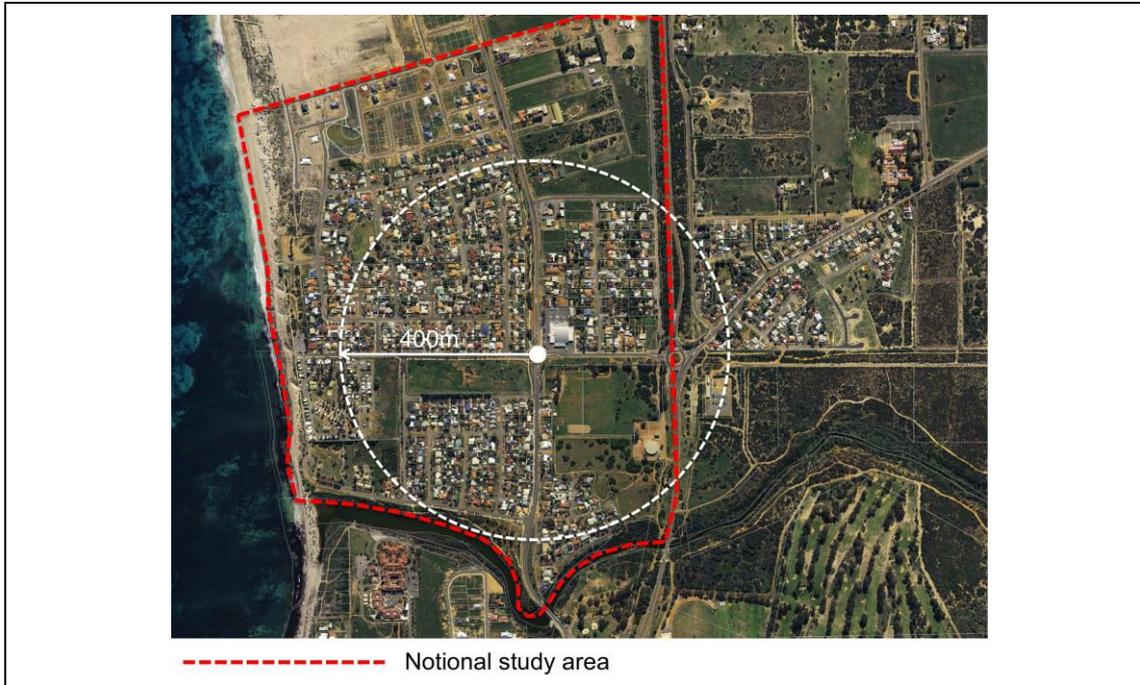


Figure 1: Notional study area

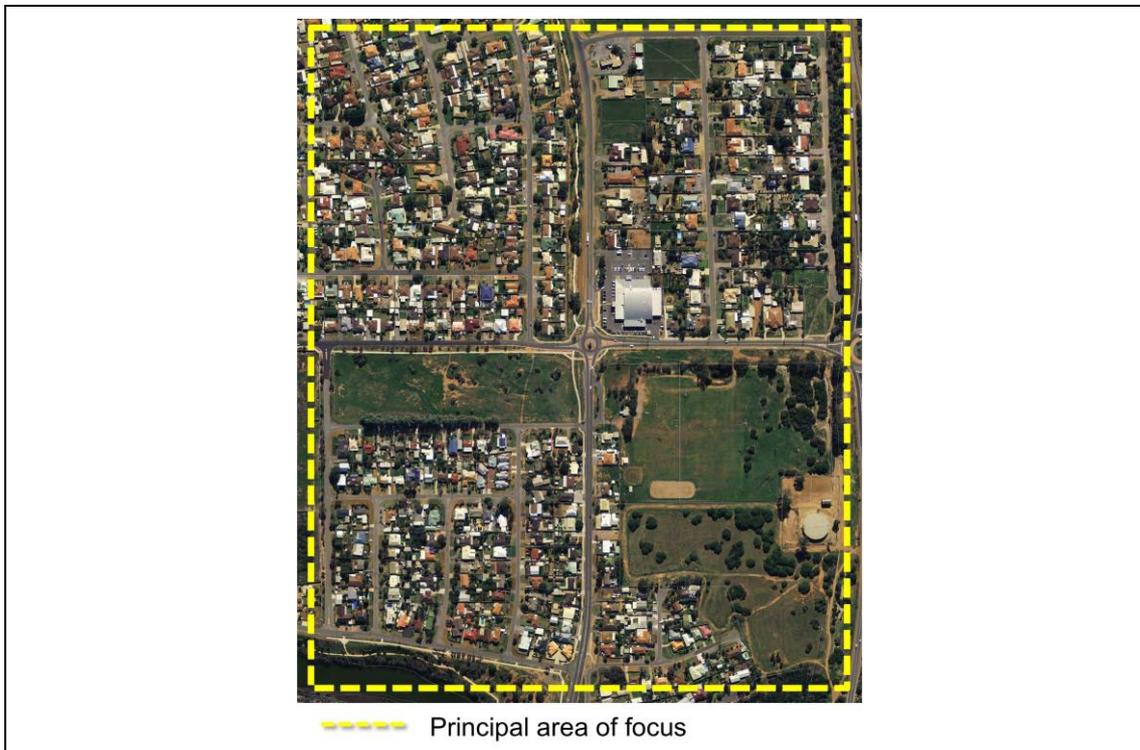


Figure 2: Principal area of focus

2.0 PRECINCT PLANNING PROCESS

To achieve a precinct plan that would be relevant to, and supported by the local community, the City of Greater Geraldton recognised the process required a significant level of community engagement.

The engagement process revolved around a series of community engagement workshops held at the Geraldton Camp School just to the south of the Sunset Beach precinct between April and July 2013.

At the first workshop the participants, drawn from the local community and relevant stakeholder organisations, were provided with background information about the Sunset Beach precinct as well as current best-practice principles in regard to sustainable planning and urban design. Participants were also taken by bus to the existing Sunset Beach centre to stimulate discussion about the experience of the place around them. The majority of the workshop was dedicated to enabling the wide range of participants to provide their views on the Sunset Beach precinct. To provide a structure to their input, the community participants were asked questions such as:

- What would an ideal community of the future look like and how would it feel to live there?
- How would people in this ideal future community interact with each other?
- For such an ideal community to evolve at Sunset Beach, what existing elements would need to stay the same?
- What elements of Sunset Beach would need to change to enable an ideal community to evolve?
- What could be done to make the Sunset Beach centre come alive and buzz with human energy?

In addition, urban design analysis was undertaken for the Sunset Beach precinct that identified a range of issues in relation to the structure and character of the place.

Based on the participants' answers to the workshop questions and the findings of the urban design analysis, a preliminary set of scenario plans were prepared for presentation back to the participants at a second workshop in June 2013. After the presentation at the second workshop, the participants provided feedback on each of the precinct planning scenarios to enable them to be subsequently refined into a preferred scenario that aimed to achieve an approach that best matched the participant feedback.

The subsequently refined plans and ideas were again presented to the community participants at a third workshop in July 2013, by which time there was broad agreement on the direction of the precinct planning.

3.0 URBAN DESIGN ANALYSIS

To help inform the precinct planning process, a series of maps was produced to illustrate a range of considerations in respect to the overall structure of the Sunset Beach precinct.

Figure 3 illustrates how the existing place is perceived as a series of separate communities rather than a singular community, because the urban pattern of Sunset Beach is interrupted by swathes of open space and wide road reserves with limited pedestrian amenities. The Chapman River further separates Sunset Beach from adjacent communities to the south, whilst the North West Coastal Highway creates a barrier to the East.

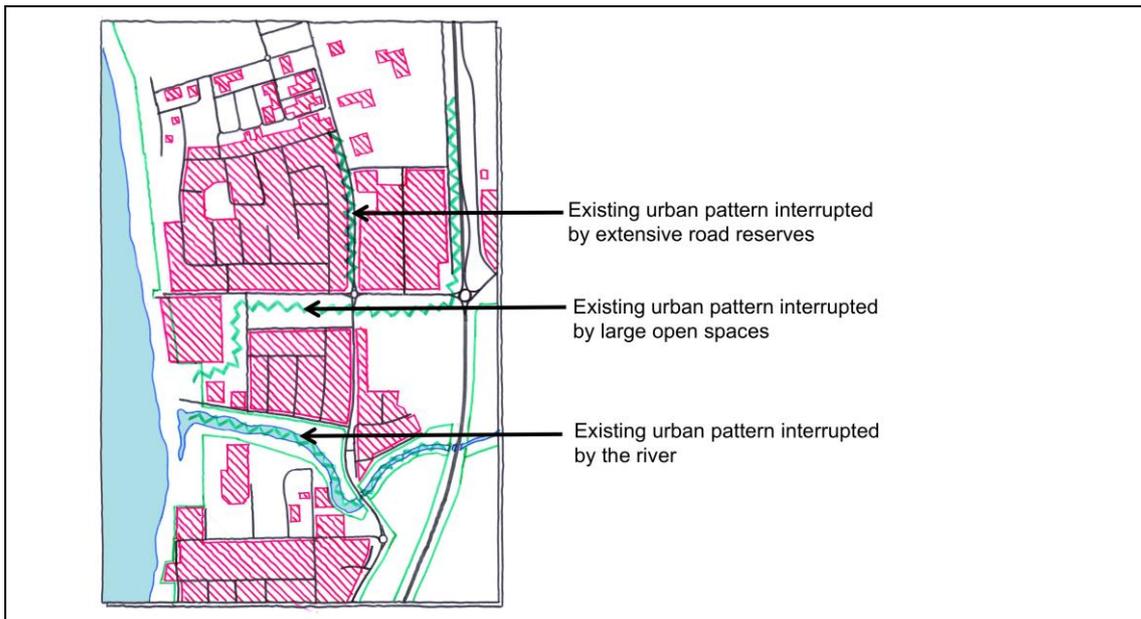


Figure 3: A place of divided communities

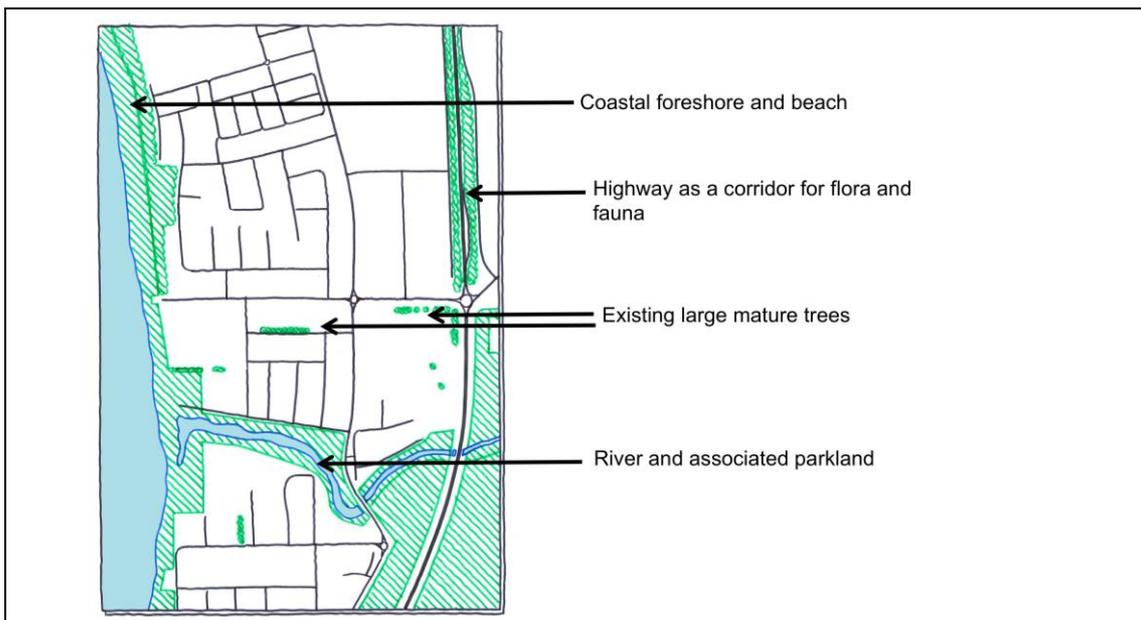


Figure 4: A place with green assets

Figure 4 illustrates the location and extent of significant 'green' assets within and around the precinct. The dune system of the coastal foreshore, the Chapman River and the remnant bushland in the North West Coastal Highway reserve effectively provide a landscape frame to Sunset Beach on three sides. Within the precinct, there are some significant stands of existing trees, particularly along the south side of Chapman Valley Road near the intersection with North West Coastal Highway.

Figure 5 illustrates that Sunset Beach has limited vehicle permeability, especially in comparison to a well-connected traditional street pattern. The lack of vehicle permeability arises from a subdivision pattern that utilises dead ends, as well as wide and long street blocks. The large tracts of parkland and other undeveloped spaces also accentuate the lack of permeability.

The consequence of poor vehicle permeability is that it focuses traffic onto a limited number of intersections and reduces the potential for good pedestrian permeability along well-lit and shady streets that offer passive surveillance from cars and adjacent properties.

