

HAMES
SHARLES

Batavia Coast Marina Stage 2 Background Report - VERSION B

July 2011



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Executive Summary

Planning Controls and Policies

There are several important planning actions that are required to achieve the desired development outcomes at BCM2. Significant statutory planning issues include the need to initiate road reserve acquisitions to the north of the site to improve development potential, the removal of potentially incompatible uses or reserves from the Scheme and addressing the limitations on building heights in the State policy. Broader considerations such as the provision of a "Marina to Monument" walk trail and devising Travel Plans for larger developments in BCM2 will also contribute to success.

In a policy and governance sense LandCorp needs to work closely with the City, community and private developers to resolve issues through creation of the new Development Guide Plan for Batavia Coast Marina. In doing so, the outdated policies, past studies and conditions that led to certain BCM1 outcomes can be overcome. Creating better linkages between the existing dispersed elements of the CBD, broadening the range of services, facilities and housing options available and capitalising on the cultural and heritage assets the Marina already boasts are core objectives BCM2 planning and development will strive for.

Demographic and Economic Drivers

Over the next 20 years there is significant demand for the growth of Geraldton both in economic terms and through increase in population. Even conservative estimates show that Geraldton's population will increase by 72% by 2031 and accompanying this growth will be a significant shift in the population profile. There will be a greater number of retirees and the majority of people moving into the town will come from spin off industries related to export services. The profile of these people will include the traditional single blue collar workers associated with the resources boom. However, there may be a greater number of families who move with their partners to take advantage of the more 'normalised' lifestyle that Geraldton offers and affordable housing options. The large infrastructure projects such as the Oakajee Port and Rail, the deepening of the Geraldton Port and the possible Square Kilometre Array project will facilitate the expansion of surrounding industries and position Geraldton well to expand its role as the service hub of the Mid West.

Community Enhancement

When planning, urban design and construction are complete in BCM2 and the occupants of the new spaces begin to arrive, the foundations to create a sense of vitality and connectedness in the community will already have been laid. This is because a network of current stakeholders will have been formed to jointly progress the activation of BCM2 and a plan for community engagement will be well underway. Further detail is required in subsequent stages of the project via qualitative research to create a vision for the precinct

that meets community expectations and stimulates latent demand. The attraction of new focal points and creation of public spaces that complement private development together with linking to existing CBD elements and hubs within the Marina are keys to an embraced and enjoyed space by residents and visitors.

Market Depth

There is a major disconnect between the demographic profile of Geraldton and the housing stock which has been developed. The aging population is continuing to live in the family home and the majority of new homes are of that same typology. The single, couples and empty nester markets are required to acquire a 4 bedroom home. Offering a range of smaller dwellings which appeal to this market at BCM2 would be advantageous. However, to date the apartment market has been saturated with \$1 million dollar apartments with sunset views. So there is an opportunity to provide more affordable high density living units which would need to be in the order of \$400,000.

The influx of people over the next 20 years will generally be accommodated in traditional housing forms however the FIFO and young professionals will require more innovative housing solutions. There is an underlying demand for good quality short stay accommodation, this opportunity could be realised in BCM2. Similarly, there is an absence of retirement living options in Geraldton which could also be addressed in this project.

Over time there appears to be a significant demand for additional retail particularly at the higher end of the spectrum. However, developments such as the Humfrey's Development of Lot 601 Marine Terrace (former PTA site) may absorb a proportion of this demand. Introducing new retail into BCM2 may also adversely impact on the vibrancy of the existing city centre or conversely stimulate it to redevelop itself to realise its full potential.

The evolution of Geraldton from large country town to the vibrant city centre of the Mid West may also see the introduction of a more diverse entertainment culture. This may include cafe's, bars and restaurants which provide an edgy urban dimension to BCM2

There is significant vacant office space within the existing city centre however much of this is substandard and due for redevelopment. With many of these vacant retail tenancies, the owners of these properties are either reluctant or do not have the capacity to redevelop. The newer and more premium office space around the marina appears to be almost fully let and the market rate for this is around the \$350/sqm. There may be demand for offices in the range of \$300/sqm within BCM2 however to justify this and to underpin the business case a anchor tenant (such as a business associated with the big infrastructure projects) may need to be found.

Physical Conditions

The location of the site is ideal to develop a project which links the city centre to the marina and Northgate Shopping Centre. The proximity to the beach and with some sunset views

set the scene for a place which is attractive for people to engage with if effectively delivered with appropriately scaled buildings. The linkages north-south and between the Museum and the Bill Sewell Centre are important to activating the area. The works to 'calm' Chapman road will present an opportunity to better interface with that edge and present an edge which defines the entrance to the city centre from the north. The opportunity to build on the heritage elements of marina and railway provide a good starting point for the landscape and architectural palettes. The station will need prominence in the design to enhance its stature as an iconic building and there is the opportunity to provide a market square or piazza adjacent to the station. Creating good pedestrian and cycle routes through and around BCM2 will be pivotal to its success.

Infrastructure

A major consideration from an environment and infrastructure perspective is that delivery timing and development outcomes will be impacted by the remediation works required over the site. Sewer and stormwater systems are unlikely to be a constraint as they currently have spare capacity and NBN fibreoptics should be available. The stormwater network may need to be relocated into future road reserves and cognisance of the east west easement for sewer main and stormwater in the design process will assist in minimising future infrastructure costs and time delays. However, determining the feasibility and adequacy of networks for WA Gas, Western Power and Telstra can only be confirmed following formal applications.

1.0 Introduction

Geraldton is undergoing rapid growth within a relatively short space of time and the resultant demands need to be managed in a sustainable and holistic way.

Hames Sharley (architecture and town planning), Pracsys (economic analysts) Creating Communities (community consultation) and AECOM (landscape and engineering) have been appointed by LandCorp to provide consultancy services to facilitate the development of Geraldton's Batavia Coast Marina Stage 2 (BCM2) mixed use precinct. It is a unique and important regional project with a strong emphasis on design response, context analysis, sustainable development, economic activation, collaboration and implementation.

To inform this report extensive analysis of previous reports, documents, strategies, mapping and policies applicable to the project and surrounds has been carried out. In addition we have undertaken site visits and liaison with relevant stakeholders to identify any gaps in the information that should be addressed by this study.

This background report represents a comprehensive summary of the analysis undertaken to date by Hames Sharley, Pracsys, Creating Communities and AECOM. It provides a platform for the important work that lies ahead in terms of visioning, preparation of the Development Guide Plan and Design Guidelines, strategic and statutory documents and implementation strategies.

The report builds upon the work undertaken for the Marina in Stage 1 and examines the context of the study area in terms of economic, social and planning parameters and outlines the stakeholders that have been interviewed. Through the interviews many recurring themes and issues have been raised, some of which require further investigation via detailed community focus group discussions at the next stage.

The converging and diverging themes from stakeholders helped inform the team of the challenges, opportunities and constraints as well as the lessons that have learned by all parties from Stage 1. Examples include formulating a more site responsive design, taking into account the relationship of the site to the existing Geraldton CBD; engendering a positive sense of place and working closely with the economic analyst to generate market responsive built form typologies through housing market analysis.

An extensive literature review was undertaken to inform this report as well as economic, demographic and market analysis. This background will help frame the proposed staging of development and preferred land uses. Initial ideas for activating the precinct in terms of community vibrancy are detailed with a community strategy to follow in later stages.

From the information gathered, we have prepared detailed plans depicting regional, local and site context as well as an analysis of urban form, climate, movement networks, public

open space and spatial relationships. Place based design and a high quality public realm created by both streetscape and built form will lead to excellence in design of the precinct as a whole.

The background report is intended for LandCorp and the Steering Committee's information and comment prior to proceeding to Phase 1B. Local experience is vital to the success of this project and comments received by the City, Steering Committee, community and relevant stakeholders through the ensuing visioning and consultation process will help frame the Development Guide Plan further.



Geraldton Coast looking south -west across Batavia Coast Marina Stage 2

1.1 Scope and Process

LandCorp's overall objective for all its projects (and BCM2) is to provide the *“greatest opportunity for the development of sustainable communities where people want to live, work and play, now and into the future.”* This is achieved via four principles:

- **Community Wellbeing** - Communities that offer safe, healthy and enjoyable places to live and work; offer improved education and employment opportunities; foster active local citizenship; and access to affordable and appropriate housing and services.
- **Environmental Leadership** - Leadership through the protection and management of natural systems, habitat and biodiversity, and the innovative and efficient use and management of resources such as materials, water and energy.
- **Economic Health** - Meeting or exceeding the hurdle rate of return, while at the same time optimising the environmental, social and economic benefits in accordance with state needs and government policy.
- **Design Excellence** - The achievement of outcomes within the built environment that ensures attractive, safe, accessible and adaptable places that contribute to a distinctive identity and sense of place.

Specific Objectives that are envisaged to be achieved throughout the course of the BCM2 consultancy are:

- Encourage an appropriate diversity and intensity of uses including retail and hospitality services, commercial, tourism and residential arising from estimated residential yields, worker population and visitor usage.
- Ensure the proposed master planning incorporates the principles of economic activation.
- Identify key strategic tenancy sites and develop a strategy to ensure the highest and best use of these locations from an activation perspective.
- Deliver high quality streetscape and public realm works to create the amenity required to encourage private sector built form investment.
- Implement controls to support high quality built form outcomes aligned with an invariable vision to promote private sector built form investment.
- Increase tourist appeal through development of new facilities complementing those existing.
- Provide a clear sense of place – be relevant to locals and a place for people of all ages and abilities.
- Provide a vibrant public realm that offers refuge from environmental conditions (e.g. prevailing winds) to attract year round use.
- Provide a broad and inclusive range of historical interpretation through public art, heritage trails, and branding/naming of the precinct.
- Focus on maintaining views of water and improved public access to the waterfront.

The Brief for undertaking Stage 1A of the BCM2 project is summarised as follows:

- Source and review previous work undertaken to date on the project, including 'Outcomes Report' for previous Vision Workshop (Burgess Design Group) and provide feedback to Consultant Team and LandCorp.
- Review previous reports, studies and mapping information for the subject site, including relevant statutory and strategic planning documents. Identify any gaps in information that requires further investigation, - in particular any deficiencies in site and context information or mapping required to conduct detailed context analysis.
- Attend inception meeting with LandCorp and other Consultant Team members to confirm scope of service requirements, key project outcomes, key milestones, and project approval timelines.
- Review and update project vision and objectives in collaboration with LandCorp and the Consultant Team.
- Confirm Community Consultation Strategy.
- Complete input to LandCorp's Due Diligence checklist and additional context mapping and analysis as required.
- Undertake a site visit with LandCorp to assist in identification of opportunities and constraints.
- Facilitate a workshop with Steering Group, LandCorp and Consultant Team members (as appropriate) to confirm project vision and objectives. Assume conducted in Geraldton.

The adjacent flow chart details the stages that have been undertaken and those that are yet to be completed in the short term.

1.2 Key Themes from Stakeholder Interviews

The following are key themes mentioned by four or more stakeholders during the stakeholder interviews and discussions.

- Museum is isolated from any other activity centre / poorly located
- Marina needs places to eat, meet and socialise
- Lack of vibrancy and activation
- Needs to link to foreshore, Northgate, Cultural Precinct, Bill Sewell Centre
- Needs more amenity (toilets, multi function community spaces, shade and shelter)
- Need to tap into outdoor / sporting culture
- Public transport is virtually non-existent / car dominated
- Lack of integrated planning



Geraldton Coast looking north-west across the northern extent of Batavia Coast Marina Stage 2



employees it could be a more attractive option in terms of flight time, congestion and family lifestyle than Perth.

Geraldton-Greenough has a vision is to be WA's second city by 2050 and recognised as a powerhouse of the new economy. It is promoting itself as the preferred choice of location to live, work and play.

2.0 Context

2.1 State and Regional Economy

Geraldton is the major regional service centre for the Mid West region (see map below) and the extent of the area it serves in relation to other key locations in WA is also highlighted. Its proximity to Asia and the Middle East and in particular, connections to these areas for trade are strong.

There are a number of major agriculture, energy, mining and infrastructure projects that will drive future growth and development of Geraldton in the Mid West and State context in coming years. The cornerstone Oakajee infrastructure project involves creation of a multi-user, deep water port and rail for the transport of iron ore and it will also allow for the export/import of bulk materials and containers.

Servicing the port will be an expanded rail network to the mineral deposits of the Murchison that will integrate effectively with existing and future rail infrastructure. Alongside the Port will be a world-class heavy Industrial Estate ready to accommodate sophisticated downstream minerals processing and manufacturing facilities as well as spin off service industries.

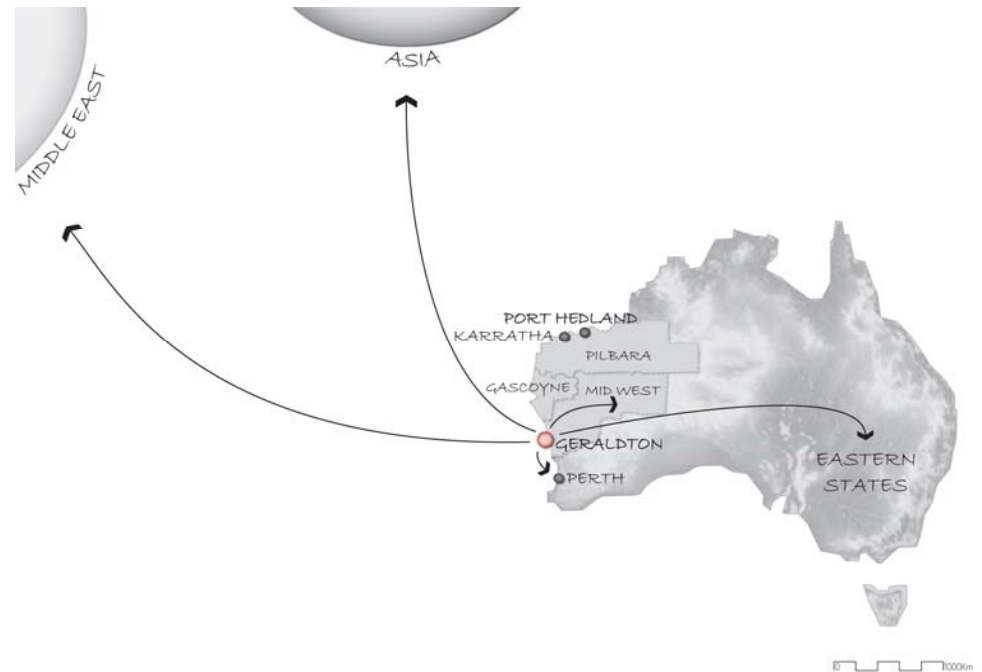
High quality (high productivity, export oriented) employment will be generated through the operations of the port. An internationally competitive strategic industrial estate will accommodate sustainable value adding industry of the State's resources. Combined with local, specialised education and training, this will provide the international standard employment base and support for professional services development that underpins high levels of sustained population growth.

Another major initiative includes the Australian Square kilometre Array Pathfinder (ASKAP) which is a radio astronomy project of global significance based in the Murchison region to the north of Geraldton (2009). ASKAP will aim to develop technology for the Square Kilometre Array (SKA) which will assist in Australia's bid to have the most advanced telescope in the world based in the Mid West (competing with South Africa). This presents an opportunity for Geraldton to gain an advantage as a centre for cutting edge world technologies if they can attract the right service providers.

Geraldton currently has an economy built around industries of mining, agriculture, fishing and tourism (in order of dollar contribution). The Mid West region also has a rapidly expanding manufacturing sector and part of this will be focused on servicing the needs of the burgeoning iron ore sector. With the redevelopment of the airport to accommodate jet aircraft there is potential for Geraldton to become a source destination for FIFO employees servicing sites and towns in the region and beyond. For some northern WA bound

State and Regional Context Implications for BCM2

- The economic growth that is anticipated in Geraldton is dependent on major infrastructure investment by both the public and private sector.
- Major projects of significance to Geraldton, the Mid West and WA are coming on stream over the next few years. They will drive the economy and flow on to requirements for community facilities, employment and housing.
- Development of the Batavia Marina Stage 2 will serve to address some of these demands.



3.0 Population and Demographics

This section provides a demographic overview of the Geraldton community using ABS Census 2006 data and other information, where stated. Three geographic areas are compared: Geraldton Urban Centre (GUC), The City of Geraldton-Greenough (CGG) and Western Australia (WA). **Figure 1** outlines the extent of these areas as well as their populations and recent increases between 2006-2010 for the State and our area of interest. The population growth scenarios and key demographic characteristics that are likely to influence the future development of BCM2 are appraised.

3.1 Population Trends and Growth

Since 2001 population flux in Geraldton is believed to have been affected by wider global economic events including the GFC, resulting in a slow down of population growth during 2008–09. As the Australian economy and in particular the Perth economy regained its robustness, population growth returned to levels similar to, if not slightly higher than pre-GFC. This pattern highlights the susceptibility of Geraldton's population patterns to wider economic events, due largely to the mining industry and servicing businesses being part of the broader international economy.

Population Growth Scenarios

The City of Geraldton-Greenough has stated an aspirational population growth population target of 100,000 to be reached notionally by 2031. This contrasts with population forecasts contained in the (as yet unpublished) 'Geraldton Investability' report which proposes three growth trajectories by 2031.

The 'demographic forecast' represents population growth based on extension of the growth trend over recent years (post GFC). The 'economic forecast' is a projection that assumes the City proactively engages in economic initiatives to attract industry to the region. The 'economic with multiplier' assumes economic initiatives are implemented by the City and secondary industry locates in the Geraldton-Greenough region, creating agglomeration economies. Efforts to stimulate and facilitate economic development in Geraldton will be important to diversify the local economy and attract people across a broad range of occupational fields.

