



geraldton REGIONAL
CENTRE
STRATEGY

August 2005 **Final Report**

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Alannah MacTiernan

Geraldton has long been recognised and promoted as the primary commercial, community and tourist focus for the Mid-West Region.

With the removal of the railway line and construction of the southern transport corridor an exciting opportunity exists for the redevelopment and enhancement of the foreshore.

This can be taken a step further by integrating the central business district with the foreshore and redirecting it toward Champion Bay.

The *Geraldton Regional Centre Strategy* provides a comprehensive framework for detailed planning and strategic actions to ensure the future growth of Geraldton as the regional centre.

This strategy builds on the opportunities afforded by a number of projects currently underway and presents a detailed implementation strategy to guide the City of Geraldton forward.

The City has a unique opportunity to lead the rejuvenation and revitalisation of the central business district for the current and future residents and visitors to Geraldton and the region.

I encourage all members of the community, government and the private sector to support the City of Geraldton in implementing the strategy and maximising the opportunities presented to them.



Alannah MacTiernan
Minister for Planning and Infrastructure



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This report has been prepared by Cardno BSD Pty Ltd (formerly BSD Consultants Pty Ltd) for the Western Australian Planning Commission (WAPC) and details the Geraldton Regional Centre Strategy.

It contains:

- ▶ an overview of the study's scope, objectives and methodology;
- ▶ a context for the study area including a review of trends for its growth and development over the next 30 years;
- ▶ a summary of the consultation process and findings used in preparing the strategy;
- ▶ details of the traffic modelling key findings;
- ▶ an overview and evaluation of the options developed;
- ▶ the basis for the preferred strategy (the Regional Centre Strategy);
- ▶ a Central Business District (CBD) Policy Plan to guide achievement of the Strategy within the CBD; and
- ▶ an implementation strategy, including an action plan.

1.1 Scope of study

The purpose of the study is to develop a strategic plan that defines an agreed long-term (30-year) vision to secure the viability and attraction of the Geraldton Regional Centre as the primary commercial, community and tourist focus for the Mid-West Region.

There are a number of issues that have been considered in the preparation of the Geraldton regional centre strategy. Firstly, the strategy must consolidate the opportunities identified in previous work undertaken and in the current or proposed major projects being undertaken in Geraldton. It must also contribute beneficially to the economic and community wellbeing and long-term future of the city and region. Also of major importance is the requirement for the strategy to be realistic and capable of implementation, providing a clear action plan in order to achieve the study objectives.

Specifically, the strategy must recognise:

- ▶ the need for a coordinated approach to development, and redevelopment, of

Geraldton's CBD and its integration with the Greater Geraldton area;

- ▶ previous study findings which, while requiring review in terms of current planning initiatives, have provided a solid base from which to develop the strategy;
- ▶ the need to maximise and consolidate existing and imminent project opportunities;
- ▶ the catalyst for development, enhancement and reorientation of Geraldton's CBD and, in particular, its integration with the foreshore arising from the Port Enhancement Project, the Foreshore Revitalisation Project and the Southern Transport Corridor, including the associated relocation of the railway line; and
- ▶ the implications of various growth scenarios, as identified in the Geraldton Region Plan (WAPC 1999), particularly affecting the capacity of main distributor roads to deliver an integrated solution to the sustainability and growth of the Regional Centre and in particular to service the CBD.

The creation of an attractive, efficient and integrated city centre is imperative for the future growth and development of not only Geraldton but also the Mid-West Region. The centre must be vibrant, contribute to the quality of life of the region's residents, be efficient in operation and provide a foundation for investment and economic growth in Geraldton and the region. To achieve this, the various aspects of land use, transportation, parking and built form must be integrated in a strategic plan providing solutions that are effective and result in timely implementation of improvements.

In order to achieve the desired outcome, the following work was completed:

- ▶ A context analysis was undertaken of the existing situation – by reviewing existing literature and data, undertaking site visits, and consulting with stakeholders.
- ▶ A vision was set for Geraldton's CBD in the year 2030.
- ▶ Options were developed and evaluated for the study area reflected in more detailed options for development of the CBD.
- ▶ On-going consultation was held with the community and key stakeholders.

- ▶ A preferred strategy was produced for the study area which has been titled the regional centre strategy.
 - ▶ Based on the strategy, a CBD policy plan containing an integrated land use and transport plan was prepared for central Geraldton.
 - ▶ An implementation strategy and action plan were produced aimed at achieving the desired outcome.
4. Ensuring that major transport routes and related infrastructure integrate appropriately with adjacent land uses and activities and Greater Geraldton as a whole.
 5. Identifying an integrated transport network including roads, public transport, cycleways and pedestrian facilities;
 6. Providing a safe and efficient CBD road network for all road uses that complements land access needs.
 7. Reinforcing the function of the Regional Centre by ensuring the CBD is easily accessible from residential neighbourhoods and linked by safe and efficient routes for all modes of transport including public transport, walking and cycling.
 8. Providing for strategically located car parking to support land use/development and complement the major road network.
 9. Providing a framework to guide and coordinate future land use, transport and cultural development and investment by State and Local Government and the private and public sector.
 10. Providing a suggested staging program for state and local government to facilitate implementation of the strategy.

1.2 Study area

The primary study area, as defined by the Department for Planning and Infrastructure, is the area generally bounded by the North-West Coastal Highway, the southern transport corridor, Champion Bay and the railway alignment through Bluff Point, north of Webberton Road, including the Webberton Road link (Figure 1).

Figure 1 also indicates the extent of the CBD for which a more detailed CBD policy plan has been prepared.

Due consideration was also given to influencing factors beyond the primary study area and in particular the area's social, economic and physical relationship with the Greater Geraldton region.

1.3 Study objectives

The objectives of the study are to develop a long term strategic plan for the Geraldton regional centre by:

1. Providing for a range of land uses, including commercial, tourist, community, residential, recreational, cultural, active and passive open space, shopping centres and the Batavia Marina.
2. Providing a sustainable, attractive, stimulating and safe environment that protects environmental features and both values and enhances local character and built heritage.
3. Optimising the unique cultural, recreational, community and business opportunities that the removal of the railway line represents to redevelop the foreshore and refocus the CBD toward Champion Bay.

The following methodology outlines the key stages of the study.

2.1 Stage 1 - Preliminaries/Initiation

2.1.1 Consultation strategy and inception report

A consultation strategy was produced at the commencement of the study which detailed the nature and extent of consultation proposed. Details of this consultation are outlined in following sections. An inception report was also prepared at the study's commencement detailing the methodology to be employed and the study timeframe.

2.1.2 Literature review

Background studies were compiled and reviewed in liaison with Department for Planning and Infrastructure and relevant agencies. A summary literature review was included in a context analysis report prepared in April 2002.

2.2 Stage 2 – Context analysis

Data on current issues, opportunities and constraints in the study area was obtained, reviewed and documented. Site visits were undertaken to verify the data. Community focus group meetings were held, and business and resident surveys conducted, to obtain community input on issues in the study area.

The data reviewed related to:

- ▶ existing land uses
- ▶ CBD traffic management
- ▶ parking location and numbers
- ▶ road capacities and traffic circulation
- ▶ townscape character and urban design
- ▶ heritage buildings and elements
- ▶ landscape elements
- ▶ use of coastal waters and foreshores
- ▶ coastal/foreshore management issues
- ▶ pedestrian linkages

- ▶ capacity of CBD to accommodate growth
- ▶ public infrastructure needs
- ▶ cultural resources.

This information was compiled into a series of working plans which summarised the major constraints and opportunities which were present in the study area.

In summary, the Geraldton regional centre is a service centre for the Mid-West Region, providing both convenience and specialised goods and services to the region. Key issues affecting the centre highlighted in early investigations included:

- ▶ poor relationship of the CBD to the foreshore;
- ▶ traffic concerns by residents of the region;
- ▶ parking unavailability in the CBD;
- ▶ lack of public open space provision in the CBD;
- ▶ the need for stronger links to the marina;
- ▶ the close proximity of the Port;
- ▶ lack of attention to tourist needs;
- ▶ the need to incorporate Aboriginal cultural elements into the CBD;
- ▶ poor pedestrian and cyclist accommodation in some areas;
- ▶ the CBD's lack of vitality; and
- ▶ antisocial behaviour in the CBD.

Understanding these issues enabled a series of options to be formulated for the future development of the regional centre.

2.3 Stage 3 – Strategic land use and integration strategy

2.3.1 Traffic modelling data collection

All data required for the traffic model development was obtained from Department for Planning and Infrastructure, the City of Geraldton, and Main Roads Western Australia. The following data was used:

- ▶ mapping for the study area
- ▶ existing traffic count information
- ▶ existing parking survey information

- ▶ existing speed surveys
- ▶ background traffic study reports
- ▶ existing road geometry/junction layout
- ▶ any preconceived ideas for consideration
- ▶ accident statistics for a 5-year period requested from Main Roads WA
- ▶ base year and forecast year land use information.

2.3.2 Traffic model development

The transport model was developed as a four-stage model, using the TRIPS modelling software package. The construction and operation of a typical four-stage model for such a purpose is as follows:

- ▶ determine modelling assumptions (network assumptions, land use assumptions);
- ▶ build the base year model using the preferred transport modelling software package;
- ▶ calibrate the base year model so that outputs correspond with observed base year traffic data;
- ▶ construct the highway network and trip-end information for the future year options; and
- ▶ test and report on future year network options.

The model consists of a detailed representation of the road network in the CBD study boundary, with a more skeletal road network outside this boundary, but within the core study area boundary. All transport activity outside the core study area is represented as external zones. The model also includes detailed assessment of a number of key junctions in the CBD study area.

The model was built to represent a PM peak hour model. The selection of the base year for the traffic model depended heavily on the availability of traffic data for any particular year.

Land use information used 1996 base year data from the North South Road study as a starting point. Information was collected regarding development between 1996 and the chosen base year providing this data could be updated. On-site observations were undertaken to confirm land uses.

The final transport model was calibrated according to available traffic data. Testing of network options for 2030 was undertaken based on the calibrated base year model. Future year land uses reflected land use assumptions from the North South Road study, amended as appropriate following feedback from the various agencies.

2.3.3 Transport and transportation assessment

A transport modelling technical paper was prepared. This paper outlines the procedures and assumptions associated with the development of the four-stage model as described above.

The calibration of the model was undertaken in consultation with DPI and the City of Geraldton.

2.3.4 Options development

Land use and transport integration options for the study area were developed including detailed plans for the CBD. This task required obtaining community input through focus groups and stakeholder consultation. The findings and recommendations of the Foreshore Revitalisation Project undertaken by Taylor Burrell were also adopted.

2.3.5 Options evaluation

Two development options for the study area were finalised for public comment. These were referred to as the centralised and decentralised options.

Each of the options was then evaluated using an evaluation matrix containing criteria including:

1. economic and planning factors such as impact on CBD businesses, impetus for regional development, likely cost, additional infrastructure requirements, tourism impact, optimisation of land use, transport modelling results, travel times and timeframe for implementation;
2. social factors such as stakeholder acceptability, impact on heritage or cultural sites, road safety and property impact; and

3. environmental impact such as coastal impact, proximity to wetlands and bush removal.

Ratings were ascribed to each criterion and each option assessed against the criteria on a relativity scale. From the evaluation matrix, the centralised option was the preferred option to maximise future transport, economic and social benefits to the community and minimise adverse impacts. However, further consultation with the community was undertaken based on the impact implementation of the centralised option would have on the CBD.

2.3.6 Development of the Regional Centre Strategy

Following further advertising of the options as they would impact on the CBD, a preferred strategy was finalised and has been titled the regional centre strategy. Although primarily based on the centralised option, the Strategy includes elements of the decentralised option favoured by stakeholders and the community.

A traffic modelling assessment was then made of the strategy, assuming that the Geraldton Port is downgraded to a fishing wharf at some point in the future; to test whether the strategy will compromise the opportunities that would be created if, at some time in the future, the port facilities were relocated.

2.3.7 Traffic and transportation assessment

The traffic and transport assessment brought together all traffic and transport issues which were explored as part of the study. The work details the existing situation, identifies current shortfalls or inefficiencies with the current system, and examines the impact of the various options on the CBD network.

In determining the potential impact on the future year network, the assessment identified any conflicts in transport policy, potential land use trends, forecast traffic volumes and the proposed network.

2.4 Stage 4 – central business district policy plan

2.4.1 Retail analysis data collection

The first stage in developing a CBD policy plan involved reviewing existing retail floorspace and development trends for the Geraldton CBD. This included using data obtained from the DPI's Geraldton Land use Survey 2002 (preliminary).

The data was documented along with growth projections, and was supplemented by surveys of all CBD businesses.

2.4.2 Retail analysis strategy

A separate retail analysis strategy was prepared which analysed existing and approved retail floorspace building on the retail strategy previously prepared by Hames Sharley. The current and projected provision of retail floorspace was estimated relative to other regional centres and projected population growth and development trends for the Geraldton region.

The likely amount and direction of growth in the CBD was also assessed. This assisted in determining the future appropriate land uses for each superblock in the CBD and what locations are favoured for the development of additional major retail and office floorspace.

The retail analysis strategy substantially comprises and builds on work undertaken by CARE Consulting in October 2002 as part of this study titled Geraldton Regional Centre Strategy: Retail Analysis of the City of Geraldton. Section 6 of this report contains a summary of the findings of the Care Consulting report.

2.4.3 Technical issues, constraints and opportunities

As outlined in section 2.2.1, data was collated and mapped at the study's commencement summarising the major constraints, opportunities and issues affecting the study area, including land use, location of heritage buildings and car parks. A more detailed investigation was then taken of the major factors

affecting the CBD, ratified in consultation with key stakeholders and users of CBD facilities and attractions.

The transport and parking requirements of the CBD and foreshore were determined and strategies identified to maintain and improve road safety while maximising traffic circulation on the CBD network.

2.4.4 CBD urban design assessment

The CBD policy plan was developed based on urban design principles and concepts to assist in:

- ▶ turning the City around to face the foreshore;
- ▶ creating unique spaces, buildings and icons which develop a theme for the CBD;
- ▶ increasing marine and heritage themes and uses in the CBD; and
- ▶ achieving an improved landscape environment.



2.4.5 CBD policy plan

A CBD policy plan has been prepared and incorporated into the report based on the Regional Centre Strategy and depicts:

- ▶ the agreed vision for central Geraldton following the railway's removal;
- ▶ principal land uses including identifying potential redevelopment sites for recreation and parking;
- ▶ interfaces and linkages between the port and the foreshore and uses which require appropriate connections adjacent to the CBD (eg marina);
- ▶ public and civic spaces, foreshore reserve uses and public amenities (eg. toilets, street furniture etc);
- ▶ transport connections which integrate neighbourhoods with the CBD; identifying proposed road classifications, required traffic management measures, and public transport, cycle and pedestrian routes;
- ▶ areas of public and on-street car parking; and

- ▶ service locations and constraints and appropriate corrective actions.

The plan is accompanied by a series of sketches showing conceptual future development forms for selected sites in the study area.

2.5 Stage 5 – Consultation

Details of the stakeholder and community consultation undertaken are outlined in Section 4.

In summary, the consultation undertaken during the study comprised:

- ▶ developing the “Towards a Greater Geraldton” branding
- ▶ conducting a Vision Summit
- ▶ media releases
- ▶ newsletters and newspaper inserts
- ▶ stakeholder (agency) consultation
- ▶ focus group meetings
- ▶ CBD business surveys
- ▶ regional resident survey
- ▶ workshop on the centralised CBD option
- ▶ advertising the draft study area options
- ▶ advertising the draft CBD options (including manned displays)
- ▶ advertising the draft report.

2.6 Stage 6 – Implementation strategy and reporting

2.6.1 Implementation strategy

The report contains an implementation strategy to facilitate implementation. This includes identifying required government allocations and responsibilities and recommended timing, staging and priorities.

The implementation strategy also contains recommendations on timeframes for incorporating proposals into planning schemes and government programs as required. It also identifies required staging and timing of upgrades of support infrastructure.

2.6.2 Study reports

Following adoption by the steering committee of a preferred strategy for the study area, a first draft report was prepared. It included a Regional Strategy and CBD policy plan supported by a road hierarchy, car parking, path and cycleway strategies and a recommended public transport system.

In summary, the report contained a preferred strategy for the broader study area as well as a detailed plan for the CBD. Once it was endorsed by the steering committee and DPI, the report was finalised into a second draft report which was then advertised for public comment. This final report was then prepared following community feedback on the second draft report.

2.6.3 Transport and transportation assessment

A traffic modelling technical report has been prepared which documents the transport modelling work undertaken. This includes data, assumptions and model methodology.

The results and analysis of the transport model were then detailed in a Traffic forecasting technical paper. Results of the Traffic forecasting technical paper have been summarised in this final report.

2.6.4 Progress reports

Regular progress reports were prepared and submitted to the DPI Project Manager during the course of the study. The progress reports detailed tasks undertaken, progress against scope of works, progress against study program, unforeseen circumstances and suggested solutions and/or changes to the study, and any contractual matters requiring decisions by the WAPC.

3.1 Overview

Geraldton is located in the Mid-West Region of Western Australia; a region that covers almost 470 000 square kilometres and 19 local government authorities, of which Geraldton is the major commercial, administrative and service centre (figure 1).

Some 60% of the residents in the Mid-West Region reside in the Geraldton-Greenough urban area. With the growth rate of the region predicted to rise from 0.7% between 1991 and 1998 to 1.48% between 1999 and 2026 (Mid West Development Commission), it is imperative to determine the future role that the Geraldton regional centre will play.

3.2 The Mid-West region

3.2.1 Population

The Mid-West region of Western Australia extends along the coast from Greenhead in the south to beyond Kalbarri in the north and more than 800 kilometres to the east. While a diverse range of economic activities flourish in the region, the economy is based predominantly on agriculture, mining, fishing and tourism.

The Mid West Development Commission's March 2000 document *Mid West People and Population* has identified a number of trends for the region.

- ▶ The growth rate of the Mid-West Region is expected to increase from 0.7% between 1991 and 1998 to 1.48% between 1999 and 2026.
- ▶ The increased growth rate will make the region the fourth most populous in Western Australia by 2026.

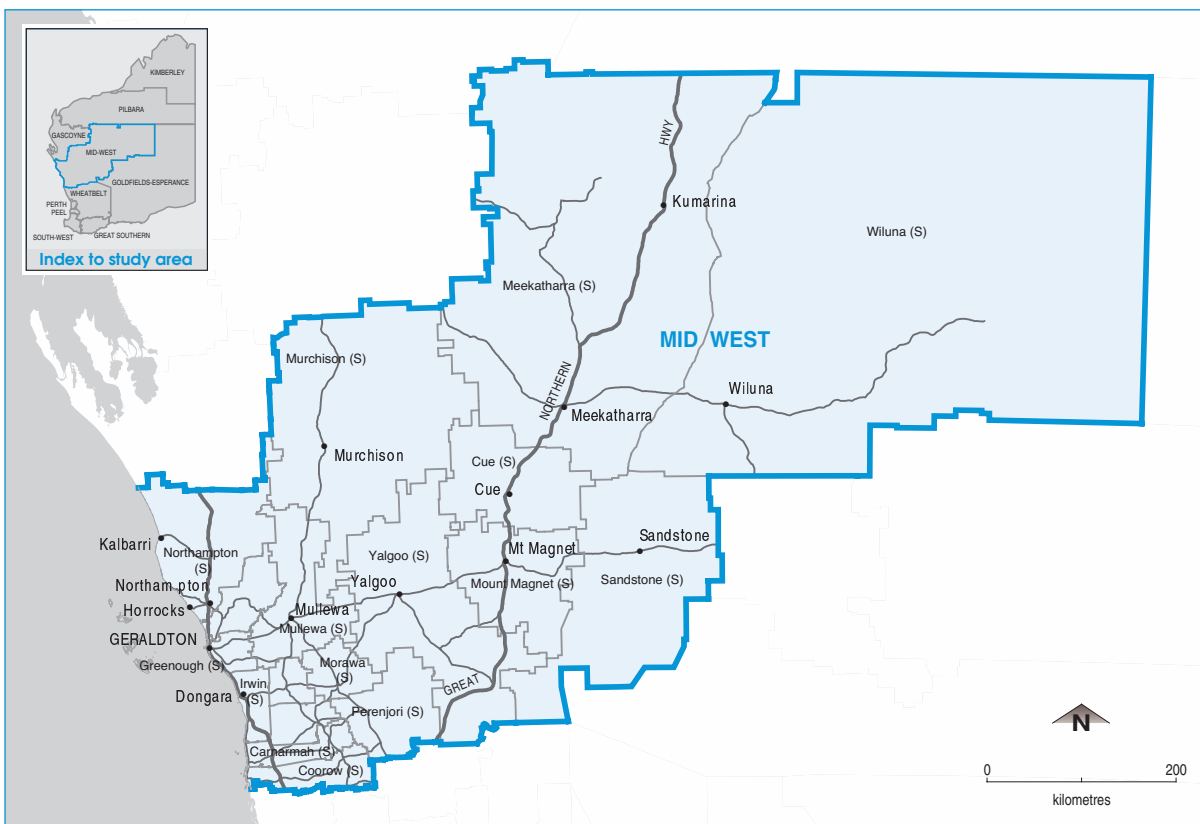
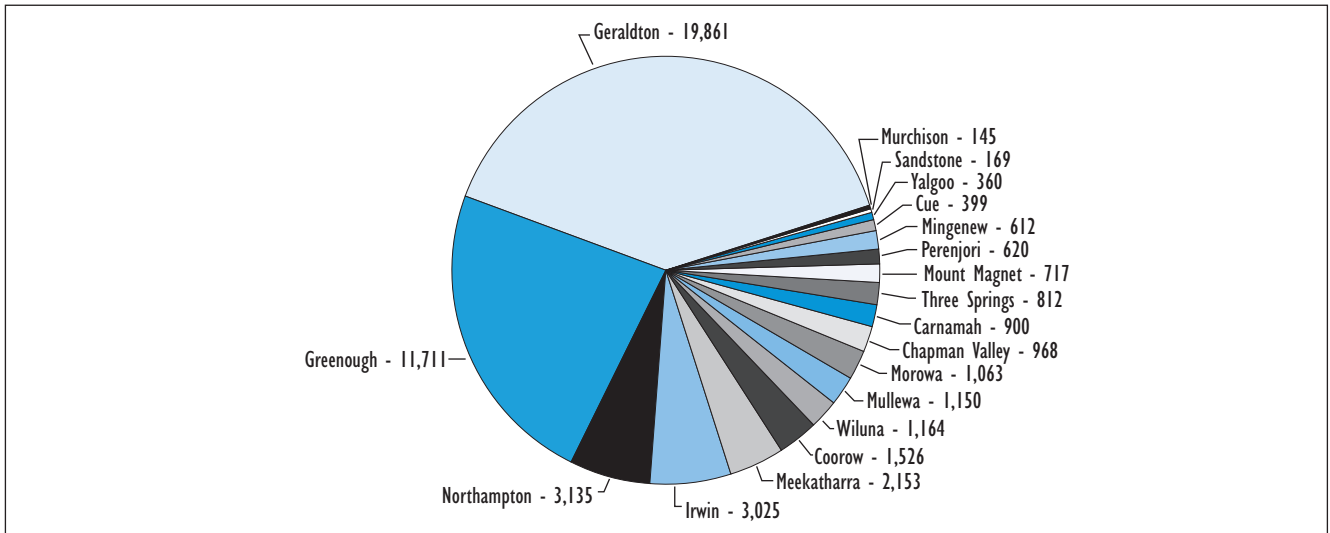


Figure 1 – Mid-West region

Figure 2: Mid-West region population distribution chart (Mid West Development Commission)



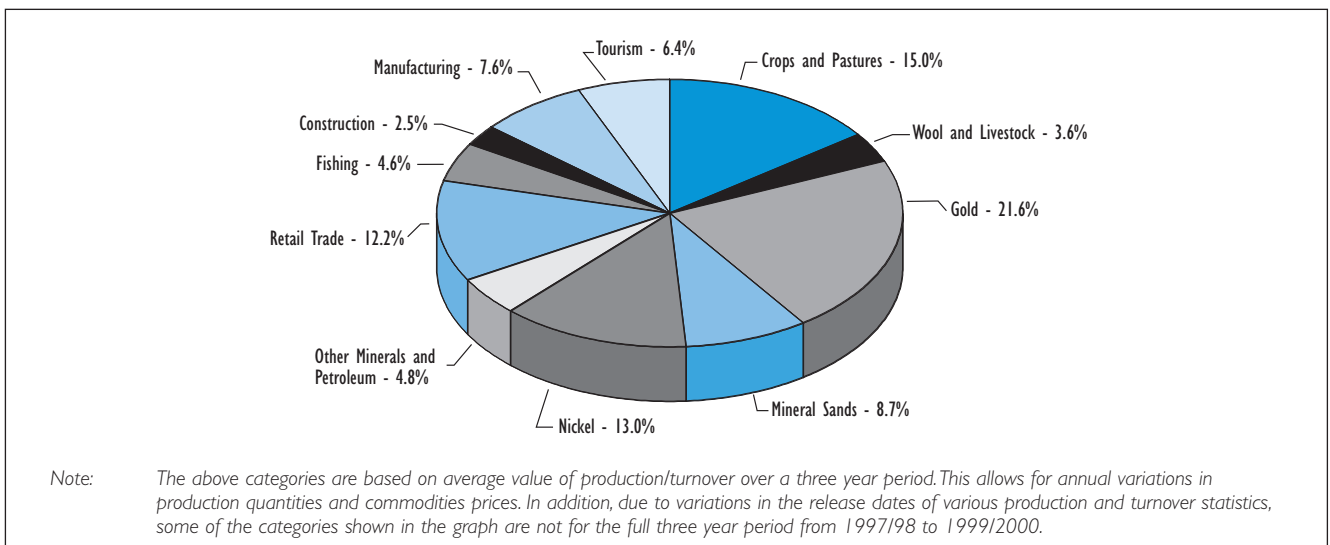
Source: Australian Bureau of Statistics Estimated Resident Population 1999 (preliminary data)

- ▶ Women possessing a degree or higher qualification now outnumber men with similar qualifications in the region.
- ▶ A higher percentage of children in the region leave school at 15 years or under compared with the State percentage.
- ▶ Despite fluctuations, the region's unemployment rate has remained slightly higher than other regional areas in the State over the past ten years. The rate rose to almost 13% in 1992 and remained steady at around 7% in 1999.

The population in the region has steadily increased in the past 20 years to an estimated population of 50 490 residents in June 1999. It is envisaged that the population will reach 62 400 by 2016. (Western Australia Tomorrow - Population Report No. 4 WAPC 2000) This is dependent on economic development creating new job opportunities in the region (Mid West Development Commission).

Between 1989 and 1999 the largest population growth in the region was in the Shire of Wiluna and the coastal shires of Greenough, Irwin, Chapman

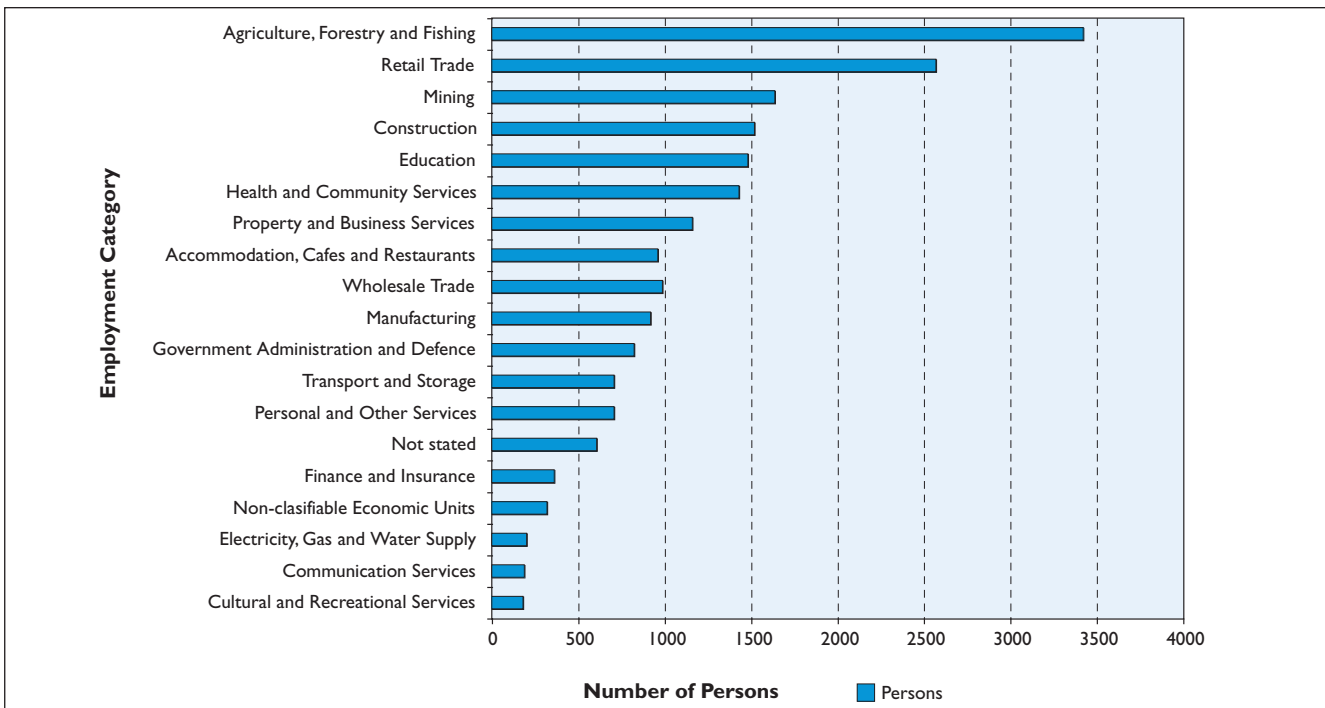
Figure 3: Economic activity in the Mid-West Region (Mid West Development Commission)



Note: The above categories are based on average value of production/turnover over a three year period. This allows for annual variations in production quantities and commodities prices. In addition, due to variations in the release dates of various production and turnover statistics, some of the categories shown in the graph are not for the full three year period from 1997/98 to 1999/2000.

Source: Department of Local Government and Regional Development

Figure 4: Employment by industry 1996 (Mid West Development Commission)



Source: Australian Bureau of Statistics

Valley and Northampton. Most of the other shires and the City of Geraldton have experienced population declines in the past 10 years.

The City of Geraldton is the most populated local authority in the region, with a population in 1999 of 19861. The next largest is Greenough with 11 711, Northampton with 3135 and Irwin with 3025 as indicated in figure 2.

The City of Geraldton provides the infrastructure requirements to service the surrounding shires, enabling it to grow to a significantly higher population than other local authorities in the region. To maintain growth in the Mid-West Region, employment opportunities and services in the City of Geraldton need to be maximised.

3.2.2 Economy and employment

Mining dominates the broad economic base in the Mid-West Region, but agriculture, fishing and tourism industries also contribute to the economic climate. Figure 3 indicates the economic distribution in the region.

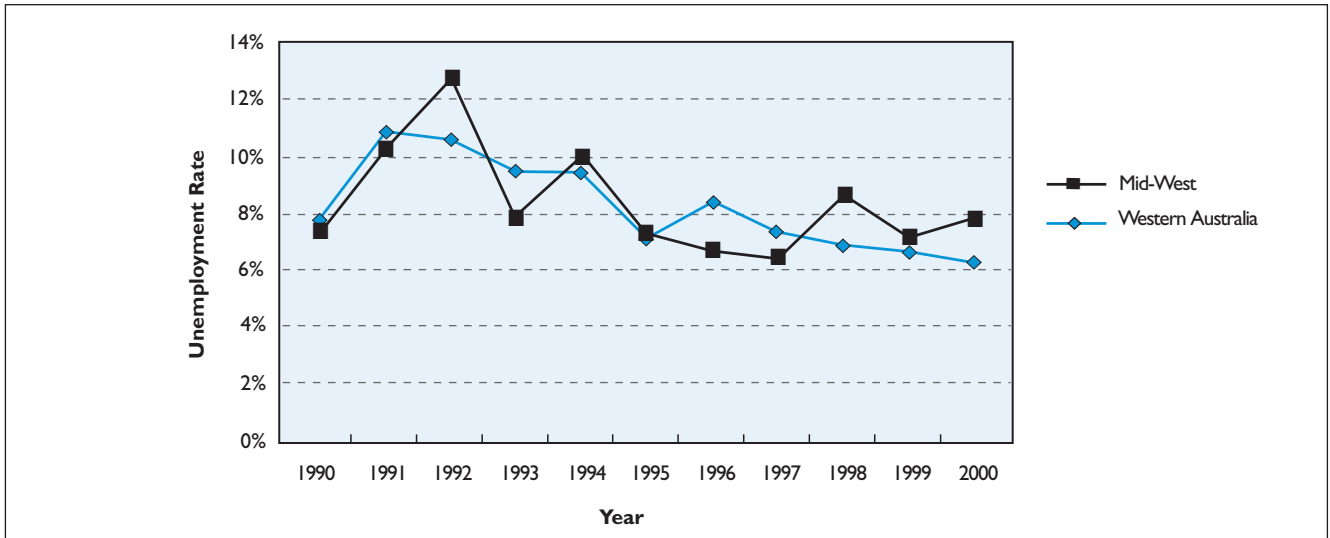
With the value of the mining sector estimated at \$1.6 billion in 1999/00, agriculture at \$561.3 million in 1998/99, fishing \$176.7 million and tourism \$201 million in 1999/00, it is imperative that the Geraldton regional centre provides support for these industries to continue to grow.

The labour force in the region was 26 497 in 2000, increasing from 24 052 in 1990, representing an average annual growth rate of 1.0%. Figure 4 indicates the number of employed persons in the various types of industry operating in the region.

In June 2000, the unemployment rate in the region was 7.8%, with the regional unemployment rate and the state rate being at 6.4% and 6.2% respectively, for the same period (Figure 5). The Mid-West Region's employment rate tends to fluctuate more than the State's due to the seasonal nature of much of the region's work.

Employment in the region is changing from being driven by primary industry, such as mining, agriculture and fishing, towards greater employment opportunities in mineral processing, manufacturing, construction and service industries. Employment in manufacturing increased by 4.6% per annum between 1991 and 1996, while the construction industry grew

Figure 5: Unemployment rate for the Mid-West and Western Australia (Mid West Development Commission)



Source: Department of Workplace Relations and Small Business

4.4% per annum for the same period. The finance, insurance, property and business service sectors grew 9.7% per annum between 1991 and 1996, while accommodation, café, restaurant and personal services sector increased by 6.5% per annum in the same period (Mid West Development Commission).

3.3 Geraldton at a sub-regional level

The sub-regional area of Geraldton includes the Shires of Irwin, Mullewa, Northampton, Chapman Valley, Greenough and the City of Geraldton.

The Geraldton regional centre provides a similar service to the sub-region as it does for the Mid-West Region. It provides employment opportunities for residents within these local authorities and retail, educational and entertainment services.

It is imperative to maintain a diverse range of retail services to enable the regional centre to be self-sufficient.

If employment opportunities were to diminish in the regional centre the population in the sub-region would decrease. To maintain a population growth in the sub-region, the regional centre must therefore accommodate employment trends in the region as a whole. Recent reductions in employment in the mining and electricity, gas and water supply sectors

indicates that either incentives are required to encourage these sectors to expand or that employment initiatives are required to concentrate on developing alternative employment sectors experiencing growth. This reduction in the workforce may be the result of increased efficiency in the industrial processes.

As with the Mid-West Region, the sub-region has the opportunity to support the growth in the manufacturing, construction, finance, insurance, property and business service and accommodation, café, restaurant and personal service sectors. While the manufacturing and construction industries are activities that can be supported indirectly, the Geraldton regional centre can cater for these growth areas directly.

3.4 Geraldton at a local level

With a population of 19 861 in 1999, the City of Geraldton has a substantial population to cater for. The CBD houses very few of these residents, and this factor was assessed in the development of the Geraldton Regional Centre Strategy.

The demand for new residential development in and around the Batavia Marina shows a changed market opinion of 'inner city living' in the Geraldton region, but whether this will be successful when residential prices are comparable to other areas with larger lots

remains to be seen. Irrespectively, increased inner-city living in the future will be important to the success of the Geraldton CBD.

At a local level, the Geraldton regional centre provides employment opportunities for its residents and, like those living in the sub-region, retail, educational and entertainment services.

3.5 Existing development in the regional centre

The city of Geraldton has grown in a radial pattern around both the Central Business District (CBD) and the port while extending north and south along the coast. Residential development was first established to the south-west of the Port and CBD, extending east and west, and is bounded by the industrial land use to the west and a mixture of residential, civic and community uses to the east (Figure 6).

Residential development also extends to the east of the CBD, initially bound by the eastern ridgeline and extending to the north along the Champion Bay foreshore. The rail line has restricted development close to the foreshore, and it is only where the rail line crosses Chapman Road at Ord Street that residential development has located in closer proximity to the foreshore.

Non-residential development to the south-east has been predominantly of an educational, community nature, with schools, churches, colleges and hospitals locating between Sanford Street and Portway.

3.5.1 Extent of CBD

The CBD is generally bounded by the Champion Bay foreshore to the west; Sanford Street, Durlacher Street and George Street to the east; Fitzgerald Street, Augustus Street and Gregory Street to the southwest and Phelps Street to the north. This area forms the central core of the Regional Centre project area with its future viability a key desired outcome of the Strategy.

The CBD has been developed in a grid pattern that runs primarily north-east to south-west. This has created a lack of east-west traffic routes and has seen existing east-west traffic routes become

congested at peak periods. The alleviation of this congestion and possible provision of new east-west connections is also a requirement of the strategy.

3.5.2 Industrial land uses

Figure 6 indicates the extent of port related industrial land uses to the south of Marine Terrace. This area provides an important support base for the port, as well as employment opportunities close to the CBD. There is potential for conflicts between this industrial land use and the residential land use both to the east and west and these need to be addressed in the strategy. Factors such as noise, traffic and possible odours from industrial activity all have an impact on residential amenity.

An industrial area is also located predominantly to the east of the North-West Coastal Highway, with a portion to the west between Bayly and Johnston Streets (Figure 6). Although this is outside the inner core study boundary indicated in plan 1, it does have a direct impact on the study area. This industrial area provides important employment opportunities and its location allows for relatively good accessibility. It does, however, increase the volume of traffic on the already busy North-West Coastal Highway, with heavy vehicle usage being high.

3.5.3 Batavia Coast Marina

The construction of the Batavia Coast Marina in the early 1990's has added additional vitality adjacent to the CBD, providing an added attraction for both residents and tourists, with the museum, boat pens and boat launching facilities currently at the site. The future hotel will strengthen vitality to the area, as will the continuing construction of mixed-use buildings, catering for commercial and residential land use.

3.5.4 Residential land uses

As the CBD has expanded, residential land uses have retracted. Inner city residential land uses are predominantly located on the fringe of the CBD. The majority of residential development has been based on the grid network, orienting around the main road network, such as Cathedral Avenue, Marine Terrace, Durlacher Street and Phelps Street.

The eastern ridgeline has some of the more expensive housing developments in Geraldton taking advantage of the views of Champion Bay.

The housing stock in the study area is diverse, with pockets of character housing among newer housing stock. The preservation of older character housing and heritage-listed properties is an objective of the strategy.

There is the opportunity to create 'inner-city living' in the CBD in order to create vitality and a city that operates after 5 pm. Presently with minimal inner-city living opportunities, there is limited activity in the CBD at the close of business hours. This has created a public perception that the CBD is not a safe place to visit after dark, and night activities centre around the taverns in the CBD and the cinema. By bringing residents into the CBD there is the opportunity to support a greater number of 24-hour activities in the CBD, as the greater population will sustain the economic requirements of these activities. The greater the population in the CBD after hours the greater perceived safety.

3.5.5 Mixed use/Community precinct

Immediately south of the CBD is an area that contains a variety of uses with a clear community focus. The location of a number of schools, hospitals, churches and the TAFE within this area creates a defined character that greatly impacts on the function of the CBD. The traffic generated by these uses, particularly at the commencement and completion of school, creates bottlenecks and congestion into and out of the CBD. The proximity of these uses to the CBD plays an important role in the vitality of the CBD, as shopping trips can rotate around education hours.

3.5.6 Parks, reserves and community purpose land

Indicated in green on Figure 6, a number of large public open space areas are located within the study area, including Wonthella (the sporting complex), and the Champion Bay foreshore. A number of smaller parks and recreation facilities are also distributed throughout the regional centre. Access to and future use of these recreational and community facilities is an important consideration in the strategy.

3.5.7 Parking in the CBD

Plan 3 indicates the current location of off-street parking areas in the CBD. These parking stations perform an important function in enabling consumers and visitors to park in the CBD. In addition to extensive on-street parking facilities, these parking areas are in high demand, although a number are not always full. A key element of the study is to determine the adequacy of parking in the CBD, both in terms of availability and location.

3.6 Summary

The Geraldton regional centre is a service centre for the Mid-West Region, providing both convenience and specialised goods and services to the region. There are currently a number of issues facing the CBD and the broader study area which need to be addressed in the Regional Centre Strategy. In addition to population and employment trends, these include:

- the need to improve the relationship between the CBD and the foreshore;
- existing traffic congestion and limited parking availability in certain locations;
- the need to strengthen links to the marina, including the Western Australian Government Railways (WAGR) land;
- the proximity of the port;
- the need to improve the vitality of and safety within the CBD, including encouraging additional residential development; and
- the need to maximise and build upon the development opportunities created by the foreshore project.

As an integral component of the study, extensive consultation has been undertaken with stakeholders and the local community. This is to ensure that the strategy addresses issues raised by those most affected by it and that the plan will achieve the desired vision while, at the same time, ensuring all affected parties are kept informed of the study's progress, have input into its recommendations and are aware of how best to provide that input.

It was a specific requirement of the brief that a consultation strategy be prepared by BSD and endorsed by the study steering committee. This document was prepared accordingly and was endorsed by the committee at the inaugural steering committee meeting held in Geraldton on 28 February, 2002.

4.1 Consultation objectives

A study of this nature has a regional impact. The primary focus of the study, namely the Geraldton CBD area, is of community interest well beyond the extent of the study area boundaries. There are certain groups who have a particular interest in either all or elements of the study (such as CBD retailers).

For these reasons, a range of consultation mechanisms were proposed to meet the objectives of the consultation strategy being to:

- ▶ create awareness of the study and its purpose;
- ▶ obtain background information and identify issues of concern to stakeholders and the community;
- ▶ inform stakeholders and the community about the available options;
- ▶ obtain community and stakeholder input;
- ▶ create an awareness and acceptance of the recommended proposal; and
- ▶ obtain input from and consult with local indigenous groups.

More specifically, it was believed that the consultation needed to:

- ▶ inform the broader Geraldton community of the study at key milestones - its intent, timeframe and likely outcomes;
- ▶ recognise that this is only one study amidst a range of studies being undertaken in the region

and try and present it as part of an integral range of initiatives being funded by the Government aimed at improving Geraldton for its residents, businesses and visitors;

- ▶ provide a forum for those individuals, agencies and interest groups who have a specific interest in the study or who need to have meaningful input into the study's recommendations;
- ▶ ensure that the study team understood the community's aspirations for or current concerns with the CBD, and the transport and parking systems which support it; and
- ▶ produce a strategy which best achieves the vision for central Geraldton desired by the community and all key stakeholders.

4.2 Towards a Greater Geraldton branding

A number of studies are currently being undertaken in Geraldton. This has caused some confusion to the public about who is doing what and why, and with various newsletters, press articles and workshops for each study. It was considered to be in the best interests of this study, other studies, the City, the DPI and the broader community if there were a common newsletter and banner under which information was conveyed to the public on what is happening in the city and region and how it all relates.



This study has a 30-year horizon. It was therefore considered appropriate to brand all of the current State and Local Government studies and improvement works in Geraldton under a 'Towards a Greater Geraldton' banner in a similar manner. This

proposal was endorsed and a 'Towards a Greater Geraldton' (TAGG) banner was subsequently used. A logo, newsletter format and newspaper insert proforma were developed and used in public releases associated with the study.

4.3 Towards a Greater Geraldton vision summit

A Towards a Greater Geraldton Vision Summit was held in June, 2002 following the compilation and analysis of existing data. The Summit was attended by the study team, key stakeholders from State and Local Government and targeted representatives from community groups and the general community. There were 36 attendees and a range of issues were discussed.

The objective was for people to visualise how they would wish Geraldton's CBD to be in 30 years time. Findings are summarised later in this report.

4.4 Stakeholder (agency) consultation

A list of agency stakeholders were consulted during the study including:

- ▶ DPI – Perth and Geraldton offices
- ▶ DPI Transport division
- ▶ City of Geraldton
- ▶ Shire of Greenough
- ▶ Shire of Chapman Valley
- ▶ Geraldton Port Authority
- ▶ Mid West Development Commission
- ▶ Westrail (now WAGR and PTA)
- ▶ Main Roads Western Australia
- ▶ Department of Environmental Protection (now Department of Environment)
- ▶ Arts and Cultural Development Council
- ▶ Aboriginal Affairs Department
- ▶ Geraldton Regional Art Gallery.

Meetings occurred throughout the study with these stakeholders and findings summarised in the context analysis and the progress reports.