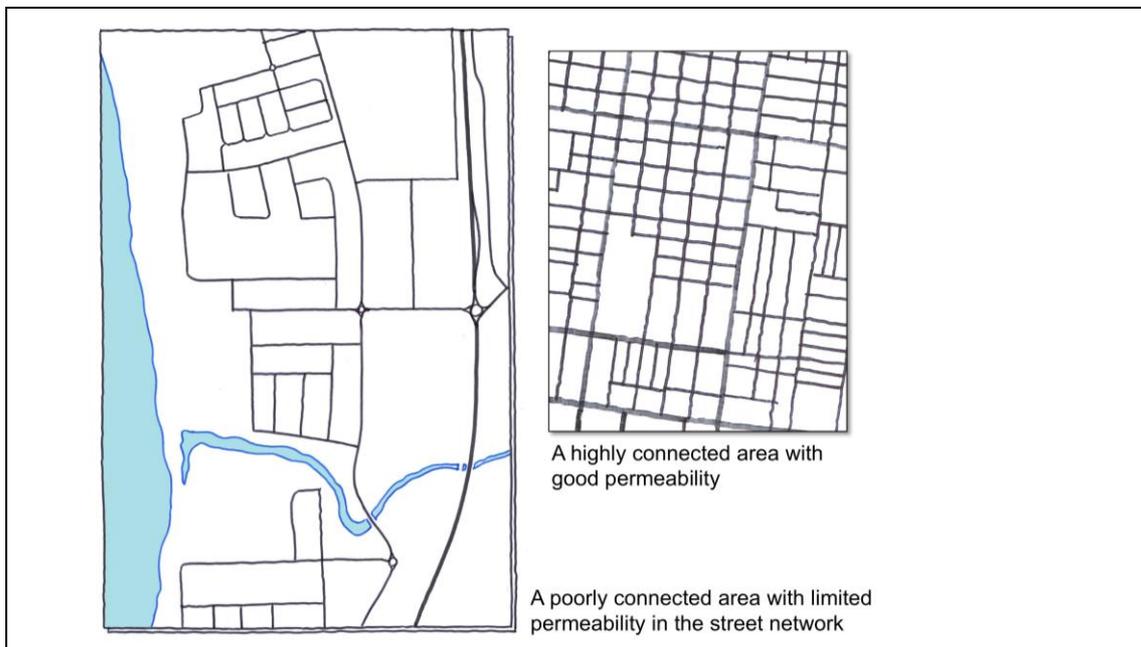


Figure 5: Limited permeability

Figure 6 illustrates the relative potential for land value based on the desirability of location for both residential and commercial land uses. The mapping indicates how the potential value of land increases in proximity to the ocean and the river (as a response to high residential amenity), the centre (as a desired location redevelopment at a higher density) and major roads (as a response to businesses seeking a location with high exposure to passing trade). In simple terms, **Figure 6** is essentially a map of where land uses want to be if given the chance.



Figure 6: Potential relative land values

Figure 7 illustrates the limited extent of the existing walkable catchment to the Sunset Beach centre. In comparison to a well-defined 'pedshed' of a good pedestrian catchment, the Sunset Beach pedshed has significant chunks missing as a result of the relatively long street blocks and the large area of undeveloped space to the south of the centre. As a consequence, a higher proportion of local visitors to the centre are likely to drive.

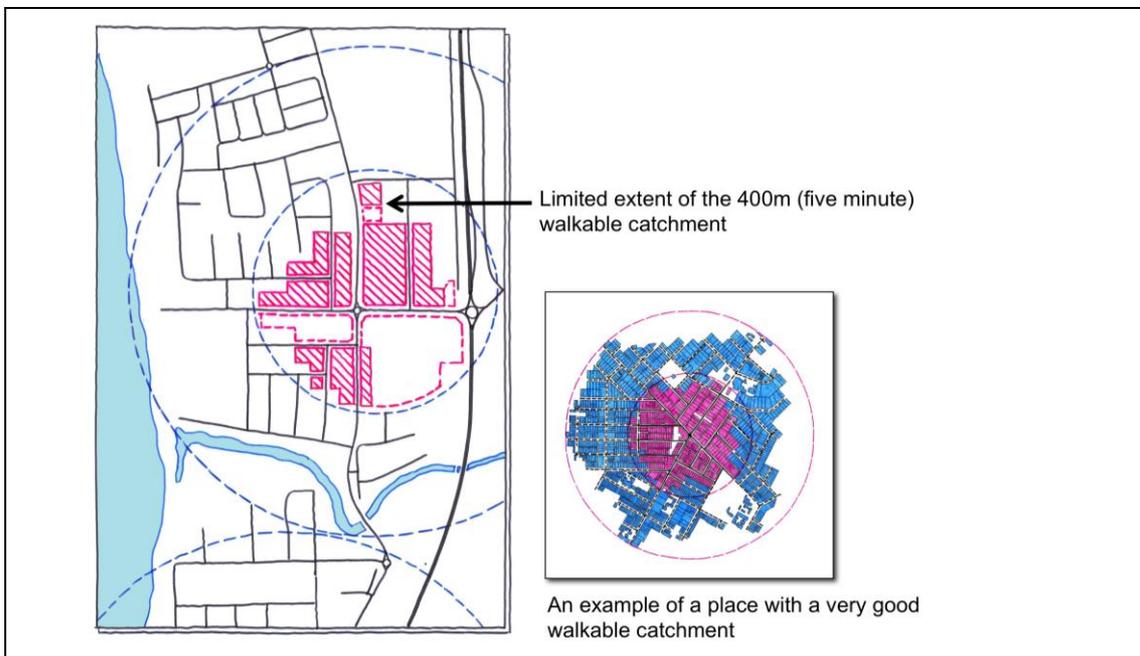


Figure 7: Centre walkability

Figure 8 illustrates where the most significant pedestrian routes are likely to be based on desire lines to the regional green assets such as the beach and the river foreshore, and to the centre. These are the streets where footpaths, street trees and opportunities for passive surveillance from adjacent dwellings should be considered as a priority.

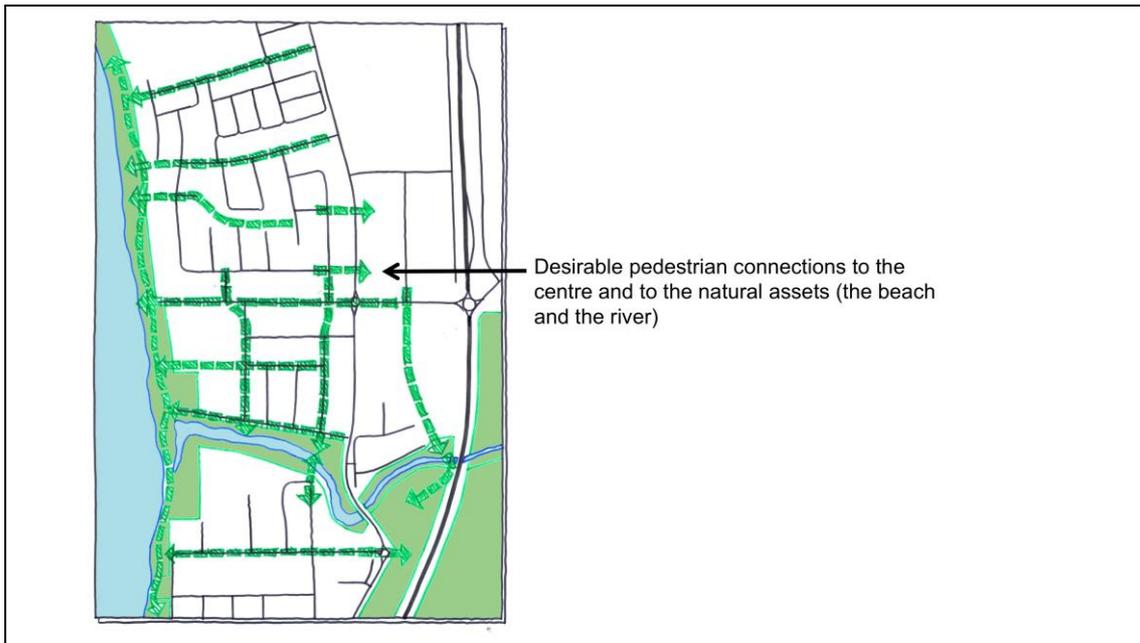


Figure 8: Pedestrian desire lines

In addition to the pedestrian desire lines to the regional green assets and the centre, **Figure 9** illustrates the likely pedestrian desire lines to bus stops associated with the future north-south high-frequency public transport spine identified in the ‘Geraldton 2029 and Beyond: Designing our City’ planning process for the city as a whole. Again, these pedestrian routes should be seen as the priority opportunities for footpaths and street trees. These routes could also inform where higher density residential development could be more appropriately located within an easy walk of public transport.

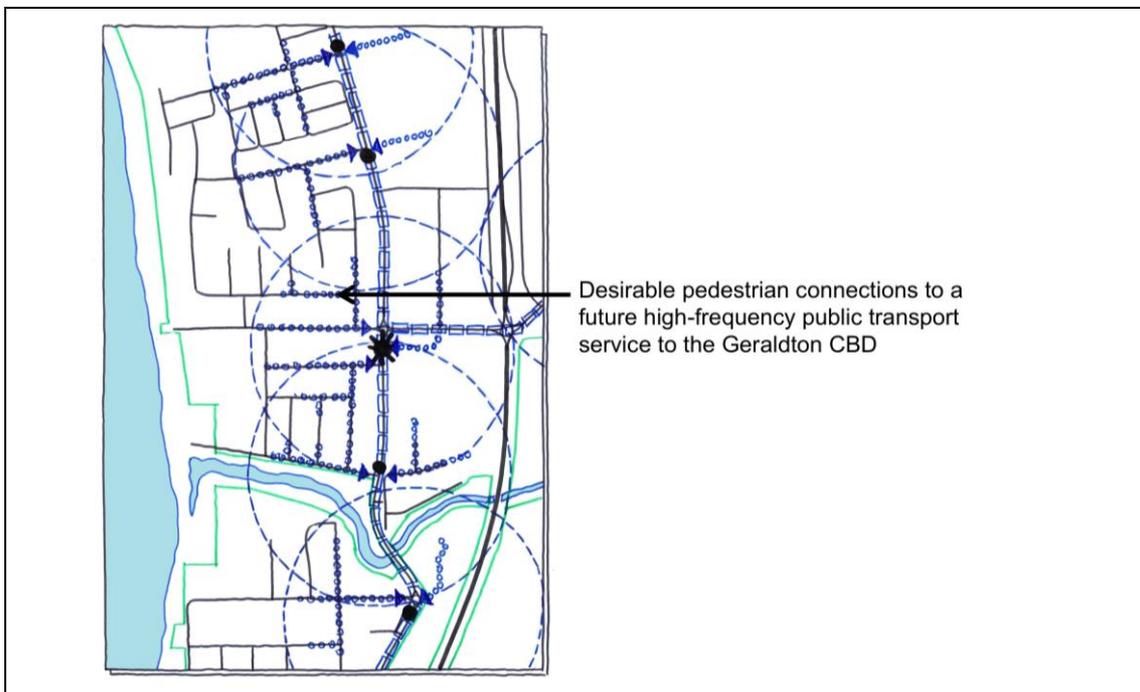


Figure 9: Walkability to future public transport

In addition to the above mapping, photographs of the study area were used to highlight both positive and negative aspects of the current state of the Sunset Beach precinct, some of which are reproduced in **Figures 10 and 11**.



Figure 10: Images of green assets and existing housing stock with character



Figure 11: Images of elements that detract from the Sunset Beach experience

4.0 GENERAL URBAN DESIGN PRINCIPLES

In response to the workshop participants' concerns and aspirations in relation to the Sunset Beach precinct, and with reference to the urban design analysis, and best practice in planning and urban design, the following suite of high-level principles was established for the Sunset Beach precinct planning process and the resultant precinct plan:

- Make the street and path networks more interconnected and understandable.
- Encourage the redevelopment or improvement of unsightly uncared-for spaces.
- Plan places to be friendly to pedestrians and cyclists, and to encourage motorists to slow down.
- Prioritise pedestrian amenity (such as footpaths, and shade trees) to encourage walking as a pleasant and comfortable alternative to car use.
- Improve pedestrian and bike access to the beach and the Chapman River foreshore.
- Incorporate quality landscape, especially trees, into the design of streets and public spaces.
- Establish community spaces where members of the community can meet, relax, interact with each other and hold community events.
- Establish places and activities that are worth walking to and will encourage pedestrian movement.
- Provide better play spaces for children and youths.
- Capitalise on the movement network to support the establishment of a greater range of local shops and services and the creation of more local jobs.
- Create a place that is better able to support a more frequent public transport service.
- Increase the diversity of homes within the area to provide different and relevant housing choices for different people.
- Focus development with higher residential densities in the core area adjacent to the village centre and close to public transport.
- Encourage redevelopment where it can provide passive surveillance opportunities to adjacent parkland.
- Identify a broader use of parks to make them more attractive and useable to everyone, and distribute park facilities to help differentiate the role of each park.
- Reinforce the identity of Sunset Beach through the use of landscape or landmark buildings or both at the main entrances to the precinct.