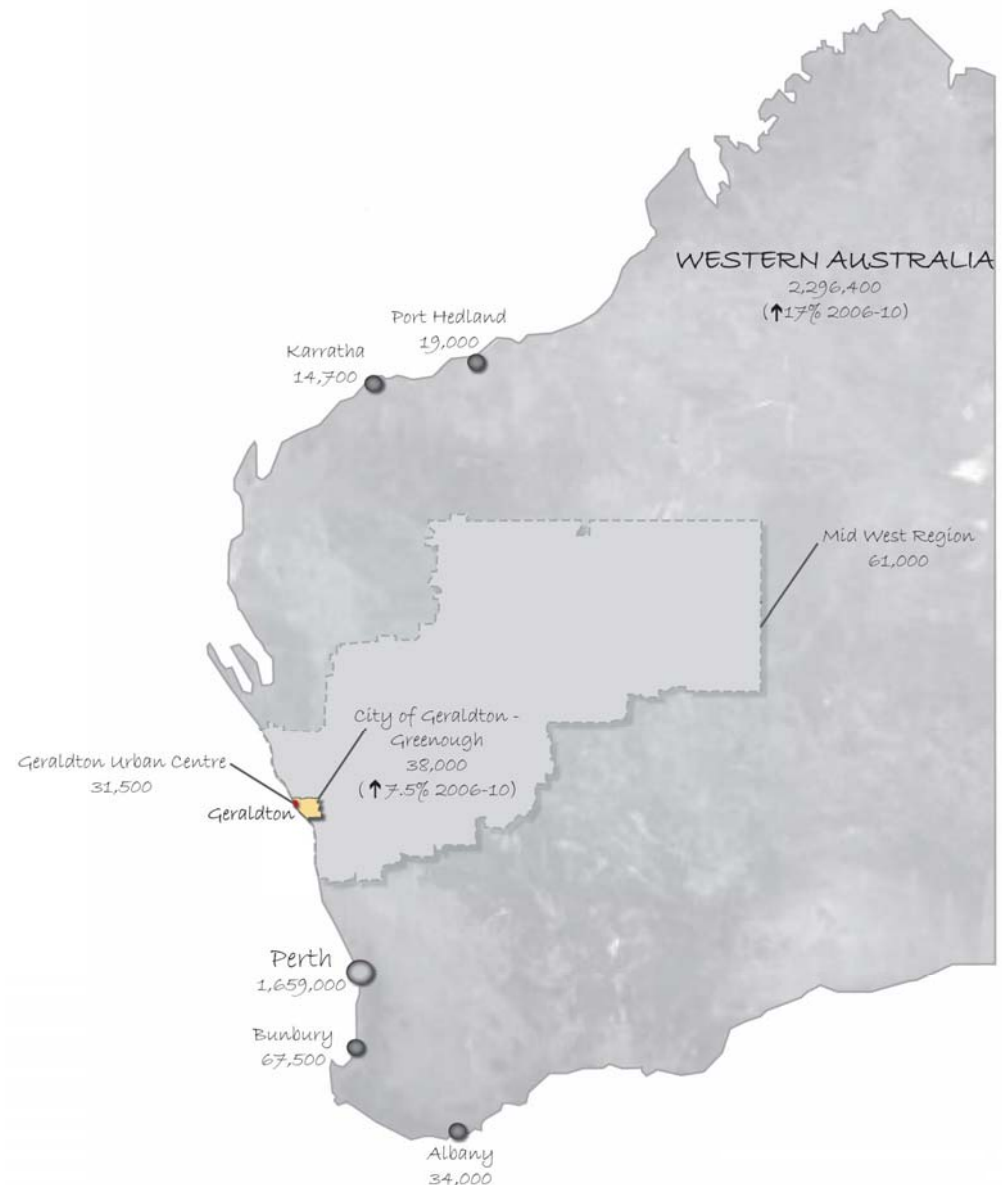


Figure 1: Geraldton's Population in the WA Context

3.2 Demographics

Age

The City of Geraldton-Greenough has a relatively youthful profile and much of the population growth over the past five years has occurred in the 15-24 age cohorts and 55-64 years group, with a decline in the proportion of 25-44 year age cohorts in the Geraldton-Greenough population (**Figure 3**).

The loss of people aged 24 -44 years should be an area of concern, as it is this age bracket that will be moving into household formation and family formation stages of life, providing a component of local population growth. Moreover this age bracket is of prime working age and the decline reduces local labour availability. It is therefore a pattern worth investigating to possibly stem the loss of population from this demographic sector (**Figure 4**).

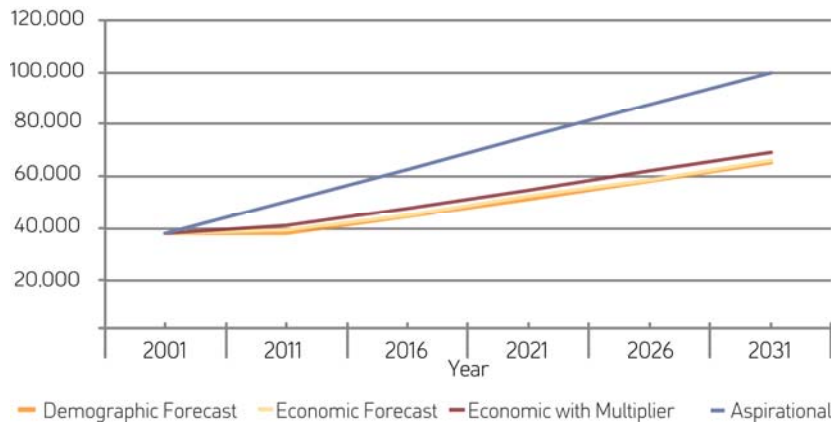
Figure 2 outlines the population projection scenarios and includes an estimate of the rate of increase on 2009 population figures that the scenarios represent. The population forecasts to 2031 range from 65,076 (72% increase) to the aspirational 100,000 (164% increase). The forecasts and modelling does not outline the extent of the economic influences that will drive the population towards these targets. Whilst the demographic forecasts may occur from normal growth, without significant changes in the structure and size of the Mid West economic base it is difficult to envision how the aspirational target may be achieved.

To achieve a population of 100,000 by 2031, approximately 2,820 additional people are required in Geraldton per annum. This population target is perhaps best viewed as aspirational. However, there is sufficient land available for residential development if this scenario did come to fruition.

Note that a review of this section will be undertaken following the publication of the 'Investability Model' by the City of Geraldton-Greenough and a meeting between the City and Pracsys to discuss the implications for BCM2.

Figure 2: Population Forecast Scenarios for City of Geraldton-Greenough

Source: City of Geraldton-Greenough



Investability model:	2001	2011	2016	2021	2026	2031
Demographic Forecast	37,895	38,167	44,575	51,196	58,025	65,076
% increase	-	1%	18%	35%	53%	72%
Economic Forecast	37,895	39,346	45,131	52,358	58,729	65,938
% increase	-	4%	19%	38%	55%	74%
Economic with Multiplier	37,895	41,034	47,517	54,751	62,155	69,080
% increase	-	8%	25%	44%	64%	82%
City of Geraldton-Greenough:						
Aspirational	37,895	50,316	62,737	75,157	87,579	100,000
% increase	-	33%	66%	98%	131%	164%

Figure 3: Age profile

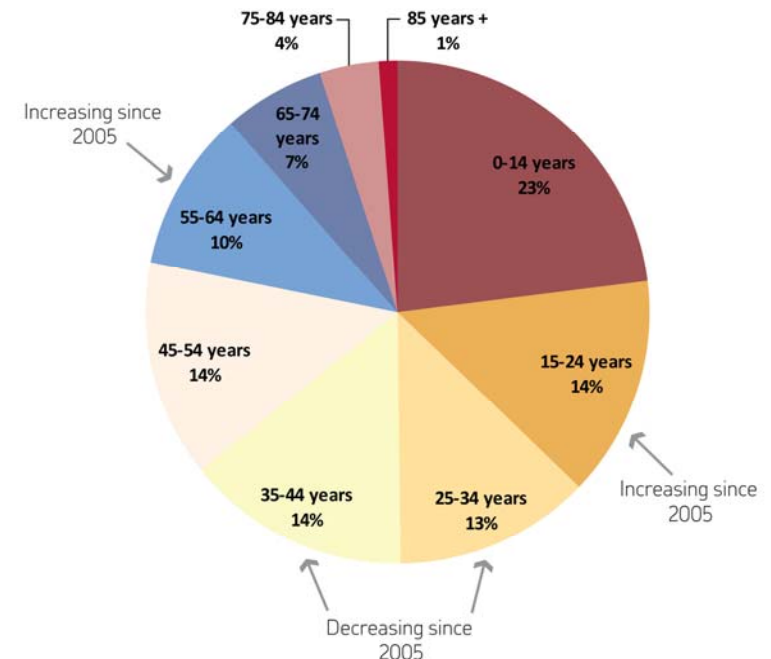
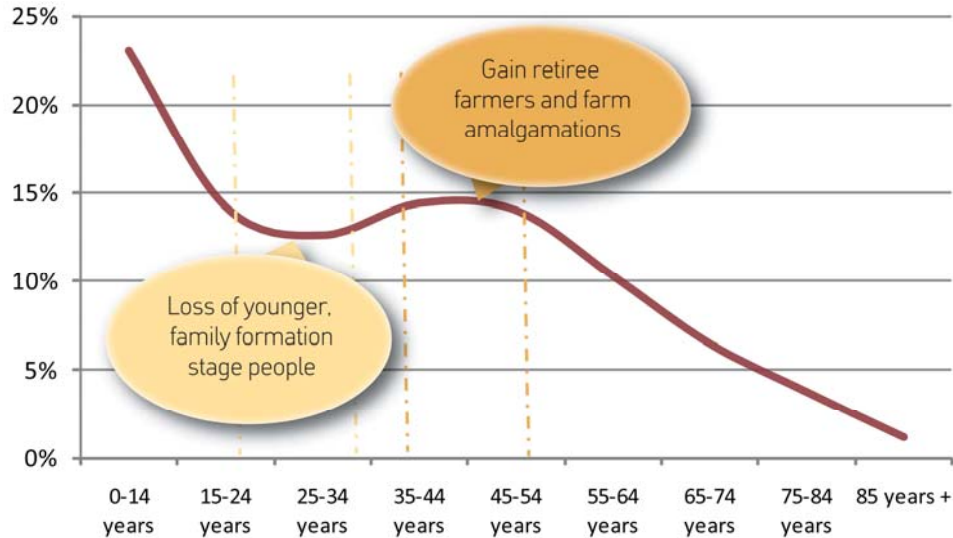


Figure 4 – Age cohort analysis



Ethnicity

CGG has a similar ethnicity profile to WA though the City has a higher proportion of:

- Residents born in Australia (15% higher)
- Australian citizenships (4% higher)
- People who only speak English (7% higher)
- Indigenous people (4% higher)

The UK (10.6%) and New Zealand (2.4%) are the second and third most common birthplaces for CGG residents, followed by Italy and South Africa, both at 1.1%.

Education

In the CGG 90% of people attending an education institution are at school, 5% attend a technical institution and 5% attend university. Of those students at school 8% are at pre-school, 50% are at primary school and 32% are at secondary school (**Figure 5**).

The characteristics of Geraldton-Greenough compared with WA demonstrate a profile with young families with children in school, however the availability of post secondary education

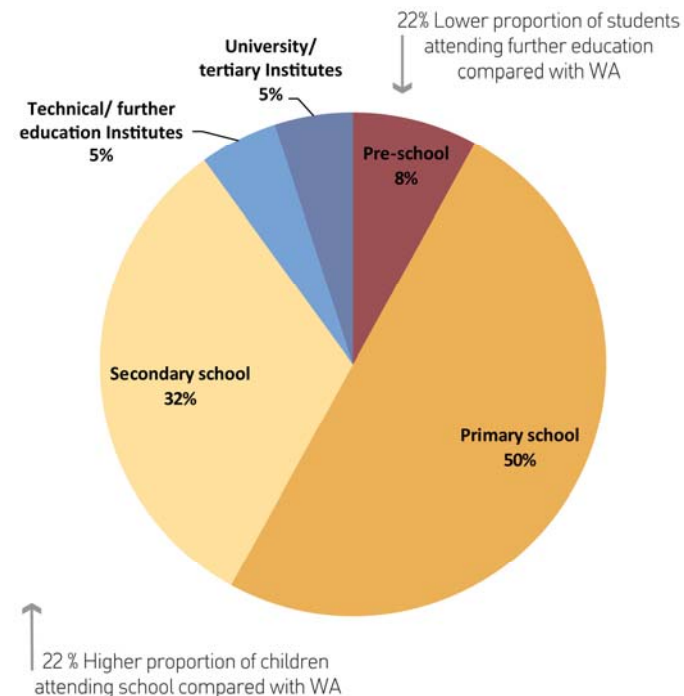
and attractions of working/studying elsewhere appear to produce a drain in this late teens–early twenties segment of the population.

Of the residents in CGG who have a post school qualification the majority hold a certificate (59.7%), bachelor degree (18.7%) or advanced diploma/diploma (16.7%). Only 2.7% have a graduate diploma/certificate and 2.2% have a post graduate degree.

In comparison to WA, CGG has:

- a 15% higher proportion have certificates (45% in WA)
- a 9% lower proportion have bachelor degrees (28% in WA)

Figure 5 - Education Institutions Being Attended



Population and Demographic Implications for BCM2

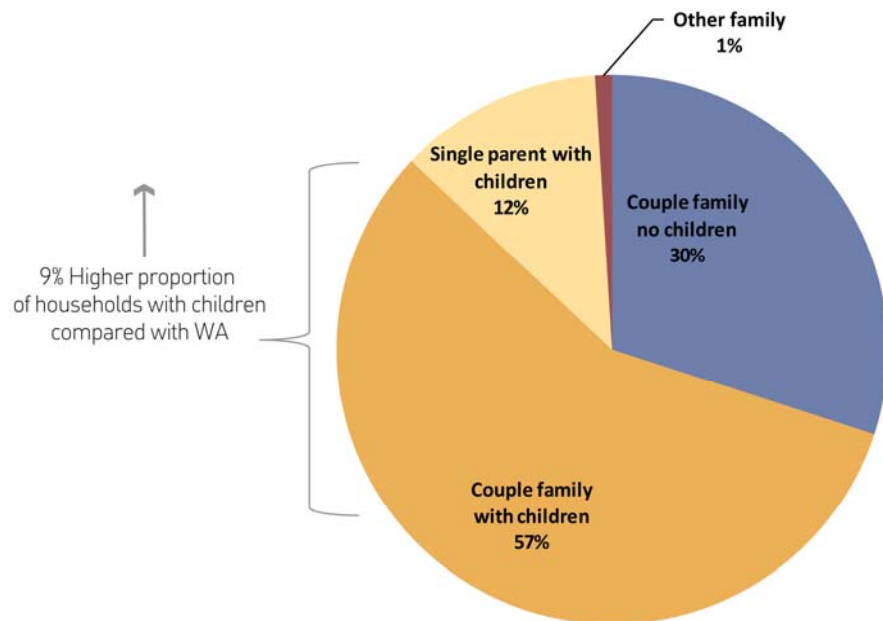
- Geraldton population forecasts to 2031 are predicated on economic growth and outcomes. They range from the demographic forecast of 65,076 (72% increase) to the aspirational 100,000 (164% increase) to 2031.
- Regardless of the scale of growth that eventuates, BCM2 should accommodate these people by satisfying entertainment, restaurants/cafes, housing, retail and office requirements the population will generate.
- Geraldton's demographic profile is changing with the decreasing percentage of 24 – 44 year olds meaning local population growth and the supply of labour from this group will be reduced.
- The social trends and influencing factors that have resulted in the deficiency in this group are not likely to change in the next generation, so introducing attractive policies, places and opportunities for this segment will help arrest the decline in young people. Provision of a more attractive lifestyle through a quality entertainment precinct could assist with this.
- The tendency towards vocational training evident in Geraldton could be related to the availability of tertiary study options in the City as well as the availability of employment. Both training and jobs are likely to see a shift in future with the introduction of new industries. Provision of further tertiary education opportunities in the City will support this future diversification.
- The majority of households are families with children – almost 10% more than WA average. This is a strong indicator of youthful demographic in Geraldton and should be a key driver of community facility needs requirements.

Migration

In CGG the majority of residents lived at the same address one year ago (almost 80%) and around half lived at the same address five years ago. This profile is very similar to WA.

Household Type

The vast majority of households in the Geraldton-Greenough region are family households, with approximately 70% of all households having children present. This is a strong indication of the youthful demographic in Geraldton, especially when compared with WA households of which 60% have children residing in the home (Figure 6).

Figure 6 – Household Type

3.3 Social Trends

Young adults move away for work, education or lifestyle

For young adults, Geraldton does not offer the opportunities of larger cities and the ambitious nature of Generation Y and Z leads them to seek work, education and lifestyle away from home. Exploring the world and experiencing new things is a common reason for leaving and while this trend has been consistent over many years, so too has the apparent return of this demographic when they are ready to settle down and raise children.

It will not be possible to address all the reasons which draw people to larger cities from Geraldton in this project, however encouragement of more varied lifestyle, entertainment and education options may assist in providing the vibrancy and diversity which would allow more of this demographic to remain.

Importance of Sporting Clubs

Geraldton, like many regional towns, finds its social centre in sporting clubs. They are the hub of evening and weekend activity and promote a sense of community. The City derives its identity from the lifestyle which is generated from this and forms strong community connections and social fabric.

The movement of sporting age young adults away from Geraldton may have an impact on this culture in years to come if this demographic cannot be stabilised. It is important to recognise the importance of this social function in the development of BCM2 by developing entertainment facilities that complement the sporting clubs rather than draw people away from them.

Rise of the cafe culture

Recent entertainment developments relating to cafe's, bars and restaurants have proven that there is an appetite for more sophisticated and personalised dining experiences. While we are not going to emulate Oxford Street (Leederville), Fremantle, Lygon Street (Carlton, Melbourne) or Paddington (Sydney), there are opportunities to tap into this movement towards slow food and create a hub which can service this growing market.

Young marriages and families

The young adults who remain in Geraldton often tend to get married and start families earlier than their counterparts in Perth. This means that many of the usual assumptions about young couples desiring to rent apartments before having children to pursue a more

social and home maintenance free lifestyle are not necessarily applicable in Geraldton. This impacts the depth of the market for 1 or 2 bedroom apartments from this demographic.