4.5 Stakeholder (focus group) consultation

In order to obtain input into the various options for development, and to determine existing constraints, team members met with individual key focus groups and interest groups. One-on-one meetings were held with the major groups while the minor groups and interested residents and individual stakeholders were invited to attend one of two to three focus group meetings held at different times to maximise attendance.

4.6 Central business district business and resident surveys

In order to assist with the accuracy of the retail strategy and to provide an avenue for direct input by landowners and businesses in the CBD and the Greater Geraldton region, surveys were sent to all landowners and delivered to all businesses within the CBD core area.

The business surveys asked for information on matters such as existing floorspace, intended future expansions or change of use and details on car park provision and usage. The survey also sought information on issues of access, travel patterns to work and the like.



The resident survey sought community input on a range of issues including frequency and form of travel to the CBD, likes and dislikes about the CBD, suggested improvements and services required in the CBD and information on regularly visited facilities in the CBD.

Respondents were asked to indicate if they wished to be involved in workshops or focus group meetings on the study and those that did were placed on the stakeholders register.

A total of 629 responses were received from the residents survey and 46 responses from the CBD business surveys. Key findings are summarised in Appendix 1.

4.7 Advertising of options

The study area options were released for formal public comment and review. A subsequent advertising period and manned shopping centre displays were conducted for the CBD options.

During advertising of both the study area and the CBD options, summary brochures of the options were produced and reproduced as newspaper inserts in the Mid-west Times.

For the study area options, letters were also sent to all contact people on the stakeholders register attaching a summary brochure and inviting submissions.

The public commented on options for the broad inner city area in May 2003 and detailed proposals for the central business district in September 2003. A preferred strategy was then prepared based on the feedback received. The preferred strategy was released for public comment in September 2004.

A summary of the public feedback from advertising of the options is contained in Appendix 2.

4.8 Options workshop

It was initially proposed that the draft preferred strategy be workshopped with interested members of the community prior to its inclusion in the first draft report. However, given the limited feedback to the advertising of the study area options, it was

instead decided that the workshop should focus on the initial preferred strategy arising from the evaluation matrix. Specifically this comprised a workshop on the centralised option as it would impact on the CBD.

The workshop was held over three hours on a weekday evening and was attended by interested stakeholders from the community and relevant government agencies. Feedback from the workshop assisted in finalising the ultimate preferred strategy which became the Regional Centre Strategy.

4.9 Advertising of draft report and central business district policy

As required by the brief, the draft report was released for formal public comment and review. Comments were invited over a 6-week period closing in October, 2004.

A 'Towards a Greater Geraldton' newspaper insert reproduced key graphics and a summary text. Letters were sent to all contact people on the stakeholders register and to key stakeholder agencies advising of the draft report and inviting submissions. The councils and the DPI were requested to make copies of the draft report available for public loan and to view over their counter. The draft report was also available on the WAPC website.

In response to advertising of the draft report, only three responses from the public were received.

1. The first submission supported the proposed minor extension of commercial development along North-West Coastal Highway to include the landowner's property;
2. The second submission sought more detail on social access and development and claimed the strategy did not encourage improved pedestrian amenity and CBD usage. However, this is not the case and reflects a desire for a level of detail beyond the scope of the Strategy.
3. The third submission supported a number of the recommendations but raised concerns with regard to certain proposals within the foreshore. These all related to the foreshore project and not to the regional centre.

Consequently, no changes to the final report were undertaken as a consequence of submissions from the public.

There was also a submission from the City of Geraldton largely relating to Table 12 which contains the recommended actions for implementation. The majority of the queries raised by the City were addressed by way of clarifications.

The other matters are summarised in section 13.1. Clarification text on the issues raised by the City have been included in the final report but no changes to the regional centre strategy were otherwise undertaken.

In summary, arising from the advertising of the second draft report, no changes were made to the final report other than to update information where feasible and to reflect the City's position on a number of matters associated with implementing the recommendations.

A Vision Summit was held on Monday 24 June 2002 at the Queens Park Theatre. The findings of the summit are included in Appendix 3.

A possible vision for the Geraldton regional centre was then summarised from the summit in response to a request from the Mid-west Times to summarise the key themes. This was as follows:

Central Geraldton is a fun and safe place for an inclusive community reflecting Geraldton's unique marine character and history, Yamaji and multicultural links, attractive and active lifestyle and environmental qualities. The future Central Geraldton must be built on a sound and diverse employment base, make the most of information technology opportunities and be a friendly place meeting the needs of all groups in the region.

It was resolved by the steering committee that this vision was too wordy and should be revised. Accordingly the following Vision was suggested in the options report:



This vision has guided the finalisation of the study while the key issues emerging from the summit itself have been taken on board in developing the regional centre strategy and the CBD policy plan.

6.1 Introduction

In developing land use and transport options, it is important to consider the key parameters in terms of development of the Geraldton regional centre.

These include:

- ▶ projected population growth
- ▶ trends in development
- ▶ requirements for retail, office and service commercial land uses
- ▶ accessibility and parking
- ▶ study area constraints and opportunities
- ▶ the future of the Geraldton port

6.2 Mid-West population

There are numerous reports estimating what the projected population will be for the Mid-West Region. For the purpose of this study the Department for Planning and Infrastructure's population projections indicated in the Western Australia Tomorrow publication were used. These forecast that the population of the region will be 67 300 in 2026. This can be extrapolated to obtain a population figure of 69 300 in 2030.

This population figure has been used in calculating the future retail, office and service commercial floorspace requirements for the Geraldton regional centre. The actual population realised, however, will be greatly affected by the occurrence of any major new developments in the region and the broader economic trends having an impact on the major economic sectors that comprise the region's economy.

6.3 Local and regional trends

The following overview of the state of the economy of the Mid-West Region prepared principally by CARE Consulting sets the broad context in which the current and future development climate in Geraldton was determined.

6.3.1 The Mid-West economy

Encompassing an area of 470 000 square kilometres, the region covers about one-fifth of the area of Western Australia. The general economic health of the Mid-West Region as a whole and Geraldton as its major service centre, is intricately tied to the performance of the region's key economic sectors and major projects that are likely to drive employment and subsequently population growth.

The economic base of the region is reasonably diverse. In 1999/2000 the Gross Regional Product for the region was valued at \$2.6 billion.

This principally comprised mining (48%), agricultural commodities (19%), retail trade (12%), manufacturing (8%), tourism (6%), fishing (5%) and construction (3%). Between 1990 and 2000, the labour force in the region grew from 24 052 to 26 497 with the major employing sectors being agriculture, fishing and forestry, retail trade, mining, construction, education and health and community services. Employment in the region is changing from being primarily driven by the traditional industries of agriculture, fishing and mining, towards being more strongly influenced by opportunities in minerals processing, manufacturing, construction and the services industries. Geraldton is the major commercial, administrative and service centre in the region.

Tourism is a potential growth industry for the Mid-West Region but is presently underdeveloped. The region is being developed as a prime nature-based, marine and cultural tourism destination. Among the key tourism attractions are the Batavia Coast with the Abrolhos Islands, Kalbarri, the Murchison River Gorges and the Murchison Goldfields. In 1999 there were 563 000 domestic visitors and 59 000 international visitors to the region. Sixty four percent of domestic visitors were from the Perth Metropolitan Region. The value of overnight domestic visitor expenditure was \$201 m. Geraldton is not presently recognised as a major tourist destination in the region, with many visitors opting to bypass the city completely or use it as a 'drive through' location.

The future growth of both the region generally, and Geraldton specifically, is dependent upon three key factors:

- ▶ a continued diversification of the region's economic base.
- ▶ strengthening of strategic infrastructure to and within the region; and

- the development of the region's tourism potential which is presently not being fully realised.

Among the significant projects that are likely to impact on the future of Geraldton's employment growth (subsequent population growth) and growth of the output of the local economy are the:

- Batavia Marina development.
- Geraldton port enhancement project.
- Southern transport corridor.
- Mt Gibson Iron project.
- Marine Education, Training and Industry Research Centre of Excellence.
- Geraldton foreshore and CBD redevelopment project.
- new Geraldton hospital.
- Indian Ocean Drive (sealing of the Lancelin to Cervantes section).

6.3.2 Retail and commercial sector of Geraldton

As the largest service centre in the region, Geraldton has a wide range of commercial activities carried out including banking, investment and financial services, building and home maintenance supplies, real estate, wholesale and retail trade, hospitality and accommodation facilities. At the 1996 census, the retail sector employed approximately 2569 people (Department for Local Government and Regional Development and the Mid West Development Commission, July 2001). Employment in this sector grew at an average annual rate of 2.2% between 1991 and 1996.

In 1998/99 the retail turnover was valued at \$376.7 m. In 1999/2000 the Department of Local Government and Regional Development estimated this sector to be valued at \$405.6 m, an increase of 7.7% over the previous year (Department for Local Government and Regional Development and the Mid West Development Commission, July 2001).

An analysis of the preliminary 2002 land use and employment survey data gathered by the Department of Planning and Infrastructure provides insight to the current status of the retail and commercial sector of the City of Geraldton. The key

findings of this analysis are presented below. It needs to be recognised that these statistics are indicative due to their preliminary status.

Within the areas of Geraldton zoned for commercial land use, the most significant industry sectors represented are:

- retail shops and other retail combined constituting 17% of total establishments, 21% of total floorspace and 33% of employment;
- office/business use (13% of establishments, 12% of total floorspace and 27% of employment); and
- health/welfare and community services (7% of establishments, 34% of floorspace and 27% of employment).

There is also a sizeable representation of residential land use (31% of establishments and 10% of floorspace) especially in the land use transition areas bordering the CBD (table 1).

The commercial land use zone comprises a number of sub-areas of which the major sections are the Geraldton CBD, Geraldton Central 2 (two areas to the north and west of the CBD), the Geraldton Marina and the Northgate Centre. The distribution of key retail and commercial uses among these sectors is reported in Table 2.

The CBD is the principal location for all these key retail and commercial uses. The Northgate Centre is a major secondary location for retailing. While the Geraldton Central 2 and Marina areas are not dominant in any of these areas of land use, they represent the primary sectors into which these activities are likely to develop especially as the CBD grows and approaches its capacity.

The Geraldton CBD is clearly a significant part of the commercial land area of the city. The major land use in the CBD of Geraldton is retail and office/business. Retail (shops and other retail combined) accounts for almost one-quarter of the number of establishments, almost one-third of the commercial floor area and over one-third of the employment.

Almost half the retail establishments (shops and other retail) and one-third of the retail floorspace in Geraldton are located in the CBD. Nearly 60% of retail shops and 42% of occupied retail shop floorspace are located in the city centre.

6.3.3 Vacant floor area

Approximately 12% of the establishments in Geraldton and 10% of the commercial land use category establishments were identified as vacant, accounting for approximately 11% and 8% of the commercial floorspace in these areas respectively. Almost four in every ten establishments identified as vacant in Geraldton were located in the CBD. These establishments account for approximately one-quarter of the vacant floor area of the city. These results reflect the existence of some excess capacity in both the City overall and the CBD.

Recent signs however suggest that this excess capacity appears to be on the decline. Real estate agents interviewed during the study reported having leased ten previously vacant premises in the CBD over recent periods. While these new leases were principally a consequence of existing businesses moving premises for a better location, better quality premises or better leasing arrangements, they reflect the level of dynamism that presently exists in the market. It was also identified by real estate professionals in the City of Geraldton that generally there is a lack of quality commercial establishments for leasing in the CBD area and the vacancies tend to be concentrated in small pockets in the CBD rather than broadly spread.

6.4 Commercial climate in Geraldton

The current and future commercial climate in Geraldton was principally assessed through in-depth interviews with a cross-section of key stakeholders in the retail and commercial sector undertaken in 2002. Key factors employed as broad indicators of the current level of confidence among business and property owners in the city at that time were: trends in vacancies of commercial property especially in the CBD; the value of recent commercial property sales in the CBD as reported by real estate professionals; qualitative information provided by bank managers with respect to business deposit and commercial loan trends among their business clients and qualitative information provided by retail operators and representatives from the Chamber of Commerce and Industry and the Retail Trade Group. The following discussion presents an overview of the key findings from the research.

Factors identified by key people in the retail and commercial sector as key drivers of the economic health and growth of this sector are population growth (as driven by new industry developments and their associated employment generation) and the economic performance of the key industry sectors of mining, agriculture and fishing. The economic performance of the farming/agricultural sector and the fishing industry were seen as particularly important in affecting the level of activity in the retail sector.

Reports on the strength of the retail and commercial sector in Geraldton were variable. It was the broad view of the cohort of retailers interviewed that the retail and commercial sector in the city has been through a difficult economic period; however, it appears to have turned the corner with recent signs of improvement. One of the newer retailers in the CBD reported that their level of retail trade had exceeded projections. Several others reported increased traffic especially in the Marine Terrace 'mall' area and described their retail sales as quite strong. It was suggested that those retailers that are catering to customer needs and providing good customer service are doing well.

Overall the current retail and commercial climate was described by a large proportion of retail operators interviewed (approximately three-quarters) as 'fair to average' but with healthy signs of improvement. Among the factors cited by those interviewed as contributing to this improvement in the retail and commercial climate were the fishing season not being as bad as expected and the commencement of a number of large infrastructure projects such as the deepening of the Geraldton port. It was identified by the stakeholders however that the market was still quite volatile and there existed a sense of caution over whether this improvement would be sustained.

The reported improvement in the retail and commercial sector was further supported by comments provided by real estate professionals, a local accountant and bank managers. These stakeholders reported increased commercial activity, improved prices on commercial property sales, stronger activity in the leasing of commercial properties, increased business debt repayment and business clients stating that things were 'picking up'. New commercial construction is also clearly evident in the CBD area with the recent redevelopment of new office premises along Foreshore Drive, the

Table 1: Distribution of land use types in Geraldton's commercial zones (2002)

Land use Type	Number of establishments (% of total)	Employment (% of total)	Floor area (m ²)
Manufacturing, Processing and Fabrication	0.4%	0.6%	0.6%
Storage/Distribution	1.1%	0.5%	1.0%
Service industry	2.9%	2.0%	3.5%
Shops/Retail	16.9%	32.5%	21.3%
Other retail	1.9%	2.8%	2.9%
Office/Business	13.1%	27.2%	11.5%
Health/Welfare and Community Services	7.0%	26.8%	34.1%
Entertainment, Recreation and Cultural	4.1%	4.2%	5.7%
Residential	30.7%	2.0%	10.2%
Utilities/Communications	2.9%	0.9%	1.1%
Vacant floor area	9.9%	na	7.6%
Vacant land area	8.5%	na	na
Unknown use	0.5%	0.3%	0.6%
Total	1 561	4 932	294 546

relocation of a restaurant to a larger, more central location along Foreshore Drive and a new large commercial business services development, all indicative of an improved outlook among business owners and property developers.

The outlook for the retail and commercial sector can be described as one of 'cautious optimism'. Retailers interviewed reported that they anticipated only marginal or no improvement in the short-to-medium term (to 2007) but expected a much more buoyant retail and commercial climate in the longer term. Several CBD retailers indicated that they expected some disruption to business to occur in the short-to-medium term as a result of the proposed Foreshore Redevelopment project.

While there was a sentiment among a small group of retailers (approximately 10%) that the future retail and commercial climate would remain poor, there was a much broader view reflecting a strong level of confidence with respect to a considerably more favourable climate as the city began to reap the benefits from new developments. More than half the retailers interviewed described the retail climate outlook as 'good' although this view was qualified. The positive long-term outlook was critically linked to the removal of the railway line along Foreshore Drive, the realisation of the Foreshore redevelopment project, the progression of several of the proposed strategic infrastructure such as the Southern transport corridor and the Geraldton port

Table 2: Location of key commercial land uses in the commercial land use zones of Geraldton (2002)

Sub-Area of the commercial land use zones	Floor area % by type of land use in the commercial land use zones		
	Shops and other retail	Office/Business	Service industry
Geraldton CBD	50%	64%	54%
Geraldton Commercial 2	1%	19%	8%
Geraldton Marina	0%	11%	0%
Northgate Centre	33%	3%	9%
Other sub-areas	16%	3%	29%

enhancement project (now underway), and the realisation of new industry development and employment opportunities resulting from these infrastructure projects.

It was a common view that Geraldton needed more industry to create the job opportunities to drive the population growth needed to support a larger and more vibrant retail and commercial sector.

6.5 Improving the retail and commercial climate of Geraldton

There is a common view among retailers that people need a comfortable and safe environment in which to shop. This means providing good security for both shoppers and business operators, a physically attractive environment, good quality service and a good standard of product quality. It was reported that a relatively high proportion of Geraldton residents are on fixed incomes and that the surplus disposable income of households is generally quite low. The key to improving the vitality and economic viability of the retail and commercial sector is through increasing the size of the customer base and hence the dollars available to be spent.

Among the most critical issues raised as areas needing to be addressed in order to improve the retail and commercial climate at the local level were security, parking, traffic flow, attractions and promotion. The following provides an overview of the issues raised and suggestions for improvements in each of these key areas.

6.5.1 Security

This is a critical issue especially in the CBD area. It was reported that many businesses are presently unwilling to open for Thursday night trade due to safety concerns and there was a broad view among those interviewed that many local residents felt unsafe due to the existence of anti-social behaviour in the city centre at night. This was seen as having a strong negative effect on retail trade and the willingness of shop owners to invest in the enhancement of their premises to make them more attractive to customers.

Among the suggestions offered for addressing the anti-social behaviour and security problems so as to improve the retail climate were greatly increased lighting, more foot patrols by police and security cameras.

6.5.2 Parking

Parking is seen by most retailers as an issue needing serious attention.

Durlacher Street, Chapman Road and Marine Terrace need to be planned for easy and safe movement of people.

There is a major need for a clear long-term plan, one that enables easy access to parking and allows people to move easily and safely around the central retail and commercial blocks of the city. A long-term plan would provide business owners and property developers with a clear understanding of how this issue will be addressed and the parking provision requirements of businesses. This will guide and encourage investment decisions and instil business confidence.

6.5.3 Traffic flow

Traffic flow needs serious attention as there are major pressure points for traffic along Marine Terrace.

The current traffic flow pattern tends to funnel people out of the city centre. A plan that provides a traffic flow that enables vehicles and people to move easily through the city centre, supported by good, clear signage will help address this issue.

6.5.4 Attractions

Geraldton has no major drawcards. The city centre needs to be made into a place that people want to come. A place where there are things to do and see and places where people can relax and 'watch the world go by'.

The proposed Foreshore redevelopment was seen as a project with the potential for providing a feature capable of attracting more visitors to the city.

6.5.5 Promotion of the City

It was suggested that the City of Geraldton needs to take on a professional and proactive approach to marketing the City. The tourism potential of the city, has not been fully exploited. Geraldton needs to be more proactively promoting the city highlighting what it has to offer to attract more visitors to help increase the customer base for retail and commercial businesses.

There is a need for a specific area rate on businesses to support a city centre coordinator and promotion of the city to potential visitors.

Active promotion of the city by Council to its own residents is necessary to encourage buying locally and to promote the city centre as a vibrant place.

6.5.6 Other suggestions for improving the retail climate

In the short-to-medium term, actions can be taken to make the retail premises and the CBD more attractive as the poor retail climate over a number of years has contributed to a number of shop owners not maintaining their premises and letting them become run-down. Such a strategy may include the provision of incentives such as a one-off rates rebate by the City of Geraldton to help off-set the cost to encourage shop owners to improve the external appearance of their stores. This could be incorporated as part of a city centre beautification strategy. This could incorporate a 'town colour scheme' to develop a more uniform image in the CBD.

There is a need for more decisiveness and more timely decisions by government especially at the State and local levels in developing long-term plans and progressing infrastructure and industry development projects to provide greater levels of certainty on which to base investment decisions.

A more proactive and customer-focused attitude among retailers is required. This could be achieved through a more active Chamber of Commerce to encourage improved customer service and more regular trading hours observed by retailers. The

Chamber of Commerce needs to be actively lobbying businesses and local government.

The provision of more public infrastructure is required such as public toilets, seating and signage for visitors.

6.6 Future commercial floorspace requirements

Based on CARE Consulting's findings, BSD then determined what the future retail floorspace requirements for Geraldton would be over the next 30 years in terms of regional centre requirements. To do this a number of assumptions were made as follows:

- ▶ the Geraldton CBD is the core of the regional centre servicing the whole of the Mid-West Region;
- ▶ that the current level of occupied retail floorspace is adequately servicing the current population of the Mid-West region;



- ▶ the current level of occupied office and service commercial (ie non-retail) floorspace is adequately servicing the current population of the region;
- ▶ vacant floorspace in the CBD is suitable for either retail or office use;
- ▶ retail uses include shops and other outlets that sell convenience and non bulky comparison items, such as grocery items, specialty goods, newsagencies and the like;

- ▶ service commercial uses include hardware stores, bulky goods retailing such as furniture stores, service industry and the like;
- ▶ in determining the potential Nett Lettable Area (NLA) floorspace potential of a site zoned for retail/office use, the NLA has been assumed to occupy one-fifth of the area of the site. This takes into consideration required servicing of the site, on-site parking, and access;
- ▶ in determining the NLA potential of a site to be developed for service commercial use, the NLA has been assumed to occupy one-third of the site. This takes into consideration required servicing of the site, on-site parking and access; and
- ▶ all future retail, office and commercial development will be required where possible to provide all parking on-site. However, this is unlikely to be achieved for many developments or extensions of CBD properties and therefore additional off-street parking will need to be provided.

Given these assumptions, the regional retail, office and service commercial floorspace requirements for 2030 were calculated. These calculations are based on current floorspace provision gained from the Geraldton Land use Survey 2002, undertaken by the DPI. This data is still in preliminary format, but provides the most accurate representation of current floorspace occupation for different land uses within the Geraldton region.

Retail, office and service commercial uses are categorised as per the recommendations of the DPI's Survey Department. The study used the categorisation used in the Commercial Land use Survey - Perth Metropolitan Region 1997(MfP) and as such included shop/retail uses for retail; office/business uses for office; and service industry and other retail uses for service commercial.

On this basis, Retail Uses include beauty salons, markets, newsagents, pharmacies, restaurants/cafes, as well as specialty shops and supermarkets. Office uses include accounting, auditing and book-keeping services, advertising agencies, banks, professional consulting services, finance, insurance and real estate agencies, medical services, professional and government offices, and trade unions and similar organisations. Service commercial uses include building and construction businesses, carpentering and wood-flooring services, catering and function

services, earth-moving services, electrical repair stores, floor coverings and furniture outlets, hardware stores, machinery repair services, motor vehicle retail parts and repairs, and wholesale traders.

In calculating the existing retail and office floorspace provision, the amount of occupied retail and office floorspace in the Geraldton CBD was divided by the current population for the region. This gives the existing operational floorspace per capita for the region. This figure was then multiplied by the projected population for the Mid-West Region to determine future floorspace requirements. The results are summarised in Table 3.

In determining the future site area required to cater for new retail and office uses the future NLA requirements were multiplied by five, assuming one-fifth of a given site can only be occupied by floorspace once parking, servicing and other access requirements are deducted.

A similar calculation was undertaken for future service commercial requirements in Table 4. Future site area requirements were then multiplied by three, as parking requirements are less for service commercial uses.

There is currently 21 197m² of vacant floorspace in the Geraldton CBD, 29,446m² along North-West Coastal Highway and 26 511m² elsewhere in the regional centre study area. This vacant floorspace does not include vacant land or undeveloped land and has been assumed to be available to accommodate part of the future floorspace requirements.

In summary, regional centre combined retail/office floorspace requirements for the region in 2030 are estimated to be 178 101m² of NLA. This is based on current per capita provision and projected population growth rates. This equates to 50 361m² of floorspace greater than what is currently occupied in the CBD at ground floor level. The CBD currently has enough zoned land to cater for 142 000m² NLA all developed at ground level (ie single storey). This takes into account under-used sites, vacant land and land in the marina. Therefore land for an extra 36 101m² NLA of floorspace is required.

Service commercial land uses currently occupy approximately 119 039m² of NLA in the study area. This equates to 2.4m² NLA per capita. With the future population of the region expected to reach 69

300 people in 2030, the required NLA for service commercial land use is 166 320m², an additional 47 281m² NLA. This equates to 49.9 hectares of land, in total, or an extra 14.2 hectares of land than is already provided.

The findings of this analysis were used to determine the maximum amount of land required to be earmarked within and outside the CBD for each of the regional centre land use options.

6.7 Accessibility and parking

6.7.1 Accessibility

The issues of accessibility to the CBD of Geraldton were investigated with the use of traffic modelling to appraise various land use options.

Projects already underway surrounding the CBD influenced the options available for the regional centre and these include the Southern transport corridor, relocation of the rail access to the port and plans for the north-south road. Within the CBD, projects such as the Foreshore redevelopment project are underway that will modify intersections and road layouts, all of which will influence accessibility to the area.

Previous studies have raised a number of options for improving accessibility for Geraldton such as 'Road A'. The key accessibility issues which needed to be addressed in this study were:

- whether or not 'Road A' is justified in providing an east-west connection between the CBD and North-West Coastal Highway;

- whether or not the Davis Street connection between Chapman Road and Webberton Road offers benefits;
- how radial traffic can be shared between Cathedral Avenue and Durlacher Street or whether it should be concentrated on one of the two routes;
- the optimum treatment for Marine Terrace; and
- the role of Chapman Road.

6.7.2 Parking issues

The City of Geraldton parking policy objective for this study was to identify strategic locations for car parking to support land use and development proposals while complementing the major road network.

Both on-street and publicly available off-street parking provision was appraised for each land use option developed.

In the analysis, it was assumed that:

1. parking can be controlled through pricing policy and reserving certain locations for short-stay usage whilst designating others for long stay, commuter parking;
2. the use of reciprocal parking arrangements where parking provisions are used by complementary demands throughout the day or on different days of the week will help to manage the supply of parking within the CBD;

Table 3: Projected retail and office floorspace requirements 2030

Total existing retail NLA	68 935m ² (2002 Land use survey)
Current population (Mid-West Region)	49 655 (2002 ABS)
Current Provision m ² /capita	1.39
Population projection 2030	69 300
x 1.39	96 327m² = Required retail NLA
Total existing office NLA	58 805m ² (2002 Land use survey)
Current population (Mid-West)	49 655 (2002 ABS)
Current provision m ² /capita	1.18
Population Projection 2030	69 300
x 1.18	81 774m² = Required office NLA

Table 4: Service commercial floorspace requirements 2030

Total existing service commercial NLA	119 039m ² (2002 Land use survey)
Current population (Mid-West Region)	49 655 (2002 ABS)
Current provision m ² /capita	2.40
Population projection 2030	69 300
x 2.40	166 320m² = Required service commercial provision

- private non-residential parking is likely to remain under the control of planning codes where its provision is determined by land use.

The key issue to be considered with respect to parking is whether supply should match demand through diffused provision of bays or whether parking should be concentrated in certain localities, perhaps introducing multi-storey car parks. This was a major issue to be resolved in finalising any option.

6.8 Regional centre opportunities

At the outset of the study, a number of opportunities and constraints were determined in the regional centre study area. These have been indicated in plan 4 and are discussed below.

6.8.1 The foreshore

Perhaps the most obvious opportunity for the regional centre is the redevelopment of the Champion Bay foreshore. The foreshore provides a magnificent outlook for the CBD; however, the current building; and street layout in the CBD does not take advantage of this aspect. The railway line also limits the full potential of the foreshore.

The Geraldton Foreshore/CBD Redevelopment and Revitalisation Project has focused on using and improving the foreshore with the project providing a catalyst for development elsewhere within the regional centre. Its findings are therefore reflected in the regional centre strategy and CBD policy plan.

6.8.2 Northern foreshore

Outside the study area of the Geraldton

Foreshore/CBD Redevelopment and Revitalisation Project, the northern foreshore of Champion Bay provides a continuous beach area that can be used by residents and tourists alike. There is the potential for greater use of the foreshore and adjoining area, particularly areas with views of the foreshore.

6.8.3 Western foreshore

The western foreshore adjacent to West End, Beachlands and Mahomets Flats is also a significant draw card for residents and tourists. Although a scenic drive currently traverses this area, the use of this area can be increased taking into account environmental issues, such as dune stability and vegetation retention.

6.8.4 WAGR land - Foreshore Drive

The WAGR land adjoining Foreshore Drive has the potential to be redeveloped into a vibrant mixed use area of commercial and residential land uses, allowing a transition between the foreshore and the CBD, and the marina and the CBD. This landholding is seen as providing a key redevelopment opportunity for a major future central attraction and, like the marina, has the potential to be a major destination for tourists and residents alike.

6.8.5 Batavia Marina

Presently, the marina is not fully used, but a number of projects are planned or underway. The Western Australian Maritime Museum has been developed in the marina and is considered a tourist attraction in its own right, while the new Broadwater Resort will

sustain a variety of businesses and be a major future destination for all forms of transport and pedestrians. It is imperative to ensure that the marina and the CBD are linked through commercial land use to maintain the viability of both areas.

6.8.6 CBD built form

The built form of the CBD is an eclectic mix of building stock. Arguably, the most visually appealing buildings are those of an older nature, dating back to Geraldton's colonial days. These provide a historic link to Geraldton's past and are tourist attractions. The City of Geraldton's municipal inventory encourages many of these buildings to be maintained and upgraded to add to Geraldton's charm. Future built form should reflect and respect, but not mimic, the character of these existing buildings where possible.



HMAS Sydney memorial

6.8.7 Mixed use/Community precinct

This area to the south of the CBD contains predominantly education and community facilities. This allows the Geraldton bus service to concentrate its services to this area and its proximity to the CBD enables students and other community members to use the CBD more efficiently. There is the possibility to provide a clear pedestrian and cyclist link to the CBD from this precinct and various landscape options to improve streetscapes.

6.8.8 Brand Highway/North-West Coastal Highway entry statement

The roundabout at the intersection of Brand Highway, North-West Coastal Highway, Cathedral Avenue and Portway is being replaced with a grade separated interchange with the construction of the Geraldton Southern transport corridor. Previously the roundabout with insignificant landscaping and flagpoles did not provide a significant incentive for travellers to enter the CBD. It is far easier to continue on to the North-West Coastal Highway and bypass the CBD. The proposed modifications to the intersection could be enhanced to provide an

attractive entry statement that invites visitors to the Geraldton CBD. This is an important initiative that should be encouraged.

6.8.9 HMAS Sydney Memorial

The HMAS Sydney Memorial is situated at the summit of Mount Scott and is accessed via Gummer Avenue. Surrounded predominantly by residential land uses, the memorial can be seen from almost everywhere in Geraldton and is a significant recent tourist attraction. There is the possibility of better signage access to the memorial and greater usage of the surrounding parkland, as well as improved linkages to the memorial from the CBD. However, potential effects on surrounding residents must be minimised.

6.8.10 Chapman Road link to Northgate

The Chapman Road link to Northgate shopping centre is currently under-used and unattractive. Landscaping improvements have been put in place but there is the potential to continue the commercial strip to Northgate to link it more functionally to both the CBD and the marina.

6.8.11 Cathedral Avenue

Cathedral Avenue is the main southern entry to the CBD. There is the opportunity for providing an attractive landscaped streetscape into the CBD that links to the entry roundabout. It is important to encourage tourists to enter the CBD, and Cathedral Avenue is the main link to both the CBD and the foreshore. The presence of the cathedral adds to the visual appeal of the Avenue.

6.8.12 Character streets

Fitzgerald Street contains a high number of heritage-listed dwellings and, with the mature Norfolk Island Pines, provides a visually pleasing vista. Fitzgerald Street links to the port via Marine Terrace, where the Norfolk Island Pines continue. There is the possibility of developing this drive as part of a heritage trail, linking Fitzgerald Street with the Mixed use/Community precinct, Marine Terrace through the CBD, the courthouse, Cathedral Avenue, Durlacher Street and the lighthouse.

6.8.13 Chapman River Regional Park

The City of Geraldton and the Shire of Chapman Valley are managing the Chapman River Regional Park. This is an important portion of remnant bushland that, via walking trails, can provide tourists the opportunity of experiencing the flora of the region while still being close to tourist services.

6.9 Constraints

6.9.1 Railway

The railway is perhaps the most obvious and acknowledged constraint to the future development and expansion of the Geraldton CBD. Its planned removal from Foreshore Drive in 2005/2006 will open up the foreshore and allow the link between the CBD and the foreshore to flourish. Until then, development along Foreshore Drive will continue to be hindered. The future development of the rail reserve land is a major opportunity that must be capitalised on successfully. Unsuccessful redevelopment of the reserve could have long-term adverse impacts on the CBD.

6.9.2 Port and port-related activities

The port plays an important part in Geraldton's role as the main Mid-west regional centre as a distribution point for produce from the region. The port does however restrict further commercial and residential development along Marine Terrace and while a constraint, it does also allow future planning strategies to identify and define the limits of the CBD development to the west. The port area can also be better utilised for tourist activities, similar to the south docks at Fremantle; however its multiple use for port activities, fishing and tourism activities must be managed.

6.9.3 WAGR land - Foreshore Drive

Although identified as an opportunity for the future development of the Geraldton CBD, the WAGR land along Foreshore Drive is currently a constraint. As businesses within that lease area are currently operating under leasing arrangements with WAGR, the opportunity for coordinated redevelopment is restricted. Furthermore, if the WAGR sells to existing leaseholders, existing semi-industrial activities may remain for some time as an incompatible use between the future resort/marina and the CBD.

6.9.4 Industrial land

Plan 2 clearly indicates that there are large parcels of industrial land in the study area. The question arises as to whether industrial uses should remain in the central area or be relocated to the urban fringe, as they affect the redevelopment and growth of the regional centre. However, it must also be recognised that the industrial areas provide important employment bases and their proximity to residential areas reduces travel time for employees. Their location also strengthens the viability of the CBD.

The industrial land located south of the port provides a direct service link to the port and this is likely to remain in the foreseeable future although much of the land in the west end/port area appears under-used.

6.9.5 Small land holdings in the city centre

Many of the lots in the CBD are small and there are consequently a large number of landowners. This makes it difficult to develop large parcels of land that are often required to make developments feasible. The creation of 'superblock' development within the CBD is encouraged in the strategy.

6.10 Geraldton Port

Over the years there has been debate on whether the Geraldton port should be relocated out of the CBD. It is sometimes perceived as using land which would be more suited to residential development, or commercial uses that have less impact on the day-to-day functions of the CBD. The operating procedures of the port and land associated with port operations, namely storage and loading uses, could be used for more aesthetically pleasing and compatible activities, such as offices, residential uses, tourist accommodation and the like.

However, it must be recognised that a port is essential to the Mid-West's economic survival. It also provides employment opportunities to the Mid-west community. The Geraldton port is the second largest grain exporting port in Australia and the largest in the region. While considered primarily a grain port, minerals are also transported from the port, although this function is considered secondary to grain transport.

Discussions with both the Department of Minerals and Petroleum Resources (DMPR) and the Geraldton Port Authority (GPA) have indicated that operations at the port will not cease or be downgraded until a new port has been constructed and infrastructure established at an operational level similar to that provided by the current Geraldton port. This is unlikely to happen over the course of the next 30 years unless a number of major projects are initiated and require the use of port facilities at another location, most likely at Oakajee.

The Government's decision to invest in a substantial upgrading of the Geraldton port and the Southern transport corridor will likely result in increased investment by industry in the port area. Geraldton Port will therefore continue operating in its current location for the foreseeable future. Any land use options that included its removal or downgrading in

the next 30 years would be a scenario that would have significant implications for the central area but which would never eventuate unless and until another port was developed. One of the aims of the strategy is suggesting realistic options for the future development of Geraldton on which to base changes to road networks and development scenarios, and Geraldton without a downtown port is not an option in the foreseeable future.

In March 2004, the Government agreed to rezone the Oakajee industrial estate to industrial investigation zone. The zoning will have the effect of providing a deferred industrial zone until there is renewed interest in the site by the private sector. The zoning will provide for strategic (heavy) industrial development without any implied government commitment to provide the necessary transport and other infrastructure, including a port to the site. The region requires a port and that port for the foreseeable future will be located in its current location. No planning decisions should therefore be implemented which curtail the port's activities until and unless an alternative port is developed.

As a consequence of extensive consultation and consideration of this issue, it was concluded that any options put before the community or considered as part of the regional centre strategy should be predicated on the port continuing indefinitely in its current location.



While the port is likely to remain in its current position, an assessment has been made of the road system in the event of the port moving. This was to ensure that the road system required to support the strategy does not become a future constraint for alternative land uses if the decision was made to relocate the port.

The study team prepared various preliminary options and scenarios. Following input from the project Technical Committee, two future land use options were agreed upon. These options were designed to cater for the future growth of Geraldton over the next 30 years. They were developed taking into consideration the issues raised during public consultation, feedback from stakeholders and information gained from previous studies undertaken in the region.

The two options produced for public comment were termed the centralised option (Plan 5) and the decentralised option (Plan 6). Both options categorise future development scenarios into various precincts, which are detailed in Section 7.2 and summarised on the plans.

7.1 Retail, office and service commercial provisions

The options were differentiated principally in terms of the future locations for new regional retail, office and service commercial development. Table 5 provides a summary of the maximum amount of floor-space (expressed as NLA) that could reasonably be accommodated by 2030 for each of the land uses provided by the options.

Both options provided for more than enough NLA to cater for the predicted retail, office and service commercial uses within the study area with extra capacity to cater for an increase in floorspace requirements if demand subsequently exceeded current estimates.

The distribution of land uses between the CBD, North-West Coastal Highway and the remainder of the study area under each land use option is outlined in Table 6.

7.2 Precincts

The following precincts were defined to assist in presenting the options in a meaningful format. Their extent and location are shown on the option plans.

7.2.1 CBD

The Geraldton CBD was categorised as either Old or New 'CBD'. Old CBD is the traditional core of the CBD centred on the Marine Terrace 'mall' and containing many of the City's older heritage buildings and retail outlets. In the future, it is estimated that the centre of the CBD will shift northwards as new development occurs centred around the marina in the New CBD area. However, under both options, it was assumed that both areas will complement each other and collectively comprise the CBD area, though the uses in each precinct varies somewhat under each of the two options. Both options cater for entertainment and tourist uses but the decentralised option has greater opportunity to focus on entertainment and tourism.

Old CBD

Old CBD provides the opportunity for a mixture of land uses - residential, retail, office and service commercial - able to use the existing built form and sensitively redevelop vacant or under-utilised sites. There is the opportunity to revitalise many of the historic buildings and to increase the prominence of those buildings that are considered to have heritage values. Future development in this precinct will need to consider the existing built form and character in the design process.

The Geraldton Foreshore Redevelopment and CBD Revitalisation Project provides significant opportunity for Old CBD to reinvent itself adjacent to the revitalised waterfront. The extension of Foreshore Drive will provide an improved link between Old CBD and New CBD, and provide new development opportunities.

Under the centralised option, the Old CBD area would continue to provide the primary location for regional level office and retail floorspace, including an additional discount department store (ie Big W, K Mart). It also facilitates the development of service commercial and bulky goods retailing. As such the extent of the precinct is slightly larger in this option, extending south to Sanford Street. Given the focus on providing for additional retail/office development, there are only limited opportunities for residential or tourist accommodation in the Old CBD area. Additional central area parking will also need to be provided.

In contrast, under the decentralised option, a significant proportion of future regional retail floorspace, service commercial development and bulky goods retailing is encouraged outside the Old CBD area, including along North-West Coastal Highway. This enables additional tourist and residential development to be developed in the Old CBD area with a focus on pedestrian amenity and limited additional parking.

New CBD

New CBD encompasses the marina and Northgate shopping centre. It allows for a range of service commercial, office, retail and residential activities with mixed use development already occurring in the marina. The construction of the Broadwater Resort provides greater opportunity to cater for tourists, as does the Maritime Museum and further tourist accommodation is encouraged here.

The two options have a different focus on the development within the New CBD Precinct. Promotion of the precinct as an entertainment, tourist and mixed use area is common to both options. However, there is more provision for retail and office uses under the centralised option

and more focus on higher density residential and mixed use development under the decentralised option.

7.2.2 Civic

The Civic precinct encompasses most of the educational facilities, hospital and aged care facilities and municipal buildings of the City of Geraldton. The consolidation of such uses is encouraged in both options, as well as retaining some residential components.

Under the centralised option, to assist with accommodating future additional regional centre office floorspace, streets sharing a common boundary with the CBD/Old CBD precinct can be developed for low-scale commercial uses while existing character cottages at the west end periphery of the CBD are supported for office conversion. This is limited under the decentralised option.

The centralised option contains the current proposal for locating a university between the hospital and the TAFE site, while the decentralised option promoted the possibility of locating the university on the

Table 5: Floorspace provision accommodated by land use option in 2030

Use	Required NLA (m ²)	NLA Provided for in 2030 (m ²)	
		Centralised option	Decentralised option
Retail	96 327	104 680	106 422
Office	81 774	97 656	96 408
Retail/Office	178 101	202 336	202 830
Service commercial	166 320	178 479	185 870
Total	344 421	380 815	388 700

Table 6: Land uses by area 2030 (m² NLA)

Land Use	Central Business District		North-West Coastal Highway		Elsewhere		Total	
	Centralised option	Decentralised option	Centralised option	Decentralised option	Centralised option	Decentralised option	Centralised option	Decentralised option
Service commercial (inc. bulky goods)	32 905	23 153	113 405	130 548	32 169	32 169	178 479	185 870
Retail	89 276	71 018	3 000	23 000	12 404	12 404	104 680	106 422
Office	62 114	65 546	15 652	18 018	19 890	12 844	97 656	96 408
Total	184 295	159 717	132 057	171 566	64 463	57 017	380 815	388 700

Elsewhere means elsewhere in the study area

'superblock' bounded by Sanford Street, Fitzgerald Street, Lester Avenue and Cathedral Avenue. This site would be able to use existing heritage buildings and would have access to the surrounding playing fields. There is also the opportunity for student housing to be incorporated either on site or in the Old CBD area to bring more people into the area 24 hours a day.

7.2.3 West End

West End provides a clear distinction between the port and CBD land uses, containing predominantly residential uses. The West End character is maintained with the character cottages retained, but which can be converted under the centralised option for office activities in the manner that West Perth has evolved over time.

Sites suitable for redevelopment contain mixed commercial/residential development with limited group housing and aged accommodation under the centralised option. Under the decentralised option, these sites are encouraged for higher density housing.

7.2.4 Point Moore

Both options recognise the importance of the leased residential land and the caravan park to the west of the port with the character of this area considered unique. This form of land use is proposed to remain given there appears to be minimal conflict with the port.

Under the centralised option, some additional tourist accommodation would be promoted but this would be restricted under the decentralised option, instead being encouraged into the CBD area.

7.2.5 Geraldton Heights

Geraldton Heights encompasses the residential area that extends along the ridgeline north-south through the study area. The views associated with this area are considered significant. Only the HMAS Sydney Memorial Monument generates any major traffic flow through local street networks.

Both options generally maintain the current low density residential character of the precinct with limited increased density adjoining the CBD and busy streets (more so under the decentralised option), and in accordance with the existing dual coding provisions of the City's planning scheme. The extent of the precinct is greater under the decentralised option, as in the Centralised Option more area is allocated to the Beachfront precinct for tourist related accommodation.

7.2.6 Beachfront

Both options promote the maximum use of land along the northern foreshore. It is envisaged that the existing foreshore reserves will be maintained (named Waterfront in the options) and the existing residential land uses will continue to predominate. Short stay tourist accommodation such as motels are encouraged on strategic sites to take advantage of ocean views, but these will be designed so as to minimise amenity loss to surrounding residents. The location of such accommodation will increase foreshore usage, a significant asset to the Geraldton region.

The Beachfront precinct recognises the dispersal of service commercial activities along Chapman Road away from the CBD, but does not support the continued expansion of these activities. It encourages such uses in the future to instead develop in precincts better suited for these activities (Old CBD precinct for the centralised option and the Highway Commercial precinct for the decentralised option). The commercial uses that exist will remain as non-conforming uses with only limited potential to expand.

Grouped dwellings and tourist accommodation on appropriate sites are encouraged subject to meeting performance criteria. This will ensure the amenity of residents is not compromised, while enabling higher density housing and tourist accommodation to locate on sites which have good accessibility and maximise views of Champion Bay.

The Beachfront precinct is significantly enlarged under the centralised option to facilitate tourist accommodation that cannot otherwise be developed in or near the CBD.

7.2.7 Highway Commercial

The extent of this precinct along the North-West Coastal Highway is restricted under the centralised option, while there is the opportunity for expansion of the service commercial area under the decentralised option. Under the centralised option, existing commercial uses along the highway can remain but additional ribbon retail development along the highway outside the precinct is not encouraged. Instead such development is promoted in the CBD.

Conversely, under the decentralised option, expanded commercial development along the highway is encouraged as an alternative to service commercial uses, including bulky goods retailing, being developed in the CBD.

In considering the Highway Commercial precinct for the purposes of traffic modelling of the road network only, the study team included usage of both the east and the west sides of North-West Coastal Highway, despite the eastern side being outside the study area, and modelled the possibility of a future discount department store also in this location.

7.2.8 Port precinct

Both options accept that the port use will not diminish over the next 30 years. Port activities may expand, but within the constraints of the current Port precinct.

It is also assumed that additional port support activities will develop in the precinct in response to the increased accessibility offered by the Southern transport corridor.

7.2.9 Waterfront

The Waterfront precinct comprises the existing foreshore reserves in the study area. Both options maximise community use of the foreshore with improved dual-use paths and ready access for the public while maintaining the environmental integrity of the foreshore dune system.