- Utilise funds from the development of any public land to improve recreational infrastructure, including any relocated elements such as the Pony Club.

5.0 SCENARIO TESTING

Having established a suite of general urban design principles, the next step in the Sunset Beach precinct planning process was to explore, through a series of planning scenarios, the implications of different intensities of future development. Four scenarios were identified, these were:

- Scenario 1: 'Do nothing'
- Scenario 2: 'Tentative'
- Scenario 3: 'Progressive'
- Scenario 4: 'Advanced'

5.1 Scenario 1: 'Do Nothing'

The premise behind Scenario 1 was to leave the area as it is for the foreseeable future and prioritise CGG funding and efforts into improving other areas with a greater community need and desire for change. As a consequence, there would be no rezoning to existing land, and no provision of new infrastructure of any significance. Whilst there may be some improvements to existing buildings over time, any improvements would likely be modest and isolated, driven by a particular owner's desire to expand, redevelop or renovate rather being driven by a common vision for the area.

Whilst there was little community support for 'doing nothing', it is still important to include Scenario 1 in the set of scenarios. Scenario 1 hasn't been illustrated for the simple reason that there are no proposed planning changes from the existing situation.

5.2 Scenario 2: 'Tentative'

The premise behind Scenario 2 was to identify what could be considered as the minimum amount of intervention to support the delivery of basic improvements to services and infrastructure, whilst minimising the impact on the existing nature of the place.

In summary, Scenario 2 envisaged a modest amount of development on public land to help fund infrastructure improvements such as streetscape improvements to the principal road network, the provision of a village green and a relocation of the beachside tourist facility to increase the width of the currently eroding coastal foreshore.

In detail, the precinct planning process identified a range of potential initiatives to improve the Sunset Beach precinct. These initiatives are summarised below, and are identified in **Figures 12 and 13**.



Figure 12: Scenario 2 – broader precinct

At the broader precinct scale, the potential initiatives for Scenario 2 include:

1. A new small village development with retail and mixed-use development centred on a new village green space. The scale of the development would be such that the retail component would be more likely to be small independent retailers rather than an additional supermarket chain.
2. Partial redevelopment of the vacant land (currently occupied by the Pony Club) to the east of Chapman Road as a residential subdivision with a diversity of housing types to help support the village centre.
3. Intensification of the southern portion of the 'special use' area, currently set aside for rural type businesses, with development of both residential and commercial areas. The intent being the residential area acts as an interface with the existing residential areas to the south and west and the commercial area faces the North West Coastal Highway where it would benefit from passing trade.
4. Rezoning of properties along principal streets and around major park edges to enable medium-density developments to help increase the size of the local resident community to a point where new local services can be sustained, and to renew and improve the existing streetscapes.
5. Selective rezoning of strategic lots to enable new pedestrian connections by securing new public land through the redevelopment process in exchange for increased development rights, or to improve the quality and safety of existing pedestrian access ways by enabling new development that can provide better passive security of the pedestrian access ways.
6. Rezoning of the older existing residential areas (not the recent subdivision to the north) to enable duplex development and, thus, stimulate reinvestment in the place and increase the size of the local resident community to a point where new local services can be sustained.
7. Relocating the tourist area eastwards away from the beach to increase the width of the currently eroding foreshore dunes and help secure the longer-term viability of the facility.

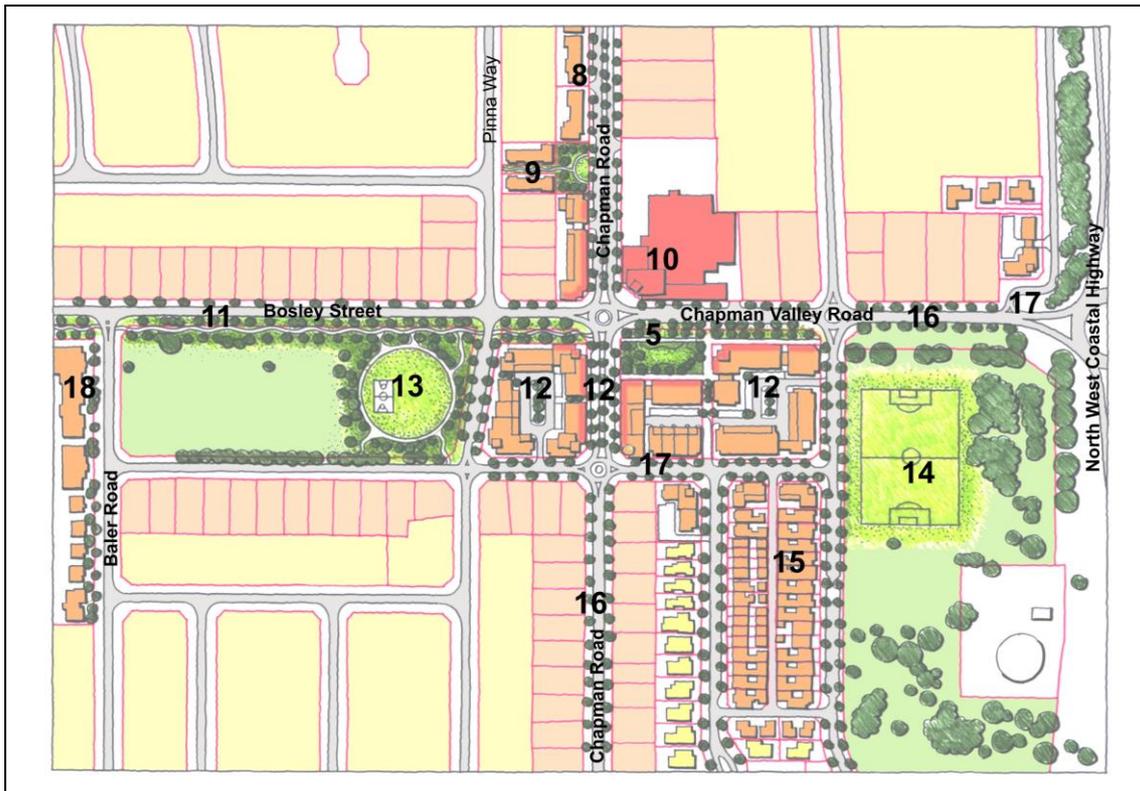


Figure 13: Scenario 2 – precinct core

Within the core area of the precinct, the potential initiatives for Scenario 2 include:

8. Realign Chapman Road north of the Bosley Street intersection to create developable lots on the western side. The realignment of the roadway eastwards could potentially create a strip of land on the western side of the road that is wide enough to be subdivided into developable residential and mixed-use lots.
9. Redevelop two adjacent lots somewhere along Pinna Way to enable the redevelopment to incorporate a pedestrian access way that provides the residents to the west with a 'shortcut' to the existing shops and future village centre.
10. Potentially expand the existing shopping centre towards the street and thereby, create a pedestrian friendly interface with Chapman Road.
11. Plant significant street trees, widen the southern verge, and improve the landscape to turn Chapman Valley Road and Bosley Street into a linear park/boulevard that leads to the beach.
12. Car parking associated with the village centre to be located either on-street or contained behind village centre buildings to maximise pedestrian amenity.
13. Establish a high amenity park space for passive recreation and children's play directly to the west of the village centre.

14. Establish a significant amount of the vacant land to the east of Chapman Road as dedicated parkland with potential for incorporating a local playing field.
15. Opportunities for new housing to address, and provide passive surveillance of, the eastern parkland.
16. Establish a street tree-planting program with priority given to the major streets, but with the potential to be extended to other streets subject to the availability of funds from the sale and development of vacant public land.
17. New road connections to provide better connectivity between existing residential areas and between existing and new areas. Better connectivity will also help to disperse local traffic and take the pressure off Chapman Road.
18. New development associated with the eastward relocation of the tourist area. The new development has the potential to be higher quality short-stay accommodation, rather than current caravan and portable accommodation, and could provide passive surveillance opportunities of Baler Road and the adjacent open space.

The response from the community members at the feedback workshop was mixed. Whilst there was general support for development and support for some of the specific initiatives, significant concern was expressed as to whether the proposed extent of interventions would be enough to deliver a 'step change' in the level of amenity. For example, some workshop participants would have preferred to see a centre development that incorporated a supermarket to provide competition to the existing operator, whilst other workshop participants were concerned that there were insufficient development opportunities to help fund park and street improvements throughout Sunset Beach.

5.3 Scenario 3: 'Progressive'

The premise behind Scenario 3 was to identify how much intervention would be required to support the delivery of the full range of services and infrastructure improvements that the community participants desired, whilst minimising the impact on the existing nature of the place.

In summary, Scenario 3 envisaged a significant amount of development on public land to help fund the infrastructure improvements identified in Scenario 2 as well as significant improvements to parkland and the establishment of a new beachside park.

In detail, the precinct planning process identified a range of potential initiatives to improve the Sunset Beach precinct. These initiatives are summarised below and are identified in **Figures 14 and 15**.



Figure 14: Scenario 3 – broader precinct

At the broader precinct scale, the potential initiatives for Scenario 3 include:

1. A larger village development with retail and mixed-use development centred on a new town square. The scale of the development would be sufficient to include a mix of retailers ranging from small independent retailers to an additional supermarket with the intention of promoting competition.
2. Significant redevelopment of the vacant public land to the east and west of Chapman Road to provide a range of high quality housing opportunities, many of which could have an aspect across new high quality parkland.
3. Intensification of the southern portion of the 'special use' area, currently set aside for rural type businesses, with development of both residential and commercial areas. The intent being that the residential area acts as an interface with the existing residential areas to the south and west and the commercial area faces the North West Coastal Highway where it would benefit from passing trade.
4. Rezoning of properties along principal streets and around major park edges to enable medium-density developments to help increase the size of the local resident community to a point where new local services can be sustained, and to renew and improve the existing streetscapes.
5. Selective rezoning of strategic lots to enable new pedestrian connections by securing new public land through the redevelopment process in exchange for increased development rights, or to improve the quality and safety of existing pedestrian access ways by enabling new development that can provide better passive security opportunities of the pedestrian access ways.
6. Retention of the low-density lifestyle in the older residential areas to ensure a supply of family-orientated housing.
7. Establish a new family-orientated beach node at the end of Swan Drive, including an upgrade of the existing open space and the provision of lawn and barbecues. The beach node could also include a café kiosk or adjacent restaurant facilities or both as a part of the redevelopment and upgrade of the caravan park into a tourist resort.

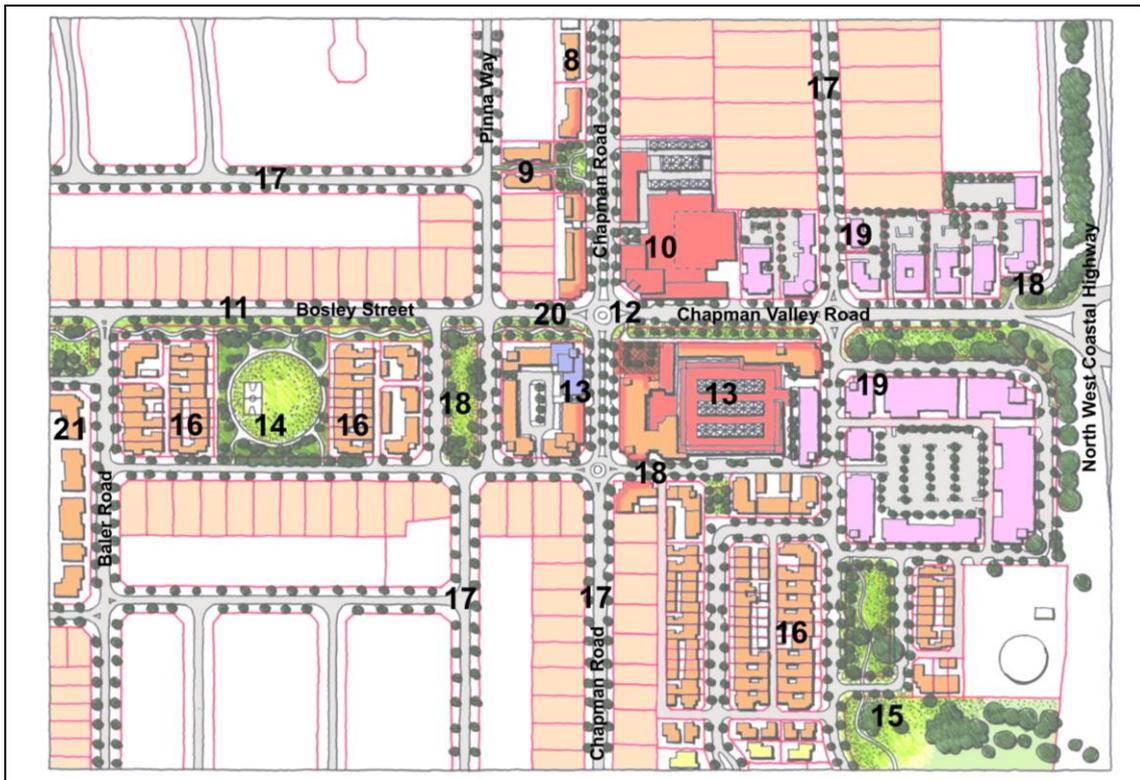


Figure 15: Scenario 3 – precinct core

Within the core area of the precinct, the potential initiatives for Scenario 3 include:

8. Realign Chapman Road north of the Bosley Street intersection to create developable lots on the western side. The realignment of the roadway eastwards could potentially create a strip of land on the western side of the road that is wide enough to be subdivided into developable residential and mixed-use lots.
9. Redevelop two adjacent lots somewhere along Pinna Way to enable the redevelopment to incorporate a pedestrian access way that provides the residents to the west with a 'shortcut' to the existing shops and future village centre.
10. Potentially expand the existing shopping centre towards the street and create a pedestrian friendly interface with Chapman Road.
11. Plant significant street trees, widen the southern verge, and improve landscape to turn Chapman Valley Road and Bosley Street into a linear park/boulevard that leads to the beach.
12. Creation of a town square with high quality finishes, art fresco opportunities and shady places for people to sit and meet each other.
13. Car parking associated with the village centre located either on-street or contained in covered decked parking under or over the shops to maximise pedestrian amenity.