Decline in the number of farming families and the movement of retiring farmers to Geraldton

Many baby boomer generation farmers are reaching retirement age and many of their children are overlooking the opportunity to take on the family farm in pursuit of alternative lifestyle opportunities. Together with environmental and economic imperatives this is leading to a regional consolidation of farms in the Mid West with farming being undertaken more commonly by corporations using less labour intensive mechanical methods. Due to the difficulty of providing high quality medical services to remote and regional areas, many retiring farmers are calling the larger regional centres home. While it is unlikely that these people will move from a broad acre farm to a 2 bedroom apartment, they may in the first instance move to a detached dwelling in Geraldton followed by a retirement village or similar later on when their mobility declines and health needs more attention.

Social Trends Implications for BCM2

- Geraldton has a comparative advantage and attractiveness as a regional city that spans across housing and lifestyle affordability, climate, plus education and has a strong family and sporting orientation. These intangible benefits may also contribute to an increase in population, for example attracting retirees and 'sea changers'.
- Likely there will be less depth in the small apartments market for young couples as a transition stage before larger family home. Though this housing form may be desired by other lone person or downsizer households.
- BCM2 should assist in providing an attractive variety of food and entertainment options for returning students, new Geraldton workers and families that is differentiated from the valued sporting clubs culture that already exists.
- An increasing percentage of people in the retiree population group from the agricultural hinterland or other regions should be catered to by addressing their housing, recreation and retail and community services needs.

4.0 Planning Framework

4.1 Applicable Policies and Studies

As the prevailing local planning framework was prepared some time ago it is generally outdated in light of current planning practice. Meetings with the City of Geraldton-Greenough planning staff has confirmed that the BCM2 represents a great opportunity to formulate more site responsive planning controls that allow for more flexibility, density and activation of the site that extends over and above that prescribed by the current planning framework. A summary of the issues and implications presented by the available literature is summarised below.

Key Issues

- Need to take advantage of projected growth in Geraldton (agriculture, minerals, downstream processing of commodities, tourism (*State Planning Strategy 1997*)).
- Need to provide strong linkages between Marina and City Centre (*City of Geraldton Town Planning Scheme No. 3* and *Geraldton Regional Centre Strategy*).
- Chapman Road is a 'District Distributor Road' which will have traffic implications in terms of access and egress (*City of Geraldton Town Planning Scheme No. 3*).
- Rapid public transport route proposed along Chapman Road (*Greater Geraldton Structure Plan Update Draft*).
- Importance of Oakajee, Narngulu Industrial Estate and Square Kilometre Array (*Greater Geraldton Structure Plan 2011* and *City of Geraldton-Greenough Plan for the Future*).
- Capacity of key utilities and services (power, water, sewer) may constrain medium and high density development in Central Geraldton (*Greater Geraldton Structure Plan 2011*).
- Limited room to accommodate early expansion of some higher order institutional facilities (*Greater Geraldton Structure Plan 2011*).
- Building height limit for sites within 300 metres of the coastline (horizontal setback datum) of 5 storeys and in some cases 8 storeys (i.e. if site is within a tourism node). It is the intention of the City of Geraldton-Greenough to seek approval to have the Batavia Coast Marina excised from State Planning Policy 2.6 and have building height assessed on its own merits (*WAPC State Planning Policy 2.6 State Coastal Planning*).

Need to improve provision of public transport and shift on street parking demand to off street car parks by selectively reducing time limits for parking on high demand on-street bays (*CGG City Centre Car Parking Strategy*).

Key Implications

- Prepare Development Guide Plan to guide future subdivision and development of BCM2 (*City of Geraldton Town Planning Scheme No. 3*).
- Remove potentially incompatible uses such as 'Boat Building' and 'Marine Filling Station' (*City of Geraldton Town Planning Scheme No. 3*).
- Remove "Community and Public Purposes Reserve" anomaly near Stella Maris Drive on scheme mapping (*City of Geraldton Town Planning Scheme No. 3*).
- Explore and consider appropriateness of bulky goods retailing land uses to the west of Chapman Road (*Geraldton Regional Centre Strategy*).
- Preparation of Travel Plans for larger developments may be required as part of the application for planning consent process (*CGG Local Planning Policy – Green Travel Plans*).
- Initiate road closure applications to the City of Geraldton-Greenough for the portions of road reserve within Chapman Road, Stella Maris Drive and Forrest Street that will be required to enable BCM2 to reach an improved development potential.
- Bill Sewell Complex Draft Master Plan proposes a "Marina to Monument" walk internal to the site that we should be cognisant of (*Bill Sewell Complex Draft Site Development Master Plan*).

Policy and Study Recommendations for BCM2

- Continued engagement with City of Geraldton-Greenough to resolve issues which may arise from out of date policies and overarching studies.
- City of Geraldton-Greenough, private developers and LandCorp to be encouraged to work closely together to ensure the potential for BCM2 is realised.
- Potentially the completion of BCM2 could broaden the facilities on offer both to Geraldton & regional residents, visitors and businesses, satisfying many policies.
- BCM2 has the potential to make a significant difference to the city centre as it will provide a further activity area that is seamlessly linking into the existing Marine Terrace. The project will add a new level of connectivity by extending the city centre to link with Northgate.
- Potentially the social impacts of the proposed development relate to a better cohesion of the city centre. With the option for more residential/short stay accommodation in the area it has the potential to add vitality and the opportunity for safer streets through good design.
- The remediation of the site will address the last of the pollution legacies from the sites former use as railway marshalling yards.
- There is the potential to better link the cultural and heritage icons present in the area such as the W.A. Museum, former railway Station and Bill Sewell complex.
- The BCM2 development will involve removal of formal car parking on Lot 85 plus removal of informal car parking on Lot 2907 which are both currently used. This will place stress on parking within the CBD/Marina Precinct and we will work with the City to determine a strategy to deal with removal of this car parking.

CITY OF GERALDTON T.P.S. 3

BATAVIA COAST MARINA STAGE 2

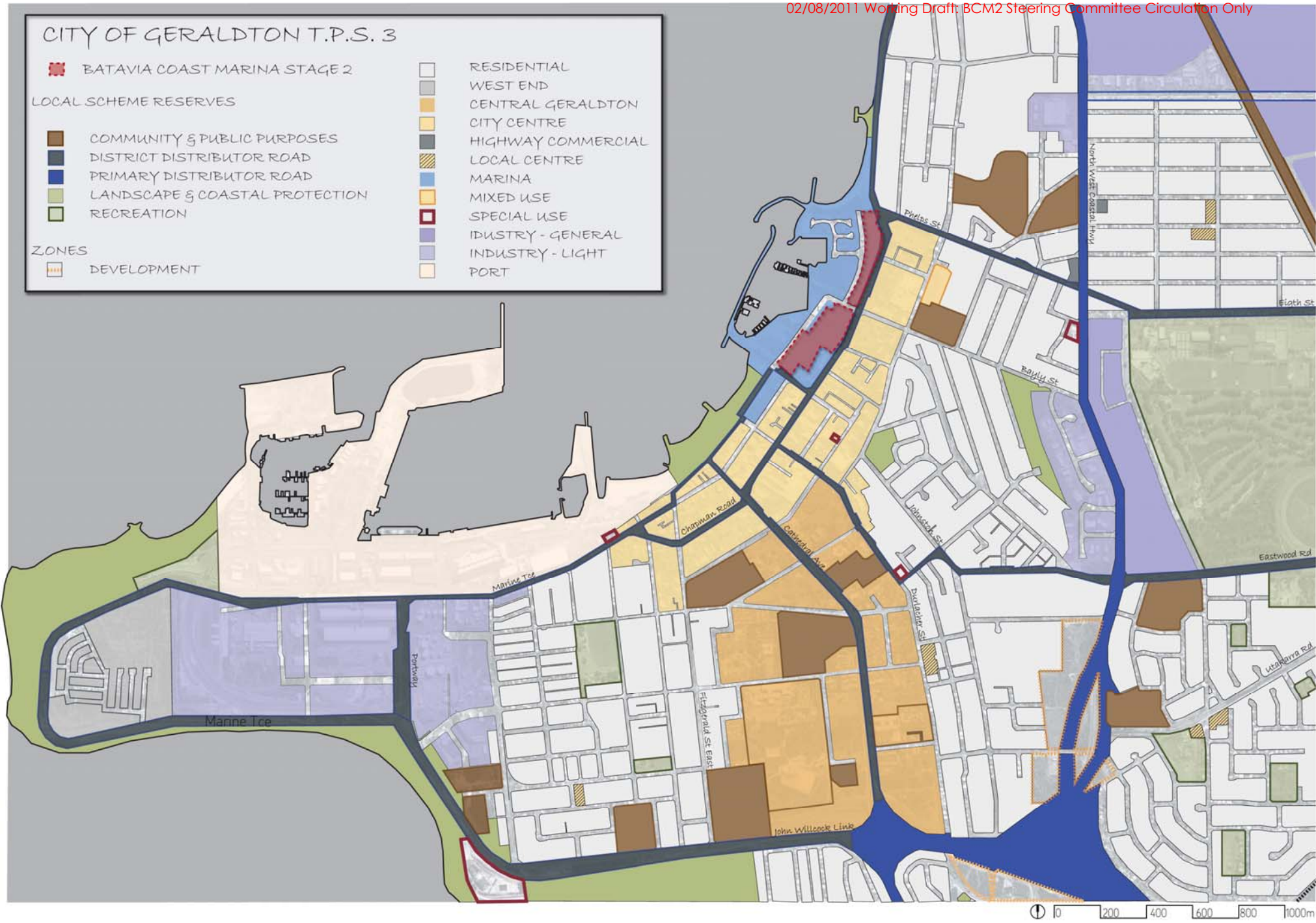
LOCAL SCHEME RESERVES

- COMMUNITY & PUBLIC PURPOSES
- DISTRICT DISTRIBUTOR ROAD
- PRIMARY DISTRIBUTOR ROAD
- LANDSCAPE & COASTAL PROTECTION
- RECREATION

ZONES

- DEVELOPMENT

- RESIDENTIAL
- WEST END
- CENTRAL GERALDTON
- CITY CENTRE
- HIGHWAY COMMERCIAL
- LOCAL CENTRE
- MARINA
- MIXED USE
- SPECIAL USE
- INDUSTRY - GENERAL
- INDUSTRY - LIGHT
- PORT



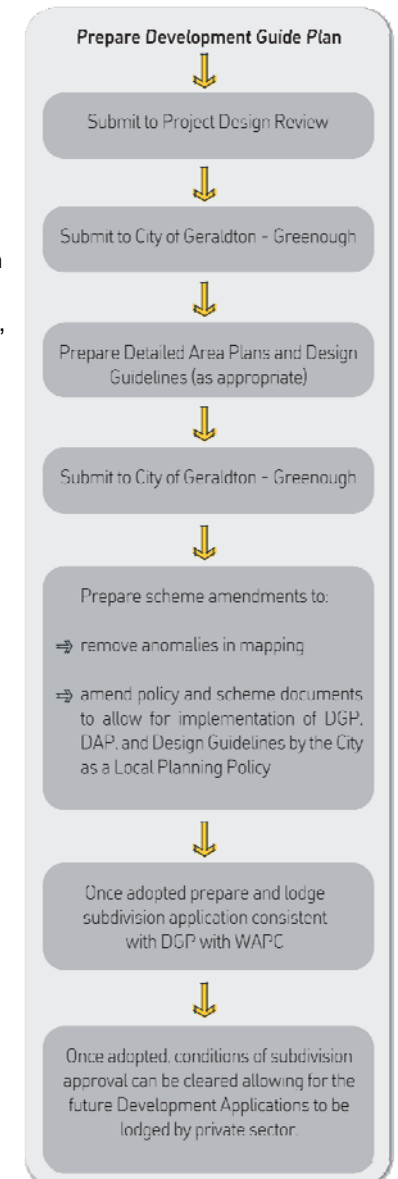
List of Relevant Policies and Studies (items marked with an * are considered out of date)

- WAPC State Planning Strategy 1997
- WAPC State Planning Policy 2.6 State Coastal Planning
- Greater Geraldton Structure Plan Update (Draft Report) November 2010 WAPC
- Geraldton Regional Centre Strategy (WAPC 2005)
- Burgess Design Group (for LandCorp) 2 April 2007, Vision Workshop - Geraldton Batavia Coast Marina Stage 2, unpublished
- Durlacher Precinct Guidelines – Endorsed by WAPC June 2009
- City of Geraldton-Greenough : City Centre Car Parking Strategy Final Report September 2007
- City of Geraldton Town Planning Scheme No. 3
- City of Geraldton-Greenough: Design Guidelines – Beachfront Sub Precinct, Beresford February 2008
- Hames Sharley for City of Geraldton (January 2006), Geraldton Foreshore Redevelopment Project – Revised Concept Plan
- City of Geraldton-Greenough Local Planning Policy - International Charter for Walking Local Planning Policy
- Local Planning Policy – Towards Sustainable Residential Development
- Local Planning Policy – Commercial Recreational Tourism Activity on Crown Land
- City Centre Planning Policy – A Design Initiative for the Geraldton City Centre – Interim Draft Adopted by City of Geraldton-Greenough 24 March 2009
- City of Geraldton–Greenough: Plan for the Future (2009–2014)
- Interim Commercial Activity Centres Strategy (draft) - City of Geraldton Greenough (10/11/2010 — 16/12/2010)
- (Draft) Physical Activity and Nutrition Plan - City of Geraldton Greenough (12/08/2010 — 08/09/2010)
- Coastal Management Options for Greys to Sunset Beach - City of Geraldton Greenough (10/03/2010 — 24/03/2010)
- Creating the Coast: Point Moore to Tarcoola Beach Foreshore Master Plan - City of Geraldton Greenough (01/02/2010 — 12/04/2010)
- Bill Sewell Complex Draft Masterplan – Hassell for National Trust of Australia (WA) (March, 2011)
- Batavia Coast Marina Residential Precinct Town Planning Scheme Policy 1994 *
- Batavia Coast Marina Geraldton – Structure Plan - Space Consultants for LandCorp and City of Geraldton (February 1999) *
- Taylor Burrell for City of Geraldton (April 2002), Geraldton Foreshore/CBD Redevelopment and Revitalisation Project – Stakeholder Schematic Design Workshop – Outcomes Report, unpublished. *

4.2 Statutory Process

Section 4.9.2 of the Local Scheme requires a Development Guide Plan and policies to be prepared within the Marina zone to guide future development and subdivision. Once the background research and workshopping phases are complete, the statutory planning processes will commence. Succinctly this will involve:

- Preparation of a Development Guide Plan in conjunction with LandCorp's Project Design Review and sub consultants, to act as the master plan for the development and submit to City of Geraldton-Greenough;
- Preparation of Detailed Area Plans and Design Guidelines (as appropriate) in order to control quality and timing of built form by the private sector, and submit to City of Geraldton-Greenough;
- Prepare scheme amendments in conjunction with the City to remove anomalies in mapping, amend policy and scheme documentation to allow for implementation of Development Guide Plan, DAPs and Design Guidelines (as appropriate) by the City as local planning policy;
- Once adopted, a subdivision application based on the Development Guide Plan can be lodged with the WAPC;
- Once approved the conditions of subdivision approval can be cleared allowing for future development applications to be lodged by the private sector.



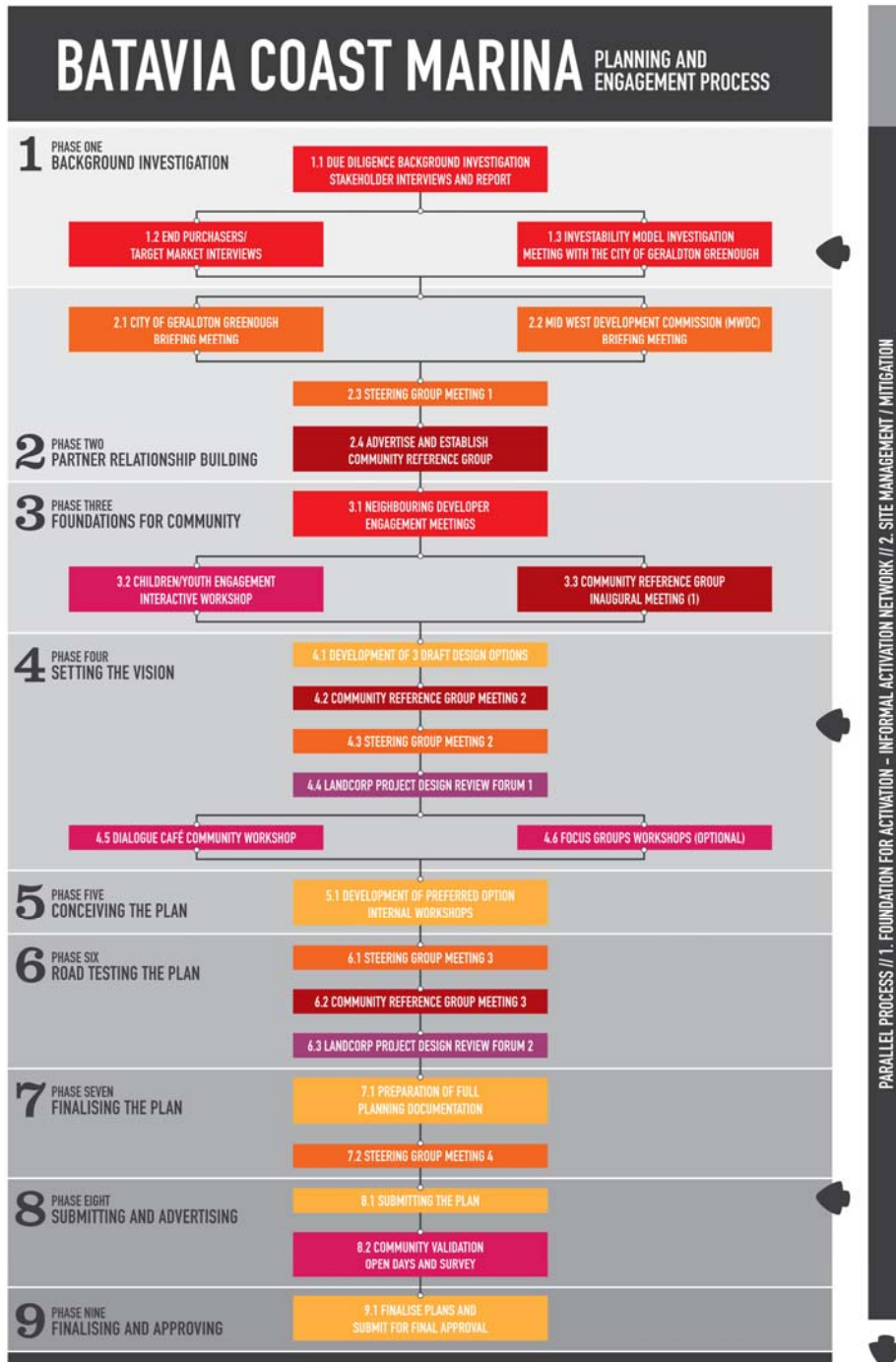
4.3 Stakeholder Consultation

Members of the project team (Creating Communities Australia, Hames Sharley; and Pracsys) conducted a two day visit to Geraldton in January 2011 to conduct stakeholder interviews to gather information and views to inform the Batavia Coast Marina project. The details of the organisations canvassed and individuals involved are outlined in Appendix A.