Marine and maritime-related activities would also be appropriate in the precinct providing they are sympathetic to the environmental qualities of the

foreshore and do not unreasonably preclude public access to waterfront areas.

7.3 Summary of centralised option

The key characteristics of this option are as follows:

- ▶ traditional CBD with a predominance of retail and office activities and limited residential or tourist accommodation;
- ▶ North-West Coastal Highway service commercial uses restricted to existing locations with only limited expansion permitted;
- ▶ future university site outside the CBD, but within the adjoining Civic precinct;
- ▶ an extensive Beachfront precinct providing short-term tourist accommodation and maximising ocean views; and
- ▶ port status unchanged.



The CBD, or Old and New CBD precincts, continues to provide for a variety of retail uses while incorporating office and limited residential land uses. Any future large scale regional retail development is encouraged to locate in the CBD, particularly between Chapman Road, Durlacher Street, Anzac Road and Forrest Street.

As per Section 3.3 the combined retail/office floorspace requirement for the Mid-West Region in 2030 is 178 101m² of NLA. This equates to 36 101m² of floorspace greater than what is currently available in the CBD at ground floor level.

Approximately 10 000m² has been allocated for a future Discount Department Store (DDS). To accommodate the increased land requirement for retail/office floorspace, either greater landholdings need to be made available for redevelopment or second/multi-storey office/retail development encouraged. Therefore the centralised option encourages development of two to three storeys or higher allowing retail uses to be predominantly located on the ground floor, with offices and/or some residential being encouraged to locate on the upper floors. This will obviously have an impact on the streetscape and the CBD policy plan addresses this.

Commercial development will be encouraged to provide on-site parking where possible, to minimise the demand for Council car parks and on street parking. The provision of on-site parking has been included in the calculations of the land area required to accommodate additional floorspace.

The centralised option also encourages service commercial land uses and bulky goods retail outlets to be located in the CBD, specifically within the New CBD precinct, providing an improved link between the Old CBD precinct and Northgate shopping centre.

The option discourages the expansion of the Highway Commercial precinct located on North-West Coastal Highway. Service commercial uses are instead encouraged to locate within the CBD.

Existing service commercial uses north of the Highway Commercial precinct are permitted to remain but as additional uses within the Beachfront precinct. This reduces the service commercial precinct from the existing 2.2 kilometres length to 1.5 kilometres.

The centralised option acknowledges the need for a university campus in Geraldton and accommodates this site within the Civic precinct. Discussions with the Mid West Development Commission have indicated that there are plans for the university to be located behind the TAFE and hospital. This location has been included in traffic generation calculations for the option.

Under the centralised option, the Beachfront precinct extends from Chapman Road to North-West Coastal Highway. This is to allow for additional short-term tourist accommodation to establish amongst residential land holdings and would encourage more budget accommodation away from

views of the ocean, but within close proximity to the CBD. As one of the key objectives of the strategy is to increase tourism to Geraldton, accommodation for increased tourist numbers needs to be catered for.

7.4 Summary of decentralised option

The key characteristics of the decentralised option are as follows:

- ▶ mixed use CBD with limited future expansion of retail and service commercial development and increased mixed use and tourist/residential development;
- ▶ future DDS and service commercial uses located in North-West Coastal Highway and outside the study area;
- ▶ North-West Coastal Highway service commercial area permitted to expand to cater for development of CBD sites for tourist/residential uses;
- ▶ future university site in CBD thereby extending the Civic precinct boundary north;
- ▶ residential area to the north of the CBD bounded by Chapman Road and George Road permitted to have short-term accommodation throughout;
- ▶ emphasis on reduced parking provision and increased pedestrian amenity in CBD; and
- ▶ port status unchanged.

The decentralised option encourages the location of any further major regional retail development (such as a DDS or bulky goods outlets) to be located outside the CBD. Instead, the CBD is more entertainment-oriented providing tourist and higher density residential accommodation. It contains reduced areas of office to that of the centralised option.

Greater residential and tourist components are encouraged to locate in the CBD to create more vitality to counter the reduced retail activity. Higher density housing is therefore encouraged.

Service commercial land uses are located predominantly along the North-West Coastal Highway. This is encouraged on the western side of the highway, from Johnston Street/Eastwood Road in the south up to Mark Street in the north.

The Highway Commercial precinct can therefore cater for the future service commercial floorspace, bulky goods retailing and a major new retail development.

Under this option, the future university campus is located on the 'superblock' bounded by Sanford Street, Lester Avenue, Cathedral Avenue and Fitzgerald Street. This site is just under five hectares and contains a number of heritage listed buildings which have the opportunity of being converted for university use. The site's location within the CBD enables it to provide a more vibrant land use than the current uses that occupy the site. If student housing is accommodated on the site then there is the potential for 24-hour activity in what is considered to be a quieter section of the CBD.

8.1 Preliminary network investigations

Prior to assessing the traffic impact of each land use option, it was first necessary to determine the likely extent of the future road network well outside the Geraldton CBD. This is to ensure that full consideration is given as to how drivers will approach and leave the area. If schemes outside the study area materially affect the routes chosen by drivers to or from the CBD, then allowance needs to be made for such behavioural changes in devising an integrated network for the strategy.

A Do-minimum road network for 2030 was devised based on updates to the base year network configuration. Improvements included in the Do-minimum case comprised:

- ▶ 40km/h zone within the CBD;
- ▶ road network changes associated with the ultimate design for Batavia Marina and the Geraldton Foreshore Redevelopment and CBD Revitalisation Project;
- ▶ North-South Road option 3 alignment;
- ▶ the Southern Transport Corridor and associated works;
- ▶ proposed modifications to North-West Coastal Highway;
- ▶ modifications to Eastward Road and Utakarra Road; and
- ▶ connection between Brand Highway and the proposed North-South Road, as far north as the Southern Transport Corridor.

If any of these alterations do not transpire then this may affect the ability of the overall network to cater for the forecast volumes of traffic.

A series of road network improvements beyond the Do-minimum case were put forward by stakeholders for consideration in devising the network configurations. These included the scheme known as Road A and a range of alternative improvements were suggested to augment the network.

To rationalise the amount of traffic modelling work a preliminary investigation of the various road networks was undertaken. The findings were discussed at a workshop in February 2003 attended by representatives of DPI and the City of Geraldton.

The network configurations tested comprised:

- ▶ Road A – a link between North-West Coastal Highway (NWCH) at Place Road to Cathedral Avenue along the alignment of George Road;
- ▶ Jensen Street to Waldeck Street – a link between NWCH and Eastern Road;
- ▶ Eighth Street to Bayly Street – a link between NWCH and Bayly Street;
- ▶ Wittenoom Street – a link between NWCH and George Road at the rear of the Northgate shopping centre;
- ▶ Davis Street link – a link between NWCH and Chapman Road on the alignment of the railway reserve in the vicinity of Webberton Road;
- ▶ Place Road to George Road link – adopting the northern portion of Road A as far as Phelps Street;
- ▶ Johnston/Brede – Durlacher/Carson link – with the objective of strengthening east-west connectivity within the city; and
- ▶ Brede Street extension to Sanford Street – again strengthening east-west links.

The networks were used for assigning provisional versions of the 2030 trip matrices derived for the two initial land use options.

Appraisal of the Do-minimum network assignment revealed no major concerns in terms of road capacity by 2030 under either option. The major investments in road schemes outside the CBD enable the bypassing traffic to avoid central Geraldton. Phelps Street and Chapman Road south of Phelps Street were forecast as being relatively heavily trafficked compared with other parts of the network but these are forecast to be within their range of practical capacity.

Levels of service are likely to drop over the period to 2030 within the CBD as the concentration of activity generates more vehicle movements on the network. Traffic management measures are therefore likely to be needed to control movements in a safe and acceptable manner but the results of the modelling work do not indicate the need for major additional road links.

All other scenarios were examined at the workshop with the knowledge that the Do-minimum option was likely to suffice unless the inclusion of an additional scheme offered significant benefits.

Forecasts for Road A attracted substantial traffic from Phelps Street, Chapman Road south of Phelps Street and NWCH. Foreshore Drive becomes busy and Cathedral Avenue is forecast to carry double the volume of traffic to that of Durlacher Street.

The workshop attendees were of the view that the introduction of Road A contributed little to resolving the matter of reducing traffic on Chapman Road north of Phelps Street. Instead, the route attracts traffic from NWCH, which is designed to cater for the Do-minimum volumes in any case. The introduction of a new North-South Road on the alignment of Webborton Road and NWCH north of Webborton Road will relieve the southern section of NWCH such that it can accommodate the Do-minimum demand. Road A appears to offer additional road space which is unnecessary for the projected volume of traffic.

This finding raises the question of why Road A or an alternative was previously thought necessary. Part of the answer is likely to be due to the significant revisions made to the land use forecasts for Geraldton. Previous studies such as that for the Southern Transport Corridor have assumed substantial increases in population and workforce as a result of primary industry developments such as Oakajee. The most recent forecasts allow for much less development in the next 25 to 30 years. This in turn reduces traffic demand. For example, the land use data used for the Geraldton Southern Transport Corridor Traffic Forecasts (Uloth and Associates Pty Ltd, 1998) suggested some 5633 households in the inner region (defined as within the ring formed by the railway near Webborton Road, NWCH and Portway up to Separation Point). For the purposes of this model, the centralised and decentralised options suggest some 4110 and 4286 households respectively for the same area. Hence, the previous forecasts are more than 30% higher than current forecasts.

In the case of the Jensen Street/Waldeck Street link, similar reductions to those achieved by Road A are forecast for Phelps Street while Chapman Road traffic remains at volumes forecast for the Do-minimum situation. The scheme provides some diffusion of traffic accessing the CBD from the east but is unlikely to justify construction.

The schemes for Eighth Street/Phelps Street and Wittenoom Street extension offer some reductions to Phelps Street traffic volumes and on Chapman Road south of Phelps Street but again do little to justify the costs of realising them.

The Davis Street link attracted a modest amount of additional traffic to Chapman Road, deflecting drivers from NWCH. There was no significant impact forecast for Phelps Street and little in the way of benefits offered by the scheme. Its merits are therefore questioned and the suggestion made that this scheme be abandoned.

The Place Road/George Road scheme provides the northern section of Road A through to Phelps Street. It attracts approximately half the volume of traffic that would be drawn to Road A, relieving NWCH and Phelps Street in the process. However, all traffic is concentrated back onto Chapman Road south of Phelps Street. In terms of traffic routes leading to the heart of the city, this scheme does not influence the distribution south of Phelps Street.

The options put forward to improve access from the south-east, namely, Johnston/Brede to Durlacher/Carson and the extension of Brede Street to Sanford Street produced very localised changes in



Courtesy of Thiess, Geraldton Southern Transport Corridor

forecast traffic volumes and have been dismissed as having no significant impact on route choice to and from the CBD.

The workshop concluded that the land use options should be evaluated based on the Do-minimum road network scenario. The likely justification for major

new road links other than those already identified and included in the Do-minimum case were unfounded based on the results of the preliminary modelling. This does not rule out the benefits from traffic management improvements such as the 40 km/h speed zone currently being implemented that will influence local traffic behaviour and possibly routing.

The Options were therefore evaluated using the Do-minimum road network for 2030.

The traffic model was used to investigate the impact of modifications to Marine Terrace between Cathedral Avenue and Durlacher Street. Currently the link operates one-way in a south-westerly direction and is forecast to carry some 390 to 450 vehicles per hour (vph) in 2030 under the centralised option.

Conversion of this section to two-way is forecast to increase total flow to some 500 to 800 vph in 2030 for this option. Additional traffic is added to Durlacher Street south of Marine Terrace, while less northbound traffic is forecast on the parallel section of Foreshore Drive.

A significant proportion of the traffic on Marine Terrace is generated by the land uses in this zone. Hence making the link two-way may assist some local access issues. The reduction in volume on parallel routes is only modest as Chapman Road continues to offer the strategic route through this part of the network.

The option for full closure to traffic sees the majority of displaced movements appearing on Chapman Road. The south-west bound flow in 2030 under the centralised option increases from 460 vph to 590 vph. Traffic on the cross links of Cathedral Avenue and Durlacher Street is reduced as the demand for access is reduced.

The full mall version would require the issue of access to parking bays to be resolved or the equivalent provision of bays to be found elsewhere within the sector. If a full mall is to be adopted, the adequacy of the intersections of Durlacher Street/Chapman Road and Cathedral Avenue/Chapman Road would need to be fully investigated. From a traffic perspective, these appear to be the only caveats.

Creating a full mall on Marine Terrace must therefore be justified from a planning perspective. By

prohibiting traffic to Marine Terrace pedestrian security becomes more compromised. Comments from both the resident and business surveys indicated that many people do not feel safe in the CBD after business hours. Traffic flow through Marine Terrace enables anti-social behaviour to be witnessed by passing motorists and so reduced. Traffic flow also creates more 'hustle and bustle', that is a more vibrant CBD, as greater numbers of customers have access and egress to Marine Terrace due to being able to enter and exit the area via vehicle. Two-way traffic flow reduces the opportunity to allow pedestrians to dominate Marine Terrace. If parking on both sides of the road is to be retained, then the width of footpaths would need to be reduced. The current one-way traffic flow allows for vehicle access and parking on either side of the carriageway, together with widened footpaths. Alternatively, if parking on one side of the road is removed to accommodate the additional traffic lane then widened footpaths could be retained. In both cases, pedestrians would need to cross two lanes of traffic from opposite directions. The removal of parking in Marine Terrace is likely to be strongly opposed, particularly by the business sector. It is therefore recommended that Marine Terrace not be altered from its current partial mall status.

8.2 Forecast 2030 travel patterns

Trip matrices of the travel patterns for 2030 based on the two initial land use options were devised using the TRIPS software package. Land uses in terms of population, employment, retail and other attributes were coded to a detailed zoning system of 140 zones. Using traffic generation rates for a weekday peak hour, the forecast trip generation and attraction for each zone was computed. Distribution of these trip ends was based on a conventional gravity model principle using generalised costs as impedance.

The matrices produced are summarised in Appendix 4, which shows both options generating similar levels of movement. The traffic model forecasts an increase from a base year (1999) traffic volume of some 9 200 vehicle trips during the pm peak hour to approximately 15 500 vehicle trips per peak hour in 2030.

The trip matrices used for assignment in the base year and both forecast year model runs have been condensed to 8 districts. This provided a useful tool to identify changes in travel movements over time and between alternate land use configurations (Plan 7).

Appendix 4 contains a summary of the origin – destination matrix used for the traffic modelling for the options. It also compares the trip end details for the base year, 2030 centralised option (A) and 2030 decentralised option (B).

These tables show district 4 as the busiest district with over 4650 vehicle movements in the base year peak hour (2892 + 1763). The largest increase in absolute terms to 2030 is within district 6 which increase by 2 800 trip ends in the case of the centralised option and 2 600 in the case of the decentralised option. Districts 4, 5 and 7 are forecast to change the least over the period to 2030.

8.3 Assignment results for the centralised option

The summary statistics for the centralised option land uses assigned to the 2030 Do-minimum road network are shown in Table 7.

This indicates some 15 515 trips on the network covering some 1374 vehicle – hours of travel and a total of 76 456 vehicle kilometres. Average trip length was some 4.9 kilometres, taking approximately 5.3 minutes and averaging a speed of some 55.7 km/h on coded highway links.

Base year assignment results are shown in bandwidth form in Plan 8. In comparison, Plan 9 shows the results forecast for 2030. A comparison of the two

plans shows a general increase in traffic flows from the base year to 2030 on most links within the network. Key traffic flows are shown in Appendix 4.

8.4 Assignment results for the decentralised option

The summary statistics for the decentralised option land uses assigned to the 2030 Do-minimum road network are also shown in Table 7. This indicates some 15 226 trips on the network covering some 1 323 vehicle – hours of travel and a total of 74 432 vehicle kilometres. Average trip length was some 4.9 kilometres, taking approximately 5.2 minutes and averaging a speed of some 56.2 km/h on coded highway links.

Assignment results, in the form of a bandwidth plot for the option, are shown in Plan 10. A comparison with the assignment results from the centralised option (Plan 9) shows very little difference in modelled flows between the two land use scenarios. Key traffic flows are also shown in Appendix 4.

8.5 Select link analysis

8.5.1 Level of service

By undertaking a comparison of traffic volumes and modelled speeds on selected links, the ability of the future year network (and alternative land use options) to cope with forecast volumes of traffic can be investigated. In particular, the use of the modelled speeds provides an indication of Level of Service (LOS) of that particular link. LOS is described as "...a qualitative measure describing operational conditions within a traffic stream, and their perception by

Table 7: Traffic forecasting – model summary statistics

Summary statistic	1999	Centralised option	Decentralised option
Vehicle distance (km)	41 382	76 456	74 432
Vehicle time (hrs)	696	1 374	1 323
Average speed (km/h)	59.5	55.7	56.2
Total trips	9 424	15 515	15 226
Average trip length (km)	4.4	4.9	4.9
Average trip time (mins)	4.4	5.3	5.2

motorists and/or passengers” (‘Guide to Traffic Engineering Practice, Part 2 – Roadway Capacity’, AUSTRROADS, 1988).

The levels of service given range from A to F; A being the best operation condition (free flow) and F the worst (congested). The various levels are given a brief description in Appendix 4.

For the purpose of this exercise, and as the majority of the roads under question are within the CBD area, the roads have been classified as urban arterial roads with interrupted flow. To group each link into categories, the criteria given in Appendix 4 have been followed.

8.5.2 Selected Link Analysis

Appendix 4 gives two-way modelled flows and speeds for twenty selected links within central Geraldton, and compares the forecast year with both land use configuration to the base case. In addition, a relevant class has been allocated to each link, allowing for the level of service to be calculated and compared through modelled years and land use options.

Based on the selected link analysis, the majority of links are able to cope with the increase in traffic expected by 2030. This suggests that the current network, with the programmed network changes listed earlier, is capable of handling forecast levels of traffic for 2030, with only marginal reductions to the level of service experienced on the selected links. This is also true for both land use options tested. However, there are a few links where a reduction in level of service is forecast and may require further treatment.

Johnston Street is forecast to require improvements in order to cope efficiently with traffic increases. An estimated level of service of C/D and modelled speeds of between 30 and 24 km/h suggests that the road could be earmarked for widening, particularly towards the intersection with NWCH. With this in mind, the intersection of Johnston St and NWCH may require additional treatment in order to accommodate the forecast increase in demand. Alternatively, traffic management measures to diffuse the travel demand on Johnston Street would need to be considered.

Traffic patterns are expected to differ between the base and forecast year on Chapman Road (north of Mark Street), indicated by a reduction in modelled traffic flows from 1 160 vph (1999) to just below 1 000 vph (2030). This is likely to be due at least in part to the improvements made to the NWCH, making it the more attractive northern route, also evident in the increases on the NWCH over the same time period.

Chapman Road, closer to the CBD (south of Phelps Road), is forecast to suffer some reduction in service, showing a fall in level of service from B in the base year to B/C in 2030. Although not significant in itself, traffic volumes are higher here than on the NWCH in the forecast year. It may be prudent to investigate improved signage to encourage drivers to use alternative routes out of the CBD. However, with the development of the marina just to the south of this location, improving this section of road may help the development of this area.

8.6 Potential intersection issues

Turning movements for eleven selected intersections throughout the study area, particularly within the CBD, are given in Appendix 6. Forecast turning movements (vehicles per pm peak hour) are provided for the base year, for 2030 with the centralised option and for 2030 with the decentralised option. It should be recognised that the levels of accuracy in forecasting vehicle turning movements for the year 2030 should be treated with caution.

Due to the increase in traffic from the base to the forecast years, it was necessary to investigate the operational capabilities of a number of intersections. As a first step, the turning movements forecast by the traffic model were determined. The analysis of the intersections showed that there was very little difference between the centralised and the decentralised options. A more detailed discussion on the effects on these intersections is contained in Section 11.3.3 which addresses the impacts of the final regional centre strategy.

8.7 Parking for the development options

Parking was an important issue to be addressed by this study. Previous studies for the Batavia Marina have debated the appropriate ratio of parking provision to land use areas and appraised these against surveyed parking demand. Similar findings were made by both Uloth and Associates and Space Consultants in 1992 indicating between 1260 and 1296 bays required to service the foreshore proposals in the Marina precinct. Peak usage levels observed in 1995 identified approximately 43% of

bays occupied on-street and 61% occupied off-street. Within the CBD parking policy area these values increased to 53% and 67% respectively.

The February 2001 CBD parking survey undertaken by the City of Geraldton found 51% of on-street bays occupied and 44% of off-street bays. Projecting demand for 2030 based on land use changes in the centralised and decentralised options suggests that some 3400 to 3 500 parking bays will be required to satisfy the development scenarios respectively. As the CBD expands and parking demand increases, provision for additional parking on the periphery of

Table 8: Parking analysis by sector - 1999

1 Sector	2 No of parking bays	3 Highest No of bays used	4 No of trips in peak hour	5 % bays used per trip end	6A % use of existing bays
1	14	n/a	2	n/a	n/a
2	355	160	280	57%	45%
3	306	177	449	40%	58%
4	407	370	905	41%	91%
5	216	158	234	67%	73%
6	330	254	825	31%	68%
7	485	n/a	872	n/a	n/a
Total	2 113	n/a	3 567	n/a	n/a

Table 8: Parking analysis by sector - 2030 Centralised Option

1 Sector	2 No of parking bays	3 Highest No of bays used	4 No of trips in peak hour	5 % bays used per trip end	6 Shortfall of bays	7 Surplus of bays
1	1 159	742	1 108	67%		417
2	355	299	525	57%		56
3	306	271	677	40%		35
4	407	599	1 462	41%	192	
5	216	260	388	67%	44	
6	330	377	1 215	31%	47	
7	485	410	820	50%		75
Total	3 258	2 958	6 195	48%	283	508

Table 8: Parking analysis by sector - 2030 Decentralised Option

1 Sector	2 No of parking bays	3 Highest No of bays used	4 No of trips in peak hour	5 % bays used per trip end	6 Shortfall of bays	7 Surplus of bays
1	1 159	570	850	67%		590
2	355	300	526	57%		55
3	306	107	257	40%		199
4	407	577	1 407	41%	170	
5	216	241	360	67%	25	
6	330	446	1 438	31%	116	
7	485	475	951	50%		10
Total	3 258	2 715	5 799	47%	311	844

the CBD should be considered. Areas least serviced by car park provision tend to be in the Old CBD area as adequate parking is integrated in the planning stage of the New CBD area.

To analyse the parking provision, the central area was divided into 7 sectors as shown in Plan I3. It is considered that all parking in the sectors is in suitable walking distance of the land uses. Parking bays in each sector have been tallied and compared to the level of activity in the traffic model in terms of peak hour traffic to and from each sector.

Table 8 provides an indication of the likely shortfall in parking bays based on current information. The number of parking bays currently available and the number planned in committed projects is recorded in the second column.

Based on 2001 parking usage surveys conducted by the City of Geraldton,

column three indicates the highest level of occupancy observed in the base year and projected for the forecast years. Sector 1 does not have reliable data for the base year hence the highest usage value has been assumed for the forecast year cases to ensure a conservative approach. In the case of Sector 7, a nominal 50% has been used in the forecast year due to the absence of observed data in the base year. This value has been chosen for the Northgate shopping centre sector which is a

homogeneous land use, as this approximates to the average for all observed sectors. The majority of alternative shopping activity is in Sectors 2, 3 and 4 which are well below the commuter activity identified in Sector 6.

Column 4 of Table 8 records the peak hour trip end totals, which provides an indication of the activity to and from each sector. A comparison of the number of peak hour trips to the number of occupied bays is carried out in column 5. For example, in the base year the percentage of bays used in Sector 2 per trip end is 57%. These vary between the sectors.

To forecast future parking demand, the currently observed ratio of occupied bays per trip end has been used to compute the likely number of bays required at peak times.

Column 6A for the base year shows the observed percentage of bays occupied based on surveys conducted in 2001 by the City of Geraldton.

Columns 6 and 7 show the forecast shortfall and surplus of bays for 2030 based on the two land use options. In the case of the centralised option, Sector 4 shows a significant shortfall in bays with an estimated deficiency of some 192 bays. Modest shortfalls are forecast for sectors 5 and 6.

In the case of the decentralised option, shortfalls affect sectors 4 and 6. At the same time, the analysis indicates that Sector 1 is likely to have a surplus of parking for its purposes. More modest surpluses are



indicated for sectors 2, 3 and 7 for both options. Surplus bays indicate that a sector is well placed to absorb fluctuations in demand although the surplus identified for Sector 1 is likely to be well beyond the margin needed for atypical demand patterns.

Hence for the centralised option, the redistribution of parking involves some 283 additional bays required in Sectors 4, 5 and 6, while there is a surplus of some 508 bays in Sectors 1, 2, 3 and 7. For the decentralised option, the shortfall totals some 311 bays in the same sectors as for the centralised option and the surplus totals some 844 bays.

The question of how the shortfall in bays should be provided will depend upon the way in which development is realised. If super blocks are formed then at grade or basement parking is likely to remain the preferred option. However, if land parcels prove too difficult to amalgamate then the small footprint available for parking opportunities may lead to multi-storey car parks being developed.

The preference of the City of Geraldton is to resolve any parking shortfall by the provision of at grade facilities and this may be the catalyst needed to secure adequate at-grade car parking space.

The preference is likely to be to provide one or two additional car park areas within each deficient sector. The alternative of one large additional car park is not favoured as it would lead to excessively long walk trips between the car park and the ultimate destination.

The proposed car parking provision for the Geraldton Foreshore Redevelopment and CBD Revitalisation Project area of some 1 159 bays for Sector 1 produces the highest surplus of parking bays of the 7 sectors analysed. This indicates that the level of parking provision is very generous. If the number of bays provided was reduced to say 400 it would still be well-serviced compared to other sectors in the CBD.

Caution needs to be applied in analysing the parking provision for Sector 1 this way as the demand profile for parking differs by land use type. Hence, Sector 1 being a tourist/entertainment style area, may have a different demand profile to say, an office-dominated zone or retail sector. The parking demand profile used in the analysis has been assumed to be the same as the highest demand profile of the other sectors. This is considered to be a conservative approach.

There is tentative support to allow a decrease in the provision of parking as proposed for Sector 1, provided the issue of demand profile is considered and any additional land uses introduced have their car parking needs catered for in the design.

It was not within the scope of this study to go beyond commenting on the likely sufficiency of parking provision in the CBD.

9.1 Evaluation model

In order to evaluate the two initial land use options, and the associated transport networks required to support these scenarios, an evaluation matrix was compiled. This matrix considers various social, economic and environmental criteria and is a tool to assess the merits of options relative to alternatives.

Each of the criterion was defined and ratings ascribed for each option. Relative weightings for each criterion were assigned by committee members to reflect the perceived importance of each criterion. The ratings for each criterion were then used to assess the two initial options.

9.1.1 Criteria used for evaluation matrix

A series of criteria were developed for use in the evaluation matrix.

Economic and planning factors

- ▶ impact on CBD Businesses
- ▶ impetus for Regional Development
- ▶ cost
- ▶ additional infrastructure requirements
- ▶ impact on tourism
- ▶ optimisation of land use
- ▶ transport modelling output
- ▶ travel times
- ▶ timeframe for implementation

Social factors

- ▶ resident acceptability
- ▶ business acceptability
- ▶ impact on heritage or cultural sites
- ▶ road safety
- ▶ property impact
- ▶ community severance

Environmental impact

- ▶ impact on natural environment
- ▶ traffic impact
- ▶ pedestrian impact

The definition of each criterion is contained in Appendix 8.

9.2 Scoring for evaluation matrix

Each criterion was given a rating scale, with a low number generally representing significant impact (eg high negative impact on CBD businesses or high level of cost) and a higher number being a positive impact (eg provides strong impetus for regional development or minimal infrastructure required). The complete list of ratings and the scoring system used is summarised in Appendix 9.

9.3 Evaluation

9.3.1 Weightings matrix

The evaluation of the two options was undertaken using a number of techniques. Firstly, a weightings matrix was developed to determine the relative importance of each of the evaluation criteria. This matrix was sent to the steering and technical committee members, as well as ATSIC, requesting that each person rank each of the 18 criteria by the allocation of points. A total of 1000 points was to be allocated to the criteria with more points being allocated to the more important criteria. The weighting given to each criterion by each person was averaged to determine the weighting used in the analyses.

Responses were received from elected and officer representatives from the City of Geraldton, Shire of Greenough, DPI Perth and Geraldton, ATSIC Geraldton and from study team members.

9.3.2 Planning matrix

The study team assessed both the centralised and decentralised options in terms of how each option fared when each of the 18 criteria was applied. This planning matrix then enabled each criterion to be given a raw score in the evaluation matrix; a summary is contained in Appendix 7. The study team also undertook this scoring process.

9.3.3 Evaluation matrix

The evaluation matrix was the assessment tool used to determine which of the two initial land use options was best suited for Geraldton. It used the weightings matrix to determine weighted scores for each of the 18 criteria.

The raw scores were used to determine which of the two options was preferred, based on each criterion alone. This was done to determine the number of criteria by which each option was either the preferred, or equal-preferred, option. This initial analysis assumed that all criterion had the same relative importance.

The weightings for each criteria were then used in a pair-wise comparison of the two options. Where a particular option is preferred for a given criterion, that option is allocated the full weighting of that criterion. If the options have an equal score for a given criterion they share equally the weighting for that criterion. The weightings allocated to each option are then added to determine the preferred option.

The evaluation matrix is included in Appendix 10.

9.4 Evaluation findings

The evaluation undertaken found that the centralised option was clearly preferred. It was the preferred or equal-preferred option for 17 of the 18 criteria. By comparison, the decentralised option was preferred or equal-preferred for 9 of the 18 criteria.

When the weightings of the criteria are taken into account, the centralised option was the preferred or equal-preferred option with a combined weighting of 751.9. By comparison, the decentralised option had a combined weighting of only 248.1. The centralised option was the preferred option for the criteria in each of the 3 categories, ie economic and planning factors, social factors and environmental impact. This option was also the preferred option for the 5 criteria with the highest ratings.

These were:

- ▶ impact on CBD business
- ▶ impetus for regional development
- ▶ impact on tourism
- ▶ resident acceptability
- ▶ business acceptability.

Both options were found to be similar when assessed against the criteria of:

- ▶ cost
- ▶ traffic modelling output
- ▶ travel times
- ▶ road safety
- ▶ property impact
- ▶ community severance
- ▶ impact on natural environment
- ▶ traffic impact.



All of these criteria fully or in part assessed the impact of differences in traffic conditions between the two options. The fact that the traffic modelling showed very little difference in traffic conditions between the two options, and in fact no need for major changes or additions to the road network, meant that the centralised option was the preferred

option based on a range of social, environmental and economic factors.

The decentralisation of future retail and service commercial services from the CBD to North-West

Coastal Highway (as indicated in the decentralised option) was clearly not supported due to the following concerns:

- ▶ the creation of a more ambiguous CBD and retail precinct;
- ▶ the possibility of less viable businesses within the CBD due to competition with business in the cheaper North-West Coastal Highway commercial precinct;
- ▶ a higher cost to construct the required infrastructure to enable the establishment of more businesses along North-West Coastal Highway;
- ▶ competition between centres for funding for promotion and infrastructure requirements; and
- ▶ the reduction in the ability for residents, especially those from outer regional areas, to undertake their shopping requirements in a central location.

The centralised option in contrast provided the opportunity for:

- ▶ a stronger, defined CBD commercial precinct;
- ▶ congregation of a variety of businesses that would complement each other by feeding off each other's trade;
- ▶ lower cost on implementation of beautification and improvement projects due to existing infrastructure;
- ▶ a united CBD that would not compete for promotion and infrastructure funding; and
- ▶ a convenient one-stop shopping precinct for residents, especially those from outer regional areas.

The traffic modelling showed that the difference, in future traffic volumes, between the two options is relatively minor. Traffic is expected to increase by around 60% by 2030, with a general reduction in the level of service for drivers in the area. Despite this reduction, the Do-minimum network used to model

the two options could be expected to function relatively well in 2030, accommodating expected traffic volumes with only minor traffic management and traffic calming measures required, along with some upgrades of intersection control. The requirement for more parking areas in the CBD is likely to be greater with the centralised option, although the differences between the two are again minor. However, provision of an effective public transport service will be more likely with the centralised option.

With the above in mind, traffic issues could be largely ignored from the debate between the two options, as the differences were relatively minor.

An options report summarising each of the initial study area options and outlining the findings of the evaluation was advertised to the public in April 2003. Feedback enabled the development of a preferred option that could then be assessed to determine its suitability in achieving the criteria used in the assessment of the initial options.

The preferred option is the regional centre strategy contained in this report.

10.1 Introduction

Following the evaluation of the initial study area options, a workshop was held on the implications of pursuing the centralised option in terms of the implications for the CBD. The findings from the workshop were essentially that the centralised option needed further refinement and the public also needed the opportunity to comment on the implications for the CBD of the decentralised option.

Accordingly, a CBD plan showing the implications of pursuing a decentralised option was produced. A third plan, referred to as the combined option was also produced. It was based predominantly on the centralised option but also incorporated features of the decentralised option that were supported by the community. The implications of each option on the CBD specifically was examined and a CBD policy plan Options Report was prepared in August 2003 and advertised for public comment.

The CBD options examined in detail how the Geraldton CBD may appear in 2030 under the various alternative land use scenarios. In order to examine the CBD's characteristics in detail, the area was divided into thirteen superblocks, each with different uses and character (Plan 14). Some of the superblocks created have the same or similar characteristics, while some have some key differences.

The key differences between the centralised and decentralised options as they affect on the CBD are the location of the majority of future regional retail and office floorspace, including a discount department store (DDS), in the CBD in the centralised option as well as bulky goods retailing. The decentralised option locates the DDS and some retail/office floorspace outside of the CBD instead encouraging more tourist and residential development, while bulky goods retailing is located predominantly outside the CBD and along North-

West Coastal Highway. The combined option maintains the predominance of new retailing and offices within the CBD but limits the extent of bulky goods retailing and instead encourages additional tourist and residential accommodation.

The following sections provide more specific details on each option.

10.2 Centralised central business district option

The development of the centralised CBD option was based on the following characteristics for Geraldton as a regional centre in 2030:

- ▶ traditional CBD with a predominance of retail and office activities and limited residential or tourist accommodation;
- ▶ North-West Coastal Highway service commercial uses restricted to existing locations with only limited expansion permitted;
- ▶ future university site outside the CBD, but within the adjoining civic superblock; and
- ▶ an extensive Beachfront precinct providing short-term tourist accommodation and maximising ocean views.

The centralised CBD option is illustrated graphically on Plan 15.

Under the centralised option, the CBD (or Old and New CBD precincts) in 2030 provide for a variety of retail uses while incorporating office and limited residential land uses. Any future large scale regional retail development is encouraged to locate in the CBD, with a suggested preferred location being between Chapman Road, Durlacher Street, Anzac Road and Forrest Street, which encompasses an area of just over 5 hectares.

The combined retail/office floorspace requirement for the Mid-West Region in 2030 is 178 101m² of NLA. This equates to 36 101m² of floorspace greater than what is currently available in the CBD at ground floor level. Approximately 10 000 m² has been allocated for a future discount department store (DDS). To accommodate the increased land requirement for retail/office floorspace, either greater landholdings need to be made available for redevelopment or second/multi storey office/retail development encouraged. Therefore the centralised

option encourages development of 2-3 storeys or higher allowing retail uses to be predominantly located on the ground floor, with offices and/or some residential being encouraged to locate on the upper floors.

Commercial development provides on-site parking where possible, to minimise the demand for Council car parks and on street parking. The provision of on-site parking has been included in the calculations of the land area required to accommodate additional floorspace.

The centralised option also encourages service commercial land uses and bulky goods retail outlets within the CBD, specifically within the New CBD precinct, providing an improved link between the Old CBD precinct and Northgate shopping centre.

The option discourages the expansion of the Highway commercial precinct located on North-West Coastal Highway. Service commercial uses are instead encouraged to locate within the CBD.

The centralised option acknowledges the need for a university campus in Geraldton and accommodates this site within the Civic precinct. Discussions with the Mid West Development Commission have indicated that there are plans for the university to be located behind the TAFE and hospital. This location outside the CBD has been reflected in the centralised option.

The CBD centralised option (Plan 15) has the following characteristics:

1. A DDS-based new retail development located in the Forrest, Sanford, Durlacher and Chapman Road superblock. Speciality shopping, fast food and entertainment facilities as well as a two-storey carpark are also located within this superblock.
2. A green spine from the base of the ridge on Sanford Street through to the rear of the courthouse – incorporating Birdwood House and the adjacent park, creating a grand vista from the HMAS Memorial.
3. Bulky goods retailing adjoining the Batavia Coast Marina to the west of Chapman Road.
4. Upgraded Stirling Centre with more retail shopping facing Sanford Street.
5. Upgrading/redevelopment of the Geraldton shopping centre.
6. Two-storey carpark to replace Council at-grade carpark to the corner of Durlacher/Sanford Streets.
7. Aged persons housing along Sanford Street between Cathedral Avenue and Fitzgerald Streets.
8. Green spine connection between Sanford Street playing fields and Lester Avenue (separating existing housing and proposed aged persons housing).
9. Medium density housing/short-term tourist accommodation on the corner of Sanford/Fitzgerald Streets.
10. Offices to the east side of Lester Avenue between Cathedral Avenue and Fitzgerald Street (2-3 storeys).
11. Small-to-medium scale mixed use development on the western side of Lester Avenue between Cathedral Avenue and Fitzgerald Street, including retail, bulky goods retail, offices and residential (2-3 storeys).
12. Landmark office/residential development on the corner of Lester Avenue/Cathedral Avenue (existing car sales yard).
13. At-grade carparking on the Army Reserve site.
14. At grade carparking in the midblock of the Lester Avenue/Fitzgerald Street/Marine Terrace/Cathedral Avenue superblock.
15. A new office development on the corner of Lester Avenue and Fitzgerald Street.
16. Maintenance and re-use of significant heritage buildings throughout the CBD.



17. Incorporation of key elements of the Geraldton Foreshore Redevelopment and CBD Revitalisation Project and the Batavia Coast Marina plan.
18. Marine Terrace developed up to 3-4 storeys (whilst maintaining heritage facades and key heritage buildings).
19. Protection of the Lewis Street Heritage precinct adjoined by parkland, medium density housing and office uses.
20. Encouragement of mixed use development along Foreshore Drive.
21. Retention of existing offices within the Fitzgerald Street/Marine Terrace/Francis Street superblock while allowing the conversion of existing housing stock to office use.

10.3 Decentralised CBD option

The development of the decentralised option was based on the following characteristics for Geraldton as a regional centre:

- ▶ a mixed use CBD with limited future expansion of retail and service commercial development and increased mixed use and tourist/residential development;
- ▶ a future discount department store and major regional retail floorspace and service commercial uses located in North-West Coastal Highway and/or outside the CBD;
- ▶ the North-West Coastal Highway service commercial area permitted to expand to cater for development of CBD sites for tourist/residential uses;
- ▶ a future university site in the CBD;
- ▶ the residential area to the north of the CBD bounded by Chapman Road and George Road permitted to have short-term accommodation throughout; and
- ▶ an emphasis on reduced parking provision and increased pedestrian facilities.

The decentralised option, reflected in Plan 16, encourages the location of any further major regional retail development (such as a discount department store or bulky goods outlets) outside the CBD. Instead, the CBD is more entertainment-oriented

providing tourist facilities and higher density residential accommodation. It contains reduced office floorspace relative to the centralised option.

Greater residential and tourist components are envisaged within the CBD to create more vitality to counter the reduced retail activity. Higher density housing is therefore also encouraged.

Service commercial land uses are located predominantly along the North-West Coastal Highway. This is encouraged on the western side of the highway, from Johnston Street/Eastwood Road in the south to Mark Street in the north. This area has the opportunity of providing 101 hectares of land for service commercial uses.

Under this option, the future university campus is located on the 'superblock' bounded by Sanford Street, Lester Avenue, Cathedral Avenue and Fitzgerald Street. This site is just under five hectares and contains a number of heritage-listed buildings which have the opportunity of being converted for university use. The site's location within the CBD enables it to provide a more vibrant land use than the current uses that occupy the site. If student housing is accommodated on the site then there is the potential for 24-hour activity.

The site is close to entertainment facilities and would provide economic stability for various consumer retail outlets to locate in what is considered to be a quieter section of the CBD.

Under the decentralised option, the CBD has the following characteristics:

1. No discount department store or major new retail centres.
2. Sanford Street/Forrest Street/Chapman Road/Durlacher Street superblock comprises residential and tourist accommodation.
3. A green spine from the base of the ridge on Sanford Street through to the rear of the courthouse – incorporating Birdwood House and the adjacent park thereby creating a grand vista from the HMAS Memorial.
4. Backpackers/tourist accommodation on the northern corner of Sanford/Forrest Streets.
5. No new bulky goods retailing within CBD, or in the adjoining marina area.
6. Protection of the Lewis Street Heritage precinct, incorporating medium density housing around.

7. Upgrading of Stirling Centre.
8. Upgrading/redevelopment of the Geraldton shopping centre.
9. University site within the Sanford Street/Fitzgerald Street/Lester Avenue/Cathedral Avenue superblock, maintaining heritage buildings and incorporating at-grade carparking on the Army Reserve site.
10. 2-3 storey development along Marine Terrace while maintaining heritage façades and key buildings.
11. Possible hotel site on the corner of Foreshore Drive and Marine Terrace using and maintaining existing heritage façade.
12. At-grade carparking on the midblock of the Lester Avenue/Fitzgerald Street/Marine Terrace/Cathedral Avenue superblock.
13. Retail, office and residential land uses to the western side of Lester Avenue between Cathedral Avenue and Fitzgerald Street.
14. Landmark office/residential development on the corner of Lester Avenue/Cathedral Avenue (existing car sales yard).
15. Mixed use development along Foreshore Drive.
16. Incorporation of foreshore project and marina plan features.
17. Maintenance of significant heritage buildings throughout the CBD.
18. New office development at the corner of Lester Avenue and Fitzgerald Street.
19. Retention of existing offices in the Fitzgerald Street/Marine Terrace/ Francis Street superblock while protecting the existing housing stock for predominantly residential use.

The key characteristics of the combined option are as follows:

1. A new retail development based on a discount department store to be located within the Forrest, Sanford, Durlacher and Chapman Road superblock. Speciality shopping, fast food outlets and multi-storey carparking are also located within this superblock.
2. A piazza located adjoining the discount department store development.
3. A green spine from the base of the ridge on Sanford Street through to the rear of the courthouse – incorporating Birdwood House and the adjacent park thereby creating a grand vista from the HMAS Memorial.
4. Fast food, restaurant, entertainment and youth precinct on the corner of Chapman Road and Durlacher Street, which retains the existing Council car park.
5. Bulky goods retailing and marine support businesses adjoining the Batavia Coast Marina area to the west of Chapman Road.
6. Upgraded Stirling centre with additional retail shopping facing Sanford Street.
7. Upgraded/redeveloped Geraldton shopping centre.
8. Two-level carpark to replace Council at-grade carpark at the corner of Durlacher/Sanford Streets.
9. Aged persons housing on Sanford Street between Cathedral Avenue and Fitzgerald Streets, adjoined by a new car park servicing the school.
10. Green spine connections between Sanford Street playing fields and Lester Avenue (separating existing housing and proposed aged persons housing).
11. Medium density housing/short-term tourist accommodation on the corner of Sanford/Fitzgerald Streets.
12. Offices on the eastern side of Lester Avenue between Cathedral Avenue and Fitzgerald Street (2-3 storeys).
13. Small-to-medium scale mixed use development on the western side of Lester Avenue between Cathedral Avenue and Fitzgerald Street, including retail, bulky goods, offices and residential (2-3 storeys).

10.4 Combined CBD option

The combined option incorporates key characteristics from both the centralised and decentralised options. It was formulated following public feedback from the initial two-month public consultation period for the two initial study area land use options. Plan 17 contains the combined CBD option.

14. Landmark office/residential development on the corner of Lester Avenue/Cathedral Avenue (existing car sales yard).
15. At-grade carparking on Army Reserve site.
16. At-grade carparking in the midblock of the Lester Avenue/Fitzgerald Street/Marine Terrace/Cathedral Avenue superblock.
17. New office development on the corner of Lester Avenue and Fitzgerald Street.
18. Maintenance and re-use of significant heritage buildings within the CBD.
19. Incorporation of Geraldton foreshore redevelopment and CBD Revitalisation project and the Batavia Coast Marina plan.
20. Marine Terrace developed up to 3-4 storeys (maintaining heritage facades and key buildings).
21. Protection of the Lewis Street Heritage precinct, incorporating medium density housing and office uses around.
22. New mixed use development along Foreshore Drive.
23. Retention of existing offices in Fitzgerald Street/Marine Terrace/Francis Street superblock while allowing the conversion of existing housing stock to office use.

- ▶ a tourist/hotel site on the corner of Marine Terrace and Foreshore Drive

Combined option

- ▶ bulky goods retailing in limited locations
- ▶ a discount department store and additional speciality shopping facilities
- ▶ a youth entertainment area
- ▶ a new piazza off Anzac Terrace
- ▶ aged persons housing
- ▶ Increased tourist and residential accommodation
- ▶ Increased mixed use developments
- ▶ A tourist/hotel site on the corner of Marine Terrace and Foreshore Drive

Some of the proposed uses were considered to be compatible with any option while the combined option contains key elements of both the centralised and the decentralised options.