14. Establish a high amenity park space for passive recreation and children's play directly to the west of the village centre.
15. Establish some of the vacant land to the east of Chapman Road as a dedicated park with a landscaped parkland connection to the Chapman River foreshore.
16. Provide opportunities for new housing to address, and provide passive surveillance of, the improved eastern and western parklands.
17. Establish a street tree-planting program for all streets that provide for pedestrian connectivity.
18. New road connections to provide better connectivity between existing residential areas and between existing and new areas. Better connectivity will also help to disperse local traffic and take the pressure off Chapman Road.
19. Establish an office-based employment area with easy access to the North West Coastal Highway to compliment the new town centre, expand the range of local services and provide more local employment opportunities.
20. Provide a modest community hall facility in the heart of the centre facing the new town square.
21. New residential development adjacent to the eastward relocation of the tourist area. The new development could provide an interface between the short-stay residents to the west and the park to the east, and could provide passive surveillance of both Baler Road and the adjacent Bosley Street parkland.

5.4 Scenario 4: 'Advanced'

The premise behind Scenario 4 was to identify how much development would be proposed if the area was a new greenfield site without the constraint of an existing community, and if development was to occur at an intensity consistent with contemporary planning practice.

In summary, Scenario 4 envisaged the maximum amount of development on public land to help fund all of the infrastructure improvements identified by the participants at the first workshop.

In detail, the precinct planning process identified a range of potential initiatives to improve the Sunset Beach precinct. These initiatives are summarised below, and are identified in **Figures 16 and 17**.



Figure 16: Scenario 4 – broader precinct

At the broader precinct scale, the potential initiatives for Scenario 4 include:

1. A significant village development with retail and mixed-use development centred on a new town square. The scale of the development would be sufficient to include a mix of retailers ranging from small independent retailers to an additional full-size Coles/Woolworths supermarket that would attract other major retailers to collocate.
2. Significant redevelopment of the vacant public land to the east and west of Chapman Road to provide a range of high quality housing, parkland, to augment the retailing and create a cohesive and diverse village.
3. Intensification of the southern portion of the 'special use' area, currently set aside for rural type businesses, with development of both residential and commercial areas. The intent being that the residential area acts as an interface with the existing residential areas to the south and west and the commercial area faces the North West Coastal Highway where it would benefit from passing trade.
4. Rezoning of properties along principal streets and around major park edges to enable medium-density developments to help increase the size of the local resident community to a point where new local services can be sustained, and to renew and improve the existing streetscapes.
5. Selective rezoning of strategic lots to enable new pedestrian connections by securing new public land through the redevelopment process in exchange for increased development rights, or to improve the quality and safety of existing pedestrian access ways by enabling new development that can provide better passive security of the pedestrian access ways.
6. Modest rezoning of the existing residential areas to stimulate reinvestment and redevelopment of large lots into family-orientated housing but on smaller lots.
7. Establish a Commercial/Employment corridor orientated towards the North West Coastal Highway to provide business exposure, which connects the village centre to the commercial part of the special use area to the north.
8. Establish a new family-orientated beach node at the end of Swan Drive, including an upgrade of the existing open space and the provision of lawn and barbecues. The beach node would also include a café kiosk or adjacent restaurant facilities or both as a part of the redevelopment and upgrade of the caravan park into a tourist resort, which could also incorporate a parkland spine that provides direct pedestrian access to the beach node from Bosley Street.

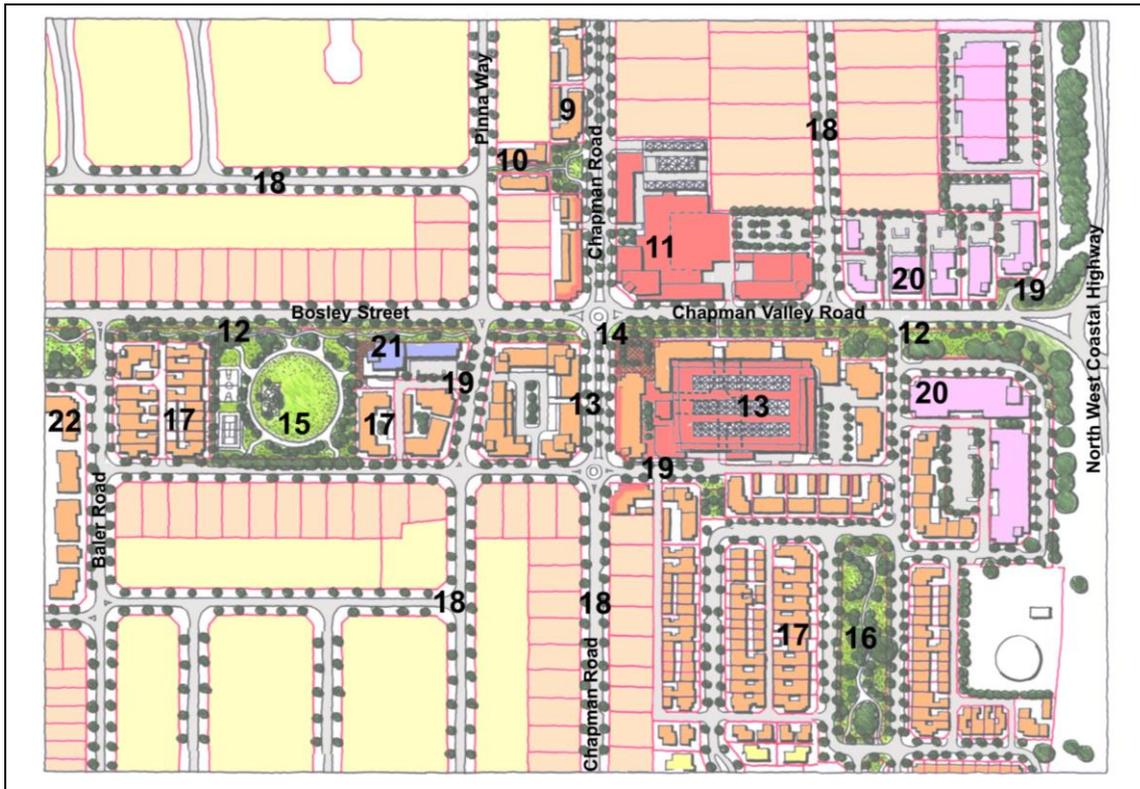


Figure 17: Scenario 4 – precinct core

Within the core area of the precinct, the potential initiatives for Scenario 4 include:

9. Realign Chapman Road north of the Bosley Street intersection to create developable lots on the western side. The realignment of the roadway eastwards could potentially create a strip of land on the western side of the road that is wide enough to be subdivided into developable residential and mixed-use lots.
10. Redevelop two adjacent lots somewhere along Pinna Way to enable the redevelopment to incorporate a pedestrian access way that provides the residents to the west with a 'shortcut' to the existing shops and future village centre.
11. Potentially expand the existing shopping centre towards the adjacent streets and create a pedestrian friendly interface with both Chapman Road and Chapman Valley Road.
12. Plant significant street trees, widen the southern verge, and improve landscape to turn Chapman Valley Road and Bosley Street into a linear park/boulevard that leads to the beach.
13. Car parking associated with the village centre located either on street or contained in covered decked parking under and/or over the shops to maximise pedestrian amenity.

14. Create a town square with high quality finishes, al fresco opportunities and shady places for people to sit and meet each other.
15. Establish a high amenity park space for passive recreation and children's play directly to the west of the village centre.
16. Create a high quality landscaped parkland corridor connecting the village centre to the Chapman River foreshore.
17. Provide opportunities for new housing, potentially including retirement housing, to address and provide passive surveillance opportunities of the parkland corridor to the river and the western community park.
18. Establish a street tree-planting program for all streets that provides for pedestrian connectivity.
19. New road connections to provide better connectivity between existing residential areas and between existing and new areas. Better connectivity will also help to disperse local traffic and take the pressure off Chapman Road.
20. Establish an office-based employment area with easy access to the North West Coastal Highway to compliment the new town centre, expand the range of local services and provide more local employment opportunities.
21. Provide a new community hall and associated facilities adjacent to the western parkland on Bosley Street with close proximity to the village centre.
22. New residential development adjacent to the eastward relocation of the tourist area. The new development could provide an interface between the short-stay residents to the west and the park to the east, and could provide passive surveillance of both Baler Road and the adjacent Bosley Street parkland.

5.5 Community Feedback

The community members who attended the community feedback workshop on the 10 June 2013 provided extensive comments on each of the four scenarios. In summary, the feedback from the workshop participants was that:

- Doing nothing was not a popular option. Participants recognised that there was clearly room for improvement.
- Reinvestment in the area is good as long as it's not overdone.
- There was a preference for a decent sized village centre with a range of facilities.
- There was a desire to keep development to no more than two storeys in the residential areas; there were mixed views on rezoning of the existing areas.

- There was a strong desire to maintain or improve access to the river and beach.
- There was strong support to upgrade the caravan park and move it further away from the beach to enable a more continuous and usable foreshore.
- More trees, especially in the streets would fundamentally change and improve the character and the amenity of Sunset Beach, and there was a strong preference for native species.
- Streetscape is really important – pedestrian footpaths, trees, lighting, landscape, provision for on-street car parking, etc
- The City should ensure that parks include provision for activities and recreational uses rather than just leaving them as empty spaces.
- The Pony Club land would be better used for uses that directly benefit the community.
- The City should introduce traffic calming measures to reduce traffic speeds and tame aggressive driver behaviour.
- The planning for the new village centre should provide a town square or village green as a place for the community to meet and to provide a greater range of shops, cafes and other activities.
- There should be a connected network of pedestrian/cycle paths particularly down the coast.
- The bus services need to be more direct and more frequent.
- There should be provision for over-sized parking bays for caravan visitors (grey nomads) who provide valuable patronage at local services.
- The City should use the proceeds from development to fund local improvements, rather than direct the funds to other parts of the city.
- There needs to be something special at the arrival points to welcome visitors and provide a sense of identity to the local community.
- There needs to be different types of housing for different people, particularly the aged. New higher density housing should be focussed around the amenity of centres and parks.
- The land adjacent to the village centre is an ideal location for a retirement village, but not in the conventional format of a walled enclosure, and that has a seamless integration with the rest of the village (which is the current trend in the retirement industry).

From the above feedback, it became apparent that Scenario 4 was almost a perfect fit with the community members' comments.

6.0 PREFERRED PRECINCT PLAN

The preferred precinct plan broadly consists of Scenario 3, albeit with a few extra elements.

6.1 Precinct Structure



Figure 18: Preferred precinct plan structure

The principal elements of the preferred precinct plan, as indicated in **Figure 18**, are:

1. A larger village development with retail and mixed-use development centred on a new town square. The scale of the development would be sufficient to include a mix of retailers ranging from small independent retailers to an additional supermarket with the intention of promoting competition.

2. Significant redevelopment of the vacant public land to the east and west of Chapman Road to provide a range of high quality housing opportunities, many of which could have an aspect across new high quality parkland.
3. Retention of the 'Special Use' area as identified in the Glenfield Structure Plan for residents to operate the type of large-scale home based businesses that would be inappropriate in a normal urban residential area. *Note: this was advised by the City of Greater Geraldton after the initial workshop process to ensure a supply of land for the existing 'special uses' and to avoid undermining the Sunset Beach neighbourhood centre with an oversupply of commercial land.*
4. Rezoning of properties along principal streets and around major park edges to enable medium-density developments to help increase the size of the local resident community to a point where new local services can be sustained, and to renew and improve the existing streetscapes.
5. Selective rezoning of strategic lots to enable new pedestrian connections by securing new public land through the redevelopment process in exchange for increased development rights, or to improve the quality and safety of existing pedestrian access ways by enabling new development that can provide better passive security opportunities of the pedestrian access ways.
6. Retention of the low-density lifestyle in the older residential areas to ensure a supply of family-orientated housing.
7. Establishment of a new family-orientated beach node at the end of Swan Drive, including an upgrade of the existing open space and the provision of lawn and barbecues. The beach node could also include a café kiosk or adjacent restaurant facilities as a part of the redevelopment and upgrade of the caravan park into a tourist resort.