The major and common stakeholder issues arising from these discussions were:

- Museum is isolated from other activities / poorly located;
- The Marina needs places to meet, eat and socialise;
- There is a lack of vibrancy and activation;
- BCM2 needs to link to the foreshore, Northgate, Cultural Precinct and Bill Sewell Centre;
- The Marina needs more amenities such as toilets, shade and shelter, multi-functional community spaces;
- BCM2 needs to tap into Geraldton's outdoorsy and sporting culture;
- Car dominated space where public transport is virtually non-existent; and
- There has been a lack of integrated planning for the Marina.

Findings of these interviews have been used as a backdrop to our analysis to date and will also inform the community activation strategy that is to come in the next stage. Further consultation will take place through a visioning workshop with the steering committee as well as public advertising the Community Reference Group and Focus Groups.



5.0 Activity

5.1 Introduction

The Activity Context Plan shows the range of uses that surround BCM2. Key features include: mainly single residential dwellings to the north, BCM1 mixed use, the CBD, Northgate shopping centre (internalised shopping mall) and the Bill Sewell centre. The challenge is determining how BCM2 can help to tie this disparate collection of activities together.

Currently BCM1 accommodates primarily office and residential uses along with the WA Museum Geraldton and Mantra Hotel. There are currently no retail, cafe, bar or restaurant uses resulting in a lack of activation and vibrancy particularly out of office hours. Therefore it has not fully realised the potential of the area and as a result BCM2 needs to allow for a wider range of active uses to breathe life into this area.

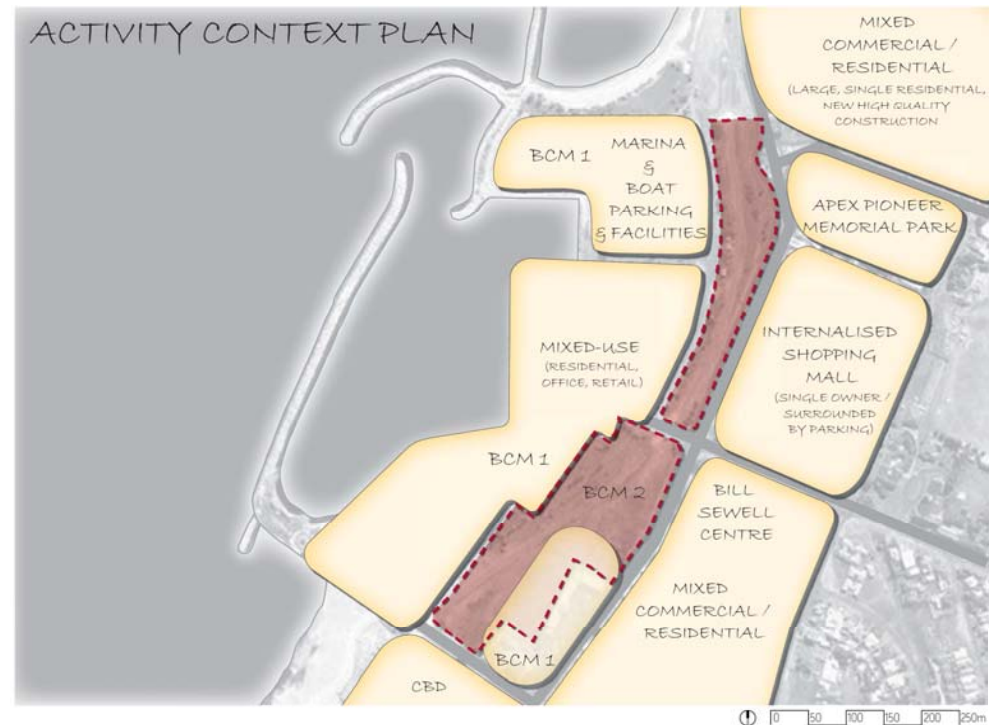
BCM2 is part of the CBD and Council is encouraging medium-high density residential, office and other high order services in the centre, so there is the prospect of supplying some of these requirements in BCM2.

Establishing demand is one part of the equation though maintaining awareness of and respect for existing activities surrounding BCM2 is key. Building synergies with and complementing their offer rather than directly drawing on the same pool of spending will result in success for BCM2 and wider Geraldton.








Therefore analysis of the City's activity profile in terms of employment, housing, office, retail, entertainment, tourism and community is the first stage. Important implications for BCM2 are outlined and these will inform the principles and opportunities for the site.

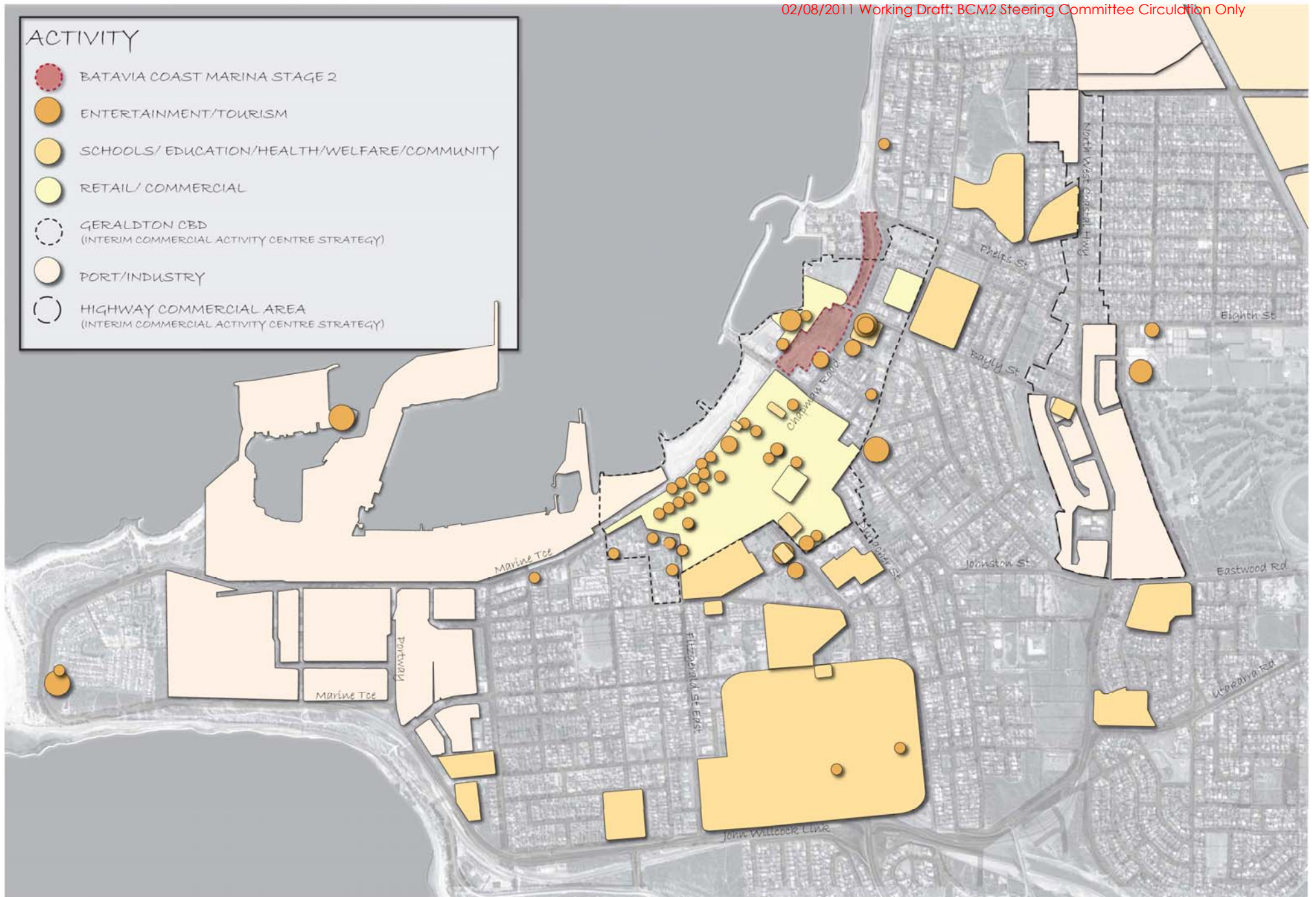
Key Implications

- Measuring demand is one part of the equation though maintaining awareness of and respect for existing activities surrounding BCM2 is key. Building synergies with and complementing their offer, rather than directly drawing on the same pool of spending will result in success for BCM2 and wider Geraldton.
- Analysis of the City's activity profile in terms of employment, housing, office, retail, entertainment, tourism and community is therefore the first stage. Implications for BCM2 are outlined regarding each type of activity and these will inform the principles and opportunities for the site.



ACTIVITY

-  BATAVIA COAST MARINA STAGE 2
-  ENTERTAINMENT/TOURISM
-  SCHOOLS/ EDUCATION/HEALTH/WELFARE/COMMUNITY
-  RETAIL/ COMMERCIAL
-  GERALDTON CBD
(INTERIM COMMERCIAL ACTIVITY CENTRE STRATEGY)
-  PORT/INDUSTRY
-  HIGHWAY COMMERCIAL AREA
(INTERIM COMMERCIAL ACTIVITY CENTRE STRATEGY)

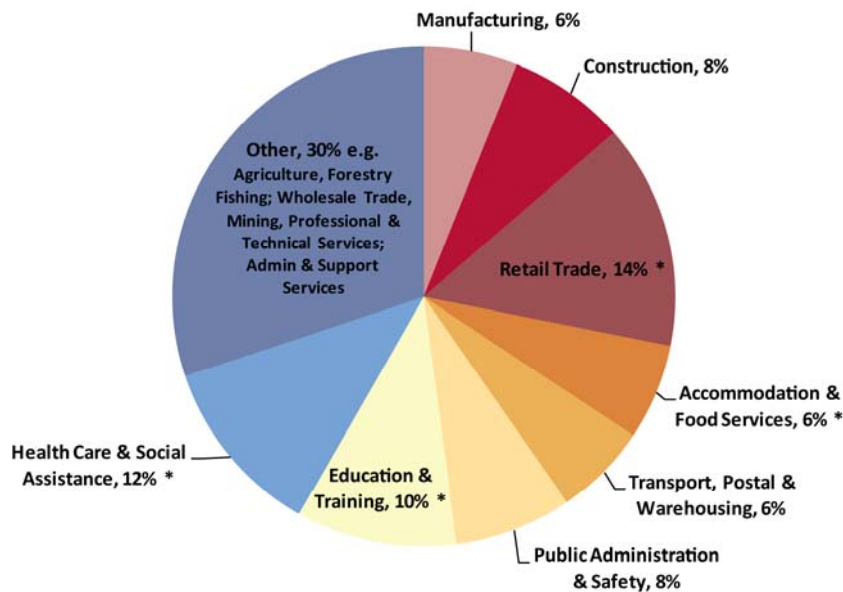


5.2 Employment

What is the current situation?

- Whilst the economy is built around the industries of mining, agriculture, fishing and tourism, Geraldton's employment profile is dominated by Retail & Consumer Services and Producer Services jobs (indicated with * in graph below). These are in sectors such as retail, schools, cafes/restaurants and hospitals that are driven by the population.
- The dominance of retail, accommodation and food services (one fifth) as well as the public sector, health and education jobs (almost one third) in Geraldton's employment profile is highlighted clearly in **figure 7**.

Figure 7 – Employment by Industry - Geraldton



- The challenge is to progress the economy by expanding export oriented and Knowledge Intensive Producer Services (KIPS) businesses.
- Major projects of Geraldton and State wide significance are anticipated in the next few years. They will drive the economy and flow on to more jobs and diversification into different sectors such as technical and scientific roles related to the industry and Square Kilometre Array for instance, at Oakajee Industrial Park.

- In terms of employment opportunities in Geraldton, the Oakajee infrastructure project will generate approximately 2,000 jobs during the construction and development phase, and around 400 jobs when completed. The project is also expected to underpin the growth of the iron ore industry and unlocking the mineral resource wealth of the region. Iluka's Narngulu Processing Facilities are located in an industrial area on the south-eastern outskirts of Geraldton and they employ 200 staff plus around 50 contractors. The operations are anticipated to have around another 10 years life remaining.
- The current population is more likely to be vocationally trained than tertiary degree qualified. This may be reflective of the limited availability of tertiary study options in the City (which sees these people leaving Geraldton) as well as the current employment profile.
- With the future introduction of new industries such as Oakajee Port and Rail, the deepening of the Geraldton Port and the possible Square Kilometre Array project and types of employment in the City there will be a shift in both training and jobs to broaden the education and employment profile. These will be required in the Producer services sector.

Recommendations for BCM2

- Economic activation strategies could increase the number of export orientated and KIPS businesses in the City.
- There is an opportunity to provide high quality office space for new businesses locating to Geraldton as a result of the key infrastructure projects.
- Need to attract anchor businesses to the site, which could encourage location of spin off business to create agglomerations.
- Build on Geraldton's strengths and enhance its attractive lifestyle, affordable housing, quality education facilities (at all levels) and create more depth in the entertainment and tourist facilities on offer. These steps will ensure the City becomes a location of choice for new employees and their families and as a FIFO or DIDO source location for the Mid West region and beyond.
- Need to focus vocational and tertiary courses to reflect the future jobs needs of the Mid West region. Note that this is not however within the scope for this project.

5.3 Housing

What is the current situation?

- The \$400,000 median house price in Geraldton-Greenough is above the Mid West at \$359,000 as well as Regional WA at \$370,000. Geraldton is well below the metropolitan area (Perth has a median of \$480,000) and therefore favourably placed as a housing location of choice. Though it is above the Regional WA average, relative to other less well serviced and located regional areas, it is still an attractive proposition.
- Majority of current stock is detached single residential houses designed for the families with dependent children demographic.
- Land supply is not a constraining factor as sufficient residential land is available in Geraldton to accommodate a possible 100,000 population, should this scenario eventuate.
- Median house and multi-unit residential prices have risen over the past decade resulting in a median income to house price multiplier of 6.9 times and 5.5 times for units (2009). A multiplier of more than 3.0 times is considered to represent pressure on households and unaffordable housing prices (Victorian Master Builders www.isanybodylistening.com.au). Therefore scope exists to provide more affordable housing for the Geraldton market.
- Residential construction costs in Geraldton are estimated to be up to 10% higher than Perth metropolitan locations. However, Geraldton does compare favourably to other regional locations such as Karratha (80% more than Perth), Carnarvon (45% more), Kalgoorlie (35% more) and the South West region (between 10-25% more). This provides support for the affordable housing as an attractor to new population to Geraldton argument (Rawlinsons Australian Construction Handbook).
- There is little medium or high density residential being constructed to satisfy a range of market segments. What has been delivered could be considered 'high end' apartments (in terms of size, price and facilities), particularly in the marina and foreshore area.
- Medium and high density housing provides a lower market entry point for purchasers and therefore may be more affordable relative to median incomes.
- There is little provision of dwelling types for downsizers and retirees.
- Prior to the GFC there was greater depth to the high end apartment market though this has reduced significantly since.

Market Preference?

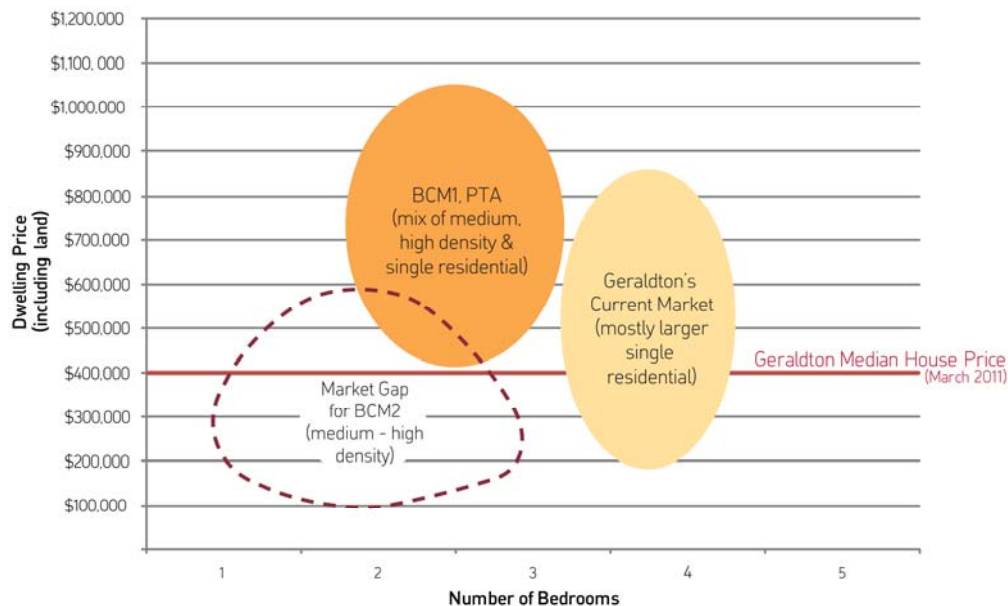
- Opportunity to tap into the new workforce moving to Geraldton as either short term tenants who transition elsewhere after settling or owner occupiers. Also need to address the mismatch between dwellings and household sizes and needs by serving the retiree, downsizer market.
- Historically it has been harder to change similar markets from single detached residential to higher density apartments without a compelling reason such as price or lifestyle benefits.
- Desire for facilities both on site and in the surrounding Marina area that will make living in a denser urban environment attractive is important to attracting all market segments. For instance, gymnasiums, pools, outdoor sitting areas, meeting places/BBQ facilities, local convenience needs shops, cafes, bars, bookshops/newsagents, laundromats/drycleaners and bakeries.
- The recent escalation of house prices has resulted in home owners amassing significant equity built up in their property. If apartments can be constructed and delivered at the right price point then there may be a market for empty nesters to downsize.
- Geraldton house prices have increased significantly over the past few years when other areas of the State have suffered due to the GFC. When the major infrastructure projects come online, this will further drive house prices. While this presents good investment opportunities, it will also put pressure on affordability. Therefore a means to deliver affordable housing will be key to the overall success of BMC2.
- Based on our investigations we believe that the potential market for BCM2 can be characterised by the following segments (Figure 8).