All options would result in the CBD in 2030:

- ▶ containing a mixture of retail, office and residential uses;
- ▶ providing facilities for additional parking if and when such facilities are required;
- ▶ having a tree-lined boulevard along Forrest Street;
- ▶ retaining the Marine Terrace partial mall;
- ▶ retaining the Port;
- ▶ reflecting the work undertaken as a result of the foreshore redevelopment and CBD revitalisation project; and
- ▶ containing upgraded pedestrian and cycle facilities and linkages.

Future building form and car park configurations shown in the option plans were conceptual only. New or upgraded car parks would only be constructed as and when required. Similarly, the locations of mid-block pedestrian links were indicative only and indicate the desire to obtain such linkages as and when developments in the superblock enable these to be provided.

Summary of options

The key CBD features of each option can be summarised as follows:

Centralised option

- ▶ bulky goods retailing
- ▶ a discount department store and additional speciality shopping facilities
- ▶ a youth entertainment area
- ▶ aged persons housing

Decentralised option

- ▶ a new piazza off Anzac Terrace
- ▶ a university site
- ▶ increased tourist accommodation
- ▶ increased residential uses, including in mixed use developments

As a result of the advertising of the CBD options, a number of submissions were received from the public and additional information provided by key stakeholders. Essentially, there was support for a modified centralised option for the broader study area and a refined combined option for the CBD. This input resulted in finalisation of the centralised option as the preferred strategy or regional centre strategy (Plan 18) for the Regional Centre Study Area and the CBD policy plan (Plan 19) for the CBD.

11.1 Key features

The features of the Geraldton regional centre strategy therefore predominantly reflect the key features of the advertised centralised option. The philosophy is to encourage future major regional retail floorspace into the CBD along with limited bulky goods retailing. However, the CBD requires sufficient land to also accommodate new offices, tourist and residential land uses and car parking to service future visitors. As a consequence, there is a requirement to allow limited expansion of the service commercial/bulky goods retailing strip along North-West Coastal Highway and some additional but limited further commercial development along Chapman Road north of the CBD.

In summary, the strategy recommended for the broader study area, reflects the advertised centralised option with the following modifications undertaken as a result of community feedback and stakeholder consultation:

- ▶ limiting the extent of large bulky goods retailing facilitated in the CBD and allowing some extension of such facilities along North-West Coastal Highway;
- ▶ enabling limited mixed use development along Chapman Road to facilitate office and residential/tourist accommodation for the block bounded by Mark Street, Urch Street, Abrolhos Street and George Road; and
- ▶ encouraging additional tourist and residential development in the CBD.

Essentially however, the regional centre strategy reflects the key features of the advertised centralised option. These features include:

For the Geraldton CBD

1. A major new regional centre retail development in the Geraldton CBD. Conceptually, this is shown in the CBD policy plan as a new discount department store and speciality shopping being located within the block bounded by Forrest, Sanford and Durlacher Streets and Chapman Road. The new retail development is supported by new multi-storey carparking and is adjoined by a civic piazza.
2. A new major entry boulevard into the CBD being a green spine from the base of the ridge on Sanford Street through to the rear of the courthouse – incorporating Birdwood House and the adjacent park thereby creating a grand vista from the HMAS Memorial.
3. a fast food/restaurant/entertainment and youth precinct on the corner of Chapman Road and Durlacher Street to provide a central focus for youth and entertainment facilities in the CBD.
4. Bulky goods retailing and marine support businesses adjoining the Batavia Coast Marina area to the west of Chapman Road. (Note: prior to advertising the draft report, the City of Geraldton expressed concern at the built form impact such development could have including on the opportunity to obtain views from Chapman Road and Northgate Shopping Centre. This is therefore a matter that should be further investigated in conjunction with LandCorp during the review of the Marina Structure Plan).
5. Upgraded CBD shopping centre facilities such as an expanded Stirling Centre and upgraded/redeveloped Geraldton Shopping Centre
6. Additional central city car parking facilities including a two-level carpark to replace Council at-grade carpark at the corner of Durlacher/Sanford Streets; a new car park adjoining the primary school in Sanford Street, and integrated at-grade carparking in the midblock of the Lester Avenue/Fitzgerald Street/Marine Terrace/Cathedral Avenue superblock.
7. A range of inner city housing developments including aged persons housing on Sanford Street between Cathedral Avenue and Fitzgerald Streets and medium density

- housing/short-term tourist accommodation on the corner of Sanford/Fitzgerald Streets.
8. New CBD office development including on the eastern side of Lester Avenue between Cathedral Avenue and Fitzgerald Street and on the corner of Lester Avenue and Fitzgerald Street.
 9. Encouragement of mixed use development along Foreshore Drive, on the western side of Lester Avenue between Cathedral Avenue and Fitzgerald Street (including retail, bulky goods, offices and residential) and a landmark office/residential development on the corner of Lester Avenue and Cathedral Avenue.
 10. Maintenance and reuse of significant heritage buildings within the CBD. In Marine Terrace development will be encouraged up to 3-4 storeys but maintaining heritage facades and key buildings. It is also intended to protect the Lewis Street Heritage precinct, incorporating medium density housing and office uses around.
 11. Adoption of the land use and urban design principles reflected in the Geraldton Foreshore Redevelopment and CBD Revitalisation Project and the Batavia Coast Marina Plan.

On the CBD periphery,

1. Retention of existing offices in Fitzgerald Street/Marine Terrace/Francis Street superblock while allowing the conversion of existing housing stock to office use. (Note: Subsequent to advertising the draft study report the City expressed concern at this concept and will review it further at the time of the planning scheme review).
2. Limited additional mixed use development along Chapman Road immediately to the north of the CBD extending to Mark Street.
3. Upgrading some of residential densities in areas immediately east of the CBD.

Elsewhere in the study area

1. Limited extension of the commercial strip development along North-West Coastal Highway.

2. Limited low-scale additional tourist facilities in the Point Moore area but otherwise retain unique character.
3. Future short-stay tourist accommodation north of the CBD along the coast in the suburb of Beresford.
4. Maintenance and enhancement of a viable operational port.
5. Retention of the foreshore areas for conservation, recreation and marine related activities.

The specific intent for the study area is discussed on a precinct basis in the following section.

11.2 Precinct analysis

During the development of options for future development of the regional centre strategy, a number of precincts were defined to assist in presenting the options in a meaningful format. The precincts are reflected in the strategy and specific recommendations for each precinct are as follows.

11.2.1 Old CBD

Old CBD comprises the traditional core of the CBD centred on the Marine Terrace 'mall' and contains many of the City's older heritage buildings and retail outlets. By 2030, it is envisaged that the 'centre' of the CBD will have shifted northwards as new development occurs centred around the marina in the New CBD precinct. The opportunity will therefore exist to improve streetscapes which have heritage value (ie Marine Terrace) and to enable increased small scale tourist and retail development to occur. Old CBD will also contain significant additional retail floorspace proposed in the eastern portion of the precinct connected with improved pedestrian and parking linkages to the foreshore and older parts of the city to the west.

The future character of the Old CBD precinct is largely discussed under the CBD policy plan which incorporates all of this precinct. The intent of future development is to use the existing built form worthy of retention while sensitively redeveloping vacant and under-used sites.

The Geraldton Foreshore Redevelopment and CBD Revitalisation Project provides significant opportunity for Old CBD to reinvent itself adjacent to the revitalised waterfront. The extension of Foreshore Drive will provide an improved link between Old CBD and New CBD, and provide new development opportunities.

Under the regional centre strategy, the Old CBD area will continue to provide the primary location for regional level office and retail floorspace, including an additional discount department store ie Big W, Kmart. There will also be limited opportunity for the development of small scale service commercial and bulky goods retailing. Additional central area parking will also be provided.

11.2.2 New CBD

New CBD encompasses the marina and Northgate shopping centre. Future development will provide for a range of service commercial, office, retail and residential activities with mixed use development already occurring in the marina. The construction of the Broadwater Resort provides greater opportunity to cater for tourists, as does the Maritime Museum and further tourist accommodation is encouraged here.

The focus of the strategy is promotion of the precinct as an entertainment, tourist and mixed use area with additional retail and office uses also encouraged. The City is keen to ensure that development along Chapman Road is of a high quality where it is of a lower order of retailing (ie bulky goods) and facilitates retention of views to the ocean wherever possible from Northgate and Chapman Road. This issue should be discussed with LandCorp as part of the review of the Marina Structure Plan.

11.2.3 Civic

The Civic precinct encompasses most of the educational facilities, hospital and aged care facilities and municipal buildings of the City of Geraldton. The consolidation of such uses is encouraged under the Strategy, while retaining residential pockets with opportunities for limited increases in density.

To assist with accommodating future additional regional centre office floorspace, streets sharing a common boundary with the CBD/Old CBD Precinct should be developed for low-scale commercial uses while existing character cottages at the west end periphery of the CBD are supported for office conversion. This latter concept is one which the City of Geraldton considers warrants further investigation prior to implementation. This should be undertaken as part of the City's review of its planning scheme.

The strategy reflects the proposal for locating a university between the hospital and the TAFE site, notwithstanding community support for locating the university on the 'superblock' bounded by Sanford Street, Fitzgerald Street, Lester Avenue and Cathedral Avenue. Instead, this block is supported for aged accommodation using existing heritage buildings and opposite the school's playing fields. A new car park is also proposed in this location. There is also the opportunity for student housing to be incorporated either on-site or in the Old CBD area to bring more people into the area 24 hours a day.

11.2.4 West End

West End provides a clear distinction between the port and Old CBD land uses, containing predominantly residential uses. The West End character is maintained with the character cottages retained, but which can be converted under the strategy for office activities in the manner that West Perth has evolved over time. Again, this concept is one which the City of Geraldton considers warrants further investigation prior to implementation. This should be undertaken as part of the City's review of its planning scheme.

Sites suitable for redevelopment contain mixed commercial/residential development with limited group housing and aged accommodation.

11.2.5 Point Moore

The strategy recognises the importance of retaining the unique low-scale residential character of this precinct which has resulted from the leasing of land and the development of the caravan park to the west of the Port, with the character of this area considered unique. This form of land use is proposed to remain given there appears to be minimal conflict with the port.

Under the strategy, some additional tourist accommodation would be promoted but this would be restricted to low-intensity, low-rise facilities such as bed and breakfast establishments and weekenders.

11.2.6 Geraldton Heights

Geraldton Heights encompasses the residential area that extends along the ridgeline north-south through the study area. The views associated with this area are considered significant. Only the HMAS Sydney Memorial Monument generates any major traffic flow through local street networks.

The strategy generally maintains the current low-density residential character of the precinct with limited increased density adjoining the CBD and busy streets and in accordance with the existing dual coding provisions of the City's planning scheme.

11.2.7 Beachfront

The strategy encourages additional development commensurate with the precinct's oceanside location and view opportunities, in close proximity to the CBD. While it is proposed that the existing residential land uses will continue to predominate, short-stay tourist accommodation such as motels and serviced apartments are encouraged on strategic sites to take advantage of ocean views. However, these are to be situated and designed so as to minimise any adverse impact on the precinct's residents. The location of such accommodation will increase foreshore usage, a significant asset to the Geraldton region.

The Beachfront precinct recognises the dispersal of service commercial activities along Chapman Road away from the CBD. The City's scheme has enabled the development of a range of commercial uses north of Phelps Street along Chapman Road and Urch Street and this area also contains a number of former industrial uses. On the basis of representations made during advertising of the options, the area south of Mark Street and west of George Street has been identified as suitable to accommodate limited mixed use development. It is envisaged that development will comprise a maximum of 2 storeys of either small scale offices or mixed uses including retail activities associated with tourist development and/or a beachside location,

residential and tourist accommodation. This sub-area of the precinct is shown as restricted commercial on the Strategy and includes all land along Chapman Road south of Mark Street, and either side of Urch and Abrolhos Streets to properties fronting George Street. The existing commercial uses in the precinct but outside the restricted commercial area would remain as non-conforming uses with only limited potential to expand. A sketch perspective view of how such development may appear when viewed from the Chapman Road foreshore is contained in section 13.

Grouped dwellings and tourist accommodation on appropriate sites are encouraged subject to meeting performance criteria. This will ensure the amenity of residents is not compromised, while enabling higher density housing and tourist accommodation to locate on sites which have good accessibility and maximise views of Champion Bay.

The Beachfront precinct is specifically intended to facilitate lower-scale tourist development that could not otherwise be feasibly developed in the CBD (Old and New CBD precincts).

11.2.8 Highway Commercial

The extent of this precinct along the North-West Coastal Highway is restricted under the strategy to largely recognise sites that are already zoned or developed for commercial activities. However, there is considered to be sufficient under-used land in the precinct to facilitate expansion of service commercial activities, including bulky goods retailing. Additional ribbon retail development along the highway outside the precinct is not encouraged. Instead, such development is promoted in the CBD.

11.2.9 Port Precinct

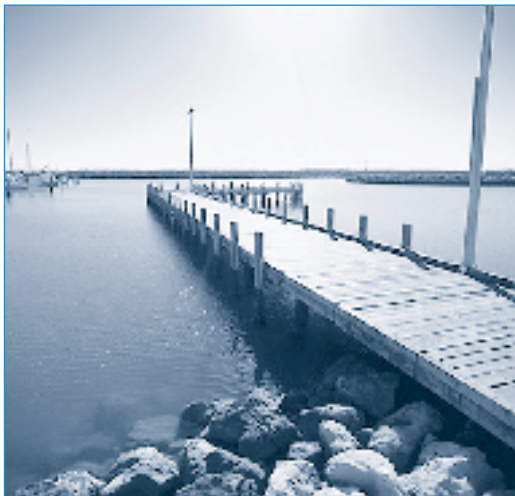
The strategy acknowledges that the port use will not diminish over the next 30 years. Port activities may expand, but within the constraints of the current port precinct.

It is also assumed that additional port support activities will develop in the precinct in response to the increased accessibility offered by the Southern Transport Corridor.

11.2.10 Waterfront

The Waterfront precinct comprises the existing foreshore reserves in the study area. The strategy promotes increased community use of the foreshore with improved dual use paths and ready access for the public while maintaining the environmental integrity of the foreshore dune system.

Marine and maritime-related activities would also be appropriate in the precinct providing they are sympathetic to the environmental qualities of the foreshore and do not unreasonably preclude public access to waterfront areas.



11.3 Transportation overview

11.3.1 Changes to the traffic model

The TRIPS traffic model developed to assess the initial land use options (being the centralised option and the decentralised option) was modified to reflect the land use contained in the preferred option being the regional centre strategy. In developing the trip matrix for the strategy it was noted that external trip end totals were under-estimated in comparison with the work undertaken for the Geraldton North-South Study, which has been used as a comparison tool throughout the modelling exercise. The Geraldton North-South Road Alignment Selection study was undertaken using the EMME/2 traffic modelling software. This model considered 24-hour traffic flows, compared to the PM peak hour traffic flows considered in the TRIPS model.

In developing the traffic model for the centralised and decentralised options, the zone system was initially based on the 125-zone system used for the North South Road Alignment Selection study, but refined to provide an appropriate level of detail for the Regional Centre study. This included splitting zones within the CBD area to provide an improved level of detail, and the grouping of zones on the periphery of the study area into 'external zones'.

External zones are included in any model in order to represent the trips that cross an imaginary boundary travelling into or out of the study area. Omission of this external loading would lead to a road network that is under-loaded and hence not representative of observed traffic conditions.

In the development of any traffic forecasting model, appropriate consideration of the impact and behaviour of peripheral and/or external zones on the study area is required.

Upon investigation, it was discovered that the land use inputs for the external zones in the initial options were not the most recent land uses. It was therefore necessary to adjust the land use data for the external zones in the regional centre strategy model to reflect the future land uses for those zones used in the North South Road Study Additional Research Report dated February 2002.

The initial trip matrix produced for the regional centre strategy and based on the corrected land use data was assigned and compared to the EMME/2 24-hour model assignment. Screenline comparisons to the north indicated that too much traffic was being generated when a 10% rule was applied to the daily assignment to estimate the peak hour component. A similar assessment for screenlines to the east and south indicated no such concerns. Adjustment was therefore made to trips to and from zone 1 (northern external zone) to achieve a match with the EMME/2 assignment.

In summary, the changes made to the initial traffic model that was used for the centralised and decentralised options involved correction of an error in the land use data used for the external zones and an adjustment to the traffic distribution to and from the northern external zone to make the model more compatible with the earlier EMME/2 model. These changes increased traffic into and out of the study area, as well as within the study area. The most significant changes were on the outer edges of the study area, and particularly to the south.

An assessment was made of the future traffic predicted by the regional centre strategy model to determine if the changes that were made invalidated the conclusions made about the road system capacity using the earlier models for the centralised and decentralised options. The key findings were:

The traffic modelling showed that the difference, in future traffic volumes, between the two options is relatively minor. Traffic is expected to increase by around 60% by 2030, with a general reduction in the level of service for drivers in the area. Despite this reduction, the Do-minimum network used to model the two options could be expected to function relatively well in 2030, accommodating expected traffic volumes with only minor traffic management and traffic calming measures required, along with some upgrades of intersection control.

The assessment found that these conclusions remained valid, despite the fact that traffic is now projected to increase by approximately 90% by 2030. This conclusion reflects the general under-utilisation of the road system at present. As a consequence of this conclusion, it was not considered necessary to re run the earlier models for the earlier options as these land use options were no longer under consideration. However, a comparison is provided in the following sections between the results of the regional centre strategy model evaluation and those for the centralised option.

The full details of the changes made to the TRIPS traffic model between the centralised, decentralised and regional centre strategy options are contained in the Traffic Model Forecasting Report.

11.3.2 Traffic assessment of preferred option

The regional centre strategy was evaluated using the modified TRIPS model incorporating the Do-minimum road network for 2030. Details of the traffic evaluation are shown in Appendix 5. The summary statistics are shown in Table 9. This table also contains the details for the centralised option to illustrate the differences between the two options.

This indicates some 17 706 trips on the network covering some 1699 vehicle – hours of travel and a total of 94 735 vehicles – kms for the regional centre strategy. Average trip length was some 5.35 kms, taking approximately 5.76 minutes and averaging a speed of some 55.8 km/h on coded highway links for that option.

Base year assignment results are shown in bandwidth form in Plan 8. In comparison, Plan 11 shows the results forecast for 2030 for the regional centre strategy. A comparison of the two plans shows a general increase in traffic flows from the base year to 2030 on most links within the network. A comparison between Plans 10 and 11 shows that the predicted traffic in the regional centre strategy model is generally greater, but of a similar magnitude to the centralised option.

Traffic flows on key links are shown in Appendix 5. The levels of service on these links are essentially the same as for the centralised option, therefore the comments in Section 8.5.2 remain relevant for the regional centre strategy.

Table 9: Traffic forecasting – model summary statistics preferred option

Summary statistic	1999	Centralised option	Regional centre strategy
Trips	9 424	15 515	17 706
Total travel time (hours)	696	1 374	1 699
Total travel distance(km)	41 382	76 456	94 735
Average speed (km/hour)	59.5	55.7	55.8
Average travel time(minutes)	4.4	5.3	5.76
Average travel distance(km)	4.4	4.9	5.35

11.3.3 Potential intersection issues

Turning movements for eleven selected intersections throughout the study area, particularly within the CBD, are given in Appendix 6. Forecast turning movements (vehicles per pm peak hour) are provided for the base year, and for the 2030 regional centre strategy. It should be recognised that the levels of accuracy in forecasting vehicle turning movements for the year 2030 are such that the results should be treated with caution.

Due to the increase in traffic from the base to the forecast years, it was necessary to investigate the operational capabilities of a number of intersections. As a first step, the turning movements forecast by the traffic model were determined. The ability of the intersections to handle those movements was then assessed.

The outcome of the analysis is as follows.

1. **Cathedral Avenue/Chapman Road** – This is a signalised intersection in the base year and is expected to continue being so until beyond the forecast year. Turning movement patterns are forecast to remain relatively similar. Northbound traffic in Chapman Road turning right into Cathedral Avenue would increase from 60 vph in the base year to 188 vph in 2030. Northbound traffic in Cathedral Avenue, turning right into Chapman Road will reduce from 346 vph in the base year to 142 vph in 2030. It is unlikely that this intersection will require any change of control type in order to cope with forecast levels of traffic.
2. **Chapman Road/Durlacher Street** – This is a signalised intersection in all modelled scenarios. Traffic volumes are forecast to remain relatively constant through to 2030.
3. **Chapman Road/Bayly Street** – A signalised intersection in both the base and forecast options. Changes in travel patterns at this intersection are predicted, with significant changes in two movements. Eastbound traffic in Bayly Street turning left into Chapman Road (north), increases from 25 vph in the base year to 749 vph in 2030. Right turning vehicles from the eastern leg of Bayly Street increase from 64 vph in the base year to 500 vph in 2030. Right-turning movements from Chapman Road into Foreshore Drive are also expected to increase from 22 vph in the base year to 463 vph in 2030. Initial investigations into the possibility of additional capacity at this intersection suggests that this would not be possible without additional land take. Therefore, it may be more practicable to alter the signal timings to accommodate the alterations in traffic movements.
4. **Chapman Road/Phelps Street** – This intersection is roundabout controlled in both the base and forecast scenarios. Traffic, particularly on Phelps Street, is forecast to increase significantly from 1999 to 2030 (more than double). This is likely to be due in part to the improvements made to the NWCH, making it a more attractive route northwards from the CBD compared to Chapman Road. This is also shown by the reduction in projected volumes north of the intersection (reductions of about 100 vph in each direction). With the current configuration, the heavy right turn into Phelps Street may cause problems for traffic heading southbound on Chapman Road. If this becomes a serious issue, traffic signals could be considered.
5. **Bayly Street/George Road** – In forecast years, this has been modelled as a roundabout. There is projected to be a significant increase in traffic heading to Chapman Road by 2030. Left-turning movements play a major role in the functioning of this intersection. With this in mind, the current intersection configuration will be able to cope with the projected increases. As movements mainly range between 100 vph and 374 vph a roundabout configuration looks to be most appropriate. The final decision on the intersection treatment at this location should consider the impact on pedestrian movements.
6. **Durlacher Street/George Road** – This intersection is modelled with priority control in all scenarios. Forecast traffic at this intersection is expected to increase by 57% between the base year and 2030. With this in mind, keeping the priority control at this intersection may not be sufficient to cope with the expected increase in demand. The major conflict would be the right-turning movement from Durlacher Street into George Street (273 vph) and the southbound through traffic (572 vph). If necessary, this intersection could be signalised.

7. **Waldeck Street/Johnston Street** - Modelled as a three-way priority controlled intersection. This intersection is on a link between North-West Coastal Highway and Durlacher Street. The through traffic using this link (on Waldeck Street–west and Johnston Street) is expected to increase by 250% from the base year to 2030. The intersection is expected to be adequate in the forecast year.
8. **Cathedral Avenue/Shenton Street** – A signalised intersection in the modelled year. Traffic increases are likely to be spread relatively evenly among the traffic movements at this intersection. Keeping the signalised control would allow the intersection to operate competently.
9. **Durlacher Street/Shenton Street** – A priority intersection in all model runs. Increases in traffic have been forecast but patterns will be similar to the base year, with all but one of the movements at this three-way intersection being greater than 100 vph. The existing form of control is expected to be adequate in the forecast years.
10. **NWCH/Johnston Street** – Modelled as a signalised intersection in the base year. Alterations planned to the NWCH include conversion of this intersection to roundabout control, hence a roundabout configuration has been modelled in the forecast scenarios. Traffic flow at this intersection is expected to double by 2030. The most significant changes at this intersection are the forecast increases to right turn movements from NWCH into Eastward Road, travelling to the new shopping centre assumed in this vicinity. In the base year some 19 vph undertake this movement increasing to 373 vph in 2030. The intersection should accommodate the expected traffic demand.
11. **NWCH/Phelps Street** – Modelled as a three-way signalised intersection in the base year and changed, as part of the upgrade to the NWCH, to a four-way roundabout before 2030. Significant changes to traffic movements at this intersection are likely to take place, most notably due to the intersection being made four-way through the addition of the connection to Eighth Street. This brings about, in addition to the changes in land use, a marked increase in the traffic on the west arm of Phelps Street doubling to over 1000 vph, of which approximately 400 vph are expected to

travel eastwards across the intersection. All but one of the traffic movements at this intersection are forecast to be over 200 vph, suggesting that a large roundabout as planned would satisfy demand.

It is understood that MRWA will continually review and change traffic signal timings as traffic patterns at intersections change over time. However, the model attempts to look to 2030 and notes that the existing configuration will be adequate yet signal timings will continue to change within that period.

Both NWCH intersections discussed above (Johnston Street and Phelps Street) are planned to convert to roundabouts from signalised control as part of the NWCH improvements. It should be noted that signalised intersections are typically safer for pedestrians than roundabouts and with this in mind careful thought needs to be given to providing appropriate pedestrian facilities. Both intersections form part of important east-west path links, proposed in the Geraldton Pathway Network Study, BSD Consultants, 2003. The need for a pedestrian bridge or underpass may be warranted if determined by pedestrian activity at these intersections.

11.4 No port option

This study has confirmed the fundamental importance of the Geraldton Port to the city and to the region. As noted in Section 6.10, an assessment has been undertaken of the road system required for the regional centre strategy, to determine its suitability in the event that the port was relocated. It was considered important to ensure that the road system not be a constraint on redevelopment of the port precinct, if the port was relocated in the future.

A traffic analysis has been undertaken assuming that the port precinct is redeveloped with mixed use development, incorporating residential, offices and retail. Details of the results of the analysis using the TRIPS traffic model are shown in Appendix 5.

The analysis has shown that the road system is capable of carrying the additional traffic which would be generated through the redevelopment of the port area. Table 10 provides a summary of the analysis results, compared with the 1999 and regional centre strategy results.

Table 10: Traffic forecasting – model summary statistics no port option

Summary statistic	1999	Regional Centre Strategy	No port option
Trips	9 424	17 706	18 096
Total travel time (hours)	696	1 699	1 783
Total travel distance(km)	41 382	94 735	98 443
Average speed (km/hour)	59.5	55.8	55.2
Average travel time(minutes)	4.4	5.76	5.91
Average travel distance(km)	4.4	5.35	5.44

Plan 12 shows the forecast traffic results for 2030 for the no port option (Option D). A comparison with Plan 11 (the forecast traffic results for the regional centre strategy) shows that the predicted traffic conditions under both development scenarios would be similar. There is an expected increase in traffic flows within the Port precinct (modelled district 4) while the traffic in the other districts is largely unaltered.

11.5 Car parking overview

The analysis of parking requirements within the study area undertaken for the initial land use options and detailed in Section 8.7 was reviewed for the regional centre strategy. Table 11 provides an indication of the likely shortfall in parking bays for the strategy. The number of parking bays currently available and the number planned in committed projects is recorded in the second column. The parking sectors are shown on Plan 13.

Table 11: Parking analysis by sector for regional centre strategy - 1999

1 Sector	2 No of parking bays	3 Highest No of bays used	4 No of trips in peak hour	5 % bays used per trip end	6A % use of existing bays
1	14	n/a	2	n/a	n/a
2	355	160	280	57%	45%
3	306	177	449	40%	58%
4	407	370	905	41%	91%
5	216	158	234	67%	73%
6	330	254	825	31%	68%
7	485	n/a	872	n/a	n/a
Total	2 113	n/a	3 567	n/a	n/a

Table 11: Parking analysis by sector for regional centre strategy - 2030

1 Sector	2 No of parking bays	3 Highest No of bays used	4 No of trips in peak hour	5 % bays used per trip end	6 Shortfall of bays	7 Surplus of bays
1	1 159	594	887	67%		565
2	355	319	560	57%		36
3	306	354	884	40%	48	
4	407	828	2 019	41%	421	
5	216	51	76	67%		165
6	422	406	1 311	31%		16
7	485	413	826	50%		72
Total	3 258	2 965	6 563	45%	469	854

Columns 6 and 7 show the forecast shortfall and surplus of bays for 2030 based on the regional centre strategy. Sector 4 shows a significant shortfall in bays with an estimated deficiency of some 421 bays. There is also an expected shortfall for sector 3 of 48 bays.

At the same time, the analysis indicates that Sector 1 is likely to have a surplus of parking for its purposes. More modest surpluses are indicated for sectors 2, 5, 6 and 7. Surplus bays indicate that a sector is well-placed to absorb fluctuations in demand although the surplus identified for Sector 1 is likely to be well beyond the margin needed for atypical demand patterns during weekdays. The City of Geraldton advises that the number of bays provided in this sector are required for weekend recreational demand.

Hence, for the regional centre strategy, the redistribution of parking involves some 469 additional bays required in Sectors 3 and 4, while there is a surplus of some 854 bays in Sectors 1, 2, 5, 6 and 7.

As with the initial land use options, how the shortfall in bays should be provided will depend upon the way in which development is realised. If super blocks are formed then at grade or basement parking is likely to remain the preferred option. However, if land parcels prove too difficult to amalgamate then the small footprint available for parking opportunities may lead to multi-storey car parks being developed.

The preference of the City of Geraldton is to resolve any parking shortfall by the provision of at-grade facilities and this may be the catalyst needed to secure adequate at-grade car parking space.

The preference is likely to be to provide one or two additional car park areas within each deficient sector. The alternative of one large additional car park is not favoured as it would lead to excessively long walk trips between the car park and the ultimate destination.

As with the evaluation of parking for the initial land use options, the most significant deficit of parking will occur within Sector 4. This sector is bound by Cathedral Avenue, the foreshore, Durlacher Street and Sanford Street. While some of this parking demand may move to the adjoining sectors (Sectors 2 and 5) there is still likely to be a need for a multi-storey car park given the density of development in this sector.

It is recommended that the City provide additional controlled parking to cover some of the future parking shortfall, to give the City greater influence over pricing and restrictions.

However, the opportunity for private developers to provide contributions to such a shortfall should also be explored. Previous studies have suggested a 50/50 split between public and private landowners in the provision of additional parking. It is intended that this ratio be used in reducing any likely shortfall of parking supply in Geraldton.

Four areas of new or altered parking provision have been identified for possible implementation before 2030.

Post Office Lane – the area currently owned by Telstra would be ideally located to provide additional parking for the Marine Terrace partial mall and adjoining areas in parking sector 4. The availability of the site would depend on the current and future requirements of the owner. It may be possible to incorporate their requirements for the site, together with car parking for up to 200 vehicles, into a multi-storey building. This site would provide entry from Chapman Road, a principal access route into the CBD. If this site is not available for parking, an alternative site should be sought. It may be possible to provide a multi-storey car park on the site of the current SGIO at-grade car park, off Cathedral Avenue.

Armstrong Road – the area of land to the south of Armstrong Road should be investigated in order to provide an additional 100 at-grade parking spaces. If the opportunity to build up is available, a two-level 200-space capacity car park should be explored.

Parking Station 5 – this currently contains over 200 parking bays near the corner of Durlacher Street and Sanford Street. It could be expanded to provide an additional 150 bays by adding an additional level. This car park would be aimed at long-term car parkers, as its location on the periphery of the CBD could reduce trips right into the centre. It would therefore help meet the shortfall in parking supply in adjoining parking sectors 3 and 4.

Anzac Terrace – this currently contains 90 parking bays. As part of the redevelopment of the surrounding precinct, it is proposed that this parking area be developed as a semi-basement car park, adjoining the proposed piazza. The amount of

parking should be maximised, but at least equivalent to that existing.

Parking Station 2, located between Marine Terrace and Foreshore Drive at Durlacher Street, is in the Foreshore Redevelopment area. It is to be replaced with at-grade parking along Foreshore Drive. The parking would be changed from predominantly long-term to short-term during business hours encouraging short-term stay. As its location is fairly central, encouraging drivers to park further out on the edge of the CBD could reduce traffic in the central area.

The suggested new parking areas and changes to some existing stations would lead to around 450 additional parking spaces. Although the expected shortfall of parking supply is 469 spaces, it is envisaged that much more would be required in order to cope with seasonal changes and special events. Therefore, it is expected that private developers will match this 450 additional spaces with 450 over the same time period. The 450 from the private sector could be distributed ideally in sectors 3 and 4, although providing some additional parking spaces in sectors 2, 6 and 7 would not be excessive as there is only a surplus of approximately 50 bays in each sector. An example of privately provided parking would be the parking associated with the discount department store and piazza near Anzac Terrace in sector 3. Additional parking areas have been identified as required in association with redevelopment between Lester Avenue and Marine Terrace, west of Cathedral Avenue and west of Fitzgerald Street, and in the area bounded by Sanford Street, Lester Avenue, Fitzgerald Street and Cathedral Avenue (plan 19).

Overall, the above measures would provide an additional 900 parking bays within Geraldton's CBD, making the total supply of parking in the CBD over 4200 spaces.

11.6 Public transport

There are currently seven bus services operating in and around Geraldton. These serve the majority of the residential areas around Geraldton and provide a link into the CBD. Routes provided and the suburbs served are:

- ▶ Route 101 – Rangeway, Utakarra and Karloo;
- ▶ Route 201 - Bluff Point, Sunset Beach and Forrester Park;
- ▶ Route 301 – Beachlands and West End;
- ▶ Route 401 – Beresford, Spalding and Strathalbyn;
- ▶ Route 501 - Mahomets Flats, Tarcoola and Ocean Ridge; and
- ▶ Route 601 – Wonthella.

Three of the above services provide a free service between Anzac Terrace and Northgate shopping centre. In addition to the six routes highlighted above, a free City Clipper Service (Route 800) provides a circular service around the CBD, linking Marine Terrace with the two hospitals and a number of shopping centres. The route takes just over 15 minutes to complete. The terminus of all routes in the city is currently located at Anzac Terrace and provides ready pedestrian access to the CBD. It is proposed that the terminus be relocated to a bus parking area near the railway station building off



Chapman Road. It will be necessary to provide bus stops in the CBD, and preferably in Durlacher Street at Anzac Terrace.

Approximate bus frequencies are between three and five times per day, with one or two extra services on a Thursday. The City Clipper service operates 15 times per day, between 9 am and 7.30 pm, again with additional services on Thursday.

The Geraldton Bus Service currently operates a fleet of some 20 buses, which cover the school runs and provide the scheduled services at other times. Patronage fluctuates with the 601 service being the most popular as its route caters for the sports complex off Eight Street. Other services provide people with links to the shops and medical centres and cater for school children travelling to and from the CBD during school holiday periods. There is a fledgling demand for tourist trips, which is currently met on an as required basis.

With future population estimates in mind, the above routes would serve the major residential communities well, although the frequency may need to be increased with the increase in population. Any further residential developments would have to be linked into the above services or new routes planned accordingly. With retail mainly centralised in the CBD area under the strategy, serving this area would be relatively easy, allowing for the existing routes to be maintained.

In addition to the current residential services, the 'CAT' style central route provided by the 800 service could be expanded. As well as providing access to central areas, this service could also link major tourist spots with the main caravan/camping sites, providing easy accessibility to tourists. DPI has already organised a number of trial runs to incorporate such locations into the route but found only limited patronage on the service. Within the next 30 years such demand may well make the extension more viable. This free service may be beneficial to the development of the city, as well as giving the city an additional tool to reduce car traffic in the centre.

11.7 Pedestrians and cyclists

The City of Geraldton commissioned BSD Consultants to develop a pathway network for the whole of the City area. This commission was an extension of an aspect of the Geraldton regional centre strategy.

Combining the two studies for this aspect of work enabled a seamless, holistic network to be designed to service the entire city rather than developing the network on a piecemeal basis. The final report was delivered in February 2003.

In supporting the long-term aims of the strategy for Geraldton, the objectives of the project were to identify an integrated road cycleway and path network for the City of Geraldton to cater for recreational and commuting purposes, and reinforce the function of the regional centre by ensuring the city is easily accessible from residential neighbourhoods and linked by safe and efficient routes for walking and cycling. As part of the study, a staging program for implementation was recommended.

The plan also aims to promote walking and cycling as viable forms of transport and facilitate a significant increase in the number of people who walk and cycle as a mode of transport.

The report summarised the development of the pathway plan and ultimately recommended improvements to the existing pathway network. A literature review and public consultation was carried out to assess the adequacy of existing cyclist and pedestrian facilities. This exercise revealed that access to schools, recreational facilities and areas east of the city required improvement. Bicycle parking facilities were found to be lacking. The construction of a continuous coastline recreational route from Sunset Beach to Point Moore was highlighted as a benefit to tourist and locals alike. Cyclist and motorist education on their rights and responsibilities was also identified as necessary to promote a safe cycling environment.

Opportunities and constraints were mapped to determine their impact on the network expansion. Constraints include areas of adverse topography, major roads and hazardous intersections. Opportunities are generally the trip attractors identified from the literature review and public consultation exercise, which include local shopping centres, the Wonthella Sports Complex, beach accesses, Chapman River Regional Park, tennis club, schools and major employers. Desire lines to these trip attractors were plotted to determine where network expansion should occur.

An integrated road cycleway and path network to cater for recreational and commuting purposes has been identified for the City of Geraldton. Approximately 78 kilometres of new pathway is proposed which equates to an estimated cost of \$7.5 million (excluding footbridges). The rates used for estimation purposes were \$100 million for concrete dual-use paths and \$80 million for stabilised gravel footpaths.

Broadly speaking, radial links into the CBD from surrounding residential areas have been identified for improvement. Recreational routes along the coastline and Chapman River have been recommended to promote cycling for leisure and fitness. The provision of safe routes to schools should be enhanced. In an attempt to promote cycling to work, pathways leading to major employers such as hospitals and the Webberton Industrial Area are also proposed. Connectivity to the Shire of Greenough has also been listed for improvement by the provision of a number of links in Spalding, Strathalbyn and Utakarra.

The anticipated increase in the number of cyclists would be enticed by the installation of bicycle parking facilities at appropriate locations throughout the City of Geraldton. The sufficiency of these numbers will need to be monitored and increased on an as needs basis.

The increase in pedestrian and cyclist activity will be further encouraged by promotional, educational and encouragement campaigns. A number of schemes have been recommended to target children, adults and motorists. Promotional activities must be ongoing to ensure their effectiveness.

Implementation is proposed in five stages based on the needs and priorities determined from the public consultation and objectives. Each stage has been estimated to cost approximately \$1.1 million to \$2.0 million and take between three to five years to complete, depending on funding availability. CBD connectivity and missing links are recommended to be addressed in the first stage. Access to schools has been highlighted for enhancement in the second stage. The coastal recreational route is proposed in Stage 3. General network expansion is proposed in Stage 4 to cater for more residents and allow more direct routes. Stage 5 consists of the Chapman River recreational route and further expansion of the network. Two pedestrian/cycle bridges are also proposed over Chapman River, one at the mouth and the other linking Green Street/Fairfax in Spalding.

Regional funding opportunities were investigated and revealed the Country Pathways Grant Scheme provided by the Department for Planning and Infrastructure as the most likely source. Local businesses that may profit from the network expansion should be encouraged to contribute not to the construction of the pathways directly, but in the form of purchasing bicycle rails or the provision of

end-of-trip facilities. Developers may contribute to the construction of pathways in the local area of new developments.

Plan 20 shows the CBD proposals as contained in the Geraldton Pathway Network Study. It shows the existing pathway provision and recommended improvements incorporating proposals from the Geraldton Foreshore Redevelopment and CBD Revitalisation Project. Additional bicycle parking facilities, toilets and showers are also proposed in this area.

12.1 Summary of key features

The CBD policy plan is a refinement of the combined strategy produced following community feedback and is reflected in Plan 18. Essentially, the plan encourages major future new regional retail and office development into the CBD but also accommodates a full range of uses commensurate with a vibrant and diverse town centre, such as tourist accommodation and inner city housing.

Key features of the CBD policy plan:

1. A new retail complex based on a discount department store and specialty shopping located within the Forrest Street, Sanford Street, Durlacher Street and Chapman Road superblock, supported by additional carparking and streetscape improvements.
2. A public piazza located adjoining the new retail complex, which will comprise a major new civic space in the eastern portions of the CBD.
3. A green spine or boulevard extending from the base of the ridge on Sanford Street through to the rear of the courthouse – incorporating Birdwood House and the adjacent park thereby creating a grand vista from the HMAS Sydney Memorial.
4. A fast food, restaurant, entertainment and youth precinct on the corner of Chapman Road and Durlacher Street, adjoined by an upgraded Council car park and with good linkages to the piazza and the new retail complex.
5. Smaller scale bulky goods retailing and marine support businesses adjoining the Batavia Coast Marina area to the west of Chapman Road but developed in such a manner so as to maintain ocean vistas from Chapman Road and Northgate shopping centre and to not detract from the Chapman Road streetscape.
6. Upgraded shopping environments, including expansions, for existing centres such as the Stirling Centre (with additional retail shopping facing Sanford Street) and the Geraldton shopping centre.
7. Provision of additional car parking as and when required by demand including potential two-level carpark to replace Council at-grade carpark at the corner of Durlacher/Sanford Streets, opposite the school and in a number of strategic mid block locations (eg at-grade carparking in the midblock of the Lester Avenue/Fitzgerald Street/Marine Terrace/Cathedral Avenue superblock and on the Telstra site).
8. Additional inner city housing including aged persons housing on Sanford Street between Cathedral Avenue and Fitzgerald Streets, medium density housing/short-term tourist accommodation on the corner of Sanford/Fitzgerald Streets, and in mixed use developments throughout the CBD.
9. New office development including: on the eastern side of Lester Avenue between Cathedral Avenue and Fitzgerald Street and adjoining the Forrest Street/Chapman Road intersection.
10. Increased small-to-medium scale mixed use development including: on the western side of Lester Avenue between Cathedral Avenue and Fitzgerald Street; in the Lester Avenue, Marine Terrace, Fitzgerald Street triangle (in a landmark development on the car yard site on the corner of Cathedral and Lester Avenues) on Sanford Street opposite the proposed new retail complex; and along the extended Foreshore Drive.
11. Landmark new hotel on the corner of Marine Terrace and Fitzgerald Street and encouragement of new tourist developments along Fitzgerald Street and in close proximity to the marina and foreshore.
12. Protection of the Lewis Street heritage area but incorporating some medium infill density housing and low-scale office development.
13. Retention of existing offices in Fitzgerald Street/Marine Terrace/Francis Street superblock while allowing the conversion of existing housing stock to office use in this area (subject to further review by the City of Geraldton).

The plan encourages the adaptive re-use of significant heritage buildings within the CBD, and provides for additional pedestrian facilities and public toilets. It is envisaged that future development along Marine Terrace could be developed up to 3-4 storeys (while maintaining heritage facades and key buildings) with landmark developments higher and the remainder up to two storeys.

The CBD policy plan incorporates and supports the land use and design initiatives arising from implementation of the Geraldton Foreshore Redevelopment and CBD Revitalisation Project and the Batavia Coast Marina Plan.

12.2 Superblock analysis

The specific proposals for the CBD are discussed in more detail below based on the superblocks identified during options development (Plan 13).

12.2.1 Forrest Street green spine

The foreshore project proposes a civic square west of the courthouse. Expanding on this theme, the CBD policy plan incorporates a green spine or boulevard treatment along Forrest Street separating the character office buildings on the northern side of Forrest Street from the proposed new development to the south. Extending from the eastern side of Sanford Street down to Chapman Road the green spine will provide a green vista from the HMAS Sydney Memorial down to the courthouse incorporating Birdwood House and the adjacent park. It is envisaged that this spine will incorporate public art and landscaping that will enhance the new retail complex and provide a tourist focus in this otherwise under-utilised portion of the CBD. Tourists will have glimpses of the spine from the Sydney Memorial and be attracted to it. This could also encourage tourist based retail outlets and cafes etc. to locate in the new speciality shops and service the proposed new army museum to be built adjoining the RSL.

12.2.2 Superblock 1 - Anzac Terrace

The CBD policy plan proposes new retail development based around a discount department store within the Forrest Street, Sanford Street, Durlacher Street and Chapman Road superblock. This superblock is approximately five hectares in area and is currently bisected by Anzac Terrace. The present uses include bulky goods retailing, fast food outlets, carparking, light industrial and office uses. Although some upgrading of properties and new construction is occurring within the superblock, it is predominantly either prefabricated concrete construction or portal frame clad construction.

These types of construction techniques are relatively inexpensive and over a 30-year period it would not be unreasonable to assume that these structures will be replaced. The discount department store would be surrounded by speciality shops fronting the corner of Sanford and Forrest Streets (separated from Forrest Street by the green spine). The border of speciality shops reduces the 'box-like' appearance that many DDS's convey and would provide vitality to the Forrest and Sanford Street frontages. The green spine to Forrest Street also ensures that the new development would not conflict with the heritage character of the buildings on the northern side of Forrest Street. A sketch perspective view of the development as viewed from Durlacher Street has been prepared and is discussed in section 13.

The proposed new development will open out onto a piazza located on the corner of Sanford Street and Durlacher Street. Cafes, speciality shops, and tourist uses surround the piazza and front Sanford and Durlacher Streets as well as the piazza. There is an opportunity for a semi-basement carpark to be created. Given the high water table due to proximity to the foreshore, it is suggested that the area of the piazza footprint is excavated approximately 1.5 metres with the piazza 1.5 metres above this carpark. Steps can then lead up to the piazza, creating an elevated public space that has views to Champion Bay. It provides for a variety of retail and office opportunities to front both the piazza and Sanford and Durlacher Streets. The Druid's Building has been retained as a heritage building and can be adapted for reuse as part of the adjoining development. A sketch perspective view of the piazza has been prepared and is discussed in section 13.

