
City of Greater Geraldton

1.7 GERALDTON CITY CENTRE VIBRANCY

SUSTAINABILITY THEME

Community

OBJECTIVES

This policy establishes the guiding principles for:

- Creating a structured long term approach and a strong foundation to reposition Geraldton's City centre as a vibrant place that looks and feels good, is attractive and proactively managed, and one that offers a broad range of activities and uses that cater to all kinds of needs for the general community and visitors of City of Greater Geraldton.
- Aligning the City's existing resources to deliver a series of short, medium and longer term initiatives which cement the city as a destination of choice that delivers measurable benefits into the future.
- Ensuring that meaningful community engagement is integrated with the City's Vibrancy planning, policies and implementation.

POLICY STATEMENT

The policy is applicable to all of the City's formal planning processes and major projects implementation related to Geraldton's City Centre Vibrancy. It also applies to any external stakeholders, which plays a vital role as catalyst for the City's vibrancy planning in the future.

This Policy should be read in conjunction with the Geraldton City Centre Vibrancy Strategy prepared by Place Match, the appointed project consultant for the City of Greater Geraldton and attached to this Policy.

POLICY DETAILS

The City Vibrancy Strategy focuses solely on increasing vibrancy of Geraldton's City Centre, in response to CGG's brief. It builds on the City Centre's existing assets and key infrastructure such as the following:

- Excellent community infrastructure and facilities including Batavia Coast Marina, the foreshore, WA Museum, Geraldton Regional Art Gallery, Yamaji Arts Centre and Queens Park Theatre;
- Two good anchor shopping centres and main street retail by the sea;
- An increasingly diverse and unique blend of cafes, restaurants and eateries; and
- Beautiful heritage buildings.

The City is committed to ensuring that the city's vibrancy planning and development is consistent with the following policy principles;

- Commitment to and ownership of bringing the vision to life through physical delivery;
- Development of a vibrant City core offering diverse attractions and things to do;
- Creating a place that is safe, welcoming, authentic and attractive; and
- Encouraging investment to facilitate diverse living and working opportunities.

In delivering the vibrancy strategy, the City strives to harness local strengths and partnerships, and aligning resources to meet the following course of actions:

- Define City centre's role, purpose and unique qualities and identity;
- Improve access and connectivity for vehicles, pedestrians and cyclists;
- Achieve increased density and population in the City centre;
- Improve comfort and amenity of the City centre;
- Attract investment to the City centre and encourage private sector redevelopment;
- Cement Geraldton as a leading regional destination in Western Australia; and
- Position Geraldton as a hub for creative industries.

The following principles will guide processes for external stakeholder engagement:

- Open and transparent: is accessible and encourages participation with no hidden agendas;
- Genuine Commitment: there is a clear sense that there will be follow through and that the stakeholder will be kept informed on how input has been used in decision making;
- Inclusive: all voices and opinions are valued and considered. Everyone is respectful of views and values of those involved in the process;
- Consensus Seeking: in style and approach of the workshop discussion; and
- Proactive: an open, forward looking process, using every engagement experience as a learning opportunity to improve our community engagement practices.

Key Recommendation

The Geraldton City Centre Vibrancy has outlined six key recommendations for CGG and its key stakeholders to achieve vibrancy in the City centre:

1. Place management:

1.1. Vibrancy Goal - Cooperative and collaborative place management

- Strong partnerships and participation (collaborate and cooperate);
- Establish governance structures with adequate resourcing and clear accountabilities.

2. Marketing and investment attraction:

2.1. Vibrancy Goal - Create and market a strong City brand

- Reposition Geraldton through a strong place brand;

- Investment attraction strategy for the CBD.
- 2.2. Vibrancy Goal - Create and market a strong City Brand**
- Continue to facilitate the transition to increased trading hours through place management, programming and activation.
- 3. People and destinations:**
- 3.1. Vibrancy Goal - Key destinations designed for people**
- Focus planning and development efforts around five key destinations, focal points and attractions;
 - Tailor uses and activities to key target audiences within the CBD.
- 4. Land use, layout and planning:**
- 4.1. Vibrancy Goal - Attract the right uses in the right locations**
- Optimise strategic sites;
 - Leverage the planning framework;
 - Establish movement corridors.
- 5. Activation programming and public realm:**
- 5.1. Vibrancy goal - Entice people to come - and then not want to leave**
- Facilitate place activation initiatives through capacity building and infrastructure;
 - Consolidate a regular programme of strategic events and community activities in the CBD;
 - Develop a Food & Entertainment Hub, with three year 'Rate Holiday' for any new restaurant, Cafe or Bar within the food precinct;
 - Deliver quality public realm and streets;
 - Place and asset management;
 - Improve way finding and signage.
- 6. Quick wins:**
- 6.1. Vibrancy goal: Get started now - deliver quick wins.**

Financial and Budget Implications

To support the policy/strategy outcomes, the City proposes an equivalent of 1% of rate revenue towards funding and implementing the recommendations and outcomes of the Strategy. This will be subject to annual budget consideration by Council, and availability of funds in compliance with Council's Financial Sustainability Policy.

Review and develop an Economic 'Incentives' Policy which will look at options such as 'rates holiday's', lease discounts, subsidies or other measures which can be used by Council on an equal basis to encourage new developments or economic development (job creation) projects.

Relevant actions and priorities will be considered for funding during the budget process. Inclusion in the Policy does not assure or commit the funding.

ROLES AND RESPONSIBILITIES

The Geraldton City Vibrancy Policy owner is the Chief Executive Officer. The CEO shall oversee the implementation of this Policy and subsequent policies through receiving reports and giving directions through the Executive Management Team.

All strategic planning and major city vibrancy projects will make specific reference to this policy, and choose the level of engagement that is appropriate to the circumstances. Councillors will endeavor to support and participate in external stakeholder's engagement activities. The choice of engagement method and outcomes will be reported to Council through Agenda Items and briefings.

POLICY ADMINISTRATION

Directorate		Officer	Review Cycle	Next Due
Corporate and Commercial Services		Manager Economic Development & Marketing	Biennial	2019
Version	Decision Reference	Synopsis		
1.	CCS231 – 24 January 2017	CP055 EXISTING POLICY transferred to new template. Review cycle amended.		