Figure 8: Geraldton Housing Market Segmentation

Figure Market Segment	Description	Bedrooms	Car Parks
<i>First Home Buyers</i>	People entering the market for the first time. Generally with minimal equity or assets to contribute to the purchase of a dwelling and therefore highly price sensitive. Looking for future value escalation in their property so they are buying for broad based appeal and resale value.	2+	2
<i>Returning Students</i>	Generally single educated professionals who have grown up in Geraldton or the surrounding region but gone to TAFE or university in a capital city. Now highly educated, they are returning home for the lifestyle and relationships which they formed in their younger years. Having lived in an urban setting they are accustomed to a more dense environment. They can see the advantages of living in a different form of dwelling that provides access to the amenities that make Geraldton special. However, the price point will need to be right.	1-2	1
<i>Sea Changers</i>	Geraldton offers a balance between the amenities required for their entertainment without the hustle and bustle of a larger city. They see the growth and transformation opportunities in the region and may be looking to start a small niche business. An apartment is a stepping stone to something larger later on.	2.5	2
<i>Empty Nesters</i>	The children have moved out (often to Perth to study), they have significant equity in their home and have a view towards retirement in the next few years. Perhaps they have reduced their hours to part time work and willing to forgo one of their cars in order to take advantage of the location. Still wanting spare rooms should visitors (such as their children) want to stay over, they are looking to take full advantage of their new found freedom.	3	1
<i>FIFO Workers</i>	The heavy toll of air travel time and congestion in Perth has frustrated them to the point that they need a change and a more relaxed lifestyle. They desire a secure, low maintenance home base which they can spend significant periods of time away from without concerns about servicing a house and garden. When they are home after extended time away on work shifts it is perceived as holiday time so on-site amenities and those nearby are sought after and valued.	1-2	1
<i>Retirees</i>	People who are time rich and have money to spend on the luxuries of life. They also want the advantages of strata living (security, common gardens and facilities) in a location with access to amenities.	2	1
<i>Renters</i>	The influx of people to meet the growing demands of the region will require a stepping stone for people to get themselves established. Familiarising themselves with Geraldton and their patterns of daily life is required before finding a property to purchase. In each of the above segments, there will be a significant proportion of renters in each in addition to the owner-occupiers.	2	2

- The core unsatisfied housing markets of new employees moving to Geraldton or FIFO workers, Empty Nesters and Retirees. Their desires will require further detailed investigation through Focus Group discussions in the next stage of the project.
- Figure 9 provides a conceptual view of Geraldton's existing housing market and recent medium high density additions. The information analysed earlier indicates that the price points and size of these dwellings is such that more expensive homes with more bedrooms are freely available. However the gap is in 1-3 bedroom dwellings in the sub \$400,000 price range. This is a void medium to high density development that BCM2 can fill.

Figure 9: Gap in the Geraldton Housing Market that BCM2 could satisfy



Recommendations for BCM2

- Greater diversity of housing options is required in the City and will be demanded by new arrivals as well as absorbed by current locals who presently lack alternatives. A flexible and well priced delivery will be key to underpinning a stable population and furthering the City's development on a number of fronts.
- BCM2 can attract the key market segments of: retirees/downsizers, FIFO workers, Returning Students and Sea Changers to BCM2 by providing medium to higher density housing with a palatable price tag.
- Keep costs down by looking to innovative construction methods and public realm delivery of 'extras'. This will also enhance resident's lifestyle and encourage private sector delivery of hospitality, retail, tourism and entertainment businesses that will create a vibrant heart for the City. This approach is distinct from offering 'resident only', on site facilities which can increase the initial costs of entry to and ongoing and maintenance of a unit/apartment.
- Delivering new products that will suit the possibilities of short stay accommodation, longer term renting and owner occupying is important.
- Be cognisant of the timing and marketing of other significant residential developments to ensure the needs of the new workforce and current transitioning residents are met in a different manner by housing at BMC2.
- Provide housing typologies that tap into the co-sharing potential related to the trend towards increasing numbers of lone person households as well as shrinking household sizes.

5.4 Office

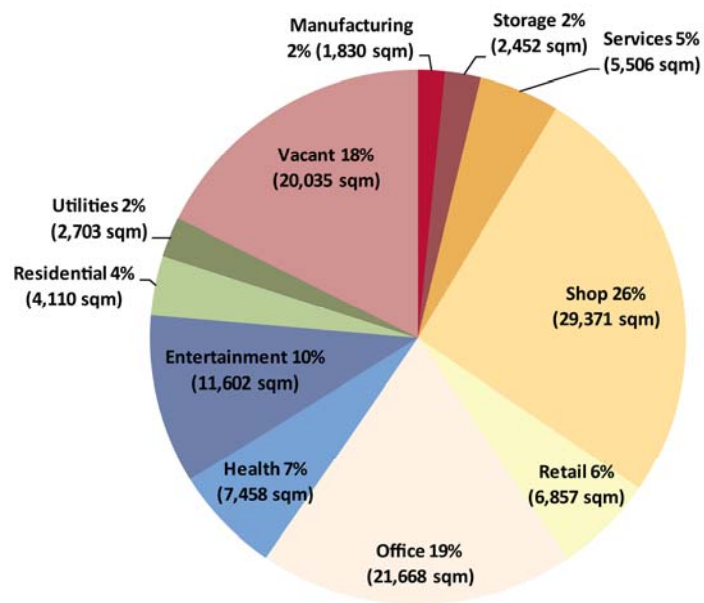
What is the current situation?

- Office floorspace comprises approximately one fifth of all commercial floorspace in Geraldton.

02/08/2011 Working Draft: BCM2 Steering Committee Circulation Only

- Discussions with Geraldton property agents suggest that office-based businesses in second grade premises have the capacity to pay more rent but lack available supply of first grade office space. Substantial numbers of old residential dwellings in the CBD are now utilised by office type businesses as business premises.
- Current market rents for these type of premises range from \$170-\$200/sqm for deteriorated building stock to \$240-\$260/sqm for well maintained stock. Purpose built office space, which is predominantly 1970s and 1980s era, obtains \$280-\$300/sqm for B Class with \$320-\$350/sqm for A class floorspace.
- Geraldton realtors are of the opinion that the higher price end of the office market is sated for existing businesses. Therefore new businesses locating in Geraldton would
- be required to create demand for any office space in the \$300/sqm and higher range.

Figure 10: Commercial Floorspace in Geraldton CBD (sqm NLA) 2002



- An update on this 2002 profile using City of Geraldton-Greenough records to March 2011 revealed:
 - There has been a relatively slow rate of new commercial development of all types occurring, averaging only 2,130 sqm new NLA per annum (approximately 21,304sqm NLA developed in 10 years); and
 - Some degree of polarisation with office floorspace locating in the high amenity Marina and shop/retail development occurring in the CBD.

Market Preference?

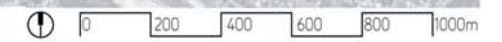
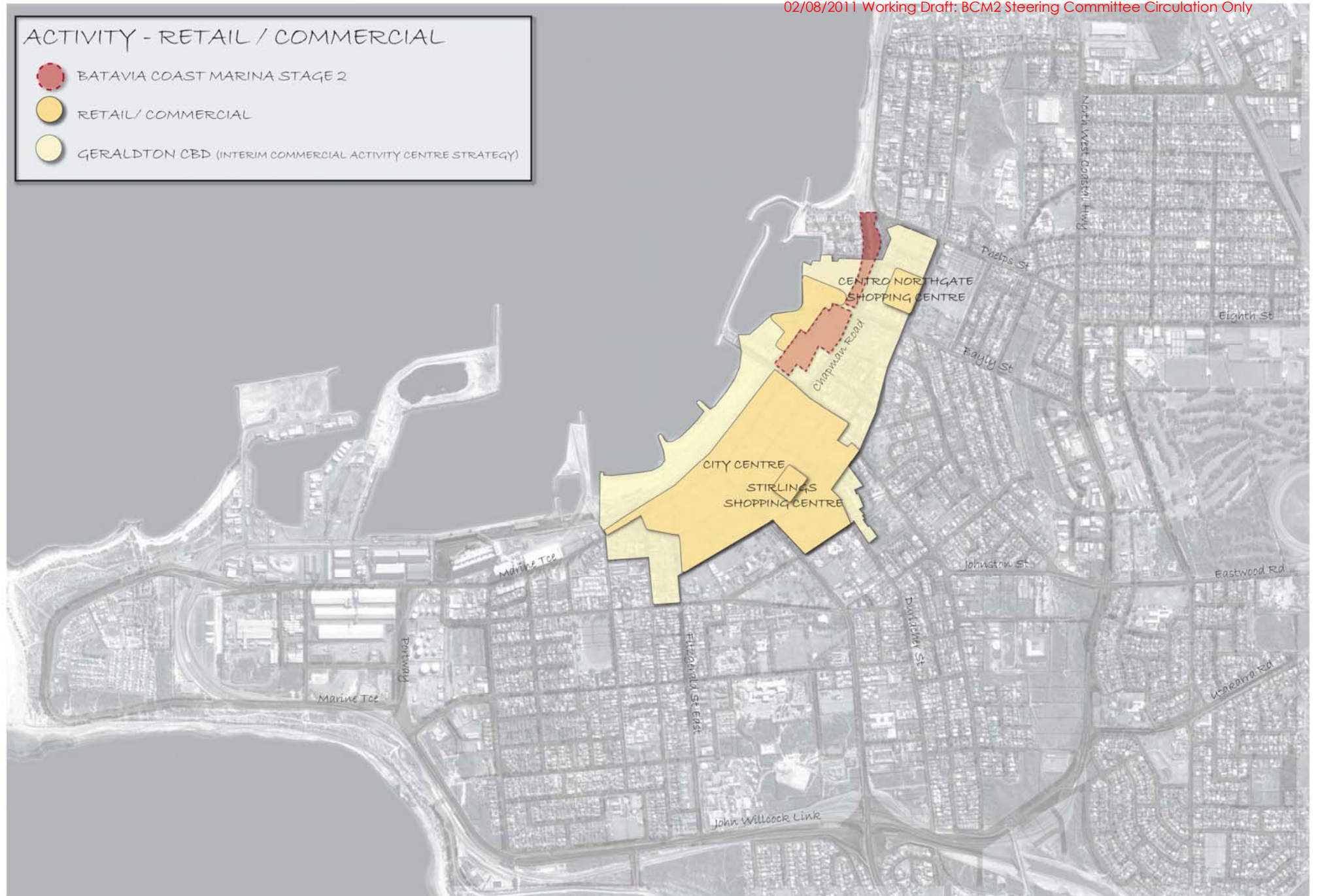
- The three level Foreshore Offices recently developed office space in Batavia Coast Marina Stage 1 is tenanted by: real estate agents, accountants, employment and marketing agencies, WIN Television and the Departments of Transport and Planning. These recent additions to the office market demonstrate the appetite for new, high quality environmentally sustainable office space of this kind (it is touted as Geraldton's first 'green' office building).
- The Geraldton CBD has available office space, however requires capital injection to improve amenity and make appealing to potential tenants.
- It is evident that demand for office space exists (currently occurring in Marina), and this may provide the impetus for CBD property owners to upgrade their buildings.

Recommendations for BCM2

- Given the geographical proximity of BCM2 to existing sites of retail and office functions, relocation of current businesses are unlikely to be driven by locational factors, rather movement will be induced by opportunity to either gain larger floorspace, upgrade the quality of premises or transition from tenancy to owner occupancy.
- Provide the opportunity for new businesses establishing in the City as a result of the expansion in industry, mining, ports and scientific projects to lease or buy new premises in BCM2 that fulfil their specific requirements.
- There is a requirement for Premium and A-grade office accommodation for international and Australian companies – probably as an adjunct to their industrial operations associated with Oakajee or other internationally-focused economic activity. Without introduction of new businesses there is minimal demand for more office space in Geraldton.

ACTIVITY - RETAIL / COMMERCIAL

-  BATAVIA COAST MARINA STAGE 2
-  RETAIL / COMMERCIAL
-  GERALDTON CBD (INTERIM COMMERCIAL ACTIVITY CENTRE STRATEGY)



5.5 Retail

What is the current situation?

- There is approximately 93,270 sqm of retail floorspace in Geraldton. Of interest are the two major shopping centres - Centro Northgate (14,992 sqm) and Centro Stirlings (7,855 sqm) which together account for approximately 25% of total retail floorspace in the City. The sales turnover at the two centres accounts for around 48% of the available pool of retail expenditure in Geraldton-Greenough. Centro Stirlings productivity, at an estimated floorspace sales productivity of \$10,200/sqm is approximately double that of Centro Northgate.
- Most retail businesses are still suffering from reduced consumer spending post GFC. Demand for larger and better quality premises is limited with few existing tenancies having the capacity to pay beyond their current rent level. Developers of a number of properties including the Towers, Centro Stirlings, and Red Dot have terminated retail tenancies with the intention to redevelop however they have stalled in the tight financial environment since the 2007/08 GFC.
- Realtors concur that the current retail environment in Geraldton lacks sophistication, has very limited capacity to pay any rent increases and suffers from comparison goods spending leakage, primarily to Perth or the internet.
- Demand for retail floorspace is a function of the growing pool of available expenditure over time. The pool of available expenditure is generated by households, visitors and the worker population of a given area. In a regional centre such as Geraldton with a relatively high level of employment self sufficiency and self containment, expenditure generated from worker population is derived from workers who travel into Geraldton-Greenough from outside the municipal boundaries.
- Analysis reveals that Geraldton-Greenough is already reasonably well served with the quantum of floorspace it currently has. However, as a general rule, the current floorspace tends towards low productivity.
- The total annual pools of available expenditure in Geraldton-Greenough are estimated accordingly:

○ Convenience retail goods and services	\$209 million
○ Comparison retail goods and services	\$111 million
- Recent media information suggests that Woolworths aggressive national expansion plans include establishing a store as a majority JV partner with Humfrey Land Developments and Real Estate, on Lot 601 Marine Terrace (former PTA site). Further, Centro Properties Group may seek to dispose of its Stirlings asset (anchored by Woolworths) to help settle the company's debts. Up to 40 centres nationally may need to be sold by Centro.

Market Preference?

- It is notable that Geraldton is predominantly a main street based retail shopping centre in floorspace terms. The majority of retail space (around 75%) is located outside of the two major shopping centres. However, analysis of the sales turnover of the shopping centres indicates they are absorbing much of Geraldton's retail spending (48%). Therefore the floorspace productivity per sqm of main street retail outside these two locations is probably much lower than the \$5,000-10,000/sqm range experienced at Northgate and Stirlings.
- This sub-optimal retail performance in the main street may represent a cycle of substandard premises attracting low yielding tenancies which prevents them achieving the financial returns to upgrade the premises. It may also indicate that residents of Geraldton prefer enclosed one-stop shopping as opposed to main street shopping formats. However this preference may be linked to the prime specialty tenants being located at the centres together with the attraction of the anchor tenants.

Recommendations for BCM2

- Further retail expansion in Geraldton is contingent on population growth. However there is capacity to incorporate this growth by increasing the floorspace productivity of sub-optimally performing tenancies.
- The addition of more residents and employees to BCM2 will require appropriate retail provision.
- Currently there are no constraints on the provision of retail floorspace over the majority of the BCM2 site. The Interim Commercial Activity Centres Strategy defines the Geraldton CBD area which covers the southern majority of BCM2. This area is anticipated to be the best prospect for new retail and we concur with the strategy's suggestion that Bulky Goods Retail and Motor Vehicle Sales are inappropriate for the site. A new Commercial Activity Centres policy is being produced by the City at present.
- Geraldton's CBD should continue to be developed as the primary activity centre with links to the foreshore.
- Cognisance of the tenant mix at nearby Northgate Shopping Centre and requirements of the future residents in the immediate area should inform the retail offer at BCM2.
- BCM2 should try to attract retail which is of a scale and character that is conducive to street based shopping.



Geraldton City Centre

5.6 Entertainment

Considering the issues raised in the following sections 5.7 Tourism and 5.8 Community together with these Entertainment points is important as there are overlapping themes between them.






What is the current situation?