A two-storey carpark is earmarked to adjoin the proposed new army museum and accessed off Chapman Road. It will be integrated into the new shopping centre and it is anticipated that landscaping to Chapman Road will soften the impact of the carpark, while alerting motorists to the location of the access into major new parking facilities.

Durlacher Street will continue as a major east-west connector road but with pedestrian lights/crossings installed to encourage movement between the new retail development and the piazza.

Adjoining the piazza to the west extending to the corner of Durlacher Street and Chapman Road it is proposed that a youth precinct be encouraged which contains fast food outlets and entertainment

facilities, extending from the existing McDonald's and serviced by the existing Council car park and new public toilets. A youth 'drop-in' centre could also be located on this site with a video arcade or pool hall also being a compatible use. The location of a police 'kiosk' in the piazza would ensure that anti-social behaviour is minimised.

12.2.3 Superblock 2 - George Street/Durlacher Street

Bounded by Sanford Street, Snowdon Street, George Street and Durlacher Street, this superblock is presently a mixture of residential, service commercial, retail and entertainment land uses. The superblock extends along the northern side of Durlacher Street to just beyond the Maitland Street intersection. Discussions with the City of Geraldton have indicated that this area is likely to return to predominantly residential use over time.

The site of the former Queens Hotel on the corner of George Road and Durlacher Street is currently being developed for a supermarket complex. This use would be conducive to the concept of encouraging additional retail development in this part of the CBD, providing the development links to future retail development to the west and has regard to the adjoining mixed use development, including residential development.

Infill housing development along Durlacher Street is proposed with low-scale mixed use development supported along Sanford Street to act as a transition zone between the new retail development/piazza and residential development on the ridge to the east.

12.2.4 Superblock 3 - Stirling Centre

The Stirling Centre Superblock incorporates land bounded by Sanford Street, Cathedral Avenue, Chapman Road and Durlacher Street. The Stirling Centre, a shopping centre that incorporates a Woolworths and a number of speciality shops, dominates this superblock. The current façade is outdated and does not present well to Sanford Street. The City of Geraldton has indicated that there are plans to upgrade the centre. There is the opportunity that the land surrounding Chapman Arcade (the link to the Stirling Centre) will also be upgraded with the redevelopment of two existing

residential buildings for additional retailing between Woolworths and their new service station on Cathedral Avenue. This could provide passive surveillance of an upgraded Stirling centre carpark.

The post office has recently been located within the superblock and is accessed from Durlacher Street. This will be maintained as it provides an important service to the Mid-West Region. The City of Geraldton has indicated that it is imperative to maintain parking immediately adjacent to the post office to enable quick and easy access to the post office and this has been accommodated.

There is the opportunity for infill retail and office development within this superblock, as buildings such as the Geraldton shopping centre are now outdated and require upgrading in order to provide a more versatile and attractive commercial environment.

The SGIO building at the corner of Cathedral Avenue and Chapman Road is proposed to be retained as is the adjacent car parking area.

The superblock also houses the Art Gallery. This is an important tourist attraction and links to the area proposed for entertainment, youth facilities and the piazza. The art gallery provides a cultural experience for those visiting Geraldton as well as for Geraldton residents. Immediately to the south of the gallery is a small open space area that is adjoined by the old Murchison Hotel. This space provides the opportunity for an outdoor gallery for robust sculptures and other artworks. The Murchison Hotel (heritage listed) has the opportunity of becoming a restaurant/café that opens out to this open space with alfresco dining. This use would provide vitality to this area outside of business hours and reduce the opportunity for anti-social behaviour.

12.2.5 Superblock 4 - Lester Avenue/Sanford Street

This superblock incorporates Lester Avenue, Cathedral Avenue, Sanford Street and Fitzgerald Street. Uses currently within this superblock include residential, the Army Reserve facility, a church, police community facility, a service station and small-scale service industries.

A number of dwellings on Sanford Street are heritage listed and these are proposed to be retained. Those that are not heritage listed provide an area suitable

for aged persons accommodation. This area is relatively quiet and would provide for up to 40 aged persons dwellings with easy access to the CBD services. The City of Geraldton has indicated a desire for a car park for the school to also be provided in this location.

A green park link is proposed to connect Sanford Street to Lester Avenue located east of the aged persons accommodation and the car park, which can also be used by school children from the adjacent high school. This link would provide residents of the aged persons accommodation with easy and quick access to the CBD by maintaining and upgrading an existing pedestrian link.

The Army Reserve grounds have been heritage listed and accordingly earlier proposals to develop the site for a car park have not progressed in the CBD policy plan which instead proposes that the Army Reserve use remain. The existing church is also retained as it has heritage and cultural significance.

Along the Sanford Road frontage, there are opportunities for office buildings to be developed near the intersection with Fitzgerald Street.

The Fitzgerald Street frontage provides the opportunity for short-term tourist accommodation, such as serviced apartments. Such development within this superblock would introduce 24-hour activity and surveillance to this quiet sector of the CBD.

12.2.6 Superblock 5 - Lester Avenue/Fitzgerald Street

This small triangular superblock (bounded by Lester Avenue, Fitzgerald Street and Marine Terrace) currently incorporates a cinema complex, retail land uses, a warehouse and the ATSI building. The ABC is also located here as is Kentucky Fried Chicken. There is a heritage listed limestone shed/stables in the middle of the superblock (which needs to be retained).

It is proposed to maintain most of the uses in this superblock. However, the opportunity does exist for new mixed use development on the corner of Lester Avenue and Fitzgerald Street providing a graduation between CBD uses to the north and residential and office uses to the south.

12.2.7 Superblock 6 - Fitzgerald Street/Francis Street

This superblock is bounded by Fitzgerald Street, Marine Terrace, Lester Avenue and Francis Street and includes offices along Marine Terrace and residential and office uses fronting both Fitzgerald and Francis Streets, as well as a nightclub.

It would be beneficial to relocate the nightclub into the heart of the CBD and away from the residential areas to the south. This would enable easy access for people visiting taverns in the CBD to then walk to the nightclub, causing minimal opportunities for anti-social behaviour on the CBD fringe.

The existing office uses are encouraged to remain and the opportunity will exist for existing character housing stock to convert to office uses. However, this proposal is subject to review by the City of Geraldton. Pockets of residential use are envisaged to remain with infill office buildings being accommodated on sites where no character housing exists to be retained.

12.2.8 Superblock 7 - Marine Terrace/Lester Avenue

The superblock bounded by Marine Terrace, Cathedral Avenue, Lester Avenue and Fitzgerald Street currently contains small scale bulky goods retailing fronting Lester Avenue, the Geraldton Beach Hotel, housing along Fitzgerald Street, retail and office uses on Marine Terrace and a car yard fronting Cathedral Avenue.

The sites fronting Lester Avenue are currently under-utilised with large portions of vacant land and uncoordinated and undefined parking areas. The CBD policy plan proposes to develop the central portion of the superblock as car parking for both employees within this area and for customers. Property owners would have reciprocal rights of access to this parking and need to develop on-site parking in accordance with an integrated and coordinated design.

The opportunity exists for new mixed use development to occur along Lester Avenue in the form of small-scale bulky goods retailing, shops, offices and residential land uses. It is envisaged that new development will be up to 2-3 storeys in height along Lester Avenue and will maximise usage of the parking area that will be created to the rear.

Marine Terrace will maintain and enhance its current heritage character. Redevelopment for commercial or mixed use development will be permitted within this area providing heritage façades and key buildings are maintained and new development is sympathetic to the character of the street.

The current car yard has potential to be redeveloped as a landmark office/residential building, as it is located at one of the key entry points into the CBD. A 4-storey development (or even higher) on this site would complement the Town Towers building immediately adjacent to the north and not be out of scale with the SGIO development opposite.

12.2.9 Superblock 8 - CBD Central

This superblock is at the heart of the Geraldton CBD and is bounded by Marine Terrace, Durlacher Street, Chapman Road and Cathedral Avenue. Existing key office and retail services include Town Towers, the Penny Lane Arcade, and Champion House as well as other major office and retail buildings.

A number of these buildings are degraded and/or under-utilised, with the opportunity for redevelopment or refurbishment. Newspaper reports and discussions with the City of Geraldton have indicated that Town Towers will be upgraded, with the exterior being revitalised. Champion House also has the opportunity to be refurbished, as do a number of buildings fronting Chapman Road.

Development within this superblock could be constructed up to four storeys, as long as any heritage features are maintained.

Media reports have also flagged the opportunity for a development known as 'Geraldton Piazza' to be constructed. This development proposes retail, office and residential uses up to a height of 4-storeys. It maintains the east-west link between Chapman Road and Marine Terrace along Post Office Lane as well as creating a north-south link between Post Office Lane and Durlacher Street, effectively creating two new retail frontage opportunities to the CBD central superblock. The CBD policy plan supports this proposal, as it will create more vitality to the central CBD area with residents providing passive surveillance and pedestrian activity.

Post Office Lane currently has minimal businesses fronting it although it provides an important pedestrian link between Chapman Road and Marine Terrace. To create better surveillance, and increase pedestrian activity and reduce anti-social behaviour, the plan encourages development to front the lane. Improved lighting of the lane and demarcation of pedestrian and vehicle access will be required.

It is recommended that further studies be undertaken to minimise Telstra's existing building space within the superblock with the objective of restricting this to the minimum area required to house their infrastructure. This would enable redevelopment of a portion of Telstra's landholdings to be acquired by the Council and developed for a new central city parking area funded by developments such as that referred to as 'Geraldton Piazza'.

It is imperative to maintain east-west pedestrian linkages between Marine Terrace and Chapman Road to create a pedestrian friendly CBD. Without these east-west linkages, shoppers are more likely to drive to each of their shopping destinations, rather than park in one location and walk to their destinations. The maintenance of Penny Lane Arcade and Post Office Lane are therefore crucial.

12.2.10 Superblock 9 - Courthouse



Courthouse facade

The courthouse superblock is bounded by Forrest Street, Chapman Road, Durlacher Street and Marine Terrace. It currently has retail, office, entertainment and community uses, including the courthouse, police station, Supa-Valu and Breakers Tavern. The building on the corner of Durlacher Street and Chapman Road has cultural significance, but has the opportunity to be refurbished and upgraded.

The Marine Terrace frontage contains heritage-listed buildings and creates a visual linkage with the southern section of the Terrace. It is

proposed to retain these facades and allow for construction of up to three storeys along Marine Terrace and Durlacher Street, with up to four storeys to Chapman Road. Future uses include office and retail to the first two floors, with residential being permitted on the top two floors. Having residential within this superblock creates the opportunity for 24-hour activity.

It is proposed to retain the tavern and permit the supermarket to remain indefinitely on the site. The tavern will provide entertainment not only to residents of the CBD, but also to the region.

The supermarket provides the opportunity for residents within the courthouse, foreshore and marina superblocks to walk to do their convenience shopping needs.

12.2.11 Superblock 10 - Foreshore project

The area bounded by Foreshore Drive and Marine Terrace has undergone extensive analysis under the Foreshore project. The outcomes of this project are reflected in the CBD policy plan to ensure that the CBD links to the foreshore and development fronts the foreshore.

It is proposed to create midblock pedestrian links between Marine Terrace and Foreshore Drive through malls, arcades or green spines. Future uses will front these links to create safe and attractive pedestrian environments. Pedestrians will be able to walk from the newly created parking areas at the eastern fringe of the CBD through to the foreshore easily and safely while walking through the heart of the CBD.

Land uses on the foreshore will include tourist accommodation, speciality retailing (eg. souvenir), restaurants/cafes and residential.

There is the opportunity to locate a hotel to the corner of Marine Terrace and Foreshore Drive. This hotel would need to retain the existing heritage façade and front both Marine Terrace and the Foreshore. As a landmark building, it could be several storeys in height.

12.2.12 Superblock 11 - Batavia Coast Marina

The adopted Batavia Coast Marina plan has guided the marina Superblock, and the CBD policy plan incorporates the outcomes of this plan. It proposes that the superblock incorporate mixed use development, including bulky goods retailing to the west of Chapman Road and permit bulky goods retailing along Marine Terrace (although on a smaller scale), as well as marine support businesses.

It is imperative that the marina is linked to both the central CBD area and Northgate, and this is best achieved by ensuring that a range of activities are maintained along Marine Terrace – eg retail, office and residential land uses with some bulky goods retailing. This will create vitality in an attractive marina setting as a unique and complementary superblock to the central CBD. Development is likely to maintain a two-storey height limit and have a ‘village’ ambience. A caravan layover area is also accommodated off Marine Terrace to provide an area for visiting tourists to park their vans.

It is also proposed to relocate the central city bus service to adjoin the former railway station, sharing facilities and layover areas with caravans. While this proposal has the City’s support it may not be supported by LandCorp, who have responsibility for the Marina Structure Plan. This matter needs further discussion with the agencies concerned.

The Council have also indicated that it is important to maintain vistas from Northgate shopping centre and Chapman Road north of Bayly Street through to the marina and ocean. This is best achieved by controlling development at development application stage but indicative view corridors are shown on the policy plan. A sketch perspective view (or artist’s impression) of how views might be maintained from Northgate through appropriate siting of buildings and parking within development west of Chapman Road has been prepared and is discussed in section 13.

The appropriateness of bulky goods retailing along Chapman Road is a matter that the City of Geraldton request be further investigated when the Marina Structure Plan is reviewed.

12.2.13 Superblock 12 - Lewis Street

The Lewis Street superblock is bounded by Lewis Street, George Street, Forrest Street and Chapman Road. It currently contains a combination of office and residential land use with some bulky goods retailing and residential uses adjoining Lewis and Rose Streets. The residential dwellings within this area have unusual lot configurations and unique character. The City of Geraldton has indicated that this housing is considered to have cultural and heritage significance that is worthy of retention.

Medium density infill housing is proposed on sites which do not contain character housing but any such development is to be designed having regard to the character of the existing streetscapes. Substantial existing single residential housing adjoining George Road and the eastern extremity of Snowdon Street is proposed to be retained.

Infill housing will increase the population residing in the northern sector of the CBD, improving the immediate catchment population for new shopping proposed to the south.

Office use is also encouraged in this superblock, fronting Forrest Street, Snowdon Street and Chapman Road.

12.2.14 Superblock 13 - Northgate

The Northgate superblock includes the land between Lewis Street, Chapman Road, Phelps Street and George Road. This area incorporates Northgate shopping centre, the Western Australian Tourist Bureau and residential land uses north of View Street.

The CBD policy plan assumes that some expansion will occur at Northgate but this will predominantly be within the existing site boundaries, with decked parking an option in the future.

The tourist bureau is located in an attractive parkland setting which is worth maintaining around a heritage listed building. Rationalisation of the car parking area should occur to improve parking for caravans and tourist coaches.

There is the opportunity for increased residential density within the northern extremity of the superblock, suggested at an R40 density. This will provide a transition land use between the shopping

centre and commercial development to the south and west, and predominantly low-density residential development to the north and east.

12.3 Changes between advertised combined option and central business district policy plan

While the CBD policy plan largely reflects the combined option advertised to the public, a number of changes have been made to the advertised plan to reflect community feedback and in response to issues raised by the City of Geraldton.

These changes include:

1. detailing the car parking proposed in the Batavia Coast Marina in accordance with the adopted Marina Structure Plan;
2. marina boat and trailer parking facilities shown;
3. modifications to the conceptual layout for the marine support businesses which include offices and small-scale bulky goods retail. Building envelopes have been sited to maintain ocean views from Northgate Shopping Centre and Chapman Road north of Phelps Street;
4. additional detail added to show existing major private and public car parks which are to remain;
5. provision of a pedestrian link between new offices on Chapman Road and the marina/foreshore area to the west via the proposed bus terminus;
6. inclusion of suggested locations for public toilets which are situated at key areas and in accordance with the Batavia Coast Marina plan;
7. the treatment of the intersection of Forrest Street and Chapman Road has been changed from a roundabout to a major node with traffic lights;
8. inclusion of a new indicative museum building on the RSL site (adjoining Birdwood House) to reflect the RSL's intention for such a facility in this location;
9. the piazza has been 'opened up' to incorporate the Youth precinct and permit better pedestrian connection between the proposed new shopping complex and an upgraded Stirling shopping centre; The heritage listed Druids

Building has also been specifically shown and will be incorporated into the flanking buildings of the piazza;

10. existing substantial homes situated to the east of the piazza have been retained;
11. upgrading and extension of the Stirling shopping centre is proposed linking to the recently developed service station (also now shown);
12. the appropriateness of bulky goods retailing along Chapman Road is to be further reviewed;
13. the recently heritage listed Army Reserve building and site are retained and the car parking previously proposed on this site has been relocated to the Telstra site; and
14. details of the heritage listed merry-go-round and the former Geraldton Regional Museum are now shown as is the heritage listed Missions to Seamen building.

The CBD policy plan also states that future building form and car park configurations are conceptual only. Similarly the location of mid-block pedestrian is indicative only and reflects the desire to obtain such linkages as and when development in the superblock enables these to be provided.

The plan also emphasises that new or upgraded car parks will only be constructed if and when required. As part of the implementation of the CBD policy plan, it is envisaged that upgraded pedestrian and cyclists facilities will be provided and that priority in the CBD will be given to an improved pedestrian environment over time.

12.4 Design guidelines

Design guidelines are an important tool for ensuring the realised result of a project is in keeping with the original vision. To be effective, they should be thorough and specific.

The CBD policy plan for the year 2030 is a conceptual, master planning document, drawn to represent anticipated or desired key urban uses,

relationships and hierarchies. It is difficult to develop design guidelines to support such a conceptual long term vision other than using the indicative built forms on the plan itself, supplemented by the perspective sketches of key sites and the description provided for each superblock of intended future form.

Furthermore, on review of existing literature relating to the CBD, it appears that much time and resource has already been dedicated to determining the desired appearance and design quality for this area with various design guidelines prepared in the past for different parts of the CBD. For example, Taylor



Burrell's Outcomes Report for the foreshore project area produced in April 2002 provides thorough investigation and resultant recommendations to guide development for this part of the CBD for the foreseeable future.

The "Outcomes Report" presents clear directions for public spaces, streetscapes and vistas, including commentary on architectural styles, landscape principles and effective urban design techniques. These guidelines can be extended in applicability beyond the foreshore study area boundary and more specifically into the core of the CBD.

These existing design guidelines are completely valid and, in a sense the CBD policy plan and supporting sketch perspective views have arisen out of the review of this document.

Similarly, the Batavia Coast, Marina Geraldton Structure Plan (February 1999) provides a more specific analysis of the marina precinct and contains a

similar level of recommendations on key design principles for the area. Again, the recommendations of this document have been incorporated into the CBD policy plan 2030 and the principles could equally apply to adjoining CBD development.

A final document of relevance is the recently commissioned Geraldton Foreshore Development Guidelines (Consodine & Griffiths Architects Pty. Ltd, April 2003.)

This report provides thorough guidelines for development within its study area and forwards a clear direction for the treatment of existing significant heritage buildings and the urban fabric that connects them.

Covered in the report are topics such as:

- ▶ significant views and vistas
- ▶ key urban spaces
- ▶ additions to and restoration of heritage buildings
- ▶ appropriate forms for new buildings adjacent to significant buildings
- ▶ appropriate materials and roof forms
- ▶ development of good urban fabric and streetscapes
- ▶ appropriate materials and roof forms.

Continuity is paramount in the development of a city that promotes a clear 'sense of place.' The CBD and the foreshore precinct should present a unified direction for the treatment of urban and architectural form. These guidelines are supported in that they can be easily applied to the CBD area.

In summary, one can consider the CBD policy plan as a conceptual result of the review and filtration of all existing design guidelines and previously commissioned reports. Each of the above existing reports contains thorough and acceptable design guideline information that can be easily translated to the CBD area. As the CBD policy plan is a conceptual document, the existing guideline material can be applied on a conceptual level.

It is considered of little value to add confusion to the approvals process by proposing new design guidelines which would apply to development which is already the subject of pre-existing adopted design guidelines for significant portions of the CBD area. Instead it is suggested that the application of the existing

guidelines be extended to incorporate the broader CBD area in the framework of the conceptual master plan which comprises the CBD policy plan.

12.5 Perspective sketches

A requirement of the brief was to produce five perspective sketch views of key elements of the final Strategy and CBD policy plan to provide an indication of the form and scale future development may take in these areas. The sites selected could be included within the CBD, the foreshore, West End or elsewhere in the study area.

Having regard to the fact that extensive graphic material has already been prepared for the foreshore area, it was determined that other areas required closer attention. In particular, as the greatest area of anticipated future change was in the CBD itself, four of the five sketches developed were for sites within the CBD. The fifth was the proposed restricted commercial area of the Beachfront precinct. The selection of the sites/developments on which to base the perspectives was finalised in consultation with the City of Geraldton and DPI and comprises:

1. a view from the elevated portion of Northgate shopping centre looking west towards the marina/foreshore showing how views from the centre and from Chapman Road could still be maintained even with development of the rail reserve west of Chapman Road;
2. a view of a section of the proposed 'Green Spine' comprising Forrest Street looking west from Sanford Street;
3. a view of the proposed piazza to be situated on the north-western corner of Durlacher and Sanford Streets;
4. a view of one street frontage of the new shopping centre to be developed in the CBD (viewed from Durlacher Street); and
5. a view looking east from the current rail reserve of two-storey mixed use development fronting Chapman Road north of Phelps Street.

These perspective sketches are contained in Appendix II as discussed below.

12.5.1 View from Northgate shopping centre

Despite its beachfront location, views of the ocean are rare within the Geraldton CBD.

Ironically, one of the best ocean views can be gained from the Hungry Jacks Fast Food Outlet, adjacent to Northgate shopping centre. This is due to a natural rise in topography, and an expanse of asphalt to the west of Chapman Road. Although somewhat unsightly, the existing marina boat and trailer carpark is low-lying and thus offers a clear view to the ocean from the Northgate shopping centre and Chapman Road.

With the impending relocation of the existing railway line to the outskirts of the CBD, the railway reserve between Chapman Road and the boat and trailer carpark will become available for development. The CBD policy plan nominates this area for “Marine Support Business including Offices and Bulky Goods Retail.”

Concern has been raised that any ocean views from Northgate shopping centre and from Chapman Road will be lost through the construction of large, bulky two-storey buildings required to accommodate these uses. The City of Geraldton has therefore indicated an intention to discuss with LandCorp the appropriateness of supporting bulky goods retailing in this location along Chapman Road. This is a matter that can be further addressed when the Marina Structure Plan is reviewed.

In the interim, and in response to this concern, generous ‘view corridors,’ (in the form of landscaped carparking areas) have been planned between proposed new buildings, to maintain ocean views.

The sketch perspective, ‘View from Northgate Shopping Centre’ illustrates this scenario.

12.5.2 View of Forrest Street ‘Green Spine’

The CBD policy plan 2030 proposes that Forrest Street be developed as one of the major axes of the CBD. It is recommended that this street provide a green spine to provide visual relief and encourage pedestrian activity.

The sketch perspective, ‘View of Forrest Street ‘Green Spine’ presents a view taken from the eastern end of Forrest Street looking west towards the distant ocean.

Illustrated on the left side of the drawing is a generous park that will form a soft edge to the proposed discount department store component of the proposed new retail complex, and provide a pleasant, shady, grassed area for those working in adjacent offices.

Avenue plantings of statement street trees (such as the Norfolk Island Pines shown in the sketch) will strengthen the form of the street, leading the eye to the foreshore.

12.5.3 View of piazza

Piazas have the potential to become key urban elements within a town centre.

Often flanked by landmark buildings, successful piazzas offer a nodal pedestrian point, a place to meet friends or to gather for public address. Pedestrian activity is encouraged in these spaces, whether that be as through-movement on the way to another destination, relaxing at the coffee shops, cafés or restaurants that generally spill out from the ground floor of flanking buildings or stretching out on the grass for lunch during a busy working day. This is the concept for the proposed piazza in the town centre of Geraldton.

The sketch perspective ‘View of Piazza’ is taken from the north-east corner of the piazza and shows alfresco café activity in the foreground, a green space for office lunching to the right of the view and a hint of the suggested elevation of flanking buildings in the background.

12.5.4 View of Durlacher Street pedestrian link

This sketch perspective illustrates the proposed scenario for Durlacher Street. The view is taken from a position adjacent to the existing post office, looking east.

Shown opposite the post office are two-storey mixed use buildings in a style complementary to that of the emerging urban fabric of the CBD.

Central to the view is a suggestion of a pedestrian link (also shown on CBD policy plan) that will join the upgraded Stirling shopping centre precinct, to the proposed new shopping complex, via the piazza.

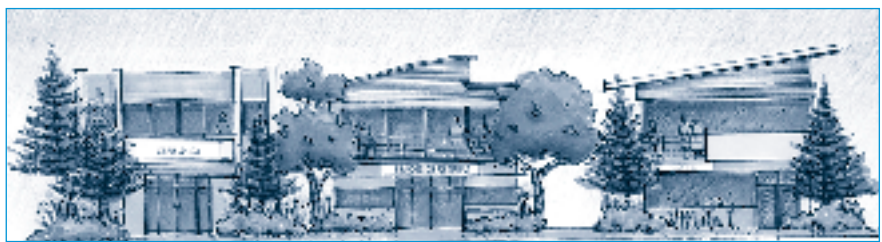
The piazza is to be flanked on three sides by mixed use, good quality, generally two-storey buildings forming a strong façade on Durlacher Street as described in the view.

Architectural elements, such as clock towers, punctuate the pedestrian link and announce the urban importance of the flanking buildings.

12.5.5 View of mixed use development on Chapman Road

This sketch provides a suggestion of appropriate building types for future mixed use development in the restricted commercial portion of Chapman Road in the Beachfront precinct.

This type of development is two-storey, with a tourist retail or office activity on the ground floor and residential use or tourist accommodation on the second storey to take advantage of the uninterrupted ocean views.



Artist impression for mixed use development

13.1 Planning/design controls

In order to achieve the preferred strategy for the study area and the vision for the CBD reflected in the CBD policy plan, it will be necessary for various amendments to the City of Geraldton's Town Planning Scheme and policies. These are summarised in an implementation action plan on the following pages.

General recommendations have firstly been provided then specific recommendations for each precinct in the strategy (table 12) and each superblock in the CBD policy plan (table 13).

The City of Geraldton examined the details contained in Tables 12 and 13 during public advertising of the draft final report. A number of queries were discussed with the study team. The City provided the following feedback with regard to the recommendations contained in Tables 12 and 13.

offices (this is therefore a matter that is to be investigated at the time of the scheme review, given the need to accommodate additional office floorspace within or adjoining the CBD under the Regional Strategy).

- Some confusion may arise from the nomenclature of proposed zones used in the strategy report and this is a matter the City will discuss further with the DPI.

The City also queried the appropriateness of retaining the current CBD road reserve widths given the report's findings that a number of the widenings accommodated by the reserves were not required as a result of traffic modelling undertaken for the study. However, the City determined that, as the study only looks at requirements to 2030 and not at ultimate development, retaining the reservations was sound. However, this matter should be further considered at the time of the scheme review.



In all other respects, the City has indicated general support to the implementation action plan contained in the following tables. However, some of the timeframes recommended will need to be adjusted to reflect the extended time taken in finalising the regional centre strategy.

- The City needs to consider the appropriateness of bulky goods retailing and the application of the Highway Commercial zoning in locations outside the study area.
- Deletion of minimum lot areas for grouped dwellings should only occur in conjunction with a strategy for residential development taking into account the R-Codes.
- There is opposition to the conversion of character cottages to offices given the residential zoning, poor transportation links and alternative preferred locations for



Table 12: Regional centre strategy implementation

General	Planning actions required	Timeframe
	The plan needs to provide the basis for the next review of the City of Geraldton's Town Planning Scheme.	At the time of the scheme review
	The plan should provide the strategic framework for a region scheme if and when the WAPC prepares a region scheme for Geraldton	By 2015
	The City of Geraldton should adopt the strategy as a Council Policy to guide development and in the context of which any rezonings should be considered prior to a complete scheme review.	By the end of 2004
	Delete the existing definition of Holiday Accommodation and replace it with: <ul style="list-style-type: none"> - Tourist Accommodation – Low intensity means cabins, chalets, bed and breakfast accommodation and serviced apartments and private hotels which do not exceed 2 storeys; and - Tourist Accommodation – High intensity means hotels whose predominate function is to provide accommodation, motels and all Tourist Accommodation greater than 2 storeys 	Initiate an amendment to the City's scheme upon adoption of the regional centre strategy as a Council policy
	In Table 1 – Zoning Table replace Holiday Accommodation with Tourist Accommodation – Low intensity and insert Tourist Accommodation – High intensity which is an AA use in the City Centre zone and in the Marina zone.	Initiate amendment to the City's scheme upon adoption of the regional centre strategy as a Council policy
	Introduce the use of 'bulky goods retailing' into the City's scheme in accordance with the definition contained in the Model Scheme Text. The uses should be AA in the City Centre, Marina and new Highway Commercial zone, SA in the Light Industry zone and prohibited elsewhere in the City.	Initiate amendment to the City's scheme upon adoption of the regional centre strategy as a Council policy
Precinct	Planning actions required	Timeframe
I Old CBD	This precinct should comprise part of the Central City Area zone in the Geraldton Region Scheme if and when the WAPC prepares a region scheme for Geraldton.	By 2015
	The precinct should continue to be contained within the City Centre zone of the City of Geraldton's planning scheme.	No change required
	Specific proposals are contained in the CBD policy plan implementation table for land within this precinct.	Refer CBD policy plan

Table 12: Regional centre strategy implementation (cont.)

Precinct	Planning actions required	Timeframe
2 New CBD	This precinct should comprise part of the Central City Area zone in the Geraldton Region Scheme if and when the WAPC prepares a region scheme for Geraldton.	By 2015
	The precinct east of Chapman Road should continue to be contained within the City Centre zone of the City of Geraldton's planning scheme while the land west of Chapman Road is appropriate to remain zoned Marina until the Marina Structure Plan is fully implemented.	No change required
	Specific proposals are contained in the CBD policy plan implementation table for land within this precinct.	Refer CBD policy plan
3 Civic	This precinct is all contained within the Central Geraldton zone in the City's Scheme which permits the range of land uses envisaged by the strategy	No change required
	To encourage higher density housing along major roads, adjoining the proposed university and major institutions, it is recommended that the City's scheme be amended to delete minimum lot area requirements for grouped dwellings as is the case for the City Centre zone (ie modify clause 5.4.1b) for development in the Central Geraldton zone.	Initiate a scheme amendment upon adoption by the City of the strategy as policy.
	Amend Table I – Zoning Table to make Tourist Accommodation – Low intensity an SA use in the Central Geraldton zone.	Initiate a scheme amendment upon adoption by the City of the strategy as policy.
4 West End	Amend the City's planning scheme to enable conversion of character cottages into offices and office development on sites which are vacant or can be demonstrated to not contain character cottages. This would best be achieved under the existing scheme by modifying the boundaries of Precinct A – Urban Conservation (clause 4.16.1) to extend west along Shenton Street to Crowther Street then north to Augustus Street. Modifications to clause 4.16.1 can make offices discretionary (notwithstanding the zoning table), encourage conversion of character cottages for offices close to the CBD and where residential amenity is not compromised, and allow vacant sites, or sites which do not contain cottages considered by Council to be worthy of preservation, to be developed for offices or infill housing. Similarly Aged Accommodation can be approved at the discretion of Council in the Precinct A area.	Initiate a scheme amendment upon adoption by the City of the strategy as policy. (Note: the City has indicated they wish to further review this recommendation and will do so at the time of preparing the new City planning scheme).
	Similarly modifications should also be made to Precinct C – Urban Conservation (clause 4.16.3) but with the added modification to delete a requirement for non-residential uses along Marine Terrace to be separately listed in Schedule 2 which requires an unnecessary scheme modification each time.	Initiate a scheme amendment upon adoption by the City of the strategy as policy.

Table 12: Regional centre strategy implementation (cont.)

Precinct	Planning actions required	Timeframe
5 Point Moore	All of this precinct is zoned West End in the City's Scheme which permits the range of uses envisaged by the strategy including Holiday Accommodation (to be replaced by Tourist Accommodation – Low intensity).	No scheme or policy changes are considered necessary to implement the strategy.
6 Geraldton Heights	This Precinct contains most of the single residential housing on the ridge and generally at lower density. No immediate changes are recommended however, at the time of the Scheme Review, it is recommended that sites along major roads (such as George Road and Durlacher Street) and adjoining the CBD be surveyed to determine if the minimum lot size requirements for medium density housing can be removed	At the time of the scheme review
	Recommendations for the Central Geraldton zone referred to in the Civic Precinct regarding no minimum lot size for infill housing in this zone would similarly apply to land zoned Central Geraldton in this Precinct	Refer Civic precinct recommendation
7 Beachfront	The area marked 'Restricted Commercial' on the strategy map should be designated a new urban precinct under clause 4.16 and new provisions written for this precinct which allow mixed use development to a maximum of two storey in this precinct. In addition to residential uses to a maximum of R60 density, other permitted uses can include offices, retail of a tourist-related nature and Tourist Accommodation – Low intensity. Also within this precinct, minimum lot size requirements for medium density development should be removed.	Initiate a scheme amendment upon adoption by the City of the Strategy as policy.
	The balance of the Beachfront precinct should be defined as a further Urban precinct whereby Tourist Accommodation – Low intensity can be approved where there is no demonstrable impact on the amenity of the precinct.	Initiate a scheme amendment upon adoption by the City of the Strategy as policy
8 Highway Commercial	Introduce a new 'Highway Commercial' zone into the City's planning scheme whose objectives are in accordance with the regional centre strategy and which comprises all of the land in this precinct. Permitted uses in the new zone include car park and public utility. Discretionary (AA) uses include bulky goods retailing, hire service, machinery sales premises, marine dealers yard, marine filling station, medical centre, plant nursery, public worship, service station and consulting rooms. SA uses include education establishment, fast food outlet, health studio, marine sales/services, motor vehicle sales/services, offices, reception centre, shop, storage premises, tavern, tourist accommodation – low intensity, trade display, veterinary consulting rooms, veterinary hospital, video sales/hire, caretaker's dwelling, and any other uses currently permitted on sites within the precinct as additional uses	Initiate an amendment to the City's scheme upon adoption of the regional centre strategy as a Council policy.

Table 12: Regional centre strategy implementation (cont.)

Precinct	Planning actions required	Timeframe
9 Port Geraldton	The current Port, Industry – Port and Industry – Light zonings of the City’s scheme enable a range of uses which facilitate the port’s continued operation. While no scheme modifications are recommended now, at the time of the next scheme review, the future of the port should be re-examined and provisions revised for land situated between the port and the CBD. These should accommodate more transitional uses and a specific new Urban precinct may be warranted to both enable better use of land within the Port precinct and to enable a broader range of uses in the transition areas such as along Crowther Street and the alignment of the new Southern Transport Corridor.	Re-examine the future use of land within the Geraldton Port precinct at the time of the City’s planning scheme review, and following construction of the Southern Transport Corridor.
10 Waterfront	The land in this precinct is all reserved under the City’s Scheme for Landscape and Coastal Protection. This enables the Council to consider a range of uses in the reserve which are contemplated by the Regional Strategy extending from marine-related research activities to improved public footpaths and foreshore activities.	No modifications are required to the City’s scheme or policies.

Table 13: CBD policy plan implementation

Superblock	Planning actions required	Timeframe
1 Anzac Terrace	The land in this block is earmarked for substantial change including new retail development, a piazza and an entertainment precinct. Discussions should be held with current landowners to ascertain interest in promoting longer-term redevelopment in accordance with the principles reflected in the CBD policy plan	Discussions with owners should occur as soon as possible, as landowner support for the proposals would be critical for implementation.
	A specific ‘mini’ town planning scheme should be considered for the precinct to enable future development to occur in a coordinated manner. These would address key principles such as the future closure of Anzac Terrace, setback of development from Forrest Street and landscape treatment of this setback area, cash-in-lieu for parking for new development and coordination of the piazza development.	Commence preparation of the new scheme upon adoption of the strategy as policy.
2 George/ Durlacher	The proposals for this block can all be accommodated under the existing scheme provisions. Development proposals should therefore be assessed against the principles contained in the Policy plan but otherwise no specific scheme or policy changes are considered necessary.	No modifications are required to the City’s scheme or policies.
3 Stirling Centre	Owners of the Stirling shopping centre and the Geraldton shopping centre should be encouraged to upgrade and expand with car parking provided in a centralised location, which would likely be multi-level. Development proposals should be	No modifications are required to the City’s scheme or policies.

Table 13: CBD policy plan implementation (cont.)

Superblock	Planning actions required	Timeframe
3 Stirling Centre (cont)	assessed against the principles contained within the Policy plan but otherwise no changes are required	
	Aged accommodation should be listed as an AA use in the City Centre zone.	Initiate a scheme amendment upon adoption by the City of the strategy as policy.
4 Lester/ Sanford	The proposals for this block can all be accommodated under the existing scheme provisions. Development proposals should therefore be assessed against the principles contained within the Policy plan but otherwise no specific scheme or policy changes are considered necessary.	No modifications are required to the City's scheme or policies.
5 Lester/ Fitzgerald	The proposals for this block can all be accommodated under the existing Scheme provisions. Development proposals should therefore be assessed against the principles contained within the Policy Plan but otherwise no specific Scheme or policy changes are considered necessary.	No modifications are required to the City's scheme or policies.
6 Fitzgerald/ Francis	The scheme should be amended to insert a provision requiring advertising of proposals for nightclubs at the discretion of Council so that proposals for this use in close proximity to or adjoining residential uses can be the subject of prior consultation. Currently Nightclubs are AA uses and this is appropriate in the commercial areas of the CBD. However, in the mixed use and predominantly residential portions of the precinct proposals should be dealt with as if they were SA uses. This is to discourage further clubs or expansion of existing clubs on sites in close proximity to residential or mixed use development.	Initiate a Scheme Amendment upon adoption by the City of the Strategy as Policy
	Otherwise, the proposals for this block can all be accommodated under the existing scheme provisions. Development proposals should therefore be assessed against the principles contained in the Policy plan but otherwise no specific scheme or policy changes are considered necessary.	No modifications are required to the City's Scheme or Policies
7 Marine/Lester	In order to develop an integrated car park in the centre of the block, it is recommended that the scheme be modified to introduce provisions to require development of car parking at the rear of sites to be in accordance with a design produced by the City. Owners will be required to enter into a legal agreement with the Council to provide reciprocal use and access through this car park which otherwise remains in private ownership. The mechanism suggested to be used is to modify provisions applying to Urban Precinct B (clause 4.16.1) to require development of lots within the superblock to	Initiate a scheme amendment upon adoption by the City of the strategy as policy.

Table 13: CBD policy plan implementation (cont.)

Superblock	Planning actions required	Timeframe
7 Marine/Lester (cont)	provide car parking in accordance with the design adopted by the Council. The provisions should also provide the rationale for the proposal.	
	Discussions should be held with the owners of the car yard site on the corner of Lester and Cathedral Avenues to encourage redevelopment for a landmark building of a similar height to Town Towers and the SGIO building.	Discussions with owners should occur as soon as possible, as their support for redevelopment would be critical for implementation.
	Otherwise, the proposals for this block can all be accommodated under the existing Scheme provisions. Development proposals should therefore be assessed against the principles contained in the Policy plan but otherwise no specific scheme or policy changes are considered necessary.	No modifications are required to the City's scheme or policies.
8 CBD Central	Development proposals within the block should be encouraged to extend and provide passive surveillance over pedestrian links to the foreshore, including Post Office Lane. Council should also budget to upgrade existing lanes in conjunction with redevelopment of adjoining properties.	City Centre policy can be amended to insert this objective and discussions held with landowners to outline the City's intent.
	Further investigations are required with Telstra to ascertain what opportunities exist to reduce their physical space requirements and instead free up land in this key block for additional public off street parking. The construction of the car park could be funded through cash-in-lieu from developments such as that termed 'Geraldton Piazza'.	By the end of 2005.
	Otherwise, the proposals for this block can all be accommodated under the existing Scheme provisions. Development proposals should therefore be assessed against the principles contained in the Policy plan but otherwise no specific scheme or policy changes are considered necessary.	No modifications are required to the City's scheme or policies.
9 Courthouse	The proposals for this block can all be accommodated under the existing scheme provisions. Development proposals should therefore be assessed against the principles contained in the Policy plan but otherwise no specific scheme or policy changes are considered necessary.	No modifications are required to the City's scheme or policies
10 Foreshore Precinct	The proposals for this block reflect proposals contained in the Foreshore Study which was prepared by Taylor Burrell and is being progressively implemented by the City in accordance with the implementation recommendations of that study. No further implementation mechanisms are considered necessary.	Refer Foreshore Project recommendations

Table 13: CBD policy plan implementation (cont.)

Superblock	Planning actions required	Timeframe
11 Batavia Coast Marina	The proposals for this block predominantly reflect the adopted Batavia Marina Structure Plan being project-managed by LandCorp. No specific scheme or policy changes are considered necessary; however, the Policy plan should be referred to LandCorp for information upon adoption. Feedback should be specifically sought on the plan's proposals for the relocated bus terminal, the appropriateness of bulky goods retailing along Chapman Road, and the requirement for development along Chapman Road to be designed to maintain ocean vistas.	The issues raised in the regional centre strategy should be discussed with LandCorp and revisited when the Marina Structure Plan is reviewed.
12 Lewis Street	Given the streetscape value and character housing that the City is seeking to retain, a scheme amendment would be warranted to introduce a new Urban Precinct encompassing this block under clause 4.16. Otherwise it would be difficult for the City to preclude redevelopment for uses permitted under the scheme.	Initiate a scheme amendment upon adoption by the City of the strategy as policy.
13 Northgate	The City should investigate opportunities to redesign the car parking area of the Tourist Bureau to better accommodate caravans and coaches. Otherwise, the proposals for this block can all be accommodated under the existing Scheme provisions. Development proposals should therefore be assessed against the principles contained in the Policy plan but otherwise no specific Scheme or policy changes are considered necessary.	As soon as possible but prior to any major new development occurring on Chapman Road north of Forrest Street No modifications are required to the City's scheme or policies.



13.2 Road and intersection improvements

Traffic modelling has shown that the current road system is expected to be capable of carrying the traffic volumes predicted to occur as a result of implementing the regional centre strategy. Therefore it is not proposed to make major changes to road links in the study area. However, work will be required to upgrade intersections.

This study has assumed that a number of intersection modifications will be implemented, as currently planned. These are detailed in Table 14. There is also one intersection identified through the study (Bayly Street/George Street) as requiring upgrading to cope with expected traffic.

The timing of these works should be determined by either prevailing traffic conditions or by the timing of redevelopments in the area.

13.3 Traffic management issues

In addition to the requirement to upgrade intersections, as detailed in Section 13.2, a range of traffic management measures could also be considered to further improve the efficiency of the road network.

Entry statements

Appropriate signing within the area could be implemented to identify key entry and exits to the CBD. This should also relate to tourist trips and provide directions to areas of major off-street parking. Cathedral Avenue and Durlacher Street should be emphasised as the main route into the CBD from the south, Johnston St/Durlacher St and Phelps Street from the east and Chapman Road from the north, the latter two groups feeding from the NWCH. Therefore, appropriate signing starting from and leading to the NWCH may encourage drivers to follow suggested routes. In addition, entry statements are being defined as part of the Southern Transport Corridor project.

Rat-running prevention

Due to the changes in land use proposed in the regional centre strategy, a number of roads in the traffic model are suggesting higher than desirable traffic flows. Largely residential areas may face the effects of rat running if left unchecked. The traffic model is suggesting that over 700 vph (two-way) would travel via Eastern Road and Quarry Street between Johnston Street and the Batavia Marina development or Northgate shopping centre. This compares with around 140 vph in the base year. As this is largely a residential street, traffic calming of some form should be used to restrict such rat running if it begins to materialise, encouraging drivers to use more suitable through routes.

Table 14: Changes in intersection controls

Intersection name		Intersection control	
		Base year	Future configuration
Marine Terrace	Lester Avenue	Priority	Roundabout
Marine Terrace	Fitzgerald Street	Priority	Roundabout
Cathedral Avenue	Foreshore Drive	Priority	Roundabout
Forrest Street	Foreshore Drive	N/A	New intersection – Roundabout
Forrest Street	Marine Terrace	Priority	Roundabout
Bayly Street	Foreshore Drive	N/A	New intersection – Roundabout
Bayly Street	Marine Terrace	N/A	New intersection – Roundabout
NWCH	Phelps Street	Signals	Roundabout
NWCH	Johnston Street	Signals	Roundabout
Bayly Street	George Street	Priority	Roundabout

Similarly, rat-running is suggested in the model on Urch Street, linking Phelps Street with Mark Street. As access to both the Geraldton Entertainment Centre and the Rollerdrome can be made off Phelps Street onto Urch Street, any potential traffic calming should be limited to north of Abrolhos Street, and should be extended to cover Simpson Street. In addition, the idea of a central median along Phelps Street or, if space does not allow, selected banned right turns through appropriate signage should be used to further discourage rat-running.

Modelling suggested that the majority of the selected links are able to cope well with the likely increases in traffic up to the forecast year of 2030, showing a high level of service throughout. This suggests that only marginal changes may be required to the management of traffic in and around Geraldton by 2030 for it to accommodate anticipated future traffic increases.

