

Geraldton City Centre Revitalisation Plan local planning policy – Schedule of Submissions

Number & Date	Submitter	Nature of Submission	Comment	Recommendation
1 (07-07-2017)	Private Submitter	<p>I wish to lodge an objection to council planning to make the Northern End of Cathedral Ave one way. This would have a damaging consequence on the operation of the Ocean Centre Hotel. Over ninety percent of our residential clients arrive in vehicles and check into our hotel off Cathedral Ave and then proceed via the intersection of Cathedral Ave and Marine Tce to the ROW off Marine Tce to access our basement car park.</p> <p>As Cathedral Ave is the most important ingress and egress to the city centre and foreshore in terms of present planning and CBD consolidation it would be a traffic disaster and expect two way traffic to continue.</p>	<p>The Revitalisation Plan is proposed to be adopted as a local planning policy. This simply means that the City must have due regard for the policy when making decisions. Prior to possibly implementing any recommendations from the Plan concerning traffic and road access issues, the City would undertake traffic modelling and discuss options with the relevant stakeholders and landowners that may be affected.</p> <p>It is reiterated that final adoption of the Plan as a local planning policy does not bind Council in terms of implementing the suggested changes to Cathedral Avenue as outlined in the Revitalisation Plan, and therefore no changes are proposed to be made to the policy.</p>	Note submission
2 (20-07-2017)	Private Submitter	<p>I welcome the plan to make Foreshore Drive two-way to assist with the current bottleneck of traffic flow along Marine Terrace. However I do not agree with the plan to make Cathedral Avenue one way between Marine Tce and Foreshore Drive.</p> <p>The majority of our guests have a vehicle and initially park directly outside the hotel on Cathedral Avenue then proceed to reception to check-in. The entrance to our carpark is the ROW between the Geraldton Club and Toppos on Marine Terrace.</p> <p>If the one way street plan was adopted we would have to direct all our guests to the carpark via Foreshore Drive, Fitzgerald St and Marine Terrace – quite a trek to just park your car in the hotel carpark!</p> <p>At present our directions to the hotel carpark are relatively straight forward and guests don't have a problem. Any change to this arrangement would have a negative impact on guest satisfaction and guests would question the practicality of the design of the hotel.</p>	<p>The Revitalisation Plan is proposed to be adopted as a local planning policy. This simply means that the City must have due regard for the policy when making decisions. Prior to possibly implementing any recommendations from the Plan concerning traffic and road access issues, the City would undertake traffic modelling and discuss options with the relevant stakeholders and landowners that may be affected.</p> <p>It is reiterated that final adoption of the Plan as a local planning policy does not bind Council in terms of implementing the suggested changes to Cathedral Avenue as outlined in the Revitalisation Plan, and therefore no changes are proposed to be made to the policy.</p>	Note submission

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3 (25-07-2017)	Private Submitter	<p>Metrics (What?): How would we know if was working, if implemented? The objectives at the start of the document are broad, but lacking the focus on measurable changes e.g. m2 leased in CBD, foot traffic counts at specific locations, changes in surveys of visitor perceptions or of the average change of CBD businesses turnover. There seems to be confusion between what is an objective, goal, action, measure and outcome throughout the document. It also seems prudent to bring all the measures, metrics and baseline data together into an implementable framework.</p> <p>Recommendations: Defined the terms used to categorise content in the document: objective, goal/action, measure and outcome etc. Define metrics for each objective, defining what is meant, linking to the 'Summary of Audits' (p64) and the define a target for change e.g. % of CBD commercial real estate leased – to increase from 60% to 80%. Update the "Measures and Outcomes" for each "Goal/Action" to clarify which and how they link to a measurable objective.</p>	<p>The Revitalisation Plan is proposed to be adopted as a local planning policy. This simply means that the City must have due regard for the policy when making decisions.</p> <p>Appropriate measuring of outcomes will be considered in the implementation phase and will be dependent on the specific details of any proposed actions.</p>	Note submission

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3 continued		<p>Focus (Where): If the problem is activation, is there active de-activation happening? It should be acknowledged that City decisions about expanding roads, making cheap land available 20km away, spreading public infrastructure for 1.5km along the foreshore or an ALDI in the outer suburbs will take away from the focus on a city centre. There seems to be little understanding of acknowledgement of the principles of cities – how and why they develop and what function they serve for the population. What happens in the periphery (urbanisation, decentralisation) is not peripheral, what happens in the centre (civic events, centralised government functions, traffic intersections) is essential. What is already being done is likely contributing to de-activation.</p> <p>Recommendations:</p> <ol style="list-style-type: none"> a. Add recommendations about what the City or other implementation partners should 'stop' doing or 'change', in terms of policies, behaviours or funding that takes activation away from the City Centre. b. Cross-reference recommendations to the related Growth Plan documents (that identify and quantify specific drivers of economic activity) and where/how activity can be linked or located in the city centre. 	<p>The Revitalisation Plan is proposed to be adopted as a local planning policy. This simply means that the City must have due regard for the policy when making decisions.</p> <p>Current urban development is in accordance with the City's Local Planning Strategy.</p> <p>Additionally, commercial development is guided by the City's Commercial Activity Centres Strategy, which advocates a series of efficient, intense and compact centres whilst supporting the primacy of the CBD.</p>	Dismiss submission