- In addition to tourists (referred to in the next section), the new workforce and associated families moving to Geraldton as a result of economic changes/drivers will demand more entertainment variety and options than is currently available. A need for high-end eating, drinking and entertainment infrastructure in well-branded CBD locations will arise. These facilities will need to cater to both families and younger singles/couples. These entertainment outlets will also be used by tourists.
- The Entertainment facilities plan illustrates the three main pubs in Geraldton are located on or close to the central spine of Marine Terrace. Other restaurants, cafes and bars are agglomerated in the central CBD blocks and the two nightclubs are located close together in the western end of the CBD.
- Family orientated Aquarena and the nearby community based company Theatre 8 are located in suburban Geraldton whilst there are several other cinemas as well as the Queens Park Theatre complex are in more central CBD locations.
- Addressing the reasons that draw people from Geraldton to larger cities is not within the scope of this project, however encouragement of more varied lifestyle, entertainment and education options may assist in providing the vibrancy and diversity which would allow more of this demographic to remain.
- Sporting clubs currently provide strong social and entertainment opportunities for a wide cross-section of Geraldton's population and these smaller, locally based activities complement the more commercial operations occurring in the CBD.
- Geraldton's acceptance of and appetite for recent additions to the cafe, bars and restaurants scene such as Dome on the foreshore highlights that more sophisticated and personalised dining experiences are being sought. Although we do not advocate emulating Oxford Street (Leederville), Fremantle, Lygon Street (Carlton, Melbourne) or Paddington (Sydney), BCM2 can tap into this movement towards slow food and create a hub which can service this growing market.

Recommendations for BCM2

- Visiting a more concentrated street or precinct offering entertainment and tourist based activities that are activated both day and night rather than a dispersed collection of facilities is more interesting for patrons. Not only is the area more identifiable, it develops a character that defines it from its surrounding activities and fills a void that is not satisfied in such a form elsewhere in Geraldton.
- BCM2's public spaces could be configured to broadcast Perth based arts performances onto a wall or similar screen for free public concerts. Recently the Black Swan State Theatre company has advertised its showing of *A Midsummer Night's Dream* both at the theatre and broadcasted live to the Northbridge Piazza screen. This sort of initiative could be applied to regional centres to increase the variety and accessibility of theatre, dance and music. It will also serve to enliven and activate the squares and urban spaces created in the development.
- The outdoor movies and picnics trend has gathered pace in WA in recent years and Geraldton's climate is conducive to capitalising on this. Establishing a regular location and programme for an outdoor cinema is a possibility for BCM2. Though it should be noted that such a facility will require wind protection.
- Develop entertainment facilities which can complement the sporting clubs rather than draw people away from them.

ACTIVITY - ENTERTAINMENT

-  BATAVIA COAST MARINA STAGE 2
-  THEATRES / CINEMAS
-  BARS (B) / TAVERNS / PUBS (P)
-  CAFES (C) / RESTAURANTS (R)
-  NIGHTCLUBS (N)



5.7 Tourism

What is the current situation?

- Geraldton currently offers a range of experiences for instance marine based activities, heritage, environment, agriculture, Aboriginal culture and the arts. However, for a range of reasons these assets have not generated a 'destination based' view of the City in its own right. Rather Geraldton has been considered predominantly as a brief precursor to visiting other destinations such as Kalbarri, Shark Bay and Ningaloo (*Geraldton-Greenough Tourism Strategy, 2008*).
- The issues that have let Geraldton down to date are: a negative perception of the City, poor quality accommodation, limited options for travel to and within the City and a lack of connections between tourist attractions.

Tourist Needs

- Visitors see Geraldton as a convenient stop-over or rest place on the journey to somewhere else. Geraldton's heritage and beach based attractions are based too far dispersed. Whilst in most cases this cannot be altered, encouragement of new enterprises to locate in the central location of BCM2 can assist. This is because agglomeration and connections relationships are the missing ingredient in tourist destination success story.
- Visitors to Geraldton are seeking:
 - Attractions – unique coastal Mid West related things to see and do e.g. Abrolhos Charter fishing trips.
 - Entertainment – shows, art, displays, markets, shopping to observe and do.
 - Food and Drinks – the attractions and entertainment need to be complemented by a range of eating out styles, prices, locations.
 - Relaxation – places and things to do such as fishing, boating, swimming, beach activities, sports, reading.

Some of these aspects are already present in the Geraldton visitor experience however there are a few missing ingredients that BCM2 may be able to provide.

Short Stay Accommodation

- Research on the Geraldton market has revealed that:
 - Visitors are seeking 3-4 star accommodation in the centre of town, close to the beach or with ocean views. Quality accommodation boasting these attributes is not currently in ready supply.

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- Hotel, motel and serviced apartment accommodation supply (in establishments over 10 rooms) is likely to be adequate in the short term and short to medium term, assuming that new facilities planned for those periods are opened.
- 300 additional hotel/motel/serviced apartment rooms are likely to be required in the medium term. It is estimated that this will require the development of approximately 1.7 to 2.5 hectares of additional land.
- 386 hotel/motel/serviced apartment rooms are likely to be required in the long term requiring approximately 2.1 to 3.2 hectares of additional land (JLL Report).

Recommendations for BCM2

- Tourist amenities and attractions will always be heavily supported or criticised via word of mouth. In today's world people increasingly rely on online information for trip planning and recommendations. Therefore web based promotion and easy booking systems are vital. As is offering a variety of activities for tourists, delivery of exceptional customer service plus quality, consistency and availability of accommodation and meals is central to improving Geraldton's tourist industry.
- Activity agglomeration and connections are the missing link in Geraldton's tourism and entertainment success.
- Improving the connections between tourism activities, encouraging new start-ups into the BCM2 node plus the quality of accommodation in prime locations could lead to an improvement in tourist patronage.
- There is the opportunity to provide a better standard of tourism facilities at BCM2 to cement a 'tourism node' and promote the City.
- BCM2 is considered a suitable site to locate demanded hotel, motel and serviced apartment rooms as well as other tourism related activities and businesses.
- BCM2 site provides opportunity for development of conference or convention facilities either independently or in concert with an accommodation development.
- In addition cruise ships using Geraldton as a stop-over port will mean more visitors to the City seeking the experiences, facilities, linkages and entertainment options previously suggested for BCM2.



5.8 Community

What is the current situation?

- Currently the Batavia Coast Marina has no discernable character and spirit that is embraced by the community. The development of the precinct requires clear thought to develop a distinct point of difference and articulate the type of hub that will be developed to attract a diverse range of people. The future of BCM2 and its relationships with existing and future activity hubs is conceptualised in Figure 11.
- There are the ingredients in close proximity to the Batavia Coast Marina Precinct that may be harnessed in association with any new development in the precinct. These ingredients include: Museum (within the precinct), Railway Station, Bill Sewell Centre, Library, Police and Courts Precinct, Northgate Shopping Centre and the Beach.

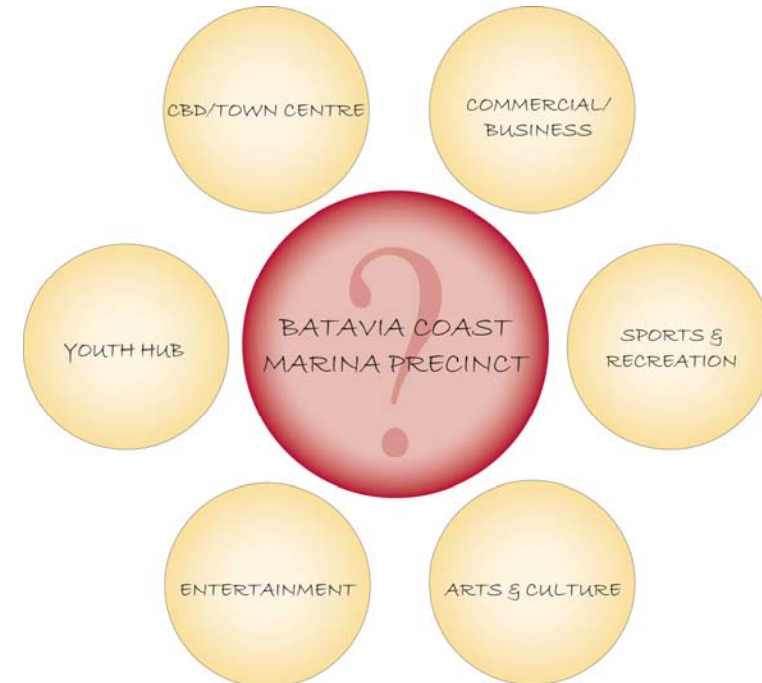
Market Preference?

- Urban design, including the careful planning of built form, development of attractive places (such as the Batavia Coast Marina board walk), traffic flow and pedestrian connections can result in the creation of a pleasing physical environment. Though the essence of a vibrant place or area is to be found in the social dimension. Some places have a great “vibe” yet have developed with minimal or even poor planning, while other places have failed to make the transition from magnificence on the drafting table to life at street level.
- A pleasing social environment shapes experience and perception of the physical environment. Therefore the Batavia Coast Marina must be redefined as a ‘people place’ that reflects the values and aspirations of the broader community and creates a shared sense of belonging and well-being.
- Developing BCM2 by adopting the Four Layers of place: Venue, Managed Venue, Activated Space and Sense of Place – A Connected Place will result in the creation of a place which reaches its full potential through the use of a multi-layered approach to development of community life and vitality.


Recommendations for BCM2

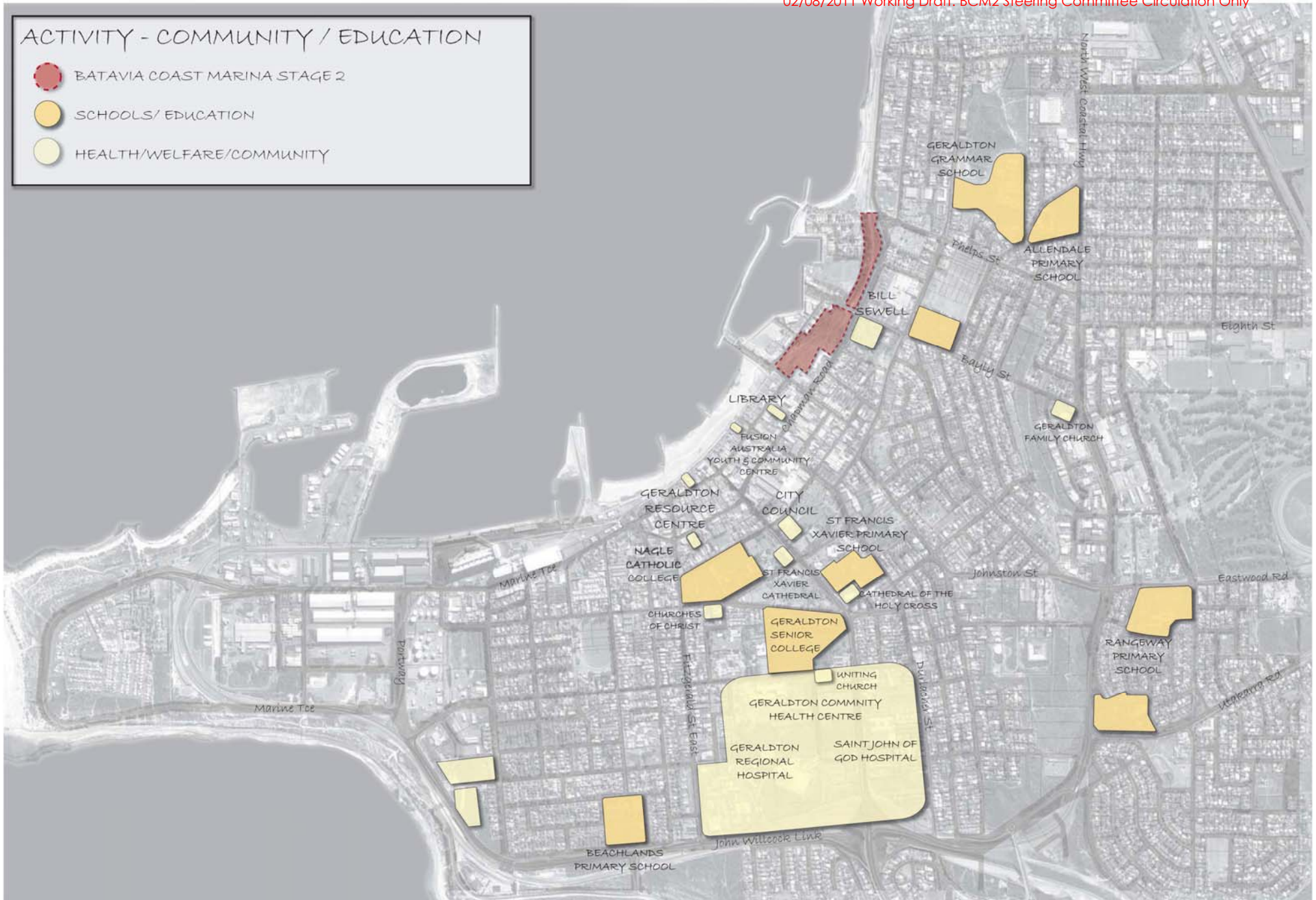
- As a first priority, form a Network of current stakeholders to work informally towards governance and activation of the precinct (Informal Activation Network).
- Create a vision for BCM2 that is site responsive, economically sound and socially aware.
- Develop a community engagement and activation plan.
- Increase the project team’s knowledge base by drilling down using consultation and research processes such as focus groups. These will help to learn from past experiences and create a vision that meets expectations.
- Attract new activities and hubs alongside the existing focal points in the precinct to enhance its connections and central role to life in the Geraldton of the future.
- Implement a community planning approach that adopts the four layers of place: Venue, Managed Venue, Activated Space and Sense of Place – A Connected Place.

Figure 11– Existing and Potential Hubs in Geraldton



ACTIVITY - COMMUNITY / EDUCATION

-  BATAVIA COAST MARINA STAGE 2
-  SCHOOLS/ EDUCATION
-  HEALTH/WELFARE/COMMUNITY



6.0 Urban Character

6.1 Site Analysis

The Site Analysis plan highlights the key physical characteristics of the site as well as existing and potential elements that could be capitalised on.

Located between two existing geographical features, BCM2 is bound to the east by an 18m(abs) ridge line running almost parallel to the site and to the west, the Indian Ocean. The sites proximity to the Ocean is an attribute and whilst at times subject to high winds has the opportunity to provide desirable and sought after views to the ocean.

BCM2 offers the opportunity to improve pedestrian connections between the Marina and City Centre, to create a more cohesive pedestrian environment. Connections of particular importance to the integration of BCM2 with its surroundings have been identified as those from the site through to the Museum, Northgate, Bill Sewell and City Centre. Whilst such connections are considered desirable, Chapman road currently acts as a physical barrier hindering connections east.

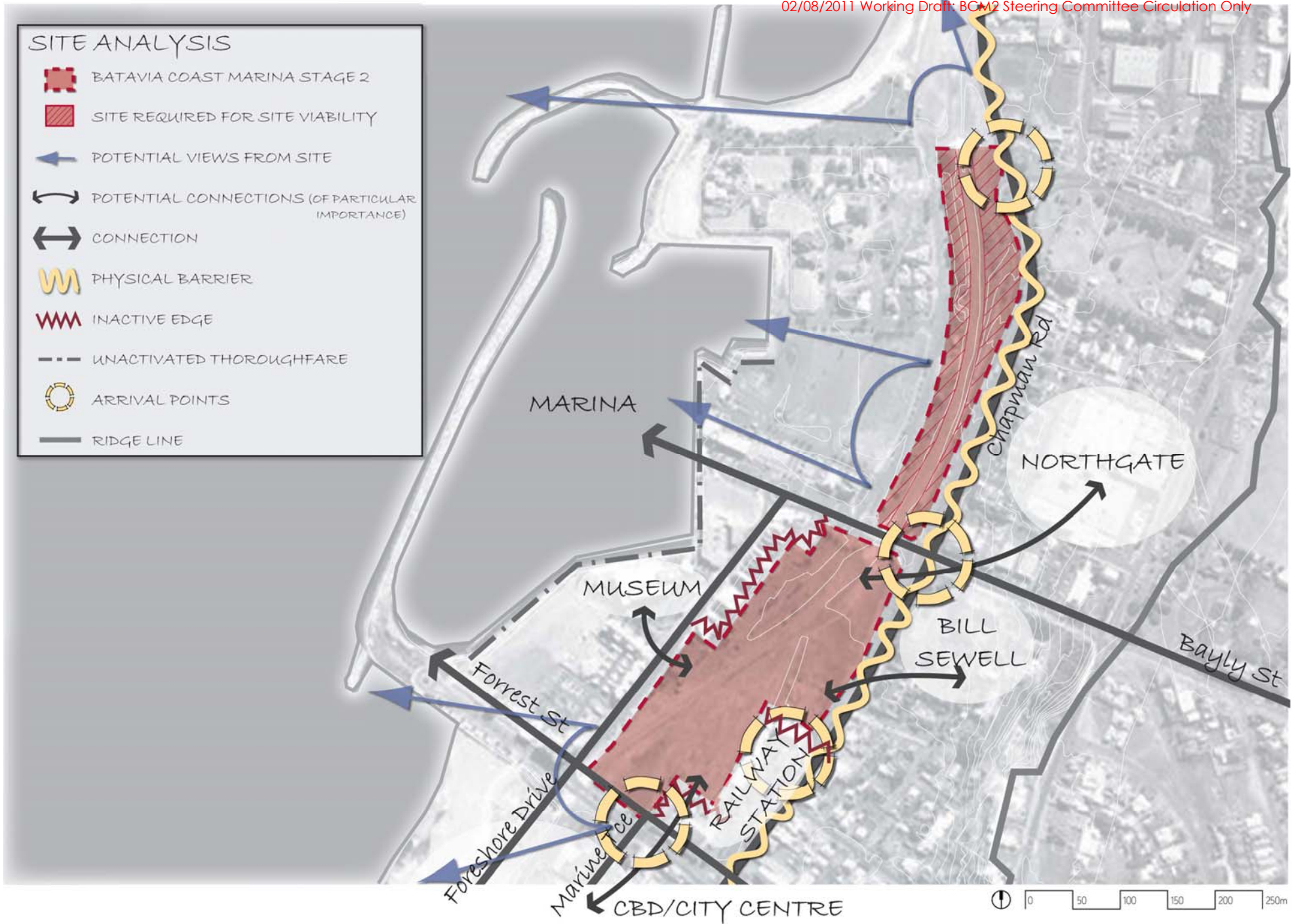
Four arrival points of significance have been identified. These include the junctions between: Marine Tce and Forrest St, Chapman Rd and Bayly St, Champan Rd and the northern extent of BCM2 and the Old Railway Station forecourt and BCM2.