6.2 Central Area

The principal elements of the central area of the preferred precinct plan as indicated in **Figure 19** are:

8. Realignment of Chapman Road north of the Bosley Street intersection to create developable lots on the western side. The realignment of the roadway eastwards could potentially create a strip of land on the western side of the road that is wide enough to be subdivided into developable residential and mixed-use lots.
9. Redevelopment of two adjacent lots somewhere along Pinna Way to enable the redevelopment to incorporate a pedestrian access way that provides the residents to the west with a 'shortcut' to the existing shops and future village centre.

10. Potential expansion of the existing shopping centre towards the street to create a pedestrian friendly interface with Chapman Road.
11. Significant street tree planting, a widening of the southern verge, and improved landscaping to turn Chapman Valley Road and Bosley Street into a linear park/ boulevard that leads to the beach.
12. Creation of a town square with high quality finishes, al fresco opportunities and shady places for people to sit and meet each other.
13. Car parking associated with the village centre located either on street or contained in covered decked parking under or over the shops to maximise pedestrian amenity.
14. Establishment of a high amenity park space for passive recreation and children's play directly to the west of the village centre.
15. Establishment of the remaining vacant land to the east of Chapman Road as a dedicated park with a landscaped parkland connection to the Chapman River foreshore.
16. Opportunities for new housing to overlook and provide passive surveillance of the eastern parkland.
17. Establishment of a street tree-planting program for all streets that provide for pedestrian connectivity.
18. New road connections to provide better connectivity between existing residential areas and between existing and new areas. Better connectivity will also help to disperse local traffic and take the pressure off Chapman Road.
19. Establishment of an office-based employment area with easy access to the North West Coastal Highway to compliment the new town centre, expand the range of local services and provide more local employment opportunities.
20. Provision of a modest community hall facility in the heart of the centre facing the new town square.
21. New residential development adjacent to the eastward relocation of the tourist area. The new development could provide an interface between the short-stay residents to the west and the park to the east, and could provide passive surveillance of both Baler Road and the adjacent Bosley Street parkland.
22. Provision of over-sized parallel bays on Chapman Valley Road for visiting caravan tourists (Grey Nomads). The location (indicated in more detail in **Figure 20**, is conveniently accessed from the North West Coastal Highway, close to the village centre, and the roundabout at Chapman Road that provides a turn-around facility.

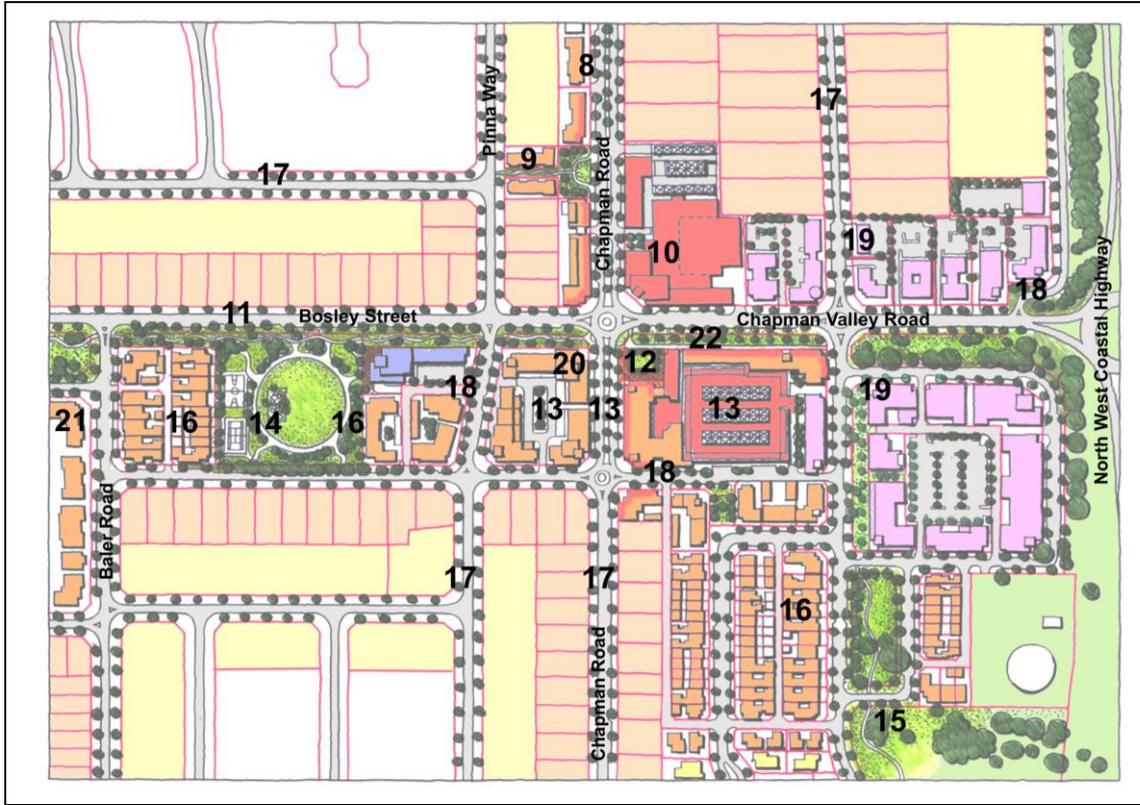


Figure 19: Preferred precinct plan central area

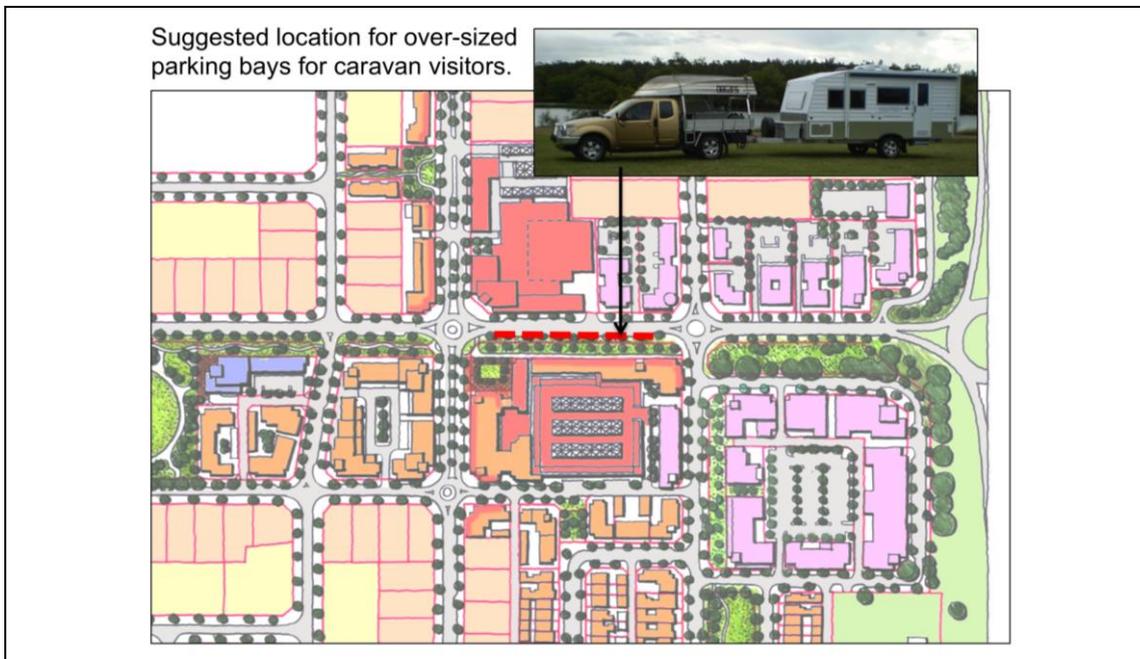


Figure 20: Visitor bays for caravans

6.3 Housing Diversity

A key message from the local community and from the precinct planning process was the need for a greater diversity of housing to accommodate a diverse range of housing needs. Whilst the conventional family house is well represented in the Sunset Beach area, there is a lack of smaller and more affordable housing types for both younger and older people.



Figure 21: Typical small lot housing types for new development near centres



Figure 22: Typical mid-size housing types for new residential areas

The development industry in WA is getting better at providing alternative houses, and a sample of the range of housing types that are being constructed in suburban settings is illustrated in **Figures 21, 22 and 23**. However, some of these housing types require a specific lot size, so some of these house types, particularly those that require access to a rear lane, may only be applicable to the future subdivision areas and other larger redevelopment sites in the Sunset Beach area.



Figure 23: Typical medium-density apartment housing on small to medium sized lots

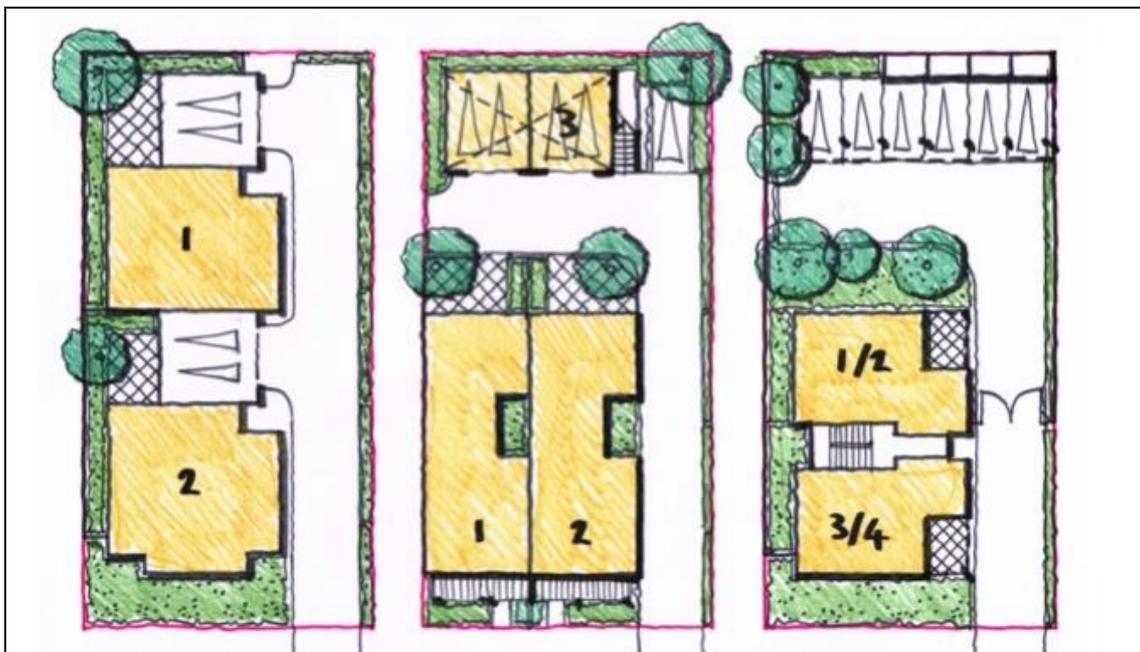


Figure 24: Different configurations for redevelopment of a typical existing lot

The precinct planning process investigated how a typical existing lot in the Sunset Beach area might be redeveloped, to demonstrate that there are

alternative building forms to the conventional duplex (a house behind a house) arrangement. **Figure 24** shows a typical duplex arrangement and, how either two houses or four apartments could be developed as an alternative and deliver a good streetscape as well.

In addition to the redevelopment of the residential areas around the neighbourhood cores, the neighbourhood cores themselves offer the opportunity for alternative housing types in the form of mixed-use development with apartments above the shops and office suites. Examples of successful neighbourhood-scaled mixed-use development in other places are depicted in **Figure 25**.



Figure 25: Example of mixed-development at a neighbourhood centre scale



Figure 26: Potential location of an 'open' retirement complex

A significant number of the local community participants in the precinct planning workshops expressed concern about the lack of retirement options given the older age range of the current residents. A potential response to this issue is to consider the use of some of the vacant land to the south of the proposed village centre as a retirement development (refer to **Figure 26**), however not in the conventional format of a walled enclosure, but as a seamless integration with the rest of the village, which is actually the current trend in the retirement industry.

Whilst the provision of smaller dwelling types is necessary to increase the diversity of housing choice, it can be taken too far. As such, it is important to ensure that larger family-orientated homes are retained as part of the housing mix in Sunset Beach. An outcome of the precinct planning process is a recommendation to retain some of the existing areas for large lots and, thus, prevent further subdivision. The suggested areas to be retained for larger family-orientated homes are identified in **Figure 27**.