13.4 Car parking implementation strategy

Additional parking facilities

It is recommended that the required additional car parking with the Regional Centre study area be provided jointly by the City of Geraldton and private developers. Details of strategies to provide additional parking in each precinct are contained in Table 13 above.

Funding

Funding of parking infrastructure, both in terms of additional provision and the on-going maintenance could be part or fully funded from revenues gained from parking. As there is little competition between towns due to Geraldton being the only city of its size in the area, there is a great deal of flexibility in setting an appropriate price for parking.

If parking were to become largely self-sufficient, the price would have to increase to cover all costs, including maintenance, policing and administration. However this is unlikely to be possible, as the required prices would be deemed too high to be practicable. The City may look towards imposing a parking levy on local businesses, based on the number of employees minus the number of private

parking bays available for that business. This could cover some of the shortfall between parking revenue and the various costs of parking provision and maintenance. In addition, the cash-in-lieu system from developers would also encourage the development of shared and consolidated parking, which would more effectively make use of the available supply of car parking spaces in Geraldton. As highlighted by the various surveys undertaken, demand can vary significantly throughout the day although if shared and consolidated parking were encouraged, the demand would have less significant peaks and troughs.

13.5 Transportation implementation strategy

Public transport

It is proposed that the bus terminus be relocated to a bus parking area near the railway station building off Chapman Road. It will be necessary to provide bus stops in the CBD, and preferably in Durlacher Street at Anzac Terrace.

With future population estimates in mind, the existing bus routes would serve the major residential communities well, although the frequency may need to be increased with the increase in population. Any further residential developments would have to be linked into these services or new routes planned accordingly.

In addition to the current residential services, the 'CAT' style central route provided by the 800 service could be expanded. As well as providing access to central areas, this service could also link major tourist spots with the main caravan/camping sites, providing easy accessibility to tourists. DPI has already organised a number of trial runs to incorporate such locations into the route but found only limited patronage on the service. Within the next 30 years such demand may well make the extension more viable. This free service may be beneficial to the development of the city, as well as giving the city an additional tool to reduce car traffic in the centre.

Additional taxi stands should be provided as required at current locations to meet future increases in demand. New taxi stands should be incorporated into the parking facilities associated with new retail and recreational facilities as they are provided.

Pedestrians and cyclists facilities

It is recommended that the implementation strategy as contained in the Geraldton Pathway Network Study be initiated as outlined in the associated report. This strategy addresses the provision of on-road and path facilities as well as education initiatives and trip-end facilities such as additional bicycle parking facilities, toilets and showers.

Implementation is proposed in five stages based on the needs and priorities determined from the public consultation and objectives. Each stage has been estimated to cost approximately \$1.1 million to \$2.0 million and take between three to five years to complete, depending on funding availability. CBD connectivity and missing links are recommended to be addressed in the first stage.

Funding should be sought from the Country Pathways Grant Scheme provided by the Department for Planning and Infrastructure. Local businesses that may profit from the network expansion should be encouraged to contribute not to the construction of the pathways directly, but in the form of purchasing bicycle rails or the provision of end-of-trip facilities. Developers may contribute to the construction of pathways in the local area of new developments.

Consideration needs to be given to ease of pedestrian movements within the CBD as developments occur. This is particularly important as intersections are modified and other traffic management measures are considered. Particular attention needs to be given to a pedestrian crossing facility in Durlacher Street at Anzac Terrace.



Appendices I to II

A total of 15000 survey forms were sent out to residents in the Greater Geraldton area and from these 629 responses were received.

The survey form contained 14 numbered questions and a section at the end for comments.

A summary of the responses to each question is detailed below. Responses to questions 6 and the second part of question 11 which required designation on the map at the back of the survey form are not included below.

What suburb/town/locality do you live in?

Responses were received from all over the survey area. The highest number of replies from any one area included those from Beresford (44), Bluff Point (40), Geraldton (99), Mount Tarcoola (48) and Tarcoola Beach (40).

Beachlands	20
Beresford	44
Binnu	1
Bluff Point	40
Cape Burney	8
Chapman Valley	3
Deepdale	1
Drummond Cove	10
Forrester Park	2
Geraldton	99
Glenfield	8
Greenough	16
Isseka	1
Kalbarri	1
Karlooloo	4
Keys Estate	1
Kojarena	1
Mahomets	15
Marina	2
Narngulu-Bootenal	1
Moresby	9
Mount Scott	15
Mount Tarcoola	48
Meru	1
Nanson	1
Northampton	4
Ocean Ridge	6
Point Moore	1
Rangeway	28

Seacrest Estate	1
Sovereign Waters	4
Spalding	31
Strathalbyn	24
Sunset Beach	27
Tarcoola Beach	40
Utakarra	6
Waggrakine	19
Wandina	13
Webborton	6
West End	4
White Peak	2
Wonthella	29
Woorree	21
Yetna	1

How often would you usually travel into the CBD?

Daily	252	(40%)
Several times a week	254	(40%)
Weekly	105	(17%)
Rarely	114	(18%)

What is your main reason for journeying to the CBD?

Shopping items	452	(72%)
Business reasons	308	(49%)
Entertainment	178	(28%)
Employment	147	(23%)
Other	284	(45%)

How do you access the CBD?

Bus	37	(6%)
Car	574	(91%)
Cycle	45	(5%)
Walk	113	(18%)
Other	11	(2%)

What do you like most about the Geraldton CBD and why?

Shopping

- ▶ shops (55 respondents)
- ▶ variety of shops in the mall (32 respondents)
- ▶ food shops in the mall
- ▶ cheap shops
- ▶ arcade shopping
- ▶ Northgate Plaza
- ▶ Stirlings shopping centre
- ▶ diversity of shops
- ▶ good quality products
- ▶ close proximity of a variety of shops and services (36 respondents)
- ▶ combination of business/retail sectors with proximity of ocean and port
- ▶ friendly customer service

Design and landscaping

- ▶ pleasant streetscaping
- ▶ palm trees
- ▶ well-maintained parks and gardens
- ▶ easy access to all facilities (39 respondents)
- ▶ everything within walking distance (67 respondents)
- ▶ new marina
- ▶ ocean views and beaches (52 respondents)
- ▶ wharf activities
- ▶ foreshore
- ▶ old architecture

Entertainment/Services

- ▶ pubs
- ▶ cafés
- ▶ Marine Terrace
- ▶ alfresco dining
- ▶ children's activities
- ▶ library, theatre
- ▶ museum boardwalk

- ▶ buskers
- ▶ skate park
- ▶ cycle ways
- ▶ sporting facilities
- ▶ cinema
- ▶ bright and colourful banners

Traffic and Parking

- ▶ ease of parking (38 respondents)
- ▶ free parking (44 respondents)
- ▶ roundabouts

Other

- ▶ friendly/relaxed country town atmosphere
- ▶ nothing (29 respondents)

What do you like least about the CBD and why?

Shopping

- ▶ shopping facilities too spread out (32 respondents)
- ▶ lack of a wider variety of shops (30 respondents)
- ▶ no large departmental store competition (Target is the only existing departmental store)
- ▶ too many discount shops and lack of quality shops
- ▶ shop fronts need brightening up
- ▶ empty offices and shops (66 respondents)
- ▶ lack of quality shops in Marine Terrace
- ▶ poor customer service from shop owners and employees
- ▶ separation between Marine Terrace and Northgate shopping centre

Design

- ▶ not enough advantage taken of the great ocean views (41 respondents)
- ▶ foreshore not accessible for recreational uses
- ▶ not enough path access to the beach
- ▶ railway line spoils the outlook (27 respondents)

- ▶ very little public open space
- ▶ ugly industrial scenery at the west end of the CBD
- ▶ high-rise buildings
- ▶ lack of central focus
- ▶ unattractive and illogical town planning
- ▶ lack of aesthetic cohesion in streetscape

Entertainment/Services

- ▶ lack of public entertainment
- ▶ insufficient public toilets and the existing are in a terrible state (42 respondent)
- ▶ lack of toilet facilities in the Chapman Road area
- ▶ little after-hours business (21 respondents)
- ▶ no information kiosk
- ▶ limited wheelchair access available
- ▶ insufficient footpaths for children on skateboards and bikes
- ▶ insufficient facilities to lock up bicycles
- ▶ insufficient number of pay phones
- ▶ bus timetable to/from CBD not convenient
- ▶ location of Post Office
- ▶ location of Centrelink

Traffic and Parking

- ▶ vehicular traffic in the mall (122 respondents)
- ▶ car fumes while eating at food shops in the mall
- ▶ congestion and poor traffic flow (33 respondents)
- ▶ difficult road system to navigate
- ▶ narrow roads
- ▶ rough road surfaces (especially along Chapman Road)
- ▶ one-way streets
- ▶ verge parking, especially on Chapman Road
- ▶ parking meters (20 respondents)
- ▶ limited free parking (46 respondents)
- ▶ limited parking (48 respondents)
- ▶ not enough off-street parking
- ▶ no all-day parking for workers

- ▶ small sized parking bays
- ▶ not enough truck bays
- ▶ not enough caravan parking
- ▶ overzealousness in policing of parking stations by Council
- ▶ little access for those without own vehicle
- ▶ too many traffic lights
- ▶ too many roundabouts
- ▶ lack of direction signs for tourists

Social

- ▶ loiterers (59 respondents)
- ▶ drunks (34 respondents)
- ▶ anti-social behaviour by individuals (48 respondents)
- ▶ juveniles loitering when they should be in school
- ▶ lack of entertainment for youth
- ▶ unruly behaviour on pension day
- ▶ vandalism
- ▶ high crime rate
- ▶ lack of police patrol
- ▶ activity outside night clubs
- ▶ too crowded
- ▶ unsafe

General appearance and landscaping

- ▶ lack of street awnings
- ▶ looks cluttered and unclean
- ▶ excessive rubbish
- ▶ too many poles in mall
- ▶ dirty footpaths
- ▶ no footpaths in some areas
- ▶ dog mess not cleaned up
- ▶ not enough rubbish bins
- ▶ bland appearance of Marine Terrace and Chapman Road
- ▶ large amount of dilapidated buildings
- ▶ not enough shade and seating
- ▶ no plants and gardens

Other

- ▶ poorly promoted in the media
- ▶ not enough lighting
- ▶ lack of pedestrian awareness
- ▶ new high rise buildings north of CBD are taking too long to be completed
- ▶ get rid of the pigeons.

No

- ▶ little interest to go there as nothing is open (102 respondents – 16%)
- ▶ only on rare/special occasions
- ▶ feel unsafe (46 respondents)
- ▶ anti-social behaviour is discouraging
- ▶ have a young family
- ▶ too old to go out
- ▶ not allowed to go out by parents

Do you visit the CBD after normal business hours?

Yes	355	(56%)
No	265	(42%)

Please expand on your answer

Yes

- ▶ entertainment purposes (124 respondents – 20%)
- ▶ only if essential (19 respondents)
- ▶ dining Out (157 respondents – 25%)
- ▶ pub (35 respondents)
- ▶ work (22 respondents)
- ▶ Queens Park Theatre
- ▶ chemist (24 respondents)
- ▶ window shopping- (22 respondents)
- ▶ hotels
- ▶ banking/Use of ATM's (16 respondents)
- ▶ Art Gallery
- ▶ cafes
- ▶ fast food
- ▶ weekend markets
- ▶ attending exercise classes
- ▶ church
- ▶ yacht club
- ▶ to hang out
- ▶ meetings
- ▶ social club

Do you feel safe when in the CBD?

Yes	379	(60%)
No	272	(43%)

Please expand on your answer.

Yes

- ▶ feel safe during the day (189 respondents)
- ▶ feel safe because of the combined presence of people, police and Yamaji patrol
- ▶ safe but still wary of troublemakers (22 respondents)
- ▶ safe if avoid dark back streets and gangs
- ▶ safe in the company of friends or groups of people (21 respondents)
- ▶ safe provided parking is close to destination
- ▶ feel safe in main mall but not in other dark areas
- ▶ feel safe except in the West End
- ▶ feel less safe in certain areas of the town
- ▶ feel the vulnerable (some women and pensioners) may be less safe due to the threat of the anti-social element
- ▶ car parking is generally close and there is good visibility in the mall
- ▶ do not feel safe near the clock in Marine Terrace where undesirables congregate
- ▶ the foreshore cycleway needs lighting from Bluff Point to the CBD

No

- ▶ feel uneasy because of teenage troublemakers who congregate in groups. (31 respondents)
- ▶ fear of abuse and intimidation (26 respondents)
- ▶ fear of harassment by gangs of youth who are drunk and/or high (30 respondents)
- ▶ not safe after dark (49 respondents)
- ▶ street lighting is insufficient (17 respondents)
- ▶ limited police foot patrols and police presence (24 respondents)
- ▶ too many drunk people causing trouble (32 respondents)
- ▶ too many loiterers looking for trouble (43 respondents)
- ▶ fear of being targeted due to being a woman
- ▶ fear of anti-social behaviour
- ▶ areas such as the southern end of Marine Terrace are not well lit and groups of undesirables congregate around this area
- ▶ too many cars get broken into or damaged
- ▶ Chapman Road Crossing/Penny Lane is very dark and frightening

Would you like to see any of the following in the CBD?

a) 'One-Stop Shop' manned by police, rangers and agency councillors

Yes	333	(53%)
No	132	(21%)

b) General information kiosk

Yes	330	(52%)
No	133	(21%)

c) Additional public toilets

Yes	440	(70%)
No	103	(16%)

Please list up to three improvements you consider need to occur

a) to the Geraldton CBD

Retail/Shopping

- ▶ gradually extend shopping link towards Northgate
- ▶ entice big chain corporations eg. Big W, K-Mart, etc (34 respondents)
- ▶ fill up vacant shops (24 respondents)
- ▶ more cheerful workers/shop owners
- ▶ encourage after-hours business (28 respondents)
- ▶ brighten up and modernise shop fronts (24 respondents)
- ▶ need better quality shops
- ▶ need cheaper rents to encourage business growth
- ▶ need greater variety of shops
- ▶ development to join Target and CBD
- ▶ need a fruit stall
- ▶ redevelop rear of shops backing on to Foreshore Drive
- ▶ extend the mall to go from Forrest Street to Cathedral Avenue
- ▶ need more shops (29 respondents)
- ▶ encourage all shops to have sun protection

Mall

- ▶ close mall to traffic (127 respondents – 20%)
- ▶ weekend opening of and activities in the mall
- ▶ provide letter boxes in the mall
- ▶ live regular entertainment in mall

Design

- ▶ turn city to face the ocean (59 respondents)
- ▶ relocate post office
- ▶ need better beach access
- ▶ use Foreshore Drive for more than just a car park (43 respondents)
- ▶ develop the foreshore

Appearance

- ▶ clean up the CBD
- ▶ Christmas decorations (like Perth at Christmas) eg lights and windows to brighten up the town
- ▶ beautify and refurbish buildings and the city, especially those facing the sea (49 respondents)
- ▶ build future functional buildings
- ▶ demolish ugly buildings on the west side of Marine Terrace
- ▶ restrict the height of buildings unless they are more than 400 metres back from the foreshore
- ▶ restore the architecture of old Victorian Buildings
- ▶ paint buildings between Durlacher Street and Forrest Street
- ▶ upgrade the Chapman Road area
- ▶ remove railway line (43 respondents)
- ▶ display a replica of Batavia
- ▶ develop Foreshore Drive
- ▶ provide more shade/undercover at Town Beach

Landscaping

- ▶ more public open space with BBQ's, lawns, shade and parks
- ▶ more flora/vegetation (44 respondents)
- ▶ need landscaping, artworks and sculptures (20 respondents)
- ▶ more gardens, greenery and sitting areas for free in the centre
- ▶ more trees

Services/Entertainment

- ▶ locate public toilets, information centres and parking in close proximity
- ▶ demolish Camelia House and build more eating places for lunch
- ▶ improve foreshore facilities along the beach
- ▶ provide a food court
- ▶ build a drive-in cinema
- ▶ provide a carousel

- ▶ build a bigger and better theatre
- ▶ provide more skate parks
- ▶ provide an internet café
- ▶ encourage busking
- ▶ introduce a minibus shuttle frequently running between the north and south of the CBD
- ▶ build more cafes on the waters edge
- ▶ designate a cappuccino strip
- ▶ provide dining/café alfresco facilities at the Marina (29 respondents)
- ▶ need more fast food outlets
- ▶ recognition of Aboriginal culture eg Yamaji history, paintings and murals 2
- ▶ design a theme park at foreshore
- ▶ build a marine aquarium like Hillary's in Perth
- ▶ encourage public art
- ▶ plant more trees for shade along the foreshore
- ▶ provide child-friendly eating places

Facilities

- ▶ rest rooms with facilities for mothers
- ▶ provide more public toilets and clean the existing especially in the mall (54 respondents)
- ▶ introduce CAT bus services for the elderly
- ▶ provide more regular and convenient bus service
- ▶ have a regular shuttle bus travel between the fish shop/Geraldton Fruit and Vegetable shop and the Marina/Northgate via CBD
- ▶ better wheelchair access
- ▶ more undercover seating
- ▶ more public telephones
- ▶ CBD services map located at a central place
- ▶ upgrade library facilities
- ▶ provide secure bike racks
- ▶ provide more bike racks and bike paths
- ▶ install a noticeboard with taxi phone numbers
- ▶ need more rubbish bins

Tourism

- ▶ provide promotional kiosks for tourists
- ▶ display tourist information in all shops
- ▶ promote Geraldton to locals and tourists
- ▶ extended or new tourist bureau
- ▶ install historical information plaques on buildings
- ▶ need a four-star hotel at the marina
- ▶ have a free tram or open bus through the CBD

Roads and Parking

- ▶ make the roundabout on Brand Highway more pleasing – eg. decorate with flowers, iron sculptures, giant crayfish
- ▶ provide more free parking to encourage people back into town
- ▶ provide more parking space
- ▶ continue free parking
- ▶ clearly mark pedestrian crossings
- ▶ make the Marine Terrace mall completely car free and have a canopy type roof for weather protection giving it the feel of an arcade
- ▶ clean the streets

Footpaths

- ▶ keep footpaths clean and tidy (22 respondents)
- ▶ provide new and colourful footpaths (21 respondents)
- ▶ no skateboards to be ridden on footpaths

Social

- ▶ clear streets, beaches and parks of loiterers (46 respondents)
- ▶ get rid of street drinking (29 respondents)
- ▶ move undesirable element from central areas
- ▶ take antisocial behaviour off the streets
- ▶ provide more foot patrols to control undesirables and problem youth (69 respondents)
- ▶ introduce curfew for underage people without due reason to be on the streets

- ▶ improve security (31 respondents)
- ▶ provide better lighting especially around car parks (23 respondents)
- ▶ relocate Centrelink away from centre of CBD
- ▶ provide more entertainment for youth eg. ice skating rink, roller drome (25 respondents)
- ▶ need police patrol especially to prevent damage to CBD and the Sydney Memorial
- ▶ need increased 24-hour policing

Other

- ▶ get rid of longtime counsellors and look for younger, more progressive ones
- ▶ introduce a Street-scape Plan with incentives, penalties, by-laws, etc
- ▶ as much as is possible, eliminate or reduce the wind tunnel effect which discourages summer time strolling around CBD.

b) to the roads serving the CBD

Chapman Road

- ▶ no verge parking on Chapman Road (60 respondents)
- ▶ make Chapman Road one lane or two lanes but not both
- ▶ upgrade Chapman Road
- ▶ build an underpass on Chapman Road
- ▶ remove right turn into Durlacher street from Chapman Road
- ▶ provide turning signals for lights at the intersection of Chapman Road and Durlacher Street
- ▶ improve traffic flow along Chapman Road (24 respondents)
- ▶ widen Chapman Road (southbound) between Bayly Street and Cathedral Avenue and extend Foreshore Drive to Bayly Street and make that northbound
- ▶ make Chapman Road one-way from Cathedral Avenue to Forest Street
- ▶ have one speed limit along Chapman Road
- ▶ calm traffic on Chapman Road
- ▶ widen Chapman Road and remove parking between Bayly Street and Durlacher Streets

- ▶ extend and mark dual carriageways on Chapman Road
- ▶ make Chapman Road a clearway from Forrest Street through to Cathedral Avenue

Durlacher Street

- ▶ Durlacher Street to narrow near McDonalds and Post Office
- ▶ need lights or a roundabout at the intersection of George and Durlacher Streets
- ▶ intersection of Lewis and Durlacher Streets (is very dangerous at present)

Foreshore Drive

- ▶ make Foreshore Drive one-way from Forrest Road to Cathedral Avenue
- ▶ change directions of Foreshore Drive

Marine Terrace

- ▶ close Marine Terrace and make it into a mall

Sandford Street

- ▶ Sanford Street through to Foreshore Drive needs to be unified & more accessible from one to the other

Road condition and street appearance

- ▶ better and smoother road surfaces (73 respondents)
- ▶ fix up pot holes
- ▶ widen streets and allow more dual carriageways (53 respondents)
- ▶ tidy up approaching streets to the city
- ▶ clean up street litter
- ▶ provide better drainage in wet weather
- ▶ landscape roads
- ▶ improve the surface of Fitzgerald Street
- ▶ improve the surface of Durlacher Street
- ▶ improve the regularity of road maintenance

Road design

- ▶ get rid of bottlenecks (ie two lanes becoming one)
- ▶ some streets in the CBD are too narrow
- ▶ make one-way road system in the CBD
- ▶ need more street lighting
- ▶ make road markings clearer

Signage

- ▶ erect 'no standing signs'
- ▶ better directional signage for tourists (35 respondents)
- ▶ install speed limit signs

Landscaping

- ▶ plant more verge trees
- ▶ plant more vegetation

Traffic control

Traffic lights

- ▶ need more traffic lights with turning signals for turning lanes (33 respondents)
- ▶ synchronise traffic lights
- ▶ make road markings clearer especially lines marking dual carriageways
- ▶ need pedestrian crossing signals
- ▶ need a crosswalk with lights on Durlacher Street to service the Post Office
- ▶ need traffic lights at the intersection of Cathedral Avenue and Sanford Street
- ▶ need traffic lights or a roundabout at the intersection of Marine Terrace and Fitzgerald Street
- ▶ need a roundabout/traffic lights at the intersection of Carson Terrace and Maitland Street
- ▶ need traffic lights on orange flashing to proceed with caution from midnight to 6am

Roundabouts

- ▶ control garden growth heights on roundabouts
- ▶ have more roundabouts and less traffic lights

- ▶ build speed humps to slow and decrease traffic
- ▶ build a roundabout at the corner of Fitzgerald Street and Marine Terrace
- ▶ main roundabout in Tarcoola needs to have the two lanes marked out.
- ▶ need a roundabout at Durlacher and Maitland Streets
- ▶ need a roundabout at the corner of Lester Avenue and Marine Terrace
- ▶ need a roundabout at the intersection of Marine Terrace and Lester Ave
- ▶ need another roundabout near Kentucky Fried Chicken. The intersection at KFC corner is chaotic
- ▶ lower flowers so small cars can see at roundabouts
- ▶ intersection of Marine Terrace and Forrest Street needs alteration to cater for increased traffic turning left from Marine Terrace to the new foreshore development

Parking

- ▶ build Kalgoorlie-style roads with parking in the middle
- ▶ no double parking on main access roads within the town
- ▶ need a CBD workers' dedicated car park

Mall

- ▶ proper crosswalk in the mall or no traffic at all
- ▶ change directions of the mall
- ▶ slow down the mall traffic
- ▶ provide zebra crossings in the mall
- ▶ close the mall to traffic between 11am and 2pm (trial first)

Bike Lanes/Footpaths/Cross walks

- ▶ have a special push bike lane/path on all roads
- ▶ more bicycle racks
- ▶ more crosswalks

Post Office Access

- ▶ post office causes huge traffic problems
- ▶ provide better access to the post office – Turning from Durlacher Street (from the north) holds up traffic back to the lights

Buses

- ▶ need to improve bus stops and provide shelters
- ▶ need easier access for buses

Other

- ▶ make Cathedral Avenue the primary entrance to the CBD
- ▶ need access to the Old Railway Station from the north
- ▶ pedestrian awareness (20 respondents)
- ▶ provide an audible pedestrian crossing
- ▶ encourage people to walk and cycle
- ▶ no Southern Transport Corridor
- ▶ reduce number of speed variations, making everything 50km/h
- ▶ install trams by using and extending existing rail lines

c) to the car parks or parking availability in the CBD

Parking

- ▶ reduce the number of reserved parking bays
- ▶ multi-storey car park (64 respondents)
- ▶ need a multi storey car park in the Chapman Road area
- ▶ provide underground parking
- ▶ need additional parking (101 respondents)
- ▶ provide special parking for tourists
- ▶ need more free parking (137 respondents)
- ▶ easier parking access for disabled, elderly and mothers with children
- ▶ better signage of free/paid parking
- ▶ more motorcycle parking
- ▶ time limits should be put on any kerbside parking

- ▶ provide angle parking for easier access/exit (16 respondents)
- ▶ need separate parking for employees and staff
- ▶ more parking around Queens Park Theatre
- ▶ upgrade the the car park on Marine Terrace/Durlacher Street
- ▶ remove parking from Foreshore Drive
- ▶ build a car park in place of the Red Cross Building
- ▶ provide improved parking facilities at schools
- ▶ build underpasses from parking areas to main shopping areas across main thoroughfares
- ▶ improve the look of the car parks in the Stirling Centre and opposite Woolworths
- ▶ remove alleyway parking behind shops on Foreshore Drive and replace with shops
- ▶ streetside parking to be on one side of the street only and at a 45-degree angle
- ▶ need room for larger vehicles to manoeuvre in car parks especially in the parking area at Northgate

Parking location

- ▶ provide parking closer to shops (30 respondents)
- ▶ remove buildings from Goodyear to the Bike Shop and make into a car park
- ▶ when the railway line is removed, provide more parking along Foreshore Drive
- ▶ remove at least one side of the Marine Terrace mall parking
- ▶ move the army out to make space for more parking
- ▶ need more parking at Stirling shopping centre
- ▶ no kerbside parking outside Stirling Centre
- ▶ expand the car park opposite Woolworths
- ▶ remove parking from Chapman Road
- ▶ create parking further from the CBD and have a shuttle bus/tram

Parking fees

- ▶ introduce day parking and half day parking rates
- ▶ allow ticket machines to take 50c coins

- ▶ Allow 5-minute free parking for posting a letter at the post office
- ▶ remove parking meters (23 respondents)
- ▶ continue limited-period free parking in the CBD
- ▶ reduce parking fees in car parks
- ▶ restrict paid areas to those currently in place in the Shire car park.
- ▶ issue monthly parking vouchers for daily users of CBD parking
- ▶ free parking for caravan and mobile homes (25 respondents)
- ▶ need free parking at Northgate
- ▶ take the car park out of the mall (25 respondents)

Design

- ▶ need wider bays (43 respondents)
- ▶ repaint parking bay lines
- ▶ resurface existing car parks with a new attractive and functional layout

Landscaping

- ▶ more trees, flowers and shade (27 respondents)

Security

- ▶ improve surveillance (27 respondents)
- ▶ improve security (21 respondents)
- ▶ increase patrols to reduce car break-ins
- ▶ need better street and car park lighting (24 respondents)

Other

- ▶ encourage public transport
- ▶ realistic Council control rather than inspectors hounding drivers during off-peak times
- ▶ encourage people to walk

Where in the Greater Geraldton region would you:

a) purchase bread and milk?

Woolworths	148
Bluff Point supermarket	42
Utakarra Foodland	9
Sunset supermarket	34
Rules	8
Dewsons	117
Greenough Caravan Park deli	2
Coles	114
BiLo	2
Northgate	44
Wonthella shopping centre	30
Rangeview Deli	2
Tarcoola supermarket	32
Fitzgerald Deli	3
bakery	11
Beachlands deli	3
Supa Valu Central	21
Stirling	3
Deli	9
Rigters	3
Mount Tarcoola deli	4
Rangeway supermarket	4
Nobles	1
Dongara	1
Mt Tarcoola shopping centre	2
Wintersun supermarket	1

b) do most of your weekly or regular shopping?

Big W	1
BiLo	2
Bluff Point Supermarket	5
Coles	166
Dewsons	109
Geraldton Fruit and Vegetable	3
Harris Scarfe	2
internet	1
Northgate	52

Rigters	4
Rules	12
Stirling	4
Sunset supermarket	19
Supa Value Central	26
Target	2
Utakarra Foodland	1
Wonthella shopping centre	25
Woolworth's	192

Do you think the range of commercial facilities in the CBD is adequate? If not, please explain why not.

Yes	296	(47%)
No	176	(28%)

- not enough men's clothing stores
- too many multi-national businesses
- not enough variety stores eg. Myers, K-mart and Big W (80 respondents)
- poor quality and level of service (15 respondents)
- too many empty shops (21 respondents)
- need more after hours attractions
- need more toilets
- no nursery in the CBD
- need a community bank
- need a TV station
- need more health food shops (1 respondent)
- too many clothes shops
- too many cheap shops (17 respondents)
- Marine Terrace is not adequate for one-stop shopping
- a small grocery shop in the heart of the CBD would be useful
- need the cafes to be open in the night after the cinemas close
- Marine Terrace needs a fruit and vegetable stall
- need more family-oriented restaurants (eg Fast Eddies)
- need more homeware shops

- ▶ need fish markets
- ▶ need good quality restaurants and cafés with ocean views
- ▶ need more tourist-oriented shops along the beachfront
- ▶ open coffee shops on the weekends, especially Sundays
- ▶ need something like Fremantle Markets 3–4 days a week
- ▶ need to cater to the tourist industry
- ▶ newsagents are very short on supplies a lot of the time
- ▶ need a bigger bookshop with more variety
- ▶ need a 24-hour diner
- ▶ need craft shops (eg. Spotlight)
- ▶ centralise – too spread out
- ▶ need Medicare
- ▶ need a closer Bunnings store
- ▶ need a reasonable standard departmental store
- ▶ shops should stay open longer
- ▶ need a coffee lounge/food outlet in Stirling Centre.

Other than your workplace, please list the three facilities you would most regularly visit in or near the CBD?

Archery Centre	1
Mall	54
Art Gallery	6
Marine Terrace	5
Bank	257
Marlows	1
Bakery	7
McDonalds'	26
Basketball stadium	5
Mensland	3
Batavia Bounty	3
Mercantile Club	3
Batavia Coast Gymnastics	1
Minister for Housing	1
Beach	4
Murchison Tavern	1
Bennetts Elite	6
Museum	2

Best & Less	2
Nagle	4
Bill Sewell Centre	3
Netball Courts	3
BiLo	2
New Marina	21
Blue Planet	3
Newsagent	6
Bluff Point shopping centre	1
Nightclubs	4
Bolts R Us	1
Northgate	76
Breakers	18
Office Choice	1
Building Society	2
Opus Music	1
Bunnings	3
Orchidea Café	1
Butcher	2
Parenting Centre	3
Cafes	7
PCYC	3
Centrelink	3
Petrol Depot	3
Centrepoint	1
Pistol Club	1
Chapman Way Arcade	7
Planet Bean	7
Chemist	51
Post Office	272
China Moon restaurant	5
Professionals Real Estate	1
Church	9
Public Toilet	2
Cinema	45
QE II Medical Centre	13
Civic Centre	2
Queen's Bottelshop	1
Civic Video	2
Queen's Park Theatre	13
Clothing stores	26
RAC	1
Coffee shops	9
Ray White	1
Coles	23
Recreation Ground	1
Courthouse	1
Red Dot	18
Creek Russell Crudeli Accountants	1
Retail Shops	2

Cycleway	1
Rockmans	2
Dancing Centre	6
Rocks Stationers	5
Dewsons	6
Roy Weston	1
Dive Shop	1
RSL – Birdwood House	2
Doctor's	6
Rules	3
Dry cleaner's	1
Sail Inn Fish & Chips	1
Employment Plus	1
Salvation Army/St Vincent De Paul	2
Finch's Nest Quilt Shop	1
Sanity	4
Fish Markets	2
SGIO	2
Food Hall	2
Skeeta's Restaurant	1
Foreshore	8
Skin Fitness Centre	1
Fabric Warehouse	2
Stirlings	66
Freemason's Hotel	35
Subway	1
Fruit and Vege	4
Sunset Beach	1
Gateway Shopping Centre	1
Sunset Supermarket	1
Geraldton Club	1
Supa Valu	8
Geraldton Grammar School	3
Surf Shops	13
Geraldton Primary School	7
Sydney Fong Gallery	1
Geraldton Secondary College	1
TAB	6
Go Health Café	10
TAFE	2
Tanti's Restaurant	6
Hairdressers	7
Target	35
Harris Scarfe	2
Tech	1
Harvey Norman	1
Tennis Courts	2
HBF	3
Things	1
Hockey Stadium	2

Topolinis	20
Hospital	5
Town Beach	69
Hungry Jack's	10
Town Towers	1
Jet Set	1
Two Buck Shop	2
Katie's	3
Tuity Fruity	1
KFC	2
Tuscany	1
King Kong	14
Verities	1
Kip McGrath	1
Wharf	7
Lambs for Liquor	5
WA Salvage	1
Law Care	1
Wendy's	2
Lemon Grass Restaurant	3
Willocks	6
Library	41
Wonthella Skate park	1
Lighthouse Church	2
Woolworth's	98
Maitland Skate Park	2
Yacht Club	6
Mall	54
Young Motors	1

Comments

1. It is very hard to define the CBD. Geraldton has evolved with no set structural thought, and consequently everything seems jumbled.
2. The northern end of Marine Terrace is a disgrace; Why is McCurry's Tyre shop allowed to operate in a main street? It is an eyesore with the new foreshore development and police station.
3. Maitland Park and Queens Park Theatre Gardens make an important contribution to the town and their appeal should be preserved.
4. Let Geraldton progress instead of regress. The rich and influential people seem to get heard more often than the ordinary ratepayer. Let the long standing councillors stand aside to let the younger ones through. Geraldton needs young people who have ideas, initiative and

- enthusiasm to try new things and revamp old ideas.
5. With regard to vacant space, there is a culture of 'commercial greed' regarding retail and office space. Some have been vacant for over two years. Space let and occupied at 50% rent would improve the CBD image and be better for the owners, instead of being empty.
 6. Concerning law and order, the centralisation of Centrelink in Geraldton for most of the Mid-West Region has made a visit to the CBD on a Thursday hazardous. Businesses have left the CBD for this reason. Some claim they cannot get insured for burglary or malicious damage. One business told me they placed 80 claims in one year.
 7. The waterfront project is an academic town planners' dream. The reality is that all businesses operate marginally and they would not be able to participate in financing the refacing of the CBD.
 8. Basic geography teaches that when the coastline of any area is structurally changed, it will alter many naturally occurring processes. By extending the eastern area of Geraldton, the ocean changes the cove area near the foreshore walkway by eroding it. Why don't the town planners' think before they rearrange the coast line further and cause the naturally occurring reaction to these changes?
 9. The CBD is not used to its full potential. It could be more of a tourist attraction or simply a nice place for families with parks and gardens, as seen in such places as Mandurah and many eastern states coastal towns. The public is adequately catered for as far as commercial facilities but it does need to have some life injected into it. Any improvements should not just concentrate on the mall area but flow through to Chapman Road and Sanford Street and from Forrest Street to Gregory Street, incorporating the new marina.
 10. The limestone wall at the marina is too high making it impossible to view the ocean when sitting in a car or on a bench.
 11. The SGIO building and new LDP shop do not suit the rest of the CBD.
 12. Why is the rental of business premises in Geraldton as high as in Perth?
 13. The City of Geraldton and the Shire of Greenough should amalgamate, and then move on as a single manager of the district. Obviously the south-west of the state has had major government funding for development at the expense of the Mid-West Region.
 14. Would like to see the railway line removed from the foreshore and the bay area opened up all the way to connect with the new Marina development.
 15. Maintain the railway line from North-West Coastal Highway to the Wharf and use as a tourist attraction.
 16. It is a waste of time and money to even think about planning a better CBD until something is done about the anti-social behaviour that occurs daily in and around the CBD.
 17. Make the east end of the CBD match the west end, ie restaurants, streetscaping and paving.
 18. Geraldton has so much to offer, we need to promote it. How can we be a fabulous crayfishing port when we have no restaurants near the water?
 19. Need a new Mayor and Council line-up with no links to the CBD business community.
 20. Work together with the community not just the Council.
 21. There are no big friendly signs welcoming people to Geraldton and giving them direction. Most people take the wrong road, which steers them past Geraldton. These signs must show where you are and the location of police, toilets, car parks, parking for long vehicles, service stations, hospitals, chemists and supermarkets.
 22. If the eastern breakwater goes ahead it will remove the only protected piece of water the town beach has. Geraldton's prevailing winds are southerly and all the planning in the world will not stop that. Save the town beach and beautify it along with the foreshore redevelopment. The CBD can be transformed into a city all Geraldton residents can be proud of.
 23. The survey is a complete waste of money. Would prefer a referendum on the Southern Transport Corridor.
 24. Need an additional shopping centre similar to Northgate to service the Tarcoola/Karloo/Wandina area of the town.

25. With regard to public toilets, an alternative system is where all major retailers have a toilet included in their premises (a system prevalent in the USA) so that there are more toilets available and cleanliness and responsibility rests with the businesses. Unsupervised public toilets are seldom clean and inviting.
26. The foreshore should be a major attraction with alfresco dining, street performances and barbecue areas. Get rid of the rundown buildings along Foreshore Drive and replace them with arcade games, internet cafes, backpacker's hostels, surfing shops, international shops, an Aussie pub and an information centre. Also a small fair such as that in Mandurah would be good. Ten-pin bowling should also be moved onto the foreshore.
27. Concerned about the consultation process adopted in order to put this plan together. Consider putting up a display and establishing a temporary accessible office in the main street for other people to respond and comment. The vision summit was exclusive and held in an inappropriate venue. Not everyone will fill in these surveys. More people on the ground doing the grass roots work are needed and it is always best to use local people.
28. There needs to be a long-term commitment to planning and progress. For too long it has often seemed like decision-makers have been busy feathering their own nests and consequently there are ridiculous decisions like a partial mall and people wondering why their businesses are floundering. Most people are willing to do it hard and make some sacrifices for the long-term good of the community. Lack of vision in the past has contributed to the current situation.
29. Further groynes to eliminate erosion of beach are needed just north of marina. These groynes could be made attractive to encourage fisherman and marine life.
30. Leave the railway where it is as it is not bothering anyone. Why spend so much money where it is not needed. Money could be better spent on a sports facility or a medical facility for the elderly or even a care home for the latter. There are far more needs around Geraldton than a new railway system. We need to get our priorities right.
31. Life needs breathing into the CBD. It needs to have people who actually care for the place. Many other communities band together to form action groups to assist and run places they care about eg Friends of the Gallery, Friends of the Theatre, Bluff Point Foreshore Volunteers and Chapman River Friends. The business people need to care more about the CBD and so do the people who use it and want it to be an important and valuable part of living in Geraldton. Some aesthetic vision is imperative.
32. The most important thing for Geraldton is to return to the people the ability to have interaction with the ocean on a simple level; to walk along grassed areas close to the beach with easy access to the beach itself and to have interesting and varied small shops and markets behind this area.
33. It is relatively easy to arrange and plan the port. It is another thing to bring the people back to the city. Cairns has done well and so have Bunbury to bring young tourists from all over the world to a place where they feel safe and can meet and mingle with others. Geraldton has a golden opportunity to create a people-friendly city.
34. Town planning and development has been very poor. For example, the bad positioning of the cinema which is too close to night clubs, pubs, the port and visiting sailors especially considering so many children use the cinema and have to wait around for drop-off and pick-up by parents.
35. Open the foreshore up to improve appeal to our visitors. Need more alfresco dining especially as we have the perfect weather for it. Make our streets safer which will encourage people to come out. Encourage our shop owners to put on a friendlier front.
36. Geraldton is looking good at the moment. The roundabout themes are great and the wildflowers along roadsides are beautiful. Keep the rail line for tourist trips and open the shops out toward the beach (Foreshore Drive).
37. Require planning and structure left in place to prevent flooding from high tides. Marine Terrace was flooded during the time of grandparents.

38. In consideration of the COG Foreshore Development Plan, proposals to create a foreshore frontage for businesses currently exposing their 'back yards' to the sea, have not taken into account the not infrequent northerly/north-westerly storms which produce wind and waves sufficient to cause lock-ups of back access.
39. Turn the old railway station into the city's bus terminal and relocate the information kiosk there also. The present situation with two terminals 100 yards apart is most unsatisfactory. There are local travel agents who are unaware what services leave from where and this leads to passengers missing buses.
40. Geraldton is a beautiful city on the beach. Make the most of the gorgeous beaches. Marine Terrace is facing the wrong way. The foreshore with eating areas could be and should be a tourist Mecca.
41. Foreshore development is essential to the future of Geraldton.
42. My concern is that when the southern transport corridor is built, any dust/residue will be blown over Geraldton by the strong southerly winds.
43. Although the roundabout is outside the CBD, it is a major entry point to town. Consider giving the planning and beautification responsibility of this area to CWC of Tafe making use of budding horticulturists, bricklayers, carpenters and artists.
44. The CBD should go the way of European cities like Amsterdam and Copenhagen in promoting cycling rather than motor transport. There are not enough cycle paths (they could replace the roads in the mall) not to mention that there's nowhere to park/lock up bikes. Promote exercise and healthy living.
45. The 'front' beach should be a tourist attraction, instead it is frequented by violent and drunken individuals.
46. Trying to construct a development in Geraldton and dealing with the Geraldton Council is a nightmare. I have done many developments throughout WA and have never had the red tape issues I have had in Geraldton. I have given up on them. Get the Council to make decisions rather than talk about them for years. They are too easily influenced by a small minority.
47. Residents of the Geraldton area are becoming frustrated with hollow promises and endless delays, for example:
 - ▶ Kingstream/Oakajee – when ?
 - ▶ Removal of railway line – when ?
 - ▶ Southern transport corridor - when ?
 - ▶ Hospital/ health campus – keep getting budget cuts
 - ▶ Geraldton is so far behind its south-west cousins!
48. The city does nothing visually for the indigenous people to have pride in yet they make up an important part of the population.
49. Desperately require a government primary school south of Mt Tarcoola. There are already 500 kids which is too much to cater for in this rapid growth area.
50. Geraldton needs a university.
51. Geraldton should become more like Fremantle, ie café strips, restaurants on the waterfront, abundance of specialty shops stocking high quality products and having grassed and seated areas where people can relax. Street theatre and buskers should be encouraged as should cosmopolitan culture. Guest houses should be removed from the mall as they give it a seedy feel. Marine Terrace, from KFC to the courthouse, should be made into a mall (closed to traffic) and cappuccino strip so that people are encouraged to walk the whole length and give all shop owners equal opportunity instead of the few shops in the current mall being heavily patronised. There should be more sculptures and points of interest (like the Batavia Cannon near the clock in the mall) in the CBD and a large shop in the mall targeted at tourists and residents alike, which showcases local wineries, artists, craftsmen and gourmet producers of olive products.
52. Need port enhancement and beach upgrade to generate consumer confidence.
53. Need CBD business representation on steering committee.
54. Harness Geraldton's natural beauty and the attractiveness of the port. A classic example is Fremantle with its park facing the ocean

- and the array of coffee and fish and chip shops facing the CBD.
55. Alter the port to stop it being the centre of attraction when viewing the town from a distance. Camouflage the grain silos and reduce their height to lessen their dominance of the landscape.
 56. The partial mall should stay as it is and never be turned into a full mall with no vehicle access. Other places that have changed their mall to no vehicle access such as Penrith in Sydney, have now reverted back to a partial mall again due to 70% vacancy and an increase in stealing and muggings.
 57. Big W wants to come to our city and this would be a great asset. Council should encourage them and help find a place to establish their business.
 58. For the benefit of our younger population seriously consider heavy industry for future employment or Geraldton's population will continue to decrease.
 59. Shift the port to Oakajee and leave Geraldton alone.
 60. Police must be given the powers they need. I have a business and if things don't change soon I will be closing my doors and moving out, like many others have done and will do.
 61. The sooner the foreshore redevelopment happens the better. Remove the railway line and face businesses to the ocean and connect everything to the marina development. The ability to do banking and then slip into a shop to get what one needs while already parked is very convenient and a good draw card for local businesses. Integrating government buildings and other commercial buildings in the CBD is important.
 62. The tourist industry (and there are many thousands using the North-West Coastal Highway) represents the growth of this city. Every time a party of tourists stop, make sure they are catered for. I Encourage money to be spent and a reason to return.
 63. More work needs to be commenced at the marina, eg fish and chip shop, premises like Kailis or Cicerello's, cafés, ice-cream shops – something to get people down there.
 64. Geraldton needs people who are progressive forward thinkers. Geraldton is a port city and without the upgraded port facilities Geraldton will slowly die.
 65. The port needs to be moved to Oakajee so the eyesore can be gotten rid of, then we might be able to reclaim some of the beaches the older generation talk about. Geraldton is screaming for new industry because you can't always rely on money from the fishermen or the farmers to prop the town up. We don't really need the southern transport corridor; we need Oakajee, then the railway lines can go out there and we can still move them from the foreshore to make it more inviting for families and tourists to visit.
 66. Geraldton as a whole community needs to reinvent itself as a tourist town. Business people and the general community need to visualise the whole of Geraldton as a singular business, ie the business of tourism. Having travelled to many tourist destinations and visited tourist stopovers along the way, Geraldton is sadly antiquated in comparison. There is so much Geraldton can do in the short term and much more in the long term towards a greater Geraldton, but the concept will need to be sold to Geraldton residents first. Geraldton can become the best tourist destination on the west coast with everyone seeing and striving to achieve such a vision. The biggest hurdle will be getting past the small minded people who have vested interests and think they will lose their share of the dollar if they open up more avenues of attracting tourists. Geraldton needs whole family and community projects that will bring beauty and prosperity to Geraldton. Industry should go inland so that Geraldton can be developed in beauty.
 67. The town area has been choked over the years with changes that don't suit Geraldton. What is wrong with preserving history? It seems that between the local authority and the 3-5 year bureaucrats who want to make some statement in the town, we are losing something unique because they all want it to look like Bunbury or Albany. If that is what they want they should move there. Listen to the people who are born and bred in Geraldton.
 68. The level of service from local small businesses is often below standard. In my opinion this is why businesses are closing

down and the local economy is suffering. In many cases shop owners can't provide adequate information about the products they stock. Often they are reluctant to order in special items (eg CD's) and then the wait is up to two weeks. Similar items can be ordered on the phone or Internet and received within 2-3 days, at no extra cost.