The analysis has highlighted that there are three primary inactive edges. These are all located within the southern half of the site and are considered undesirable. An unactivated thoroughfare running along the edge of the marina has similarly been identified and is also considered to be undesirable.

There is a 15m buffer area located around the northern half of the site which would need to be acquired for the site to be viable. (Initiation of road closure applications to the CGG for the portions of road reserves within Chapman Road and Stella Maris Drive).

Recommendations for BCM2

- BCM2 has potential to be a key connector between Northgate, the City Centre, the Museum and Bill Sewell.
- BCM2 should maximise and explore the creation of view corridors and view sheds to the ocean.
- There is the potential to improve and active the edges of BCM2
- BCM2 should explore ways to address Chapman Road which currently acts as a physical barrier.
- There is a need to acquire the 15m buffer area surrounding the northern half of the site to ensure the sites viability (Initiation of road closure applications to the CGG for the portions of road reserves within Chapman Road and Stella Maris Drive).
- There is a need to address the current inactive edges of the site and determine where improvement should or could be made.



6.2 Urban Structure

To provide context for the development of BCM2 it is valuable to review the physical structure of Geraldton to understand the nature of the way it functions. Geraldton has evolved continually for over 100 years. This has resulted in a mix of block structure patterns with varying attributes. Three distinct patterns have been identified:

Evolved grid pattern

The evolved pattern has been created over time based on the desire lines to get to key locations and nodes. It creates the most logical routes and improves walkability, individuality and character. Block dimensions in the CBD area are typically 300 metres long by 150 metres deep and become deeper moving eastward. These dimensions have resulted in less connectivity east west through the CBD to the water.

Surveyed

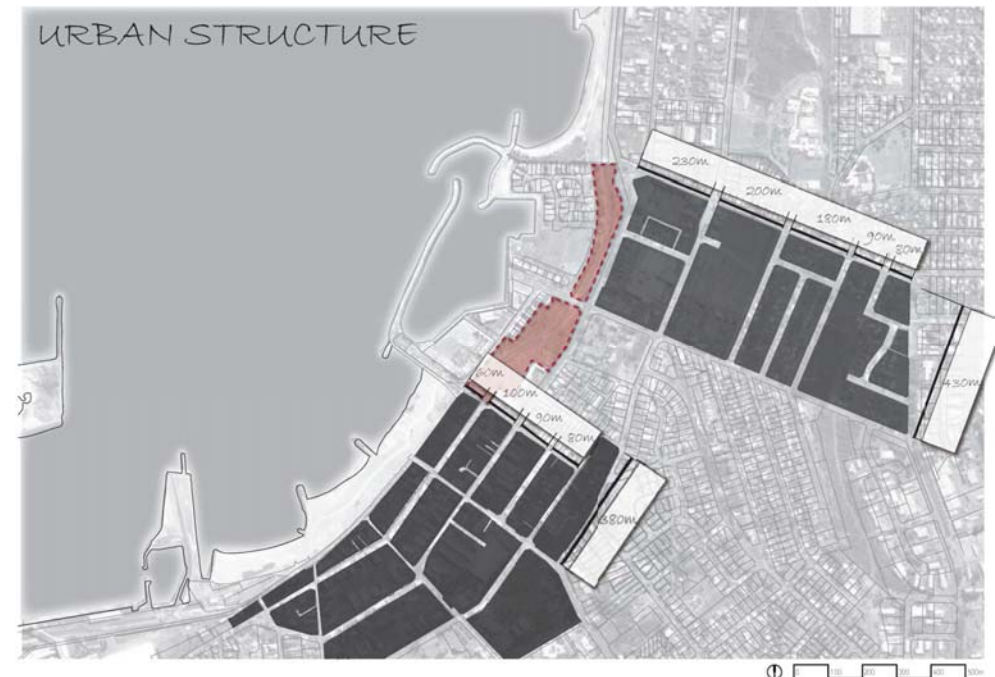
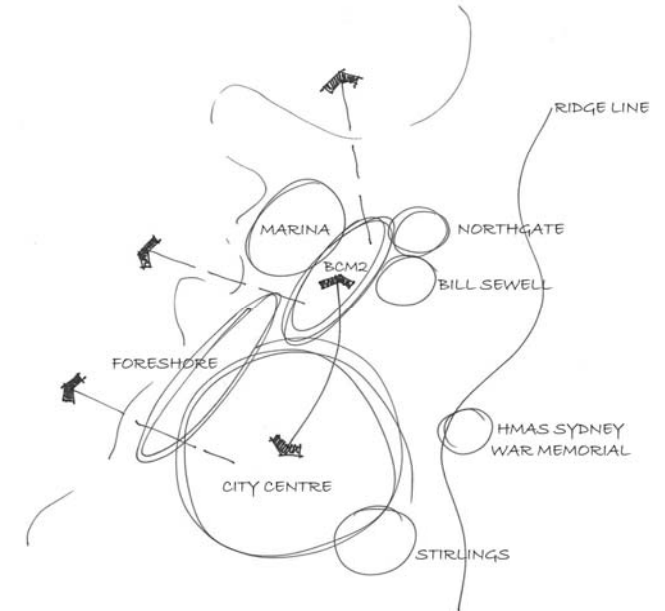
Surveyed grids were often used prior to the prevalence of the motor car due to the ease of design and creation of structure. The grid promotes good legibility and permeability however can often result in less direct routes. It is also less responsive to key features of the landscape such as vegetation, views and topography and creates reduced uniqueness of place.

Incremental car based pattern

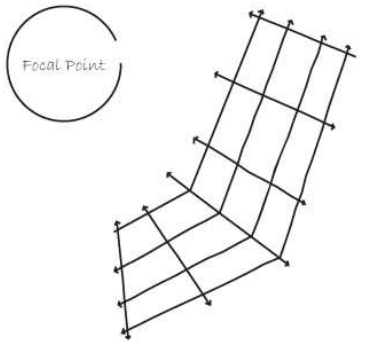
This most recent pattern is typified by curvilinear street layouts, cul-de-sacs and irregular lot shapes. This creates a suburban character which encourages driving because there is minimal permeability. There is an ad-hoc and non cohesive nature reducing the legibility of the place.

Recommendations for BCM2

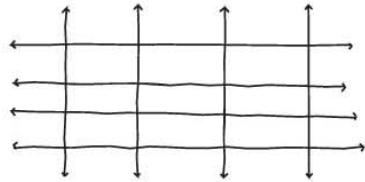
- The dislocation between the beach, CBD and marina created by the previous railway yards significantly impacts on the function of Geraldton's urban structure.
- The urban structure of BCM2 should promote connections to facilitate the logical movement of people between key attractors and locations. An innovative approach similar to the evolved grid will promote these linkages.



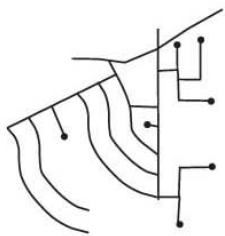
THREE VARYING BLOCK STRUCTURE PATTERNS IN GERALDTON



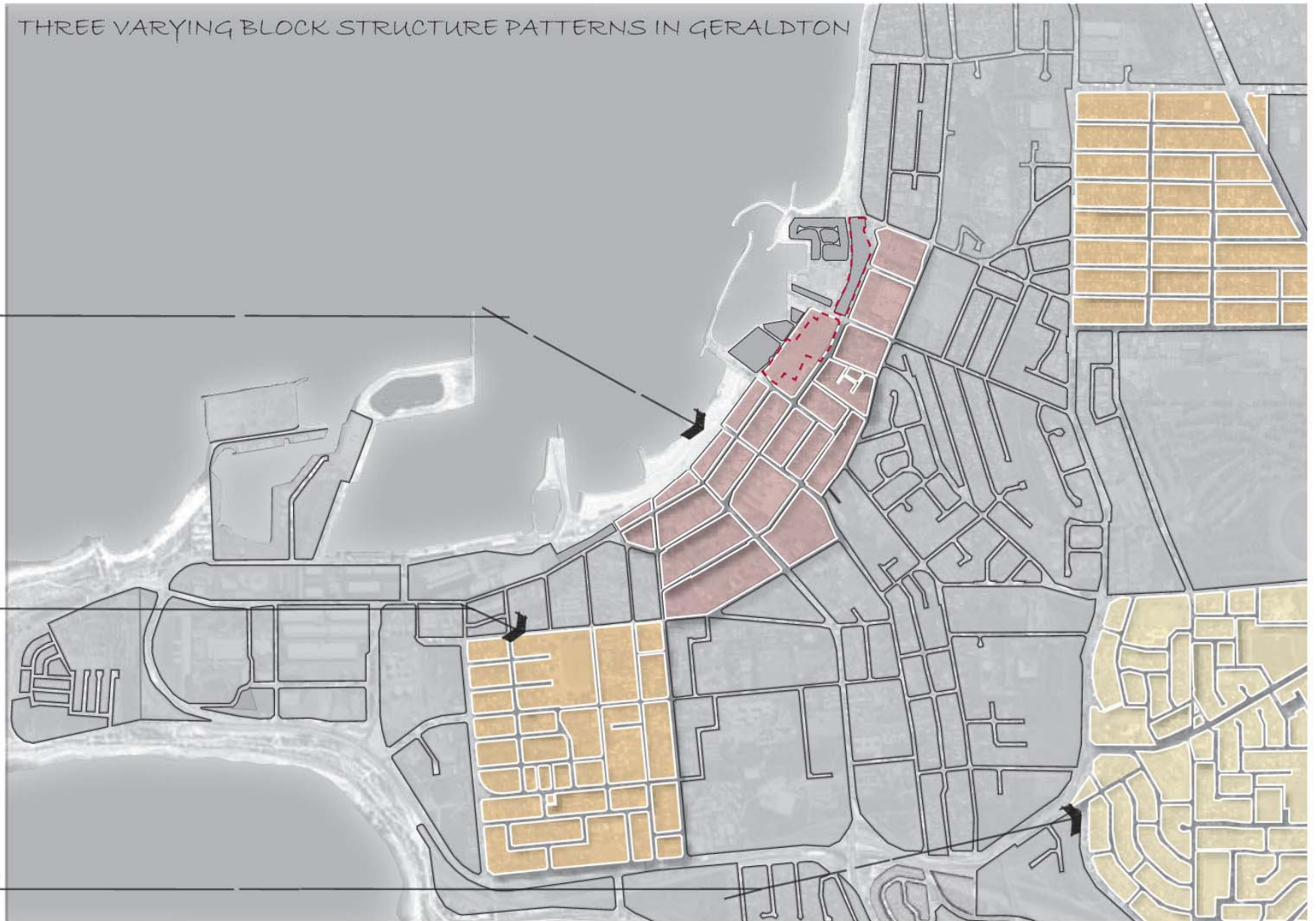
EVOLVED GRID PATTERN



SURVEYED



INCREMENTAL CAR BASED PATTERN



6.3 Urban Grain

Town Centre traditional pattern

BCM2 is located to the north of the Geraldton town centre which is intensely developed as the historic heart of the city. Typically, buildings extend to the street frontage and side boundaries forming a continuous urban edge to the street, with pedestrian shelter provided on some buildings by verandas.

Retail and commercial premises have narrow street frontages providing trading addresses for a large number of businesses within the central walkable precinct. Premises extend back on long, narrow lots providing storage and yards that were traditionally required for retail and wholesale businesses. The effective use of floor space for retail purposes in these buildings reduces as the distance from the street increases beyond about 15-20 metres. Reduced natural light and ventilation also limits the effective use of these buildings for offices and other commercial premises.

There has been some conversion of single storey residential buildings to commercial premises within the town centre, but there is limited residential mixed use development or upper floor activation.

Revitalisation of the town centre is focussed on creating an urban edge to Foreshore Drive and providing improved east-west pedestrian links to the waterfront.

More recent development

Newer areas to the north and east of BCM2 are more sparsely developed, with low density single storey residential and commercial premises in a fractured and more open environment. Larger street and side setbacks and reduced site cover reflect the need for vehicle parking related to each building.

Batavia Coast Marina Stage 1

The Batavia Coast Marina Stage 1 to the west of BCM2 is incomplete. New development is controlled by the *Batavia Coast Marina Structure Plan* (Space Consultants, February 1999). This has resulted in mixed use buildings of generally 2 storeys with no site cover or plot ratio limits. Buildings have small or nil street and side setbacks, basement or rear of lot car parking, active ground level uses and consistent streetscape treatment.

Taller landmark buildings can occur at council discretion (e.g. hotel to 5 storeys). The museum is a landmark structure fronting the Marina waterfront promenade and is set apart in urban parkland.

Open spaces and streets are located and oriented to provide vistas and connections to the town centre. Bayly Street has been created as a tree lined park between urban walled development providing an attractive vista and link to the waterfront.

Chapman Road

There is little built form consistency along Chapman Road to the east of BCM2. North of Bayly Street, Northgate Shopping Centre is a typical mall based centre in a large single storey footprint surrounded by at-grade parking and with some pad sites and separate commercial developments along both Chapman and Bayly Streets. Beyond Northgate, to the north, a residential pattern predominates. South of Bayly Street, the Bill Sewell Centre is a collection of heritage buildings of varying sizes set in landscaped grounds with no consistent response to the street pattern. South of the centre a range of small buildings front Chapman Road with related parking areas.

Stella Maris Drive

North of Beagle Place, typically a low density residential pattern exists along with public open space, while south of Beagle Place, a large expanse of marina trailer parking and other marina uses occur.

Foreshore Drive

Recent development along Foreshore Drive is in accordance with Batavia Marina Stage 1 Structure Plan.

On site

The old railway station is set back with a forecourt and not aligned parallel to Chapman Road. The platform extends this alignment well into the site. The BCM1 structure plan identifies a square to be associated with the station building and the need to set back built form along Chapman Road to provide visual access to the square. The square will need to be of scale to accommodate tourist buses and be suitable for weekend markets. Ideally tourist buses should utilise the eastern side and the western side be reserved for a square.

Recommendations for BCM2

- Provide built form intensity, site coverage and continuous street frontage to achieve a walkable and vibrant precinct in BCM2 as an extension of the existing town centre.
- Acknowledge the built form pattern of the old railway station building, forecourt and platform and provide for a square or piazza in BCM2 in the vicinity large enough to accommodate tourist buses and weekend markets. Ideally tourist buses should utilise the eastern side and the western side be reserved for a square.
- Provide breaks in built form to offer vistas and access to the waterfront to link BCM2 to the water and consider wind tunnel effects in street layout.
- Provide buildings that are preferably limited to 15-20 metres depth for natural light and ventilation and use effectiveness and adaptability (or consider alternative methods of providing natural light and ventilation.)
- Provide narrow frontages at ground level (optimum 5-8m) offering street exposure for a large number of premises to increase vibrancy and diversity.
- Respond to Batavia Coast Marina Stage 1 Structure Plan to provide some continuity with BCM1.
- Consider the diverse street environments of Foreshore Drive, Chapman Road and Stella Maris Drive in determining built form patterns for BCM2 to provide contextual integration.

Placeholder for future 3D model.



6.4 Built Form Character

There are a wide variety of architectural styles in the City of Geraldton and particularly surrounding the BCM2 site. The vernacular ranges from Victorian and Federation styles expressed in historic landmark and older buildings in the town centre through to post war, return and post modern styles. This variety provides opportunity for freedom of architectural expression in BCM2.

Due to modern construction techniques and costs, more recent buildings are less finely detailed and lack the relief, pattern and landscape surrounds of older developments. Typically, new buildings are rendered tilt-up concrete with pitched metal roofs and aluminium framed glazing.

The key principles enshrined in BCM1 are generally suitable for BCM2 and should be continued. However, the development controls are highly prescriptive and have stymied the potential for site responsive design. Accordingly BCM2 should allow for more flexible responses to development, an approach the City of Geraldton-Greenough endorses.

Recent architectural trends

In recent times, with the increasing cost of energy, focus on whole-of-life building costs and awareness of sustainability, architecture is again responding to climate as buildings have done in the past. Elements such as verandas, projecting eaves designed to suit facade orientation and adjustable louvres and screens and intelligent building skins for response to diurnal and seasonal variation are being introduced and reinterpreted. It has become necessary to consider the integration of elements such as PV arrays and rainwater tanks into the design of buildings.