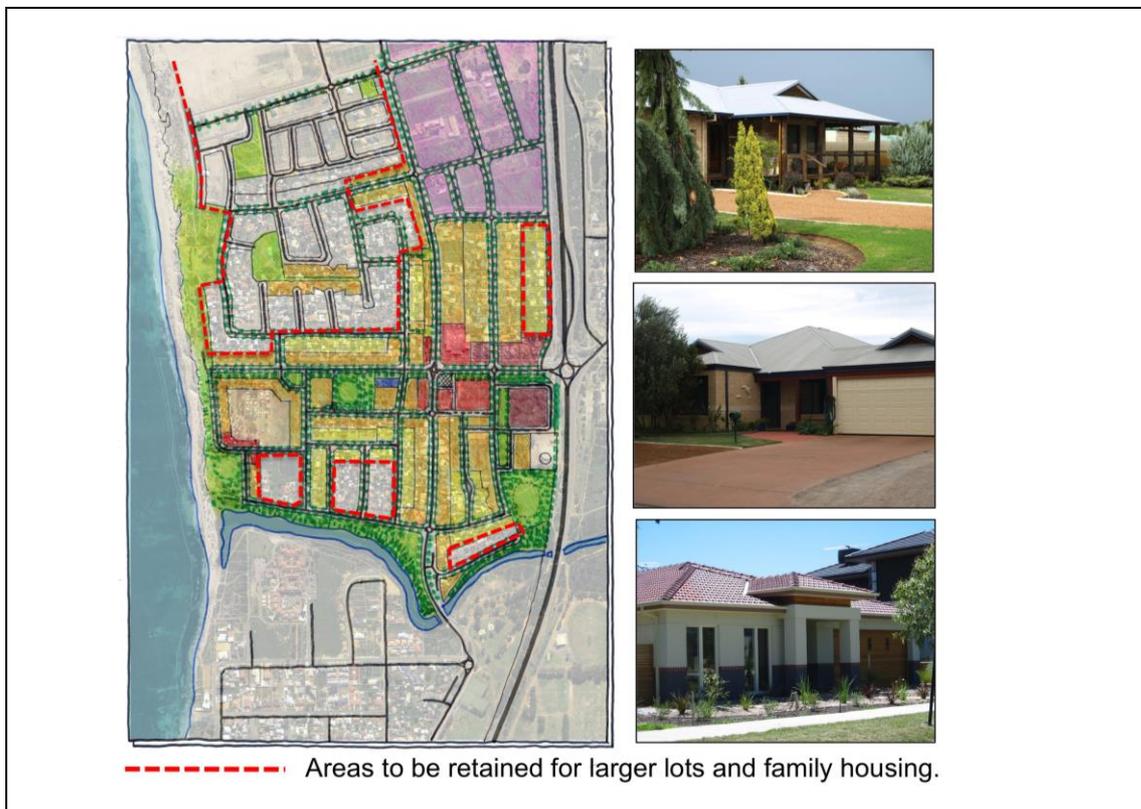


Figure 27: Areas retained for family-orientated single dwellings

6.4 Streetscape Improvements

The funds that are realised from the development of vacant public land could be used to help fund significant improvements to the public domain, for which the City of Greater Geraldton has a responsibility.

A higher standard of public domain:

- Is more likely to attract new investment to the area
- Provides confidence to existing and prospective residents that Council is committed to the Sunset Beach area
- Encourages walking as a comfortable and attractive alternative land use
- Improves community formation and interaction between local residents.

Given that there is a significant cost to local government in respect to the improvement of streetscapes, it may be prudent to prioritise which streets provide the greatest value in respect to better pedestrian and visual amenity.

The priority streets should be those that:

- Lead to significant pedestrian destinations such as the village centre, the beach, the river and bus stops
- Are currently significantly blighted by wide reserves and higher traffic volumes
- Signify an entry point into the Sunset Beach area.

An initial appraisal undertaken in the precinct planning process of the streets in the overall Sunset Beach precinct has indicated that the priority streets should be those identified in yellow and blue in **Figure 28**.



Figure 28: Priority streets for streetscape improvements

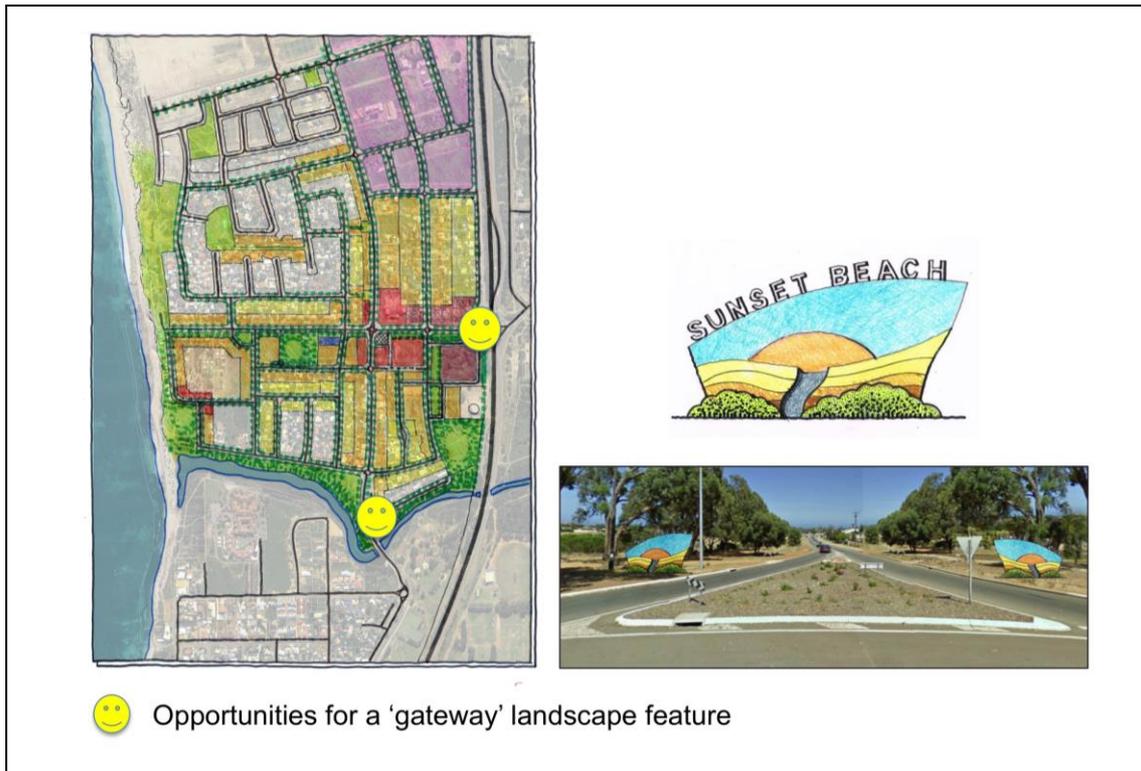


Figure 29: Gateway locations to the Sunset Beach area

In addition to the streets identified in **Figure 28**, there are three entry points to the Sunset Beach precinct area that are suited to the provision of an entry statement that announces visitors' arrival at Sunset Beach. These 'gateway' locations are identified in **Figure 29**.

Streetscape improvements can be relatively simple and, depending on the exact location might involve a combination of:

- Planting street trees
- Laying footpaths
- Establishing a native nursery for hardy groundcover plants to supply residents who are prepared to plant and maintain their verges
- Introducing on-street parking bays to reduce the carriageway width and the ambient speed of traffic
- Introducing cycle lanes to reduce the carriageway width and the ambient speed of traffic
- Introducing kerb nibs at intersections to reduce the pedestrian travel distance across carriageways
- Providing median islands at crossing locations with higher pedestrian numbers and on busier pedestrian routes
- Encouraging redevelopment with smaller front setbacks and windows facing the street
- Locating power lines underground and introducing new light poles.

An example of how the streetscape might be improved along Chapman Road is suggested in **Figure 30**.



Figure 30: Example of how streetscapes could be improved

6.5 Parkland Improvements

In addition to streetscape improvements, the City of Greater Geraldton has a high capacity to improve the quality of the parkland within the Sunset Precinct.

Park improvements may range from simple initiatives such as providing more park furniture (seating, bins etc) and planting more trees for shade, to significant park upgrades that include the provision of community gardens, sports infrastructure, play equipment and shade structures and creating parks with multiple uses.

Given that there are a number of different existing and potential areas of parkland of different scales in Sunset Beach, there is a strong logic to differentiate between them by ensuring they have distinctly different uses.

The diversity of parkland types may include:

- Multiple-use parks with flexible spaces for a variety of uses
- Riverside parkland with an emphasis on walk/cycling trails and natural habitat to support biodiversity
- Beachside parkland with lawns and family facilities
- A piazza/town square space in the village centre
- Small local parks with children's play equipment
- Larger local parks with kick-about space
- Specialised parkland such as 'community gardens'.

The potential locations for some of the above parkland types are illustrated in **Figure 31**.



Figure 31: Diversity of park types and uses

Additionally, some of these recreational activities can be co-located in the same park to create a dominant and well-used park. Examples of the types of landscape spaces and activities that could work together in a multiple-use parkland to the west of the village centre are indicated in **Figure 32**.



Figure 32: Example of spaces and functions in a multiple-use park

Figure 33 provides an indication as to the type and scale of space that could be integrated into the planning and design of the future village centre near the intersection of Chapman Road and Chapman Valley Road.



Figure 33: Potential for a town square

The foreshore reserve at the western end of Swan Drive is an excellent opportunity to establish a family-orientated foreshore park of regional significance for both locals and tourists, as suggested in **Figure 34**.



Figure 34: Potential for a significant beach park

A number of community members who attended the precinct planning workshops identified a desire for an area of public space within Sunset Beach to be set aside for community gardens, to promote community interaction and

enable people to grow their own produce. **Figure 35** identifies a couple of potential locations for the establishment of a community garden.



Figure 35: Potential locations for a community garden

6.6 Pedestrian and Cyclist Network Improvements

With rising fuel prices, a growing awareness of the environmental impact of car use, and increasing level of obesity in the broader community, there is a growing realisation that there is a need to provide for walking and cycling as an alternative to travel by car and to encourage healthier lifestyles.

From the precinct planning perspective, this means ensuring that there is a well-connected and permeable network of pedestrian and cycle paths. In parts of the precinct the existing road network is relatively well connected. However future development of portions of the vacant land provides the opportunity for new streets that can improve local connectivity. In other parts of the precinct, specific design solutions may be required in strategic locations - such as opposite the existing shopping centre on Chapman Road - to provide pedestrian connectivity where none currently exist.

In addition to forging new street and other pedestrian and cyclist connections, the quality of the pedestrian and cyclist experience needs to be high in order to make walking and cycling an attractive alternative to driving. Given the cost of improving the streetscape (providing footpaths, improving intersections and crossing point, landscaping and planting street trees, it is important to prioritise the streets that connect destinations (such as parks and the village centre) and create a legible connected network. In addition to the priority streets identified for streetscape improvement (illustrated in **Figure 28**), the precinct planning process has identified a suggested network of priority routes for the provision of shared paths (pedestrians and cyclists) and other key pedestrian routes, which is illustrated in **Figure 35**. Naturally, there is a strong correlation between these routes and the priority streets for streetscape improvements.

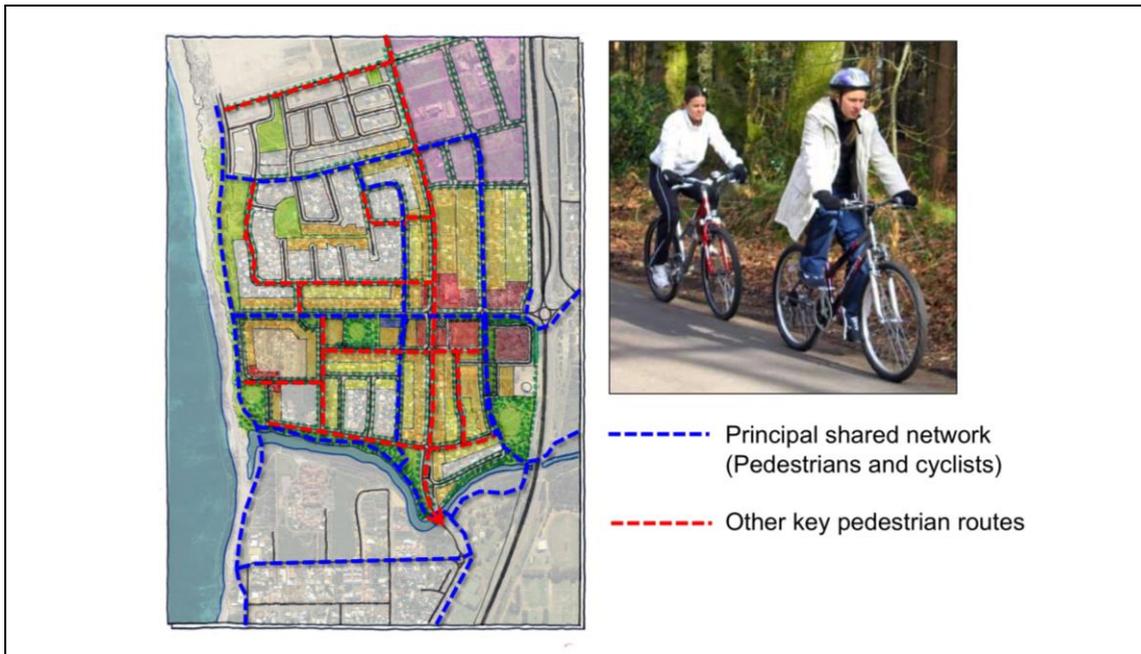


Figure 36: Principal pedestrian and cycle routes through Sunset Beach

Particular attention needs to be given towards pedestrian connectivity to the beach and the river, both in respect to creating additional connections or improving the amenity of existing connections as indicated in **Figure 37**. A particularly important pedestrian and cyclist connection in respect to the beach is the establishment of a new foreshore path between the river mouth and the end of Bosley Street. To achieve this, the caravan park needs to be relocated eastwards to provide sufficient foreshore to achieve the link (refer to **Figure 38**). Moving the caravan park will also protect it from the periodic erosion of the adjacent foreshore.

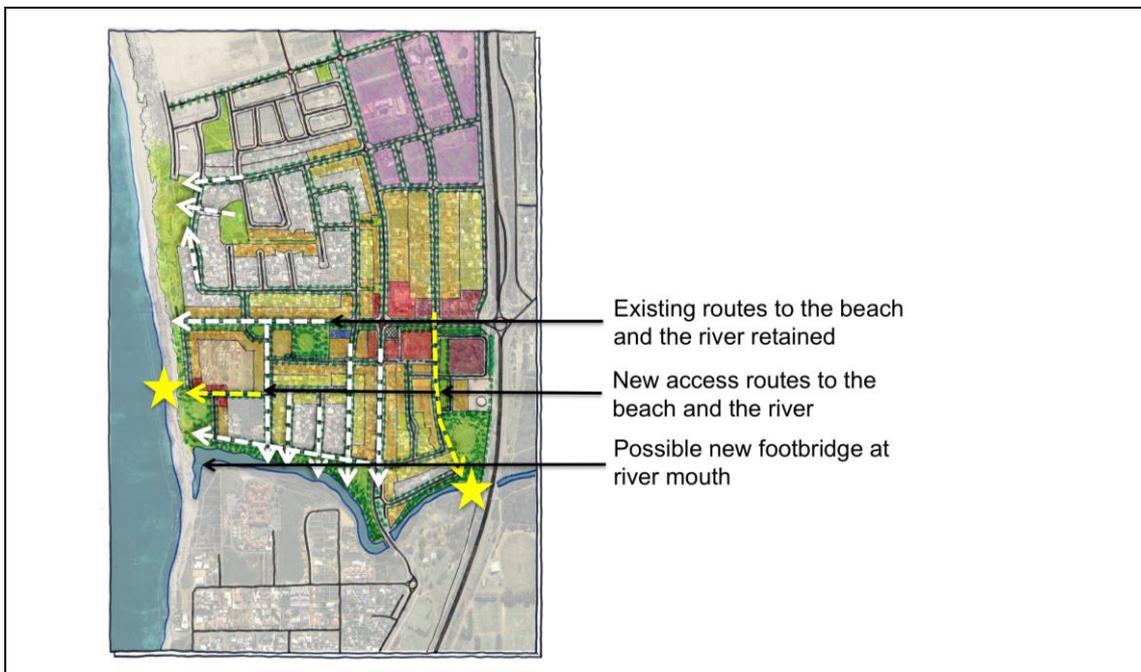


Figure 37: Improvement of pedestrian access to the beach and river

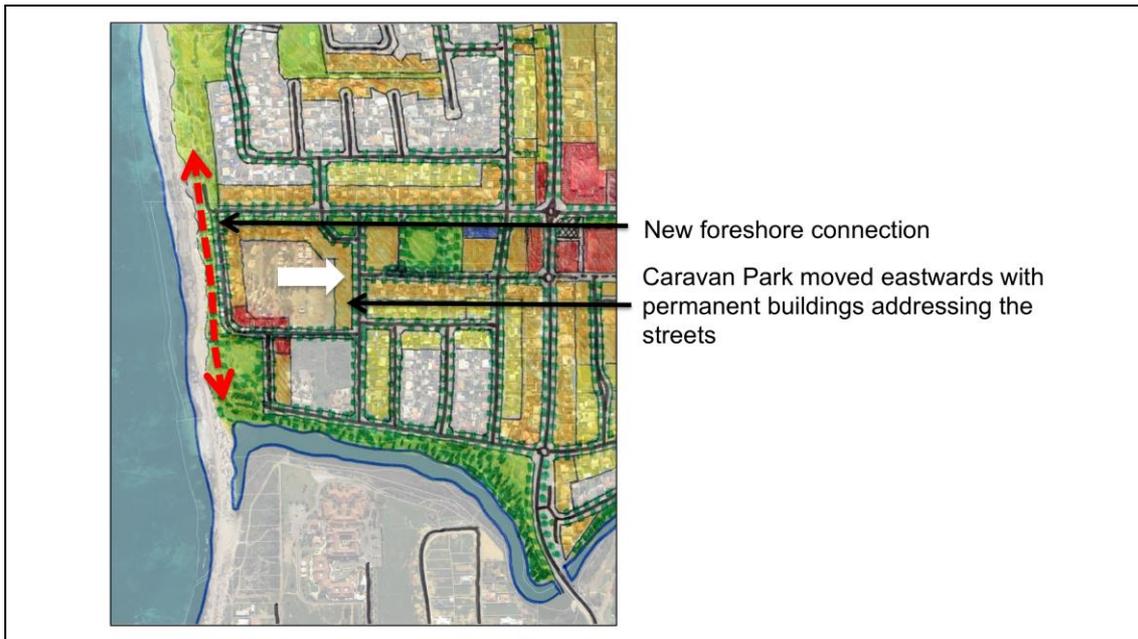


Figure 38: Establishing an important coastal connection

In respect to street connections, an important component of improving pedestrian and cyclist amenity is the management of traffic behaviour to reduce ambient traffic speeds. **Figure 39** identifies a number of different approaches to traffic ‘calming’ such as reducing carriageway widths, encouraging on-street parking (mobile traffic calming), and introducing splitter islands and pinch points.

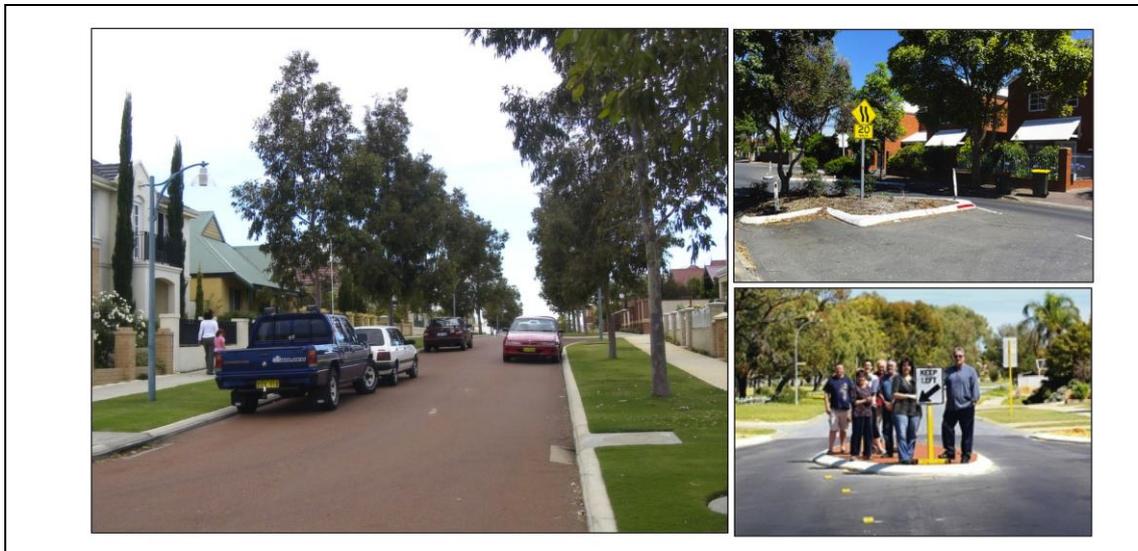


Figure 39: Examples of traffic calming initiatives

6.7 Public Art

Public art is a good way of expressing a sense of place and helping a community to identify with where it lives. Public art is at its most effective when local artists produce the artwork working with community members, and when the artwork is integrated into the fabric of a place. Examples of the integration of public art are illustrated in **Figure 40** and include:

- Murals on existing blank and highly visible walls
- Sculptures that double as seating or play/climbing equipment for children
- Decoration of infrastructure items such as bins, signs and lamp poles
- Paving murals in focal areas such as parks and neighbourhood centres.

A public art program in the Sunset Beach precinct would be an ideal compliment to the other ideas suggested in the precinct planning process.



Figure 40: Example of the integration of public art to express a community's identity

6.8 Public Transport

As Greater Geraldton grows and the cost of car ownership rises, public transport will place an increasingly important role on how people travel around the city. The precinct planning process explored how a more direct bus route might serve Sunset Beach as part of a high frequency north-south bus route linking the future suburbs to the north and northeast back to the Geraldton city centre via Sunset Beach (refer to **Figure 41**), rather than the current low-frequency service that meanders slowly through the residential areas. A more direct service would provide a more attractive and convenient means of access to neighbouring places such as Bluff Point, and onwards to the Geraldton city centre and the tertiary education and health precinct.

Whilst these are suggested routes it should be noted that, ultimately, the Public Transport Authority has responsibility for determining bus routes.

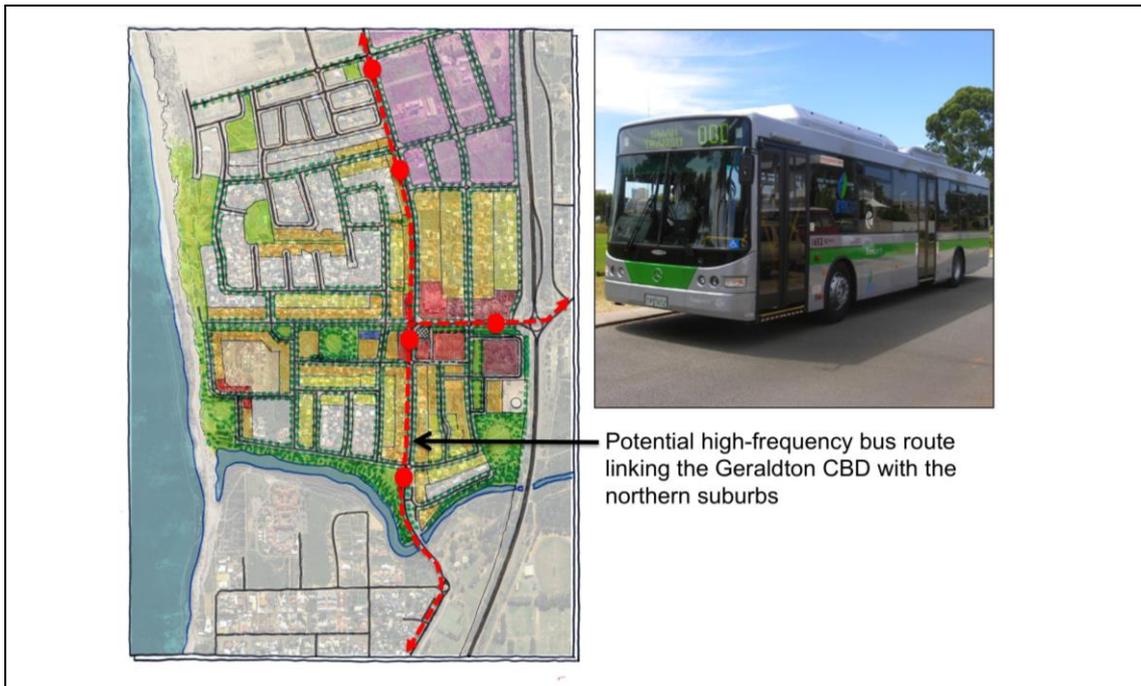
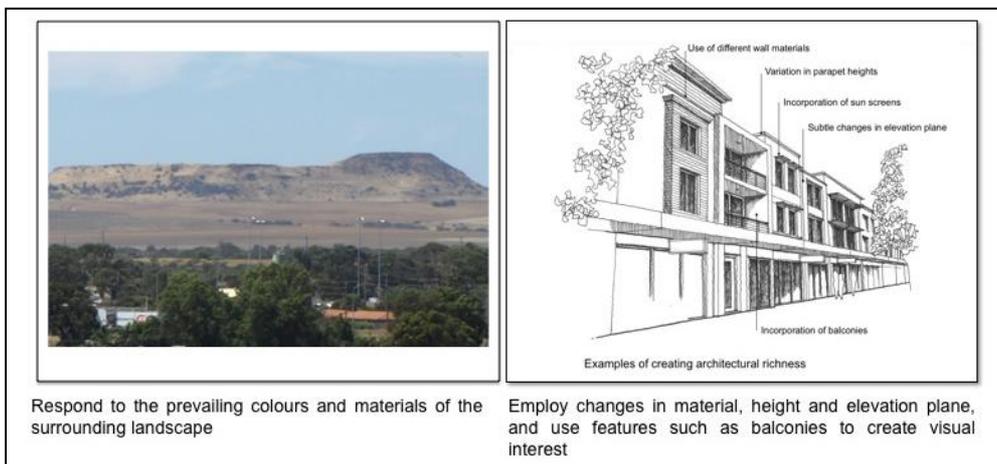


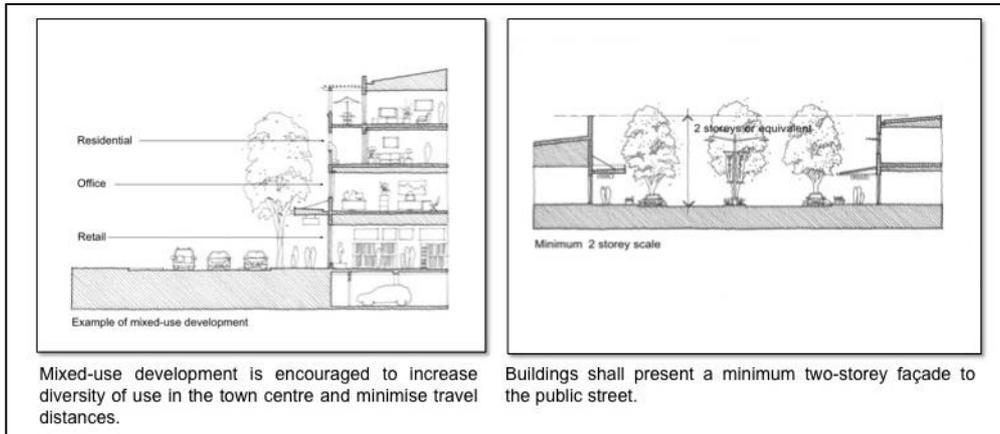
Figure 41: Potential high-frequency bus routes through the Sunset Beach precinct

6.9 Urban Design Principles for Activity Centres

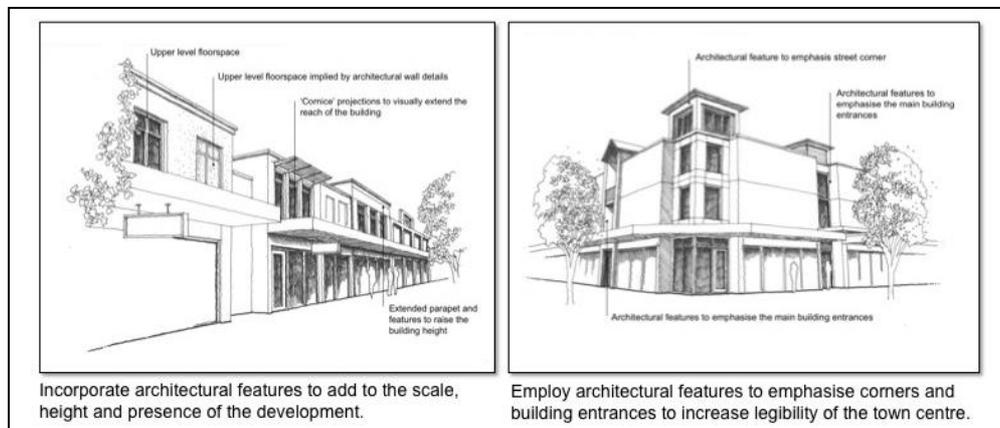
It is important that new development in the activity centres, particularly those with a primary retail focus (such as Sunset Beach) contributes to a streetscape that is pedestrian friendly and recognisable as a centre environment. To help achieve these aims, the following urban design principles for buildings in activity centres are suggested:



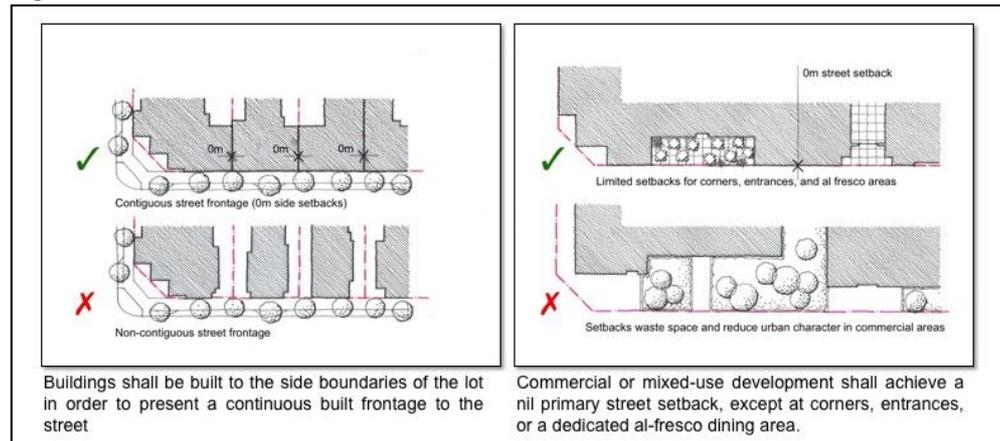
Figures 42 and 43



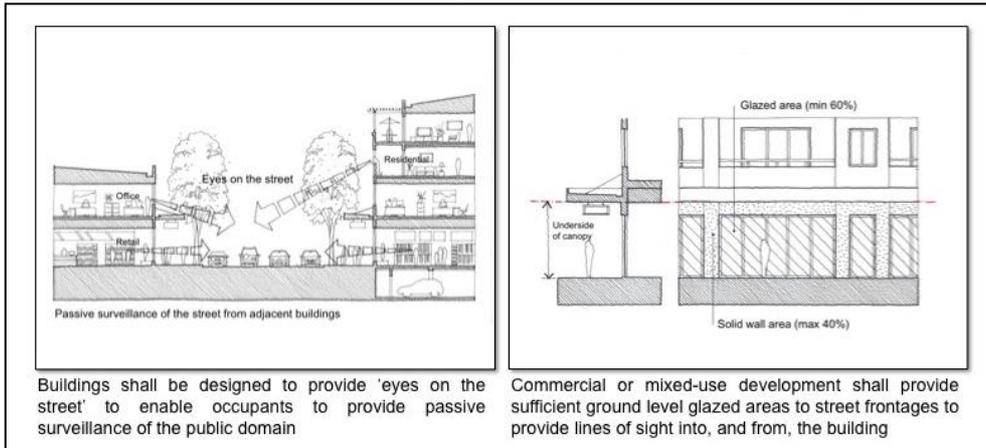
Figures 44 and 45



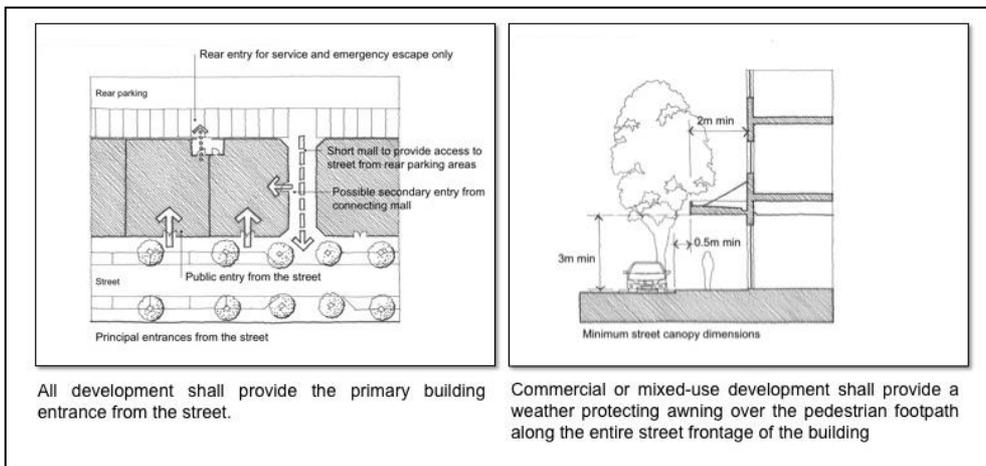
Figures 46 and 47



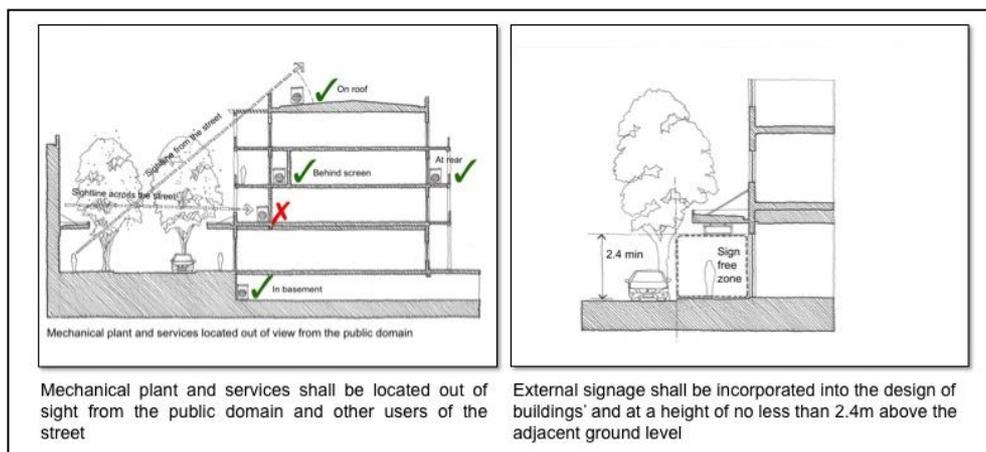
Figures 48 and 49



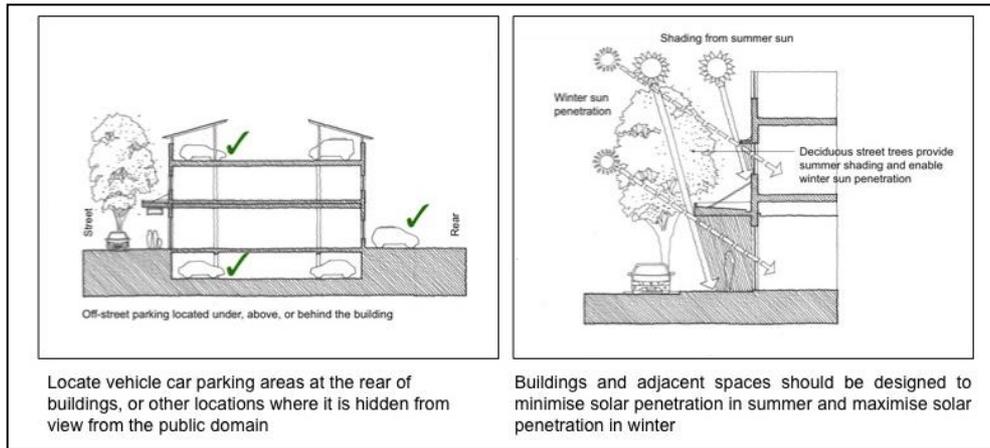
Figures 50 and 51



Figures 52 and 53



Figures 54 and 55



Figures 56 and 57

Adherence to such guidelines in the planning and design of the built form for activity centres is likely to result in the sort of high-quality and pedestrian friendly environments illustrated below:



Figure 58: Examples of good activity centre design

7.0 IMPLEMENTATION

Responsibility for coordinating the implementation of the precinct planning initiatives lies principally with the City of Greater Geraldton. However, the delivery of improvements will be the responsibility of a broader range of stakeholders that includes the City, State Government agencies (such as Main Roads WA) and private landowners.

The first step is for the City of Greater Geraldton to formally adopt this report under its regulatory planning framework. The fact that the precinct planning was undertaken with significant community input should provide the City with the confidence that it has an appropriate level of community support for the planning direction identified through the precinct planning process.

Once adopted, the City of Greater Geraldton should review the regulatory planning framework and identify any existing provisions in documents such as the Town Planning Scheme or Local Planning Policies that are in conflict with the precinct plan and seek to make changes to the documents to achieve consistency.

At the same time, the City of Greater Geraldton should identify the process for the disposal of public land including liaison with the Department of Lands and identification of a tender process that is consistent with the regulations governing local government. At a more detailed level, the City of Greater Geraldton should engage with State Government stakeholders on issues such as the reallocation and sale of redundant road reserve and the modification of intersections.

Prior to disposal of vacant land, it would be prudent for the City of Greater Geraldton to undertake the process of subdivision to ensure that the City retains a high level of control over the built outcome, rather than selling the land en-globo and relying on the purchaser to do what is expected. This would result in more cost to the City upfront in planning costs but the sale of land in smaller parcels is likely to achieve significantly higher rates per square metre than an en-globo sale. This approach also does not preclude the City from becoming more involved in the development process if it wishes by either managing the land development process itself or through a joint venture partner.

At a project level, the City of Greater Geraldton should prioritise the improvements it can make in the Sunset Beach precinct, using the proceeds from land sales, develop a program, and identify funding in its forward works budget.

Finally, it should be remembered that the revitalisation process is a long-term process and that significant changes can't be expected in the short term. The important thing is to have a plan, patience and a commitment from as many stakeholders as possible to bring the plan to fruition. This precinct planning process is only the first step in what will be a long but worthwhile journey.