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3 continued		<p>User experience (Wow): What are experiences of coming into the City Centre that make it special? What are the common types of experiences that can be improved? There is also little consideration of what experiences in the CBD make it (uniquely) attractive, apart from on page 18/19 which makes only general assertions. There is little consideration of how we ‘enter’ and how the city centre is a unique space i.e. entry and exit statements, navigation aids and facilities (bike parking), street plantings (natives) and signage that make it unique, special and something that commercial shopping centre carparks can’t compete with. Essentially, there could be a much stronger human-centred design approach to the recommendations and strategy implementation.</p> <p>Recommendations:</p> <ol style="list-style-type: none"> a. Add a recommendation to identify specific common patterns of humans in the CBD (e.g. drive in, go to a meeting, browse a shop, return to car), collect objective and subjective data on their frequency, and use them as a basis to identify micro-interventions that could increase these as positive experiences. b. Add a recommendation to clarify how Geraldton is going to maintain a competitive advantage as an attractive city centre over comparable alternatives within our state or Australia. 	<p>The Revitalisation Plan is proposed to be adopted as a local planning policy. This simply means that the City must have due regard for the policy when making decisions.</p> <p>These issues will be considered in the implementation phase.</p>	Note submission

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3 continued		<p>Actors (Who): This strategy seems to assume that government is the primary investor and will invest in public infrastructure. Instead, this could better recognise the leadership model of many cited examples (Renew Newcastle etc.) where the strategies of other groups that are leading already, with their own resources, and are acknowledged and supported. Rather than just be used to guide the CGG budget, what would this strategy look like if instead PMW or others facilitated the collaboration of everyone else who is investing and acknowledged them more appropriately to their contribution?</p> <p>Recommendations: Update the model proposed for implementation. It's hierarchical, an over-representation of organisations that don't 'do' much practical on-ground, or whose livelihoods don't depend on the success of the strategies, and doesn't seem to be directly publicly accountable or transparent. Changes could include:</p> <ul style="list-style-type: none"> i. Increase representation from individuals, businesses and community organisations who are practically leading activation or whose 'livelihoods depend on its success' (e.g. retailers, landowners). ii. Consider focusing more resources and support on a more practically-oriented 'implementation' team that holds frequent open, public meetings to share what it's doing, facilitate collaborations and invite contributions. iii. Increase representation of those who are or could be future residents, youth or elderly who use the CBD daily, or otherwise under-represented groups who are or could be potentially significant contributors. 	<p>The Revitalisation Plan is proposed to be adopted as a local planning policy. This simply means that the City must have due regard for the policy when making decisions.</p> <p>The implementation model is currently progressing. Refinements (if required) may be considered as the implementation progresses.</p>	Note submission

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3 continued		<p>Implementation (How): What was learned about what actually happened, who lead at what cost, compared to the previous versions of revitalisation strategies? An example is street art. While government funding has been transformational, much of the art in the city was done by community or private business, on private property using volunteer labour. There's little quantitative analysis of the most effective and cost-efficient options for achieving objectives or a change in metrics.</p> <p>Recommendations:</p> <ol style="list-style-type: none"> a. Include an ongoing action (probably as part of the Leadership group's role) to monitor the cost-benefit of past, current and proposed initiatives. It doesn't have to be academic, but should be transparently accounted for. b. Include a recommendation for an annual review of the cost-benefit of recommendations, what has been learned, that is publicly reported to stakeholders. Without this recommendation, the information would likely not be collated or communicated, so wouldn't inform future actions 	<p>The Revitalisation Plan is proposed to be adopted as a local planning policy. This simply means that the City must have due regard for the policy when making decisions.</p> <p>Appropriate measuring of outcomes will be considered in the implementation phase and will be dependent on the specific details of any proposed actions.</p>	Note submission

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3 continued		<p>Beneficiaries (Why): Who exactly benefits from the recommendations? If activity is of benefit to the property owners or shopkeepers, how exactly will the benefit flow to the community? If there are community activities, how exactly might they contribute to vibrancy. There's something a bit too vague about a) the stakeholder groups and which recommendations are for their benefit, b) the logic behind specific recommendations and how they will benefit those stakeholders and others, and c) ensuring a fair distribution of recommendations across stakeholders. At least if articulated, these can then be assessed, before and after implementation.</p> <p>Recommendations:</p> <ol style="list-style-type: none"> a. Review each recommended action and identify the most likely primary beneficiary and estimated budget expenditure, and logic of impact. b. Assess the balance of the strategy recommendations regarding who and how much is invested for which beneficiaries and objectives. 	<p>The Revitalisation Plan is proposed to be adopted as a local planning policy. This simply means that the City must have due regard for the policy when making decisions.</p> <p>Segregating the primary beneficiaries of any action is not considered warranted.</p> <p>Budget expenditure and logic of impact are issues that will arise from the implementation phase and will be dependent on the specific details of any proposed actions.</p>	Dismiss submission