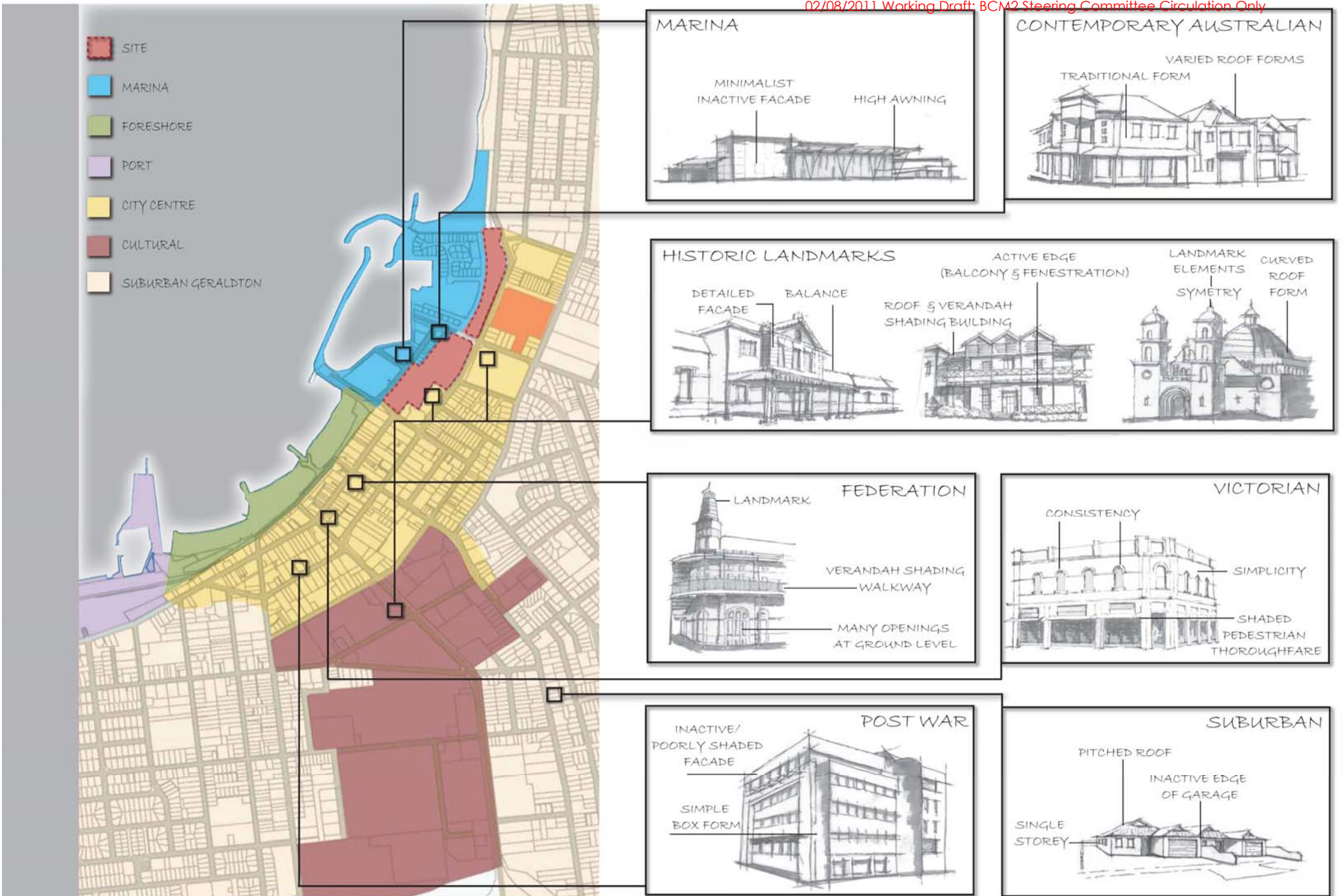
An increased awareness of a buildings impact on the amenity, character and safety of the streetscape has led to improved definition of entrances, active facades with glazed frontages, internal circulation stairs visible from outside and weather protection over footpaths.

Whole-of-life cost considerations have also led to the design of adaptable buildings that can be used for a variety of purposes over a building's lifetime. Floor to floor heights, service core layouts, escape provisions, inter-floor servicing ducts and other aspects are considered to achieve this adaptability.

Modern materials and construction techniques impact on architectural trends. These include glass that is stronger and energy efficient, concrete precast and tilt up panels, sandwich panels for walling and roofing that incorporate insulation and finishes to both sides and other prefabricated components all impact on architecture.

Recommendations for BCM2

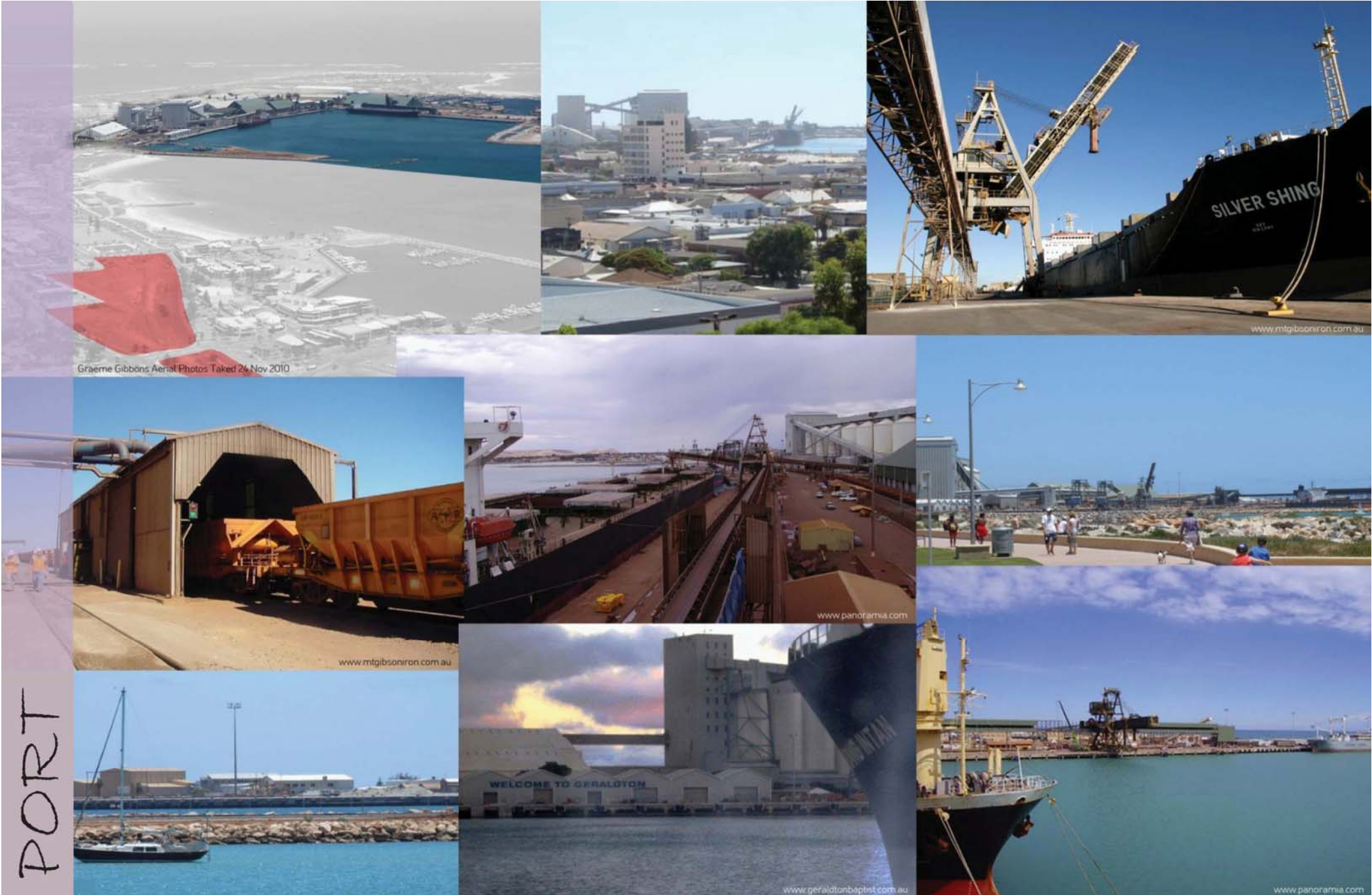
- Develop a new and contemporary 21st Century character that provides a unique precinct identity for BCM2 as a new quarter in the city of Geraldton.
- Ensure buildings have an appropriate and integrated ESD response and orientate buildings for wind protection and solar access.
- Respect the built character of the recently developed Batavia Marina Stage 1.
- Respect the heritage context of the Bill Sewell Centre, the old railway station and the town centre.
- Consider locations of taller buildings in BCM2 that provide landmarks within the urban structure and do not adversely impact on surrounding streets and open spaces.
- Provide ground level differentiation with a generous storey height reflecting the Federation and Victorian scale of town centre buildings.
- Provide pedestrian shelter (from both wind and rain) and sense of protection with verandas and colonnades of consistent height along active street frontages.
- Create a consistent rhythm for facades and verandahs (for shopfronts narrow frontages 5-8 metres).
- Provide breaks in urban wall for open spaces (but detailed to provide continuity at street level e.g. walls, landscape elements).
- Consider detail, colour and materials: play of light and shade, pattern and relief.





Graeme Gibbons Aerial Photos Taken 24 Nov 2010

MARINA



PORT

Graeme Gibbons Aerial Photos Taken 24 Nov 2010

www.mtgibsoniron.com.au

www.panoramia.com

www.geraldtonbaptist.com.au

www.panoramia.com

Graeme Gibbons Aerial Photos Taken 24 Nov 2010

CITY CENTRE



CULTURAL



Graeme Gibbons Aerial Photos Taken 24 Nov 2010



www.planbooktravel.com



www.abc.net.au



www.drivenow.com.au



www.artgallery.wa.gov.au



www.art.com



www.flickr.com



SUBURBAN



6.5 Heritage

The heritage plan outlines the key sites and landmarks in the vicinity of BCM2 and existing or potential connections between the site and these elements.

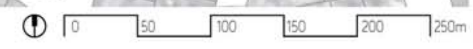
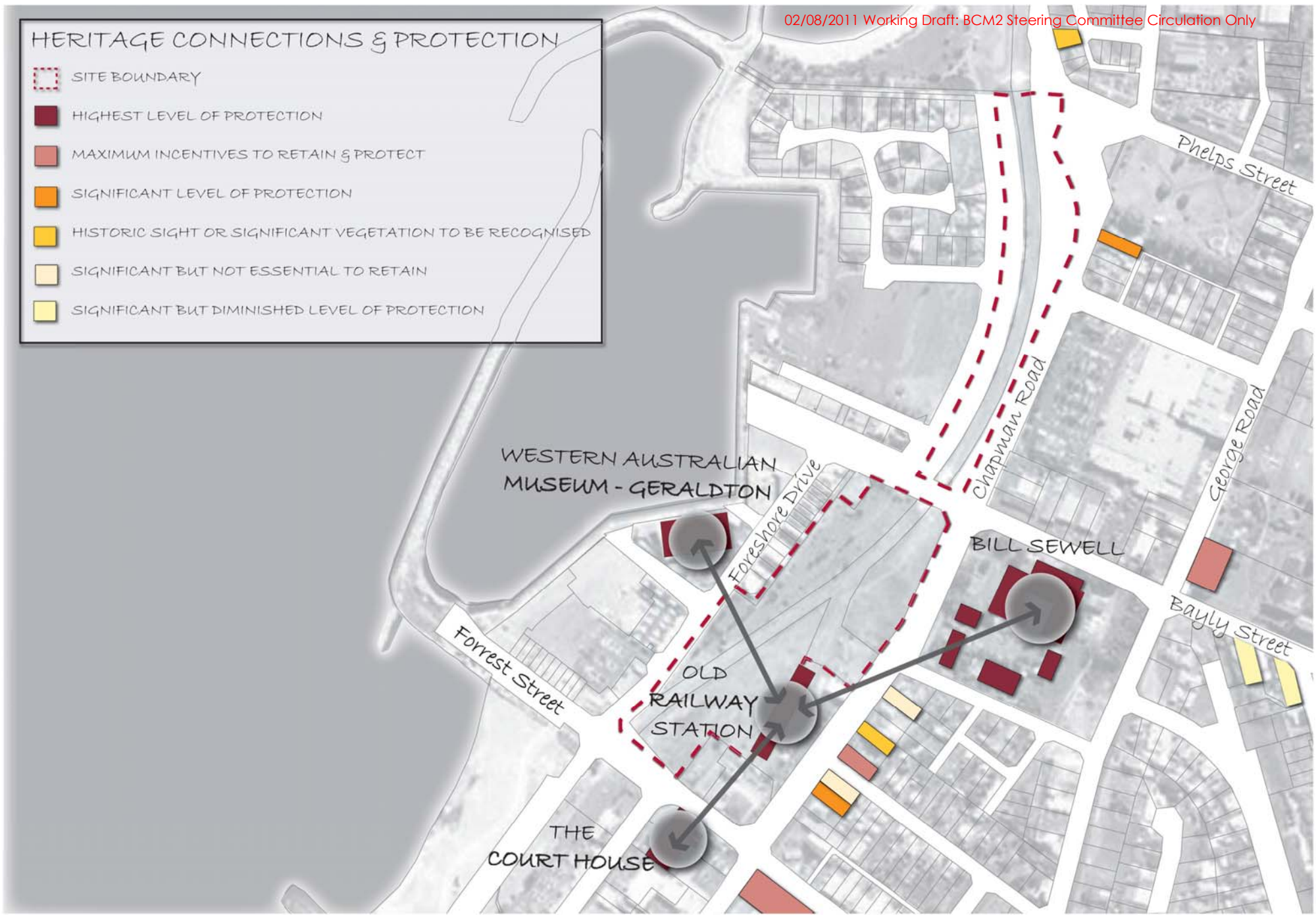
Links between the Railway Station, the Court House, the Bill Sewell Centre and the Museum and waterfront have been identified as important in telling Geraldton's story. BCM2 is located between these nodes and can act as an integrator element. Connections to the library and tourist centre are also important. It is not envisaged that heritage constraints will limit height or character of future buildings in the BCM2. This will be clarified with further information from the heritage consultant. Further in depth analysis of European and Aboriginal Heritage will also be provided by the heritage consultant.

Recommendations for BCM2

- BCM2 has potential to provide a key connection between key heritage elements (old railway station, court house, Bill Sewell Centre) the museum and the waterfront.
- A story for the precinct could be told through this connection that will enrich the precinct and provide an enhanced tourist experience of the area.
- Undertake desktop review of existing and potential heritage issues associated with the BCM2 site in general considering railway line formations through the site; railway platform; adjacent railway station building (Heritage Registered); proximity of the Courthouse (Heritage Registered); and any existing requirements for interpretation (railway formation).
- Prepare Heritage Impact Statements for the Railway Station, Courthouse and Bill Sewell Centre. These places are all adjacent to BCM2, and entered into the Register of Heritage Places. Therefore the impact of the BCM2 Development Guide Plan needs to be considered in the context of the heritage significance of those places, and substantiate the positive opportunities as outcomes of the BCM2 project.

HERITAGE CONNECTIONS & PROTECTION

-  SITE BOUNDARY
-  HIGHEST LEVEL OF PROTECTION
-  MAXIMUM INCENTIVES TO RETAIN & PROTECT
-  SIGNIFICANT LEVEL OF PROTECTION
-  HISTORIC SIGHT OR SIGNIFICANT VEGETATION TO BE RECOGNISED
-  SIGNIFICANT BUT NOT ESSENTIAL TO RETAIN
-  SIGNIFICANT BUT DIMINISHED LEVEL OF PROTECTION



6.6 Open Space

Batavia Coast Marina and Geraldton Foreshore

The Batavia Coast Marina boardwalk is directly connected with the redeveloped Geraldton Foreshore which acts as the primary public space in the Geraldton town centre. The Marina and the Foreshore are both key catalysts in the transition of Geraldton to a vibrant waterfront city.

The Foreshore and the Marina boardwalk offer excellent access to the waterfront, which is a key attractor for visitors and local residents. Exposure to the ocean and limited shelter from wind and sun limit use of the waterfront in some conditions. The Foreshore redevelopment includes a range of spaces for community use such as the proposed spectator zone (4500 people) for the sound shell at the southern end; various play areas and picnic areas.

Cowan and Wiebbe Hays Squares, connect Marine Terrace to the foreshore development. Cowan square addresses the southern end of BCM2.

The Marina is a public environment, however, currently fishing activity is restricted. Resolution of this potential activation, along with creation of streetscapes and more intimate public spaces that offer lively and attractive east-west connections to the water will be important to the success of BCM2.

BCM1 Structure Plan recognised the need for new open spaces including:

- A tourist bus arrival plaza to the eastern side of the old railway station (within BCM2);
- Potential use of this plaza/square for markets; and
- Linear parkland on Bayly Street linking Chapman Road with the Marina (now complete).

These areas provide excellent amenity for the town centre however there may be opportunity for a community gathering space with different characteristics within BCM2 that is both weather sheltered and activated. To improve open space diversity an urban square of a civic and social nature that provides a key focus or identifiable landmark will be a complementary contrast to the existing predominantly green/natural public open space. This type of space requires direct activation by surrounding land use to be successful.

Open space in the broader context

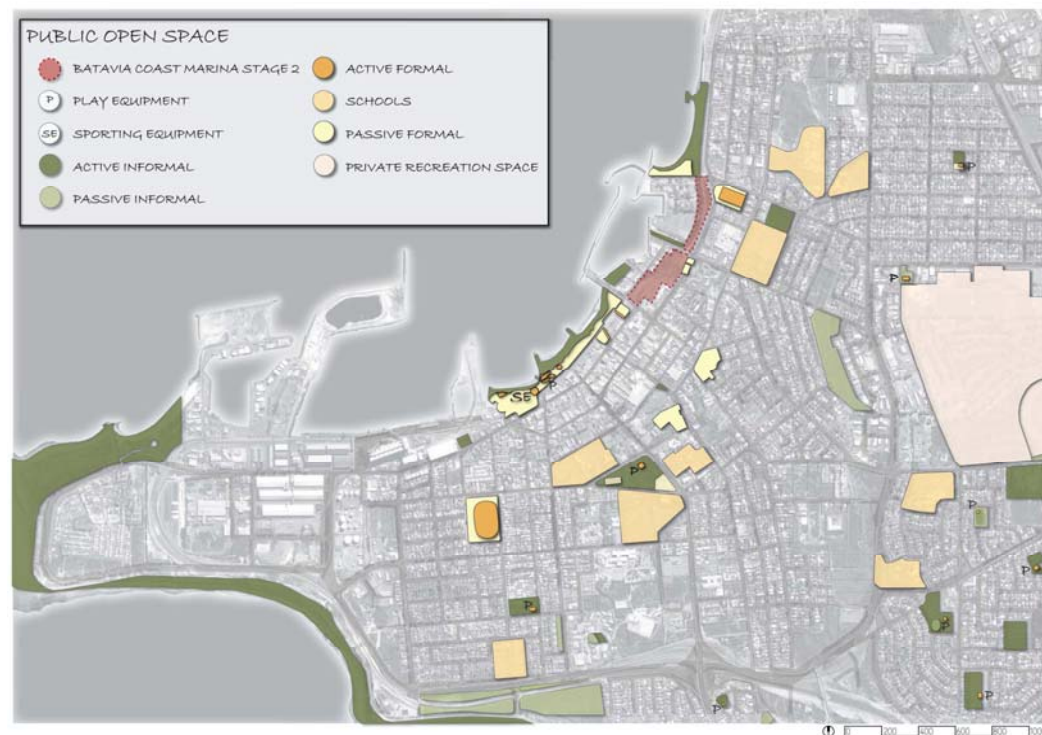
There are a variety of different types of public open space, each performing different functions for the Geraldton community. Some operate on more than one level providing for a variety of users and activities, while others are directed towards specific purposