

City of Greater Geraldton Council Policy

2.8 GERALDTON CITY CENTRE VIBRANCY

STRATEGIC THEME

Thriving

OBJECTIVES

This policy establishes the guiding principles for the creation of a long term approach and a strong foundation to reposition Geraldton's city centre as a vibrant place catering for the needs of the general community and visitors to Greater Geraldton.

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 Revitalisation Plan. It also applies to any external stakeholders that play a vital role as catalysts for the City's vibrancy planning in the future. This policy should be read in conjunction with the Economic Development and Investment Attraction Policy (2.5).

POLICY DETAILS

The City Centre Vibrancy Policy focuses on increasing vibrancy of the city centre by building on existing assets and key infrastructure.

The City is committed to ensuring that its vibrancy planning and development is consistent with the following principles;

- Commitment to and ownership of bringing the vision to life through physical delivery;
- Development of a vibrant city centre offering diverse attractions and things to do;
- Creation of a place that is safe, welcoming, authentic and attractive;
- Improve access and connectivity;
- Achieve increased density and population in the city centre;
- Improve comfort and amenity of the city centre;
- Attract investment and encourage private sector redevelopment;
- Cement Geraldton as a leading regional destination in Western Australia; and
- Position Geraldton as a hub for creative industries.

KEY TERM DEFINITION

N/A

ROLES AND RESPONSIBILITIES

Director Development Services is responsible for oversight of implementation and operation of this policy and for oversight by City Rangers of all matters of compliance with local laws and regulations.

Director Infrastructure Services is responsible for delivery and maintenance of existing or new infrastructure, facilities or public amenities approved by Council consistent with this policy.

WORKPLACE INFORMATION

Growing Greater Geraldton Jobs and Growth Plan 2020 - 2023

Growing Greater Geraldton Tourism Destination Management Plan 2017

Geraldton City Centre Revitalisation Plan

Rocks Laneway Management Plan

City of Greater Geraldton Events Strategy 2020 - 2025

POLICY ADMINISTRATION

Directorate		Officer	Review Cycle	Next Due
Development Services		Manager Customer & Business Engagement	Biennial	2027
Version	Decision Reference		Synopsis	
5.	DSXXX 26/08/2025		Policy Review	