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<p align="center">4 (27-07-2017)</p>	<p>Pollinators</p>	<p>Pollinators in partnership with Progress Midwest invited its members and the wider Geraldton community to come together for a conversation around the initial concepts for the development of key actions to guide the revitalisation of Geraldton’s CBD.</p> <p>This submission is a summary of the discussion themes at the event where do we want to be? Please find following the inspiration and aspirations for the revitalisation of our city centre of those who attended.</p>		
		<p>People attract people</p> <ul style="list-style-type: none"> • Feet on the ground are crucial to the success of the revitalisation and vibrancy. • Suggestion to increase densities and have more people living in the City Centre. Need to stimulate provision of housing in different affordability categories. 	<p>This issue is discussed in the Revitalisation Plan.</p>	<p>Note submission</p>
		<p>Parking</p> <ul style="list-style-type: none"> • The ½ hour and 1 hr parking in the City Centre does not promote people staying a long time and enjoying the vibrancy of the CBD. Suggestion is to increase the time period to at least an hour free or have a pre-paid facility, or perhaps even better pay for your time when you get back to your car. • General agreement with the Revitalisation Plans idea for providing midblock parking at the West End. • Lot 601 parking is crucial to people visiting the Centre, so perhaps some parking can be provided there with the interim Lot 601 upgrade to a Park. • Suggestion, Undertake a cost benefit analysis for parking; does the amount of income from this justify the loss of business? Does the income from this cover more than the salaries of the meter people? 	<p>These are operational matters that will be further considered during the implementation phase of the policy.</p>	<p>Note submission</p>

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4 continued		<ul style="list-style-type: none"> • Liaise with small business to develop joint strategies (such as co-ordinated opening times) for opening during weekends / Cruise ship visitation. • Organise events in City Centre at the time when cruise ships are in town or when there is a major event such as the AFL derby. 	These are operational matters that will be further considered during the implementation phase of the policy.	Note submission
		<p>Tourism</p> <ul style="list-style-type: none"> • Assist retailers to develop a strategy for being open over weekends. • Provide more public toilets in the CBD • Events to attract tourists in off season: Nov – April. 	These are operational matters that will be further considered during the implementation phase of the policy.	Note submission
		<p>Identity</p> <ul style="list-style-type: none"> • Concern raised over the nature of the ‘boat parklets’ – this could be comical rather than identity creating, there is great opportunity to create cost effective ‘green’ parklets in the CBD as a quick win. • Increased positive marketing to change the perception outsiders have of the town. • Leverage and promote our point of difference: country town, unique shops, architecture, and friendly locals. • Turn the wind into an asset: could be the city of flags and wind sculpture. • Complete entrance statements from North, South and East. • Provide enhanced signage for tourists – RV’s, Cathedral, HMAS , museum etc. • Where is our Aboriginal experience/ Brand in the City – how do we build on the success of the EMU eggs at the foreshore? • Botanic Garden in Maitland Park is a great idea for Geraldton and a potentially big attraction and income generator. 	These are operational matters that will be further considered during the implementation phase of the policy.	Note submission

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4 continued		<p>Vibrancy on the foreshore</p> <ul style="list-style-type: none"> • General agreement regarding the planning for mid-block connections required between Foreshore and Marine Terrace. • General agreement regarding the 2 way Foreshore Drive. • More public toilets essential on Marine Terrace and Foreshore – especially important for out of town visitors. • Promote child Friendly tourism – provision of nature and beach playscapes. • Increase activity on carpark across from the Dome – Public Square / activation of shopfronts on beach side. • Encourage more containers business where the Jaffle shack is on the foreshore. 	<p>These are operational matters that will be further considered during the implementation phase of the policy.</p>	<p>Note submission</p>
		<p>Infrastructure</p> <ul style="list-style-type: none"> • Quick win – Develop a Department store type opportunity for new small business in one of the vacant spaces in the City Centre. The CGG could provide basic infrastructure such as lighting, electricity, signage etc. and rental income can sustain the management. This will provide small businesses with the opportunity to test their ideas whilst providing vibrancy. (City Of Fremantle did this well). • Rather than trying to attract Uber to Geraldton, perhaps negotiate with Taxi Companies to rethink their off peak charges – this way we keep and promote local and existing business. • More parklets to encourage visitors to stay in the City Centre longer. 	<p>These are operational matters that will be further considered during the implementation phase of the policy.</p>	<p>Note submission</p>

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4 continued		<p>Mindset, incentives and Activity</p> <ul style="list-style-type: none"> • Provide support to ACDC as they contribute a lot to City Centre vibrancy currently. • More interactive art spaces in the CBD – completed by local artists. • Promote vibrant window displays in shops – maybe shop window competitions of themed displays – i.e. wildflowers, Christmas in July etc. (City Of Fremantle did this well). • Offer incentives to retailers to provide better lighting in the CBD – under the eaves as well as within shop windows. • Better leverage SKA opportunity / quiet night sky opportunities. • Encourage young people to live in town: Offer bursaries to GUC courses? • Provide a circular free bus service over weekends so people can come to town and enjoy a few drinks. 	These are operational matters that will be further considered during the implementation phase of the policy.	Note submission