69. Do not like the proposed eastern breakwater or the Town's idea of a southern transport corridor which the City is pushing for.
70. Need to lure clientele into spending and this means upgrading the malls and arcades to make them more attractive to shoppers.
71. Need to provide for Geraldton's ageing population by making parking access, cost and location more convenient;
72. Exploit the natural beauty of the town's coastline (eg mountain open vista to show sunset setting over the wharf and provide view of the Moresby Ranges).
73. Geraldton needs to become more tourist oriented as fishing and farming can no longer support the city. Geraldton has become dead, and shops are closing fast and people are leaving. Money is needed to bring Geraldton back to life.

Business Survey Responses

500 surveys were sent out and 46 responses were received.

Do you have any plans to extend your business?

12 (26%) of the 46 respondents indicated that they had plans to extend their business.

33 (72%) of the 46 respondents indicated that they had no intention of expanding their business.

Planned Expansion - m²

30m ²	2 businesses
45 m ²	1 business
80 m ²	1 business
100m ²	1 business
200 m ²	1 business

Planned expansion – Number of extra staff

1	2 businesses
2	6 businesses
3	1 business

New premises

Five businesses indicated they would expand on to new premises

Reasons cited for non-expansion

- ▶ have just extended premises by 150m²;
- ▶ have just completed an expansion in October 2000;
- ▶ site and current location suit requirements;
- ▶ insufficient demand for further expansion;
- ▶ Geraldton is well-catered for in this specific line of work;
- ▶ business is closing down;
- ▶ downturn in business;
- ▶ business has just recently opened;
- ▶ planning on moving to home business;
- ▶ rental situation is too restrictive;
- ▶ insecure lease;
- ▶ business is successful as it is;
- ▶ not economical.

No plans to change current use of property

37 (80%) businesses replied that they had no plans to change the current use of their property.

Plans to change current use of property

Three respondents advised that they would change the current use of their property with only one specifying that the property would change use from a jeweller's shop to a shopping precinct of three stores.

How do you get to work?

Car	38 (70%) respondents advised that they use their car to go to work
Walk	2 respondents advised that they walk to work
Cycle	3 respondents advised that they cycle to work

In travelling to and from work are there any roads you would avoid? If so which roads are they and why

- ▶ Bluff Point;
- ▶ Cathedral Avenue due to schools, roundabouts and traffic lights;
- ▶ Cathedral Avenue between Shenton and Maitland Avenue in the morning because of school traffic;
- ▶ Chapman Road in the morning as there are two schools and three sets of lights to pass;
- ▶ Chapman Road because it is uneven, bumpy and contains potholes;
- ▶ Durlacher Street/Chapman Road intersection because it is too narrow and there is too much traffic turning into McDonald's and the post office;
- ▶ Durlacher Street as traffic does not flow efficiently;
- ▶ Durlacher Street as the surface is too rough;
- ▶ Durlacher Street between Chapman Road and Waldeck Street as it is extremely congested during school drop-off and pick-up;
- ▶ Fitzgerald Avenue in the morning as it is very busy;
- ▶ With Foreshore Road now being only one-way and with no cycle tracks, westbound cyclists have to divert through the Marine Terrace mall;
- ▶ Maitland Street has a bad T-junction for turning right into Durlacher Street;
- ▶ Maitland Street is too busy;
- ▶ Marine Terrace is too busy;
- ▶ Marine Terrace mall during 12pm-1.30pm is too congested;
- ▶ Sanford Street because there are too many traffic lights; and
- ▶ Every road with a roundabout or traffic calming device.

Would like to see any of the following in the CBD?

a) One-stop shop

No	11	(24%)
Yes	22	(48%)

b) General information kiosk

No	1	
Yes	34	(74%)

c) Additional public toilets

No	2	
Yes	38	(83%)

What do you think people like most about the Geraldton CBD?

Parking

- ▶ improved parking facilities since the removal of parking meters
- ▶ free on street parking
- ▶ close parking.

Location

- ▶ cleanliness by the sea
- ▶ location near the beach
- ▶ CBD has a wonderful beachfront.

Convenience

- ▶ availability of all necessary services
- ▶ convenient shopping in one location
- ▶ diversity of shops and businesses
- ▶ ease of access.

Other

- ▶ pleasant casual atmosphere and lifestyle
- ▶ personal service provided by locally run businesses
- ▶ cinemas
- ▶ alfresco dining
- ▶ meeting places
- ▶ historic charm of buildings even though they are poorly maintained
- ▶ palm trees
- ▶ Marine Terrace mall.

What do you think people like least about the Geraldton CBD?

Design

- ▶ CBD and town do not face the foreshore
- ▶ lack of landscaping and urban design theme
- ▶ no beachfront access to enjoy shopping and the view
- ▶ foreshore is ugly and desecrated by rock walls and breakwaters.

Facilities

- ▶ inadequate number of public toilets
- ▶ lack of a general information kiosk
- ▶ no public sitting areas
- ▶ no day-care facilities for children
- ▶ lack of toilets
- ▶ car fumes near alfresco dining
- ▶ little shade cover.

Shopping

- ▶ no modern shopping
- ▶ spread out shopping (due to vacant shops)
- ▶ lack of variety in shopping
- ▶ lack of quality shops
- ▶ reduced or inconsistent shopping hours
- ▶ lack of one-stop shopping opportunities eg supermarkets are located at the outer extremities of the CBD
- ▶ too many vacant shops

- ▶ no major central shopping centre
- ▶ town separated from Northgate Plaza.

Traffic and parking

- ▶ congestion during peak periods
- ▶ no 'walk' signs at the CBD lights – children and older people harassed by motorists
- ▶ congestion due to one way traffic on Foreshore Drive
- ▶ chaotic traffic
- ▶ small roundabouts which are hard to negotiate in larger vehicles, especially towing vans
- ▶ cars in the mall
- ▶ paid parking and inadequate parking facilities
- ▶ gradual removal of traditional parking spots
- ▶ lack of good all weather parking as too many areas get flooded.

Social issues

- ▶ petty crime and nuisance behaviour from juveniles
- ▶ gang mentality of indigenous youth and resulting behaviours
- ▶ problems after dark (eg drinking, drugs) especially on Thursday nights
- ▶ anti-social behaviour
- ▶ crime and homelessness
- ▶ no jobs for youth
- ▶ no industry to encourage families to locate to Geraldton
- ▶ lack of security
- ▶ crime.

Other

- ▶ dirty, untidy appearance
- ▶ lack of cover from weather when moving between shops
- ▶ dirty footpaths
- ▶ push bikes being ridden on footpaths
- ▶ 2 Bob shows
- ▶ no decorative lights eg fairy lights on trees

- not enough tourist promotion of Geraldton
- railway line.

- beachfront shops, cafes, boardwalks
- parent information centre.

List improvements you consider need to occur

a) to the Geraldton CBD

Design

- Turn the town around to face the ocean.
- Upgrade premises on Marine Terrace and Chapman Road – in need of external painting above verandah height.
- Renovate shabby buildings.
- Link and develop the CBD towards the foreshore.
- Build an arcade through to the foreshore to open up the CBD to the beach and tourists.
- Redevelop the foreshore.
- Make a clearway opening the mall.
- Put a roof over the mall.
- Move malls joining the foreshore to Chapman Road.
- Extend the mall another block west.
- Extend the mall theme north-south of the existing mall.
- Remove the railway line.
- Provide more effective drainage systems as some areas get flooded.
- Return the post office to Marine Terrace.
- Prevent the CBD from sprawling into suburban areas (ie business location in old houses).

Facilities

- more public entertainment
- genuine incentives to locate within the CBD
- additional public toilets (9 respondents)
- central tourist bureau
- parks with seats and shade
- more seating
- free standing shower on foreshore for bathers/swimmers

Trading

- modernise shops
- stimulate upturn in business
- encourage extended and gazetted trading hours (stay open to 5pm if so stated)
- reinforce a more positive attitude from traders/staff
- need lower rental rates to promote new businesses and keep them there
- fill empty shops.

Traffic and Parking

- additional free parking (5 respondents)
- additional parking (11 respondents), especially for workers
- lower speed limit
- speed humps in the terrace mall
- close off mall to traffic (9 respondents)
- build a car park where the army reserve is presently located
- access from paths onto roads (crossovers for prams)
- walk signs at lights.

Safety

- improved lighting especially in the mall
- better security
- police one-stop shop
- more police patrols
- address crime
- control vagrancy and antisocial behaviour
- get rid of 2 Bob shows.

Other

- promote the CBD on the media eg like Esperance and Kalgoorlie
- decorative lighting on palm trees eg South Perth Street lit with fairy lights

- ▶ improve footpaths
- ▶ remove overhead poles and powerlines
- ▶ more bike racks
- ▶ encourage sustainable redevelopment of focus areas.

b) to the roads serving the CBD

- ▶ Armstrong Street needs to be one way.
- ▶ Beautify the Brand Highway entry to Geraldton with flora and fauna features.
- ▶ Relieve congestion on Cathedral Avenue, Fitzgerald Street and Durlacher Street at school times.
- ▶ Ban on-road parking from Snowdon Street to Cathedral Avenue along Chapman Road or create a trunk road via George and localise Chapman Road.
- ▶ Traffic should flow both ways along Cathedral Avenue and Foreshore Drive.
- ▶ Chapman Road is a problem from Durlacher Street to Forrest Street. (Although it's a single lane, cars still speed and overtake; put an island down the middle forcing cars to travel single file. A right turn arrow from Chapman Road into Durlacher Street and Durlacher Street into Chapman Road would be a bonus).
- ▶ Section of Chapman Road between Durlacher Street and Cathedral Avenue should be made one-way and parking put on either side of Chapman Street to alleviate parking shortage and reduce traffic. (At present the traffic rushes through in 4 lanes of drag racing).
- ▶ Provide a green arrow for turning right off Chapman into Durlacher Street.
- ▶ Add some coco palms to Chapman Road to improve appearance.
- ▶ Make Chapman Road one-way (opposite to Marine Terrace) from Cathedral Avenue to Durlacher Road.
- ▶ Provide more street parking on Chapman Road.
- ▶ Remove side street parking on Chapman Road.
- ▶ Chapman Road should have two lanes each way all through CBD.
- ▶ Slow down traffic on Chapman Road.
- ▶ CBD roads need to be dual carriageway.
- ▶ Durlacher Street between Chapman Road and Marine Terrace is very bumpy.
- ▶ Durlacher Street – the turn off to the Post Office and McDonalds is hazardous to traffic turning on the green light.
- ▶ Durlacher Street needs to be widened.
- ▶ Would like to see Foreshore Drive joined and come right through from Marina Terrace to Foreshore Drive at the west end.
- ▶ Marine Terrace traffic should run one-way south and Chapman Road be one-way north.
- ▶ Reverse Marine Terrace traffic flow.
- ▶ Sanford Street should be one-way or widened.
- ▶ Ensure streetscape allows for clear flow eg 2 lanes-1 lane-2 lanes is disruptive.
- ▶ Clear up congestion around the Post Office.
- ▶ Remove roundabouts and traffic islands.
- ▶ Improve traffic flow in and around the CBD.
- ▶ Improve entry statements prior to the roundabout on Brand Highway.
- ▶ Tidy approach roads as an entry statement to the town eg weed control.
- ▶ Provide caravan layby areas north and south of the CBD.
- ▶ Not enough signage to encourage caravans into the CBD.
- ▶ Install signposts to indicate location of service and shopping facilities.
- ▶ Install welcome signs.
- ▶ No parking on roads that change from two lanes to a single lane.
- ▶ Improve drainage systems.
- ▶ Reduce the number of traffic islands.
- ▶ Allow two-way roads instead of on-street carparking.
- ▶ Need more one-way roads.
- ▶ Introduce more traffic lights.
- ▶ CBD roads are in need of hotmix maintenance.
- ▶ Roads need more concrete curbing.
- ▶ Make sure the cycle strip is safe for bikes as most have potholes or ripples in them forcing the cyclist to ride out wide.
- ▶ Clean the roads.

c) to the carpark or parking availability in the CBD

- ▶ free parking and carpark (11 respondents)
- ▶ free angle parking with one-two hour limits
- ▶ additional parking (12 respondents)
- ▶ rooftop parking or a multi-storey carpark near Stirling centre and Woolworths
- ▶ additional parking in Lester Avenue adjoining Stirling centre
- ▶ get rid of the railway line and redevelop for parking
- ▶ turn Anzac Terrace carpark into a double storey
- ▶ existing carpark surfaces need attention to levels of ground
- ▶ build centrally located multi-level parking station
- ▶ locate high-rise parking on Marine Terrace/Durlacher Street/Foreshore Drive block where existing carpark is located
- ▶ use vacant land and building between Marine Terrace and Chapman Rd for parking eg old warehouse and surrounds facing Chapman Road next to Telstra
- ▶ parking availability signs
- ▶ direction signs to carparks
- ▶ direction signs to shopping/tourist facilities in carpark
- ▶ wider parking bays
- ▶ secure long-term parking for staff within distance of mall
- ▶ allow for caravan parking close to beach
- ▶ landscape parking areas for shade
- ▶ install surveillance cameras in parking areas as vandalism to vehicles discourages residents from going out at night
- ▶ address problems at the Penny Lane parking area where cars are trying to enter/exit right in the middle of a busy pedestrian crossing.

Comments important in planning the future of the Geraldton CBD

- ▶ The CBD has a wonderful beachfront which is wasted by backpackers accommodation and run down buildings.
- ▶ Cease to think of the CBD as a 'cash cow' to be milked when extra revenue is required for its improvement.
- ▶ The CBD is used as a thoroughfare; cars need to slow down and a village atmosphere created.
- ▶ Think of the CBD as a vital and essential element in the personality of Geraldton.
- ▶ Create facilities to encourage the local residents and visitors to relax, eat, drink and shop within the CBD.
- ▶ Geraldton must use its best feature – the ocean – and build a city to promote a 'holiday' atmosphere and attract tourists. The CBD should not be on the foreshore.
- ▶ The CBD should be the main focus – the first place people want to go.
- ▶ It is difficult for visitors entering the CBD via Cathedral Avenue to negotiate roundabouts and one-way traffic. In most cases, they miss the central CBD and are funnelled out of town along Chapman Road.
- ▶ Parking availability should improve with the proposed foreshore redevelopment.
- ▶ The CBD looks tired and business owners and landlords need to be encouraged to improve the appearance of their premises to enhance the area.
- ▶ Remove the railway.
- ▶ Provide decorative lighting to encourage evening visitors/diners.
- ▶ Increase advertisement of the bus clipper to reduce car use.
- ▶ Provide more regular bus services.
- ▶ New marina landscaped walkway through to Bluff Point.
- ▶ Home businesses (eg hairdressers, beauticians, mechanics, day-care centres) are only being charged \$100-\$120 for a licence as compared to CBD business-paying rates. Perhaps money should be raised from them for extra improvements and to make competition more level.

- ▶ Complete the foreshore development from the new marina to the wharf.
- ▶ Improve bicycle access to and within the CBD and provide bicycle racks.
- ▶ Place maps and directories of CBD in the mall, arcades and clipper stops.
- ▶ Promote the history and heritage buildings of the CBD.
- ▶ Reclamation of any land from the railway line is of critical importance to the area.
- ▶ Delete the eastern breakwater from the Foreshore Redevelopment Plan.
- ▶ An open space adjacent to beach areas.
- ▶ Encourage businesses not typical of a CBD to relocate to fringe areas.
- ▶ Operate landscaped links between the south and middle portion of CBD to the north portion.
- ▶ Give streets, footpaths and buildings a good clean.

Geraldton options – Submissions Summary

A total of 16 submissions were received from both organisations and individuals. Some individuals used the Invitation to Comment form from the Mid-West Times while others prepared their own personal submissions.

Comments on the centralised option

1. The central business traders have too much say on what happens in the main town area compared to the say the rest of the Community.
2. Oakajee should be pushed as a farming and crayfishing area to encourage more holiday makers.
3. The mall is messy, claustrophobic, and has too many cars.
4. The Centralised Option is preferred (4 submissions)
5. A Basic Business Centre is needed. (5 submissions)
6. A better public transport service is needed. (5 submissions)
7. The plan does not interact or make reference to the proposed and ongoing developments of the Foreshore and New Marina except in a very superficial way. (6 submissions)
8. The logic of a compact CBD (where it would be easy to shop on foot) that favours the use of cars while the decentralised CBD would have paths and bicycle routes (yet the facilities would be widely spread) is not understood. (6 submissions)
9. A city centre is more than shops and offices; take a look at Perth, Johannesburg and the city of London which are dead at night. Compare this to Fremantle with houses, shops, offices, markets and hotels. (6 submissions)
10. Your definition of the CBD is it seems most of Geraldton inside the North-West Coastal Highway. No mention is made on how to link developments (eg Northgate, new marina, West End). (6 submissions)
11. The two schemes put shops first, people second. The business community should have major input but it should be remembered that it's the public who are going to make it a success. Need a more innovative, inclusive and cohesive plan for the city. (6 submissions)
12. The issues need to be readdressed particularly to see how they fit into the larger scheme of things that are currently being planned in Geraldton. (6 submissions)
13. Staff from the Combined Universities Centre for Rural Health (CURCH) feel that the report and the presentation of the landuse options at the public workshop were biased in favour of the centralised option. The centralised option fails to promote an active and healthy lifestyle and does not embrace the goals outlined at the June 2000 Summit for a safe, active, fun and non-discriminatory Geraldton in terms of planning and provision of facilities for all age groups and types of residents. The centralised option favours a car culture and discourages walking and in turn, street safety, physical health and resident sociability. It does not appear to provide for the needs of youth and old people, does not reflect Aboriginal history, provides limited avenues to the foreshore and favours a highly centralised retail outlet area at the expense of small suburban businesses; all in contradiction of the goals promoted at the original consultations.
14. The Move Motivate Mid-West Committee echoes the comments made by CURCH that the report does not embrace the goals set out at the June 2000 Summit, especially that of encouraging an active and healthy lifestyle. The committee also believes that the consultation process is flawed by only producing two options for community consideration and requests that broader consultation be undertaken to include the average person on the street before any further recommendations are made. The committee believes that both options and especially the centralised option encourage car reliance which is not conducive to health, street safety and resident sociability. The idea to develop a busy CBD as a prime retail precinct and bring all or most shopping to one place will create unsustainable traffic patterns and cause parking and traffic considerations in the coming years to dominate and negatively impact on the recreational and

social functions of the downtown area and future foreshore development. A highly centralised CBD of retail outlets will also make the provision for businesses and shops in suburbs increasingly unviable.

15. The Cancer Foundation would like to see more emphasis given to the promotion of physical activity and while it does not endorse any one option over the other is concerned at the greater requirement for parking areas within the CBD to reduce 'the long walk trips between the car park and the ultimate destination'. The foundation supports the provision of more public open spaces, more than one wide avenue (other than the one proposed), pedestrian footpaths and bicycle paths. It calls for a well-planned high quality pathway network through Geraldton central which connects with outer suburbs.
16. LandCorp supports the centralised option as the preferred scenario but is concerned about the recommendation to limit opportunities for tourist and residential development in the CBD as this seems counterproductive to the idea of revitalising and making the CBD safer. Point Moore, although desirable, should not be the only area where tourist accommodation is encouraged.
17. LandCorp are interested to understand the quantum behind the requirement for more parking in the CBD under the centralised option and are particularly interested in the recommended location of such parking and any modifications to traffic movements in the CBD.
18. The Port Authority believes that the port-related issues have been satisfactorily analysed and proper conclusions reached. It describes the report as a 'very realistic document'.

Comments on the decentralised option

1. The CBD needs to offer excitement and interest to tourists. (2 submissions)
2. The Decentralised Option is preferred as the CBD would not be able to cope with the increased traffic despite the construction of a multi-storey car park. Also, a 40km speed zone would be hard to police. A major retail store in Anzac Terrace would spoil the aesthetics of the heritage listed houses and joining Jensen and Waldeck Streets is impractical as the sand dunes along there are too steep. The partial mall is a glorified one-way street and the city would be better served as a full mall. (15 submissions)
3. There is a need to centralise retail outlets as a function of Geraldton's small population but better town planning should discourage the problem of 'empty' outlying suburbs where there is a lack of facilities, retail outlets and small businesses. Smaller retail centres should be set up eg allowing development of a coffee strip at Point Moore to add to the café already there or siting a large discount department store close to a struggling small shopping centre as in Ocean Ridge or Waggrakine (16 submissions)
4. Competition between shopping precincts for promotions (Xmas) (5 submissions)
5. It does not address the planning objective of making the city centre a vibrant, physically active, visually pleasant environment for the people. (6 submissions)
6. CURCH supports a decentralised town plan with an active, lived-in central CBD and a number of smaller centres in walking distance for other members of the community who do not live in the CBD. They support the current decentralised option but with significant modifications.
7. The Move Motivate Mid-west Committee supports a decentralised town plan with an extensive, high quality and highly connected pathway network through the Geraldton central area and suburbs. It is important that a central area is complemented by other retail and business locations strategically dotted through the residential areas of Geraldton to encourage walking and to encourage residents to socialise and shop closer to their homes.
8. Friends of Point Moore support the decentralised option for the West End and Point Moore precincts (see specific comments under West End and Point Moore).

Comments on the precincts

Old CBD

- ▶ The possible removal or reduction of car parking in the mall is a concern. (1 submission)
- ▶ Create a proper car free mall (3 submissions)
- ▶ The centralised option is preferred with a department store and multi-storey car park. (2 submissions)
- ▶ A department store is needed in the decentralised option. (2 submissions)
- ▶ More public toilets are needed in centralised option. (2 submissions)
- ▶ Multi-storey parking is needed in the centralised option. (2 submissions)
- ▶ General roads are very good. (5 submissions)

New CBD

- ▶ The possible removal or reduction of car parking in the mall is a concern. (1 submission)
- ▶ The possible removal of the Tyre Repair Depot opposite the courthouse is a concern. (1 submission)
- ▶ The decentralised option is preferred. There are too many vacant offices in the CBD without building more. Inner city living should be encouraged so people will shop downtown. (2 submissions)
- ▶ There are too many vacant offices in the CBD. It is not necessary to build more (2 submissions)
- ▶ Inner city living should be encouraged so people will shop downtown. (2 submissions)

Civic

- ▶ Reconstruct the old post office. (1 submission)
- ▶ Remove the eyesore at the Telstra Complex. (1 submission)
- ▶ Providing student accommodation is a good idea. (2 submissions)

West End

- ▶ Improvements are needed at Pages Beach. (1 submission)
- ▶ There is too much emphasis on commercial. This area was historically residential with some civic and commercial uses close to the CBD.
- ▶ Make sure that the southern transport corridor has a large buffer zone. (4 submissions)
- ▶ Friends of Point Moore believe that the character cottages should be retained for residential use with limited office conversions and that medium density, aged or infill residential development should be encouraged on suitable sites.

Point Moore

- ▶ Point Moore is a good tourist accommodation area. (2 submissions)
- ▶ Support the unique character and tourist accommodation. (4 submissions)
- ▶ Residents need security ie guaranteed lease extension for 21 years or option purchase of land as freehold. This area is a good buffer for southern transport corridor. (4 submissions)
- ▶ Friends of Point Moore believe that this precinct should be allowed to retain its unique character and that further tourist accommodation should be limited. In this regard the following comments were revealed in a door-to-door survey carried out by the group on precinct residents for the purposes of input to this submission.
 1. Residents believe that the potential for limited tourist accommodation facilities such as holiday cottages or hostel type accommodation exists but are wary of wholesale tourist development and feel they should have a strong say in this regard.
 2. Developers should not be allowed to develop several lots as one large complex as this will detract from the individual small leaseholding character that currently exists.
 3. Large expensive accommodation developments are seen as a threat to the existing relatively modest beach houses which could become unglamorous in such a scenario.

4. Although Point Moore homeowners lease the land their homes are built on, the Friends of Point Moore survey showed that residents intend to stay there for the long term. The 2001 ABS Census shows that over 200 of the residents have been living full-time at the same Point Moore address for over five years and many have been there for over 20 years;
5. Residents believe that Point Moore should remain primarily residential.
6. Many senior couples and individuals have moved to Point Moore and 30% of the population is over 65 years of age.

Geraldton Heights

- ▶ More trees are needed. (1 submission)
- ▶ Less walls that look like Berlin! (1 submission)
- ▶ The centralised option is preferred. (2 submissions)

Beachfront

- ▶ Shade trees are needed in the Sail Inn Beach car park. (1 submission)
- ▶ The centralised option is preferred. (2 submissions)

Highway Commercial

- ▶ There should be no further northward expansion. (1 submission)
- ▶ Develop the Old Flour Mill Site. (1 submission)
- ▶ North-West Coastal Highway is a good additional location for businesses that are not suitable for the CBD (due to unavailability of large open spaces in the CBD). (2 submissions)

Port Geraldton

- ▶ The marine rock wall too high and causing erosion on the beach to the north of it. (1 submission)
- ▶ Get the trains out on the breakwater. (1 submission)

Comments on landuses and transport

Residential development

- ▶ Need secure, affordable one bedroom apartments closer to CBD. (2 submissions)

Commercial

- ▶ There are too many vacant offices in Geraldton. No more are needed. (2 submissions)

Tourist Accommodation

- ▶ No more hotels/motels are required. (2 submissions)

Roads

- ▶ Painted lane markings need to be improved in the town area. (1 submission)
- ▶ The mall should be completely and not partially closed. (2 submissions)
- ▶ Build a multi-storey car park at the ex Brady & Copley's site. (2 submissions)
- ▶ Provide right-turn arrows at Cathedral lights. (2 submissions)

Cycleways

- ▶ Cycleways need to be extended to Drummonds Cove. (1 submission)
- ▶ Cycleways are required on North-West Coastal Highway. (2 submission)

Footpaths

- ▶ Some of the slab pathways need to be repaired. (2 submissions)

Public Transport

- ▶ Public transport is good but underused. (2 submissions)

Other Comments

- ▶ Sunset Beach and the Chapman River mouth need attention. This natural area needs to be enhanced and 4WD access denied. It is a fish breeding area so swimming pool water should not be dumped here. (1 submission)
- ▶ The CBD needs more quality shops for people to shop there. It is currently unable to compete with Northgate and Stirlings. (2 submissions)

Summary of Geraldton regional centre strategy plan Vision Summit 24 June 2002

Community needs

- ▶ more hostels and living units
- ▶ public transport
- ▶ wheelchair accessibility
- ▶ diving platform
- ▶ areas which are friendly to different sectors of the community
- ▶ not to be told where they should be
- ▶ skate-friendly furniture
- ▶ youth cafes
- ▶ young family play areas and changing areas
- ▶ Aboriginal Cultural Centre designed and run by the Aboriginal community.

Resident needs

- ▶ community safety
- ▶ police presence
- ▶ safe streets
- ▶ wide range of facilities (eg child care, community centres)
- ▶ attractive residential areas (eg street plantings)
- ▶ traffic reduction
- ▶ variety of housing choice
- ▶ public transport to CBD and community facilities (eg to Wonthella).

Commerce Needs

- ▶ self-sufficient economy
- ▶ adequate infrastructure to support industrial base
- ▶ port-based
- ▶ one town planning scheme for the region
- ▶ accommodation for visitors
- ▶ marine studies and research facilities

- ▶ support services located near residential growth on the fringe
- ▶ improved services for all visitors (eg accommodation, facilities)
- ▶ development of the foreshore is important to the CBD and tourism
- ▶ marketing and provision of education (eg international students)
- ▶ conference centre
- ▶ service for mining (fly-in/fly-out industry)
- ▶ information technology (exploit these opportunities)
- ▶ promotion of medical training facilities.

Tourism needs

- ▶ botanical gardens
- ▶ cultural area
- ▶ public transport
- ▶ 24/7 city
- ▶ Safe for families
- ▶ condense the city
- ▶ residents aware and proud of the city
- ▶ river to river dual-use path
- ▶ shaded parking areas
- ▶ central parking areas
- ▶ residents to become tourists
- ▶ better signage/information provision
- ▶ internet information
- ▶ indication of which roads caravans can use (eg yellow roads for caravans)
- ▶ heritage trails indicated (eg brown roads)
- ▶ activities based on water and wind
- ▶ enable tourists to 'experience' the town
- ▶ maritime-based
- ▶ cater for cruise ships and day cruises
- ▶ local produce being profiled
- ▶ clean town
- ▶ tourism port.

Safety needs

- ▶ correct the perception of lack of safety
- ▶ reduce and control traffic around schools
- ▶ youth liaison patrol
- ▶ improve patrols of park areas
- ▶ create more employment opportunities
- ▶ accommodate the aged
- ▶ provide pedestrian crossings
- ▶ close the mall
- ▶ improve Chapman Road for pedestrians/cyclists
- ▶ attend to the issue of shoplifting
- ▶ provide positive solutions
- ▶ increase appeal of the CBD
- ▶ provide unique transport modes (eg rickshaw)
- ▶ provide shade.

Fun Needs

- ▶ youth drop-in centre
- ▶ yearly youth festival
- ▶ consideration of the multicultural community in events and service provision
- ▶ diverse tourist provision eg Outback adventures, art exhibitions, wildflower festival, arthouse events, ecotourism, Aboriginal culture
- ▶ youth events in school newsletters
- ▶ youth magazine
- ▶ horseriding
- ▶ boardwalk
- ▶ wider paths
- ▶ dog beach
- ▶ disabled access
- ▶ information provision of events.

General Summary

Education

- ▶ Is a business and promotes commerce.
- ▶ Geraldton should specialise in mining, farming, marine industries.
- ▶ Geraldton should encourage international fee paying students (The CBD could provide accommodation for students).

Primary industry

- ▶ Develop the new port to lead to more commerce.

Light industry

- ▶ Don't spread it along the main city access roads – This will destroy whatever image Geraldton chooses to promote.

Professions/Services

- ▶ Find out what these industries want in order to locate to Geraldton.

Port facility

- ▶ Whatever development takes place, keep the management and administration facilities in the CBD.

Facilities

- ▶ There needs to be a growth in the diversity of accommodation offered ie backpackers to 5-star.
- ▶ The CBD needs a conference/exhibition centre.

IT Industries

- ▶ Find out what these industries want in order to locate to Geraldton.

Health Care

- ▶ More promotion and development (retiring population) is needed.
- ▶ Provide health services for retirees including visitors.

'Jewel' of the Mid-West Region

- ▶ Geraldton should provide job opportunities for existing and future residents.
- ▶ Geraldton should have facilities which make it attractive to people as a retirement location.
- ▶ Geraldton should be a place that is attractive and affordable.
- ▶ Geraldton is the gateways to the north west.
- ▶ Geraldton should have interesting shopping and commercial opportunities.

Politics

- ▶ The City of Geraldton needs an integrated Council.

Other Comments

- ▶ Indigenous people need to be engaged in the community.
- ▶ The area has a diverse mix of activities which should be encouraged and supported (mining, fishing, farming, aquatic sports).
- ▶ The region should encourage imaginative initiatives.
- ▶ Geraldton is unique.
- ▶ It is important to increase opportunities for people to obtain university qualifications in Geraldton.
- ▶ Retain the character and image of the regional centre – protect old buildings.

Table A4-1: Trip matrix content

Scenario	Unit	Base case	A. Centralised option	B. Decentralised option
Time frame	Year	1999	2030	2030
Households	No	8 933	13 927	14 103
Employment	No	10 071	15 038	15 021
Students	No	9 873	14 992	14 924
Retail	m ²	92 880	232 118	199 498
Work trips	vph	2 777	4 167	4 166
Education trips	vph	1 445	2 211	2 210
Retail trips	vph	3 512	7 104	6 350
Other trips	vph	1 752	2 210	2 227
Total	vph	9 486	15 692	14 953
Adjusted total	vph	9 242	15 515	15 226

Note: vph = vehicles per hour.

Table A4-2: Origin – Destination matrix centralised option A

Origin	Destination								Total
	1	2	3	4	5	6	7	8	
1	271	357	379	165	257	748	267	199	2 643
2	332	153	204	169	152	327	189	170	1 696
3	326	172	109	227	146	378	115	108	1 581
4	195	267	520	339	407	649	509	572	3 458
5	172	102	152	146	24	160	98	85	939
6	684	331	405	424	203	224	246	252	2 769
7	219	209	130	314	149	239	48	51	1 359
8	151	132	102	270	104	216	37	58	1 070
Total	2 350	1 723	2 001	2 054	1 442	2 941	1 509	1 495	15 515

Table A4-3: Origin – Destination matrix decentralised option B

Origin	Destination								Total
	1	2	3	4	5	6	7	8	
1	119	343	425	188	218	592	244	191	2 320
2	295	165	278	181	155	318	192	180	1 764
3	331	253	224	227	188	463	141	110	1 938
4	221	249	503	319	366	611	447	511	3 227
5	138	113	186	134	24	160	99	83	937
6	519	325	494	399	200	237	238	239	2 651
7	188	189	143	299	149	251	61	40	1 320
8	141	136	129	240	107	220	38	58	1 069
Total	1 953	1 773	2 382	1 987	1 407	2 852	1 460	1 412	15 226

Table A4-4: District level trip ends (peak hour)

District	1999 From	1999 To	2030 A From	2030 A To	2030 B From	2030 B To	1999 Total	2030 A Total	2030 B Total
1	1 328	1 140	2 643	2 350	2 320	1 953	2 468	4 993	4 272
2	785	810	1 696	1 723	1 764	1 773	1 595	3 419	3 537
3	795	993	1 581	2 001	1 938	2 382	1 788	3 582	4 321
4	2 892	1 763	3 458	2 054	3 227	1 987	4 655	5 512	5 214
5	760	1 203	939	1 442	937	1 407	1 963	2 381	2 344
6	1 330	1 538	2 769	2 941	2 651	2 852	2 868	5 710	5 503
7	1 016	1 115	1 359	1 509	1 320	1 460	2 131	2 868	2 780
8	336	680	1 070	1 495	1 069	1 412	1 016	2 565	2 481
Total	9 242	9 242	15 515	15 515	15 226	15 226	18 484	31 030	30 452

Table A4-5: District level trip ends differences

District	A-1999 From	A-1999 To	B-1999 From	B-1999 To	B-A From	B-A To	A-1999 Total	B-1999 Total	B-A Total
1	1 315	1 210	992	813	-323	-397	2 525	1 804	-720
2	911	913	979	963	68	50	1 824	1 942	118
3	786	1 008	1 143	1 389	357	381	1 794	2 533	738
4	566	291	335	224	-231	-67	857	559	-298
5	179	239	177	204	-2	-35	418	381	-37
6	1 439	1 403	1 321	1 314	-118	-89	2 842	2 635	-207
7	343	394	304	345	-39	-49	737	649	-88
8	734	815	733	732	-1	-83	1 549	1 465	-84
Total	6 273	6 273	5 984	5 984	-289	-289	12 546	11 968	-578

Level of service (LOS) descriptions

- LOS A – free flow conditions;
- LOS B – stable traffic conditions with reduced comfort and convenience levels from A;
- LOS C – stable traffic conditions although restrictions to some driver speeds and a marked reduction in driver comfort and convenience;
- LOS D – close to the limit of stable flow, with some operational problems due;
- LOS E – traffic volumes close to capacity, unstable flow; and
- LOS F – forced flow with queues and delays.

Table A4-6: District level trip ends as percentage

District	1999 From	1999 To	2030 A From	2030 A To	2030 B From	2030 B To
1	14%	12%	17%	15%	15%	13%
2	8%	9%	11%	11%	12%	12%
3	9%	11%	10%	13%	13%	16%
4	31%	19%	22%	13%	21%	13%
5	8%	13%	6%	9%	6%	9%
6	14%	17%	18%	19%	17%	19%
7	11%	12%	9%	10%	9%	10%
8	4%	7%	7%	10%	7%	9%
Total	100%	100%	100%	100%	100%	100%

Table A4-7: Difference in Trip End Percentages

District	A-1999 From	A-1999 To	B-1999 From	B-1999 To	B-A From	B-A To
1	2.7%	2.8%	0.9%	0.5%	-1.8%	-2.3%
2	2.4%	2.3%	3.1%	2.9%	0.7%	0.5%
3	1.6%	2.2%	4.1%	4.9%	2.5%	2.7%
4	-9.0%	-5.8%	-10.1%	-6.0%	-1.1%	-0.2%
5	-2.2%	-3.7%	-2.1%	-3.8%	0.1%	-0.1%
6	3.5%	2.3%	3.0%	2.1%	-0.4%	-0.2%
7	-2.2%	-2.3%	-2.3%	-2.5%	-0.1%	-0.1%
8	3.3%	2.3%	3.4%	1.9%	0.1%	-0.4%
Total	0%	0%	0%	0%	0%	0%

Arterial classifications

Arterial class	I	II	III
Range of free flow speeds km/h	70 to 55	55 to 50	55 to 40
Typical free flow speed km/h	65	55	40
Level of service	Average travel speed km/h		
A	≥55	≥50	≥40
B	≥45	≥40	≥30
C	≥35	≥30	≥20
D	≥25	≥20	≥15
E	≥20	≥15	≥10
F	<20	<15	<10

(taken from 'Guide to Traffic Engineering Practice, Part 2 – Roadway Capacity', AUSTRROADS, 1988)

Table A4-8: Select link analysis

Select link	Location	Class	Base Year (1999)				2030 Centralised option				2030 Decentralised option			
			Flow	Speed		LOS	Flow	Speed		LOS	Flow	Speed		LOS
				n or e	s or w			n or e	s or w			n or e	s or w	
NWCH	North of Ord St	I	708	66	70	A	1598	48	56	A/B	1570	48	56	A/B
NWCH	South of Utakarra Rd	I	1379	85	90	A	2848	64	77	A	2746	65	78	A
Cathedral Avenue	North of the Rotary	I	1051	70	69	A	1861	70	59	A	1802	70	59	A
Johnston Street	Eastern Rd/NWCH	II	917	45	45	B	1772	24	24	D	1591	28	30	C/D
NWCH	Gale Rd/Place Rd	I	1101	70	70	A	2542	57	59	A	2478	59	60	A
Carson Street	Cathedral Av/Maitland St	II	176	50	50	A	250	50	50	A	239	50	50	A
Brede Street	Kelly St/Waldeck St	II	113	50	50	A	161	50	50	A	63	50	50	A
Phelps Street	George Rd/Wittenoom St	I	607	60	60	A	1792	57	56	A	1855	56	56	A
Mark Street	George Rd/Pope St	I	333	60	60	A	578	58	60	A	574	58	60	A
Chapman Road	Mark St/Dean St	I	1160	49	55	A	981	41	48	B/C	966	42	47	B/C
Fitzgerald Street	Lester Ave/Sanford St	II	184	50	50	A	274	50	50	A	256	50	50	A
Cathedral Avenue	Sanford St/Maitland St	I	918	53	60	B	1389	59	60	A	1295	60	60	A
Durlacher Street	George Rd/Maitland St	I	972	63	66	A	1300	53	62	A/B	1250	54	64	A/B
George Road	Snowdon St/Eastern Rd	II	492	39	40	B	915	32	37	C	842	33	38	C
Bayly Street	George Rd/Quarry St	II	353	40	40	B	863	38	38	C	814	39	39	C
Chapman Road	View St/Phelps St	I	2244	49	56	B	3309	38	47	B/C	3347	38	46	B/C
Marine Terrace	Fitzgerald St/Cathedral Avenue	III	388	50	50	A	169	40	40	A	174	40	40	A
Cathedral Avenue	Chapman Rd/Marine Tce	I	552	70	70	A	660	40	38	C	636	40	40	C
Durlacher Street	Chapman Rd/Anzac Tce	I	423	70	70	A	627	70	70	A	557	70	70	A
Forrest Street	Chapman Rd/Anzac Tce	III	184	60	60	A	615	60	60	A	486	60	60	A
Marine Terrace	North of Forrest St	III	-	-	-		744	40	40	A	729	40	40	A

Note S or W = Southbound/Westbound, direction of travel.
N or E = Northbound/Eastbound, direction of travel.

Table A5-1: Trip matrix content

Scenario	Unit	Base case	Regional centre strategy (option C)	No port option (option D)
Time frame	Year	1999	2030	2030
Households	Number	8 933	19 445	21 095
Employment	Number	10 071	17 356	15 711
Students	Number	9873	15 892	15 892
Retail	m ²	92 880	255 235	265 823
Work trips	vph	2 777	3 866	3 522
Education trips	vph	1 445	2 054	2 107
Retail trips	vph	3 512	7 017	7 451
Other trips	vph	1 752	3 190	3 337
Total trips	vph	9 486	16 127	16 417
Adjusted total trips	vph	9 242	17 706	18 096

Note: vph = vehicles per hour.

External zones adjusted to reflect effective trips based on calibration results.

Table A5-2: Origin – Destination matrix centralised option C

Origin	Destination								Total
	1	2	3	4	5	6	7	8	
1	229	357	377	226	535	851	342	199	3 116
2	306	114	200	145	244	306	151	255	1 721
3	322	156	116	211	265	377	111	103	1 661
4	197	268	473	357	742	666	521	458	3 682
5	294	162	231	225	59	404	143	262	1 780
6	772	276	366	369	435	254	221	428	3 121
7	305	156	125	358	277	263	69	124	1 677
8	132	58	64	85	257	318	16	18	948
Total	2 557	1 547	1 952	1 976	2 814	3 439	1 574	1 847	17 706

Table A5-3: Origin – Destination matrix decentralised option D

Origin	Destination								Total
	1	2	3	4	5	6	7	8	
1	220	321	374	340	540	742	326	275	3 138
2	290	98	183	241	234	281	155	270	1 752
3	315	141	103	295	253	335	104	153	1 699
4	251	311	498	469	700	758	504	506	3 997
5	292	160	215	277	57	382	136	253	1 772
6	724	257	333	512	423	240	218	418	3 125
7	297	143	115	411	285	243	62	138	1 694
8	91	61	54	137	250	311	7	8	919
Total	2 480	1 492	1 875	2 682	2 742	3 292	1 512	2 021	18 096

Table A5-4: District level trip ends (peak hour)

District	1999 From	1999 To	2030 C From	2030 C To	2030 D From	2030 D To	1999 Total	2030 C Total	2030 D Total
1	1 328	1 140	3 116	2 557	3 138	2 480	2 468	5 673	5 618
2	785	810	1 721	1 547	1 752	1 492	1 595	3 268	3 244
3	795	993	1 661	1 952	1 699	1 875	1 788	3 613	3 574
4	2 892	1 763	3 682	1 976	3 997	2 682	4 655	5 658	6 679
5	760	1 203	1 780	2 814	1 772	2 742	1 963	4 594	4 514
6	1 330	1 538	3 121	3 439	3 125	3 292	2 868	6 560	6 417
7	1 016	1 115	1 677	1 574	1 694	1 512	2 131	3 251	3 206
8	336	680	948	1 847	919	2 021	1 016	2 795	2 940
Total	9 242	9 242	17 706	17 706	18 096	18 096	18 484	35 412	36 192

Table A5-5: District level trip ends differences

District	C-1999 From	C-1999 To	D-1999 From	D-1999 To	C-1999 Total	D-1999 Total
1	1 788	1 417	1 810	1 340	3 205	3 150
2	936	737	967	682	1 673	1 649
3	866	959	904	882	1 825	1 786
4	790	213	1 105	919	1 003	2 024
5	1 020	1 611	1 012	1 539	2 631	2 551
6	1 791	1 901	1 795	1 754	3 692	3 549
7	661	459	678	397	1 120	1 075
8	612	1 167	583	1 341	1 779	1 924
Total	8 464	8 464	8 854	8 854	16 928	17 708

Table A5-6: District level trip ends as percentage

District	1999 From	1999 To	2030 C From	2030 C To	2030 D From	2030 D To
1	14%	12%	18%	14%	17%	14%
2	8%	9%	10%	9%	10%	8%
3	9%	11%	9%	11%	9%	10%
4	31%	19%	21%	11%	22%	15%
5	8%	13%	10%	16%	10%	15%
6	14%	17%	18%	19%	17%	18%
7	11%	12%	9%	9%	9%	8%
8	4%	7%	5%	10%	5%	11%
Total	100%	100%	100%	100%	100%	100%

Table A5-7: Select link analysis

Select link	Location	Class	Base year (1999)				2030 Network			2030 Land use A				2030 Land use C			
			Base Year matrix				Base Year matrix			2030 Land use A				2030 Land use C			
			Flow (vph)	Speed (kmh) N or E	S or W	LOS	Flow (vph)	% change (vph)	Flow (vph)	Speed (kmh) N or E	S or W	LOS	Flow (vph)	Speed (kmh) N or E	S or W	LOS	
NWCH	North of Ord St	I	708	66	70	A	1148	62%	1598	48	56	A/B	1381	50	63	A/B	
NWCH	South of Utakarra Rd	I	1379	85	90	A	2018	46%	2848	64	77	A	3109	57	76	B	
Cathedral Avenue	North of the Rotary	I	1051	70	69	A	1592	51%	1861	70	59	A	2584	69	48	B	
Johnston Street	Eastern Rd/NWCH	II	917	45	45	B	737	-20%	1772	24	24	D	1839	19	26	D	
NWCH	Gale Rd/Place Rd	I	1101	70	70	A	1641	49%	2542	57	59	A	2361	59	60	A	
Carson Street	Cathedral Av/Maitland St	II	176	50	50	A	165	-6%	250	50	50	A	234	50	50	A	
Brede Street	Kelly St/Waldeck St	II	113	50	50	A	46	-59%	161	50	50	A	240	50	50	A	
Phelps Street	George Rd/Wittenoom St	I	607	60	60	A	961	58%	1792	57	56	A	2095	52	56	A/B	
Mark Street	George Rd/Pope St	I	333	60	60	A	379	14%	578	58	60	A	658	55	60	A	
Chapman Road	Mark St/Dean St	I	1160	49	55	A	532	-54%	981	41	48	B/C	889	39	47	B/C	
Fitzgerald Street	Lester Ave/Sanford St	II	184	50	50	A	130	-29%	274	50	50	A	195	50	50	A	
Cathedral Avenue	Sanford St/Maitland St	I	918	53	60	B	925	1%	1389	59	60	A	1551	59	59	A	
Durlacher Street	George Rd/Maitland St	I	972	63	66	A	804	-17%	1300	53	62	A/B	1476	52	57	A/B	
George Road	Snowdon St/Eastern Rd	II	492	39	40	B	510	4%	915	32	37	C	916	33	36	C	
Bayly Street	George Rd/Quarry St	II	353	40	40	B	209	-41%	863	38	38	C	829	40	35	C	
Chapman Road	View St/Phelps St	I	2244	49	56	B	1843	-18%	3309	38	47	B/C	3649	31	48	B/C	
Marine Terrace	Fitzgerald St/Cathedral Ave	III	388	50	50	A	206	-47%	169	40	40	A	331	40	40	A	
Cathedral Avenue	Chapman Rd/Marine Tce	I	552	70	70	A	398	-28%	660	40	38	C	335	40	40	A	
Durlacher Street	Chapman Rd/Anzac Tce	I	423	70	70	A	427	1%	627	70	70	A	723	70	70	A	
Forrest Street	Chapman Rd/Anzac Tce	III	184	60	60	A	277	51%	615	60	60	A	635	60	60	A	
Marine Terrace	North of Forrest St	III	-	-	-		136	-	744	40	40	A	738	39	40	A	

Note S or W = Southbound/Westbound, direction of travel.
N or E = Northbound/Eastbound, direction of travel.

Level of service (LOS) descriptions

- LOS A – free flow conditions;
- LOS B – stable traffic conditions with reduced comfort and convenience levels from A;
- LOS C – stable traffic conditions although restrictions to some driver speeds and a marked reduction in driver comfort and convenience;
- LOS D – close to the limit of stable flow, with some operational problems due;
- LOS E – traffic volumes close to capacity, unstable flow; and
- LOS F – forced flow with queues and delays.

Arterial classifications

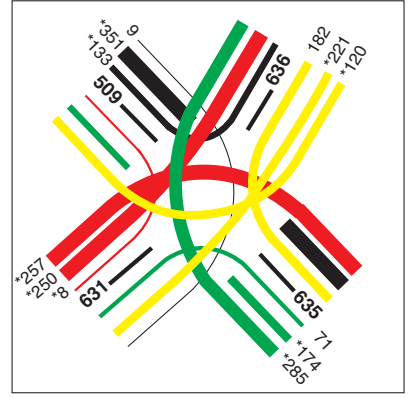
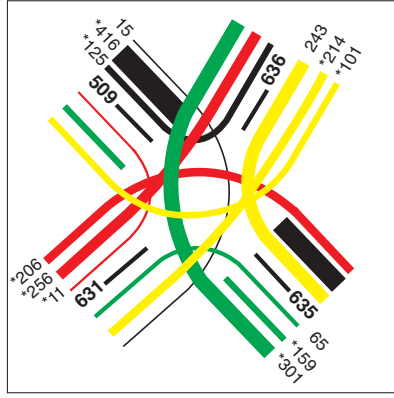
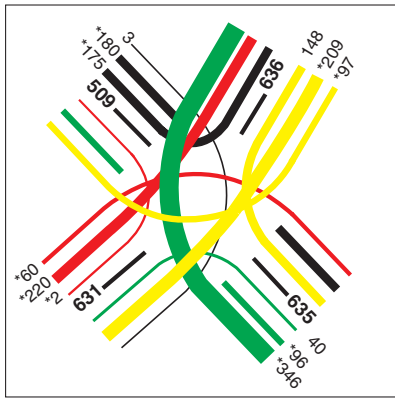
Arterial class	I	II	III
Range of free flow speeds km/h	70 to 55	55 to 50	55 to 40
Typical free flow speed km/h	65	55	40
Level of service	Average travel speed km/h		
A	≥55	≥50	≥40
B	≥45	≥40	≥30
C	≥35	≥30	≥20
D	≥25	≥20	≥15
E	≥20	≥15	≥10
F	<20	<15	<10

(taken from 'Guide to Traffic Engineering Practice, Part 2 – Roadway Capacity', AUSTRROADS, 1988)

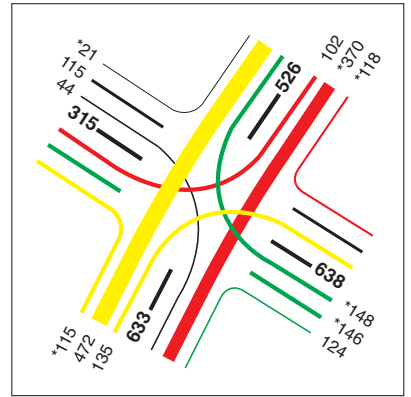
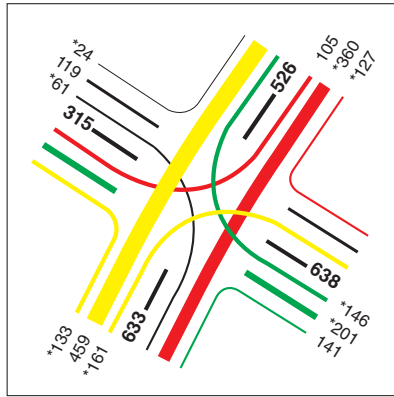
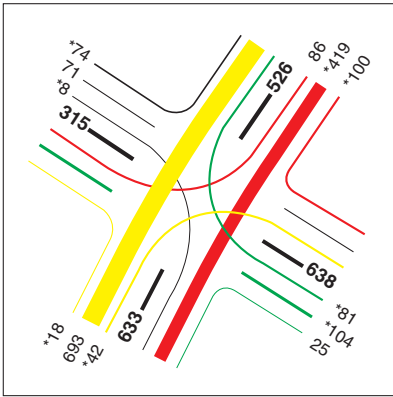
1999 Base year

2030 Centralised option

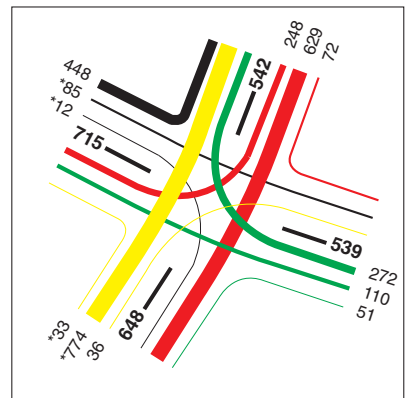
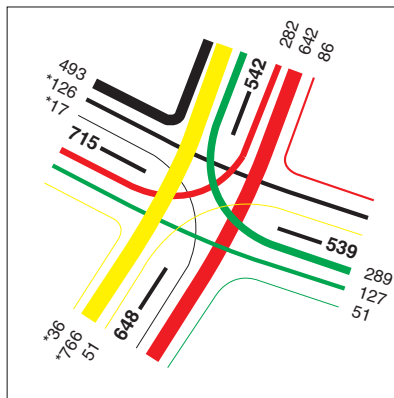
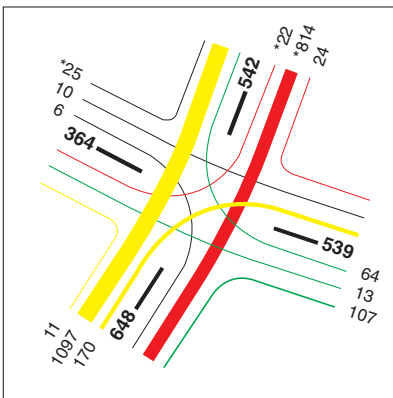
2030 Decentralised option



Cathedral Avenue/Chapman Road

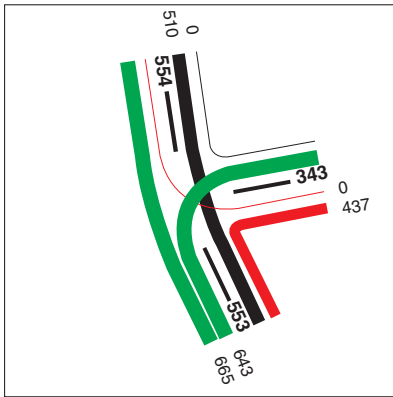


Chapman Road/Durlacher Street

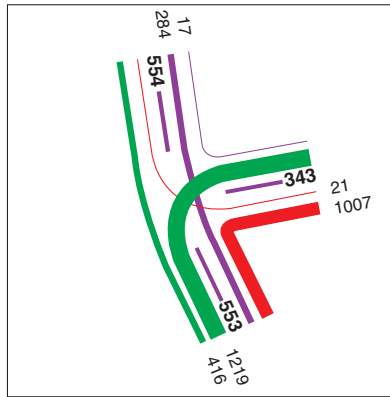


Chapman Road/Bayly Street

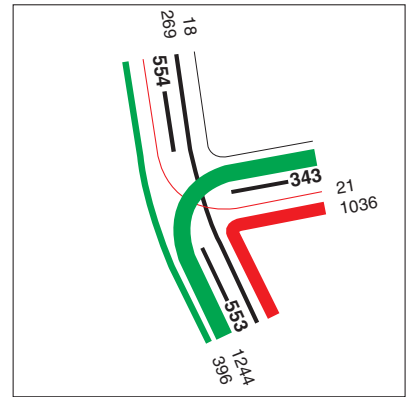
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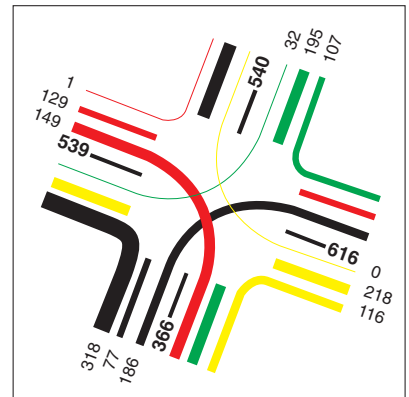
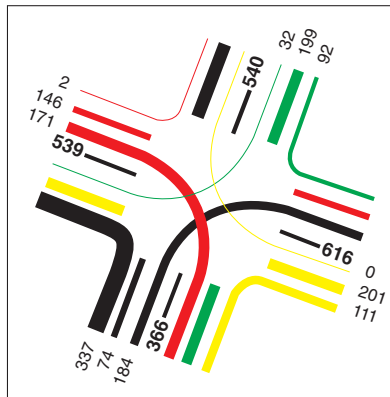
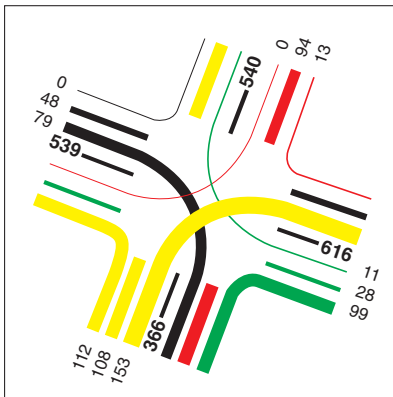
2030 Centralised option



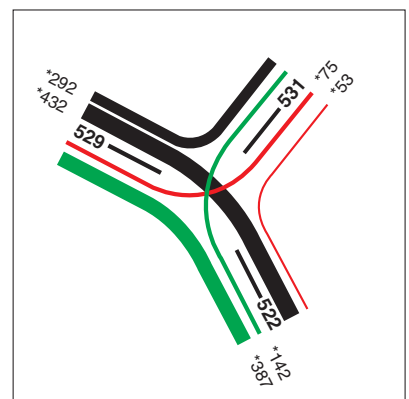
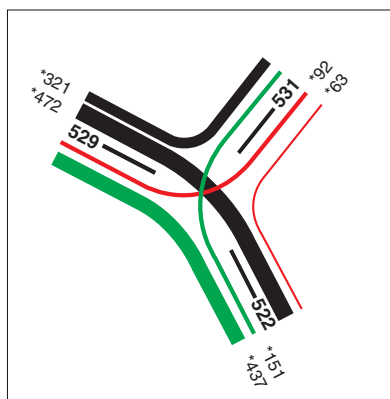
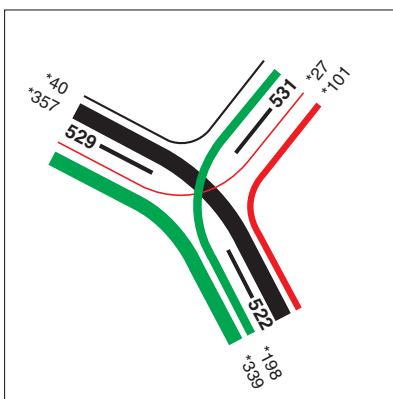
2030 Decentralised option



Chapman Road/Phelps Street



Bayly Street/George Street

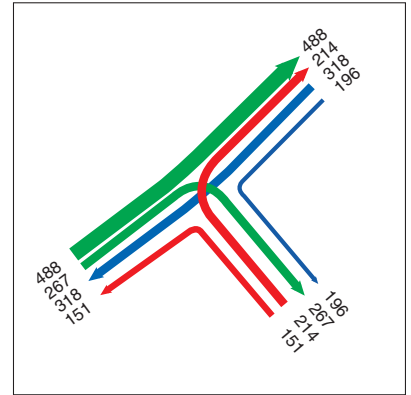
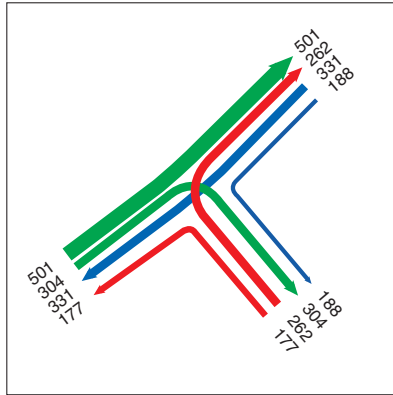
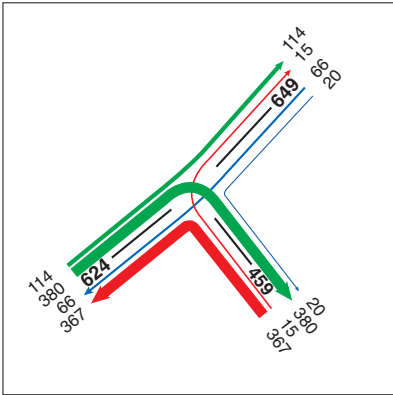


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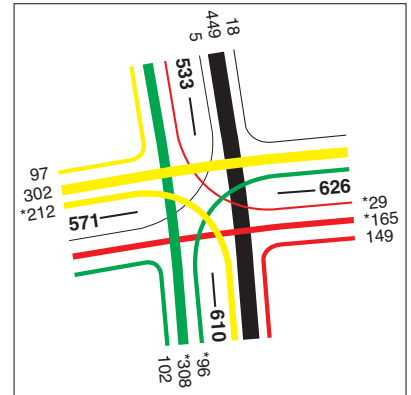
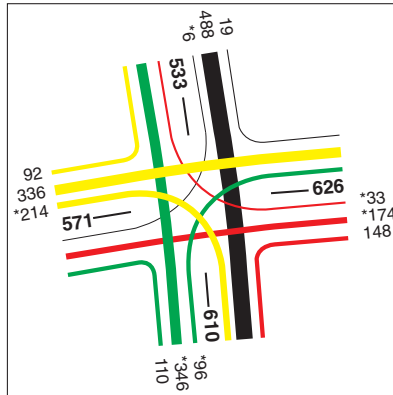
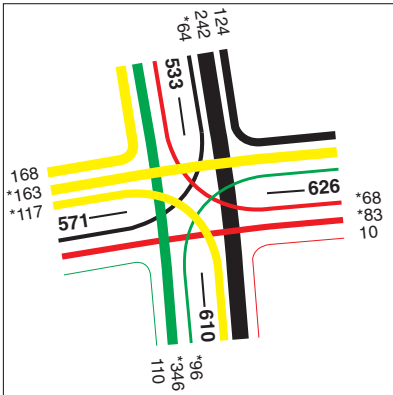
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2030 Centralised option

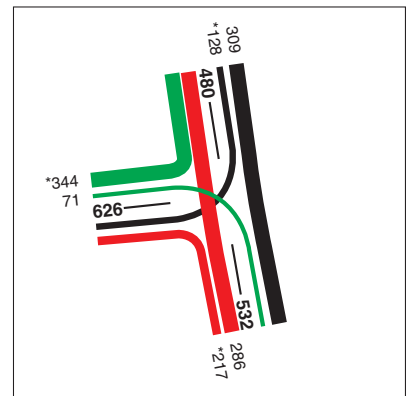
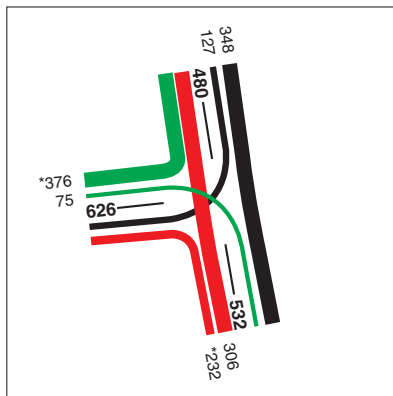
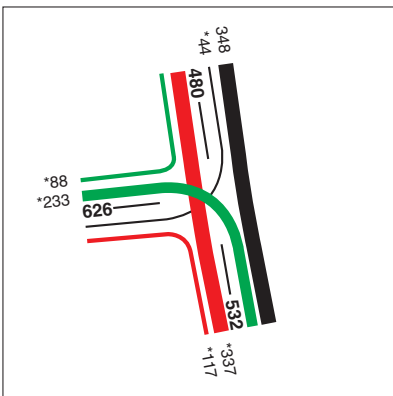
2030 Decentralised option



Johnson Street/Waldeck Street

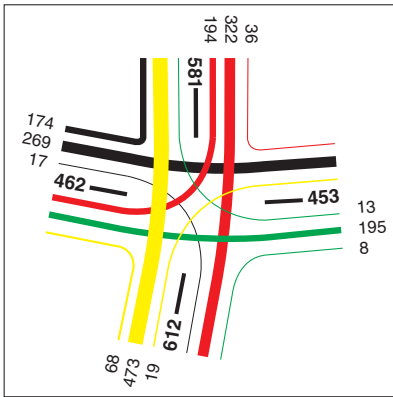


Cathedral Avenue/Shenton Street

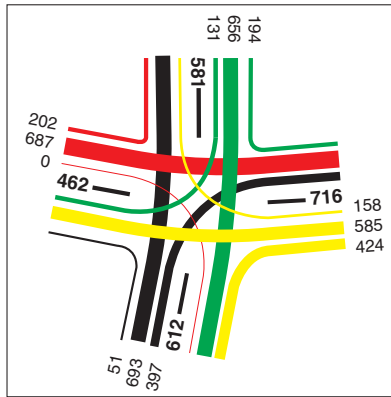


Durlacher Street/Shenton Street

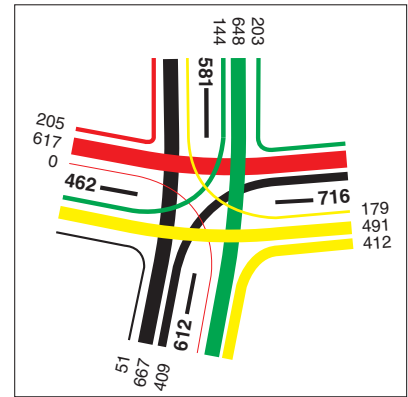
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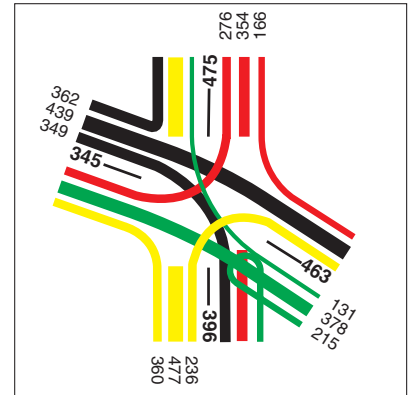
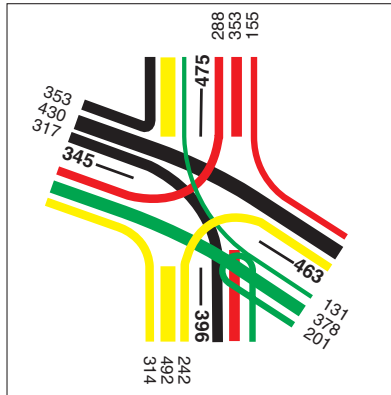
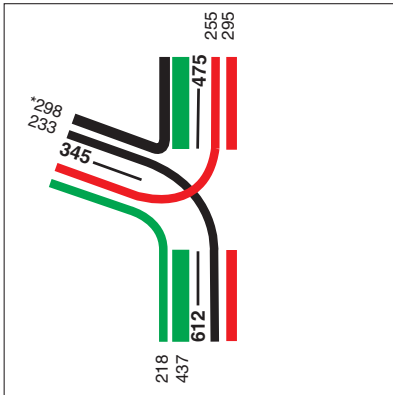
2030 Centralised option



2030 Decentralised option

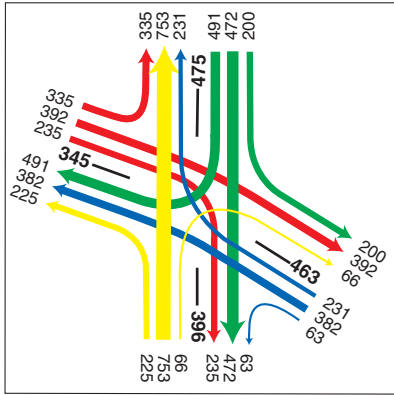


North West Coastal Highway/Johnston Street



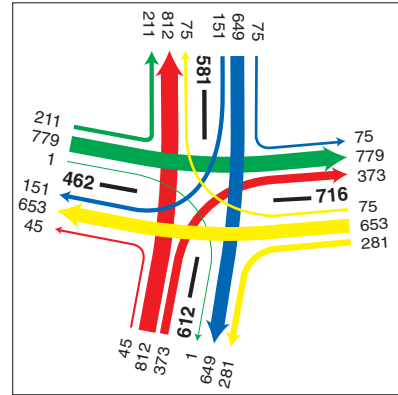
North West Coastal Highway/Phelps Street

2030: Regional centre strategy

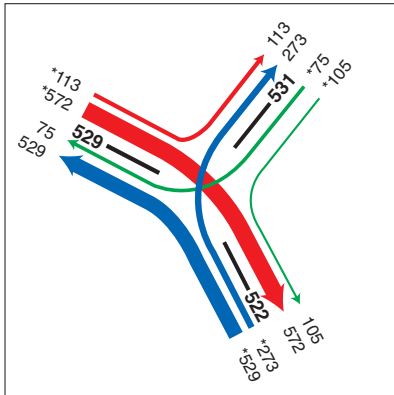


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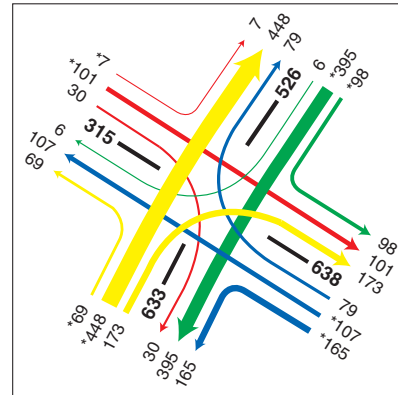
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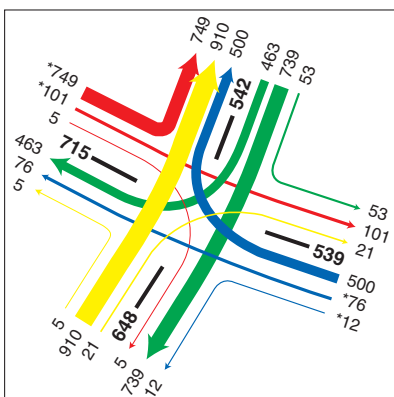
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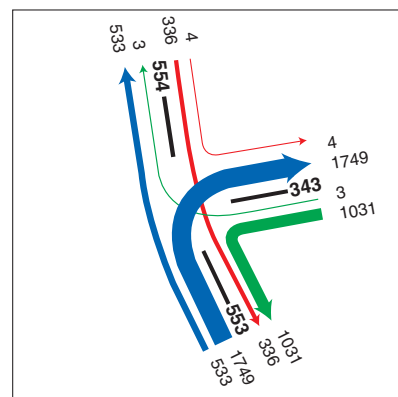
Durlacher Street/George Street



Chapman Road/Durlacher Street

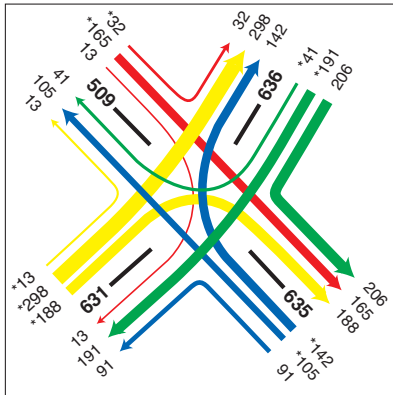


Chapman Road/Bayly Street



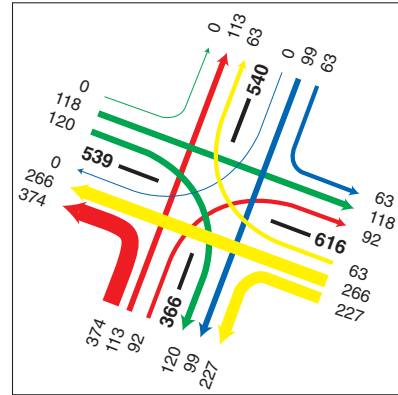
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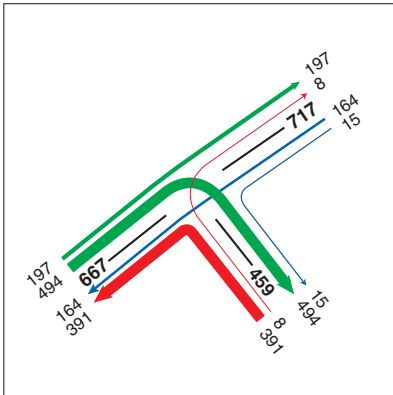


Cathedral Avenue/Chapman Road

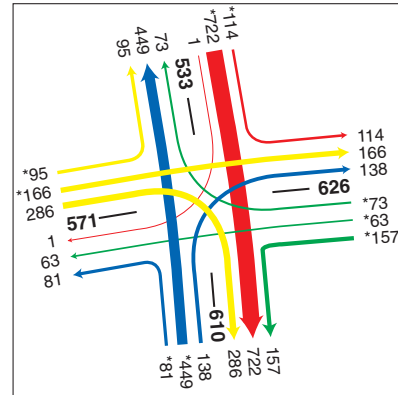
2030: Regional centre strategy



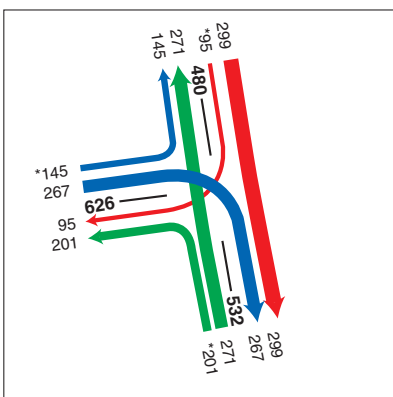
Bayly Street/George Street



Johnson Street/Waldeck Street



Cathedral Avenue/Shenton Street



Durlacher Street/Shenton Street

Centralised option	Decentralised option
<p>I. Economic and planning factors</p> <p>I.1 Impact on CBD businesses</p> <p>Concentration of business within CBD – increased drawing power/market appeal</p> <p>More dynamic CBD due to concentration of retail and therefore more visitors/consumers</p> <p>Increased traffic – manageable with positive and negative impacts</p> <p>Increase in future parking requirements which can be provided</p> <p>Better defined retail/service commercial precinct – marketing advantages</p> <p>More economically viable due to concentration of consumers and services</p> <p>Increased rent due to demand for retail floorspace</p> <p>Discount department store within CBD consumer drawback</p>	<p>Opportunity for more diverse land uses within CBD</p> <p>Possible reduction in number of consumers to CBD due to NWCH retail area</p> <p>Less traffic than centralised option</p> <p>Decrease in future parking requirements</p> <p>Ambiguity on retail/service commercial precinct</p> <p>Possible reduction in viability of businesses located in CBD</p> <p>Possible reduction in rent due to retail opportunities on NWCH</p> <p>Discount department store outside CBD will draw consumers away from CBD</p>
<p>I.2 Impetus for regional development</p> <p>Focused expenditure on infrastructure and promotion</p> <p>Greater opportunity for robust business sector</p> <p>Easily identifiable regional centre through centralised CBD area – encourages growth within CBD and surrounds</p> <p>Strong CBD will support more investment in Geraldton and the Mid-West Region</p>	<p>Competition between centres for promotional and infrastructure expenditure</p> <p>Risk of less robust overall business sector in regional centre</p> <p>Less defined regional centre – surrounding growth may not be as strong or dynamic</p> <p>Weaker CBD may not support significant investment to Geraldton and the Mid-West region</p>
<p>I.3 Cost</p> <p>Higher land acquisition costs in CBD</p> <p>Minimal upgrade of traffic infrastructure required – low cost</p> <p>Existing/past infrastructure investment in CBD</p>	<p>Lower land acquisition costs on NWCH</p> <p>Minimal upgrade of traffic infrastructure required – low cost</p> <p>Significant proportion of new investment required</p>
<p>I.4 Additional infrastructure requirements</p> <p>Minor alterations to the control of some intersections. Infrastructure requirements will be common in both scenarios.</p> <p>Major infrastructure exists</p>	<p>Minor alterations to the control of some intersections. Infrastructure requirements will be common in both scenarios.</p> <p>Extension/upgrading of infrastructure likely</p>

Centralised option	Decentralised option
<p>I. Economic and planning factors (cont.)</p>	
<p>I.5 Impact on tourism</p> <p>Dynamic nature of the CBD and foreshore redevelopment will ensure its attraction as a tourist destination</p> <p>Increased number of facilities within CBD will provide the opportunity for Geraldton to be used as a stop over point for tourism in the region</p> <p>Less convenient for passing tourist trade</p> <p>Greater economic viability improves attractiveness</p>	<p>Provides additional scope for tourist/lifestyle activities in CBD plus foreshore redevelopment</p> <p>Increased number of tourist accommodation facilities within CBD will provide the opportunity for Geraldton to be used as a stopover point for tourism in the region – more accommodation provided in the decentralised option than the centralised option</p> <p>More convenient for passing tourist trade</p> <p>Possibility of reduced economic viability due to two centres thereby possibly reducing attractiveness of CBD (less investment)</p>
<p>I.6 Optimisation of land use</p> <p>Efficient and maximisation of land use within the CBD due to concentration of development within CBD</p>	<p>Risk of under use of valuable CBD land due to competition between centres</p>
<p>I.7 Transport modelling output</p> <p>No new links required</p> <p>Total vehicle time: 1374 hrs</p> <p>Average speed: 55.7 kph</p> <p>Good levels of service achieved on most existing links</p>	<p>No new links required</p> <p>Total vehicle time: 1323 hrs</p> <p>Average speed: 56.2 kph</p> <p>Good levels of service achieved on most existing links</p>
<p>I.8 Travel times</p> <p>Some increases in travel times expected due to increase in volume of traffic over time</p> <p>Average trip time: 5.3 mins</p>	<p>Some increases in travel times expected due to increase in volume of traffic over time</p> <p>Average trip time: 5.2 mins</p>
<p>I.9 Timeframe for implementation</p> <p>Status quo with minor modifications</p> <p>Lower timeframe required for minor infrastructure improvements</p>	<p>Requires new works and will take time to establish</p> <p>Longer timeframe required for major infrastructure improvements</p>

Centralised option	Decentralised option
<p>2. Social factors</p> <p>2.1 Resident acceptability</p> <p>More centralised concentration of retail facilities is a positive</p> <p>The maximisation of vacant retail/service commercial space is seen as an advantage</p> <p>The dynamic nature of services within CBD an advantage</p> <p>One-stop shopping that would exist would be preferred</p>	<p>The decentralised retail facilities will not be as acceptable due to opinion that services are already too spaced out</p> <p>Decentralisation would mean that vacant retail/service commercial space in the CBD will not be maximised</p> <p>Decentralisation could lead to less variety of services within the CBD</p> <p>More travel time expected between retail facilities which may be considered negatively by residents</p>
<p>2.2 Business acceptability</p> <p>Convenient shopping in one location</p> <p>Defined CBD that controls retail facilities is a benefit</p> <p>Defined CBD will ensure that vacant premises become occupied</p> <p>Prevents the perception that CBD is sprawling into the suburbs</p>	<p>Decentralisation will lead to less convenient shopping for consumers</p> <p>Less defined retail shopping areas will be detrimental to business</p> <p>Decentralised centre will not fully maximise vacant premises in CBD</p> <p>Will create the perception that the CBD is not defined and is sprawling into the suburbs</p>
<p>2.3 Impact on heritage or cultural sites</p> <p>May lead to more pressure to develop heritage and/or cultural sites due to high land values and requirements within CBD</p>	<p>Likely to be less pressure on developing heritage and/or cultural sites due to availability of land on NWCH</p>
<p>2.4 Road safety</p> <p>Moderate improvements to safety anticipated through the introduction of the 40 kph zone in the CBD</p> <p>Increased traffic volumes over time will generally reduce traffic safety without appropriate treatment</p>	<p>Moderate improvements to safety anticipated through the introduction of the 40 kph zone in the CBD</p> <p>Increased traffic volumes over time will generally reduce traffic safety without appropriate treatment</p>
<p>2.5 Property impact</p> <p>Road system can be generally accommodated within existing road reserve</p>	<p>Road system can be generally accommodated within existing road reserve</p>
<p>2.6 Community severance</p> <p>There will be no significant community severance</p>	<p>There will be no significant community severance</p>

Centralised option	Decentralised option
<p>3. Environmental impact</p> <p>3.1 Impact on natural environment</p> <p>There will be no major impact on the natural environment</p>	<p>There will be no major impact on the natural environment</p>
<p>3.2 Traffic impact</p> <p>Will concentrate traffic externalities in the CBD</p> <p>Network-wide pollutants likely to be similar for both options</p>	<p>Externalities spread more throughout the network due to more dispersed land use</p> <p>Network-wide pollutants likely to be similar for both options</p>
<p>3.3 Pedestrian impact</p> <p>Concentrated land use more attractive and accessible to pedestrians</p>	<p>Dispersed land use less accessible via non-motorised forms of travel</p>

The following define the criteria used in the evaluation matrix which were used to assess the two options developed for assessment.

Economic and planning factors

Impact on CBD businesses

This is defined as the impact any option would have on existing CBD business. This is in terms of both land use implications (critical mass of businesses, complementary mix of land uses, aesthetics, functionality and attractiveness) and transport network impacts.

Impetus for regional development

This criterion assesses each option in terms of the impetus the option will provide for regional development, considering such factors as the potential to facilitate improved access to and use of the Geraldton CBD and the opportunities improved access and future land uses will have as an economic stimulator for the region. Support for local industries such as tourism and strengthened viability of the regional centre to support regional growth as a service centre will also be assessed.

Cost

The cost criterion is based on likely magnitude of cost associated with implementing each option, including changes to the transport network, provision of public facilities (eg carparks, upgrading infrastructure) and the need for private investment.

Additional infrastructure requirements

This criterion considers the additional road network, including major public utilities, required as a result of any particular option including bridges and new intersections.

Impact on tourism

This criterion considers the potential impact an option would have on tourists visiting the Regional Centre, in terms of the character of, and accessibility to and within the CBD.

Optimisation of land use

This criterion considers the current configuration of and development within the Geraldton regional

centre and assesses each option on the basis of optimising use of undeveloped sites and existing uses and character.

Transport modelling output

Each option has been assessed on the basis of the transport modelling results in terms of the extent of modifications to the transport network that are required and the efficiency of the transport system.

Travel times

This criterion considers the time implications for residents of the region in terms of accessing the regional centre by analysing likely travel times on each network option.

Timeframe for implementation

Given that a key requirement of this study is that the findings must be capable of ready implementation, this criterion considers the ease of and likely timing required for implementation of the key transport network changes.

Social factors

Resident acceptability

This criterion is defined as the likely acceptability of the option to residents of the region based on feedback obtained during resident surveys.

Business acceptability

This criterion is defined as the likely acceptability of the option based on feedback obtained during CBD business surveys.

Impact on heritage or cultural sites

This criterion considers the impact each option will have on identified sites of heritage or cultural value, including streetscapes.

Road safety

This criterion is defined as the degree to which road safety is anticipated to improve as a result of a specific option.

Property impact

This criterion determines the extent of impact on private property likely to result as a consequence of the implementation of transport network changes.

Community severance

This criterion determines the potential for severance between related land uses/communities as a result of certain land use proposals, or more particularly, road network changes.

Environmental impact

Impact on natural environment

This criterion assesses the likely impact on the natural environment associated with construction of an upgraded transport network.

Traffic impact

This criterion determines the likely impact associated with changes to the road network, considering factors such as noise, vibration and emissions.

Pedestrian impact

This criterion determines the likely impact on pedestrian accessibility and safety to and within the regional centre.

Impact on CBD businesses

Score	Definition
5	High level of positive impact
4	Medium level of positive impact
3	Low level of positive impact
2	Medium level of negative impact
1	High level of negative impact

Impetus for regional development

Score	Definition
5	Provides strong impetus for regional development
4	Provides reasonable impetus for regional development
3	Provides little impetus for regional development
2	Does not encourage regional development
1	Encourages regional decline

Cost

Score	Definition
3	Low level of cost
2	Medium level of cost
1	High level of cost

Additional infrastructure requirements

Score	Definition
3	Minimal additional infrastructure required
2	Moderate additional infrastructure required
1	Significant additional infrastructure required

Impact on tourism

Score	Definition
3	Significant positive impact on tourism
2	Some positive impact on tourism
1	Little positive impact on tourism

Transport modelling output

Score	Definition
5	Integrated road network supports proposed land uses very well and adds to the attractiveness of the option as proposed
4	Major road links clearly defined and in support of long-term growth of the city
3	Good fit between road layout and land use
2	Some constraints to achieving desired road layout
1	Poor correlation between road network and land use

Travel times

Score	Definition
5	High reduction in travel times expected
4	Moderate reduction in travel times expected
3	Low reduction in travel times expected
2	Moderate increase in travel times expected
1	High increase in travel times expected

Timeframe for implementation

Score	Definition
3	Low timeframe for implementation
2	Moderate timeframe for implementation
1	Extended timeframe for implementation

Resident acceptability

Score	Definition
3	Likely to have high resident acceptability
2	Likely to have moderate resident acceptability
1	Likely to have low resident acceptability

Business acceptability

Score	Definition
3	Likely to have high acceptability to CBD businesses
2	Likely to have moderate acceptability to CBD businesses
1	Likely to have low acceptability to CBD businesses

Impact on heritage or cultural sites

Score	Definition
3	Low level of impact
2	Medium level of impact
1	High level of impact

Road safety

Score	Definition
3	Increased improvements to safety anticipated
2	Moderate improvements to safety anticipated
1	Limited improvements to safety anticipated

Property impact

Score	Definition
3	Low level of impact
2	Medium level of impact
1	High level of impact

Optimisation of land use

Score	Definition
3	Contributes positively to optimise land uses
2	Has a moderate optimisation of land uses
1	Does little to optimise land use

Community severance

Score	Definition
3	Low level of impact
2	Medium level of impact
1	High level of impact

Impact on natural environment

Score	Definition
3	Low level of impact
2	Medium level of impact
1	High level of impact

Traffic impact

Score	Definition
3	Low level of impact
2	Medium level of impact
1	High level of impact

Table 15: Evaluation matrix

Criteria	Weighting	Centralised option	Decentralised option	Preferred option		Concordance analysis	
		Raw	Raw	Centralised option	Decentralised option	Centralised option	Decentralised option
Economic and planning factors							
Impact on CBD business	66.9	5	2	1	-	66.9	-
Impetus for regional development	75.6	5	4	1	-	75.6	-
Cost	45.6	2	2	1	1	22.8	22.8
Additional infrastructure requirements	47.5	3	2	1	-	47.5	-
Impact on tourism	74.4	3	2	1	-	74.4	-
Optimisation of land use	72.5	3	2	1	-	72.5	-
Transport modelling output	41.9	3	3	1	1	20.9	20.9
Travel times	35.0	2	2	1	1	17.5	17.5
Timeframe for implementation	36.9	3	1	1	-	36.9	-
Sub total	496.2	29	20	9	3	435.0	61.2
Social factors							
Resident acceptability	66.9	3	2	1	-	66.9	-
Business acceptability	58.1	3	1	1	-	58.1	-
Impact on heritage or cultural sites	55.0	2	3	-	1		55.0
Road safety	50.0	2	2	1	1	25.0	25.0
Property impact	45.0	3	3	1	1	22.5	22.5
Community severance	60.0	3	3	1	1	30.0	30.0
Sub total	335.0	16	14	5	4	202.5	132.5
Environmental impact							
Impact on natural environment	56.9	3	3	1	1	28.4	28.4
Traffic impact	51.9	2	2	1	1	25.9	25.9
Pedestrian impact	60.0	3	2	1	-	60.0	-
Sub total	168.8	8	7	3	2	114.4	54.4
Total	1000.0	53	41	17	9	751.9	248.1

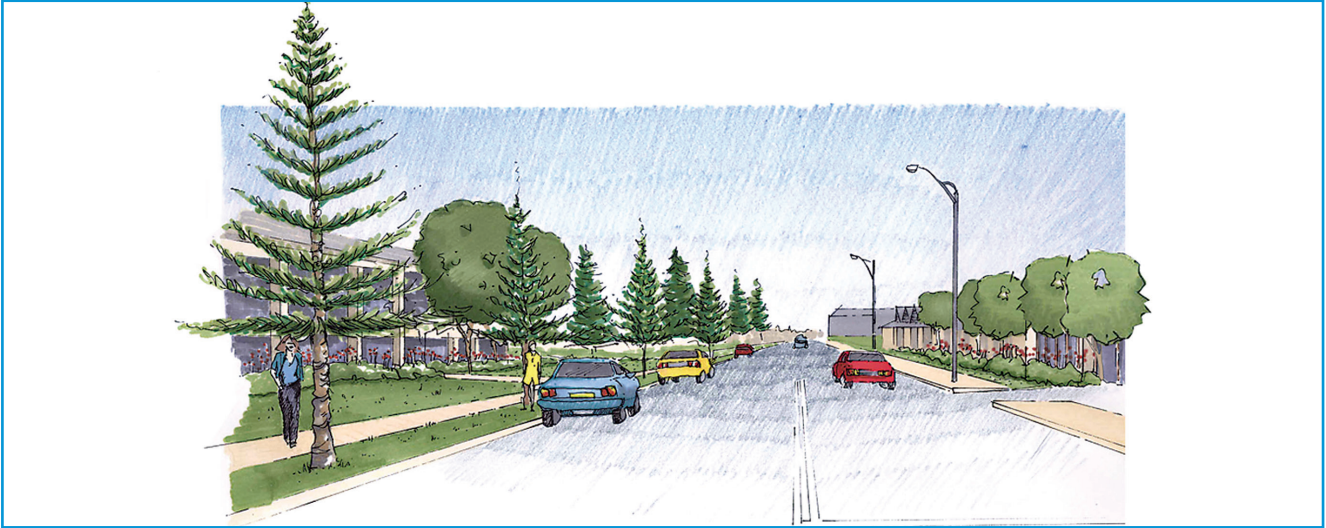


Illustration 1: View of Forrest Street - 'Green Spine'



Illustration 2: View of Piazza



Illustration 3: View of Durlacher Street adjacent to Post Office



Illustration 4: View of mixed use development on Chapman Road



Illustration 5: View of Northgate Shopping Centre

Plans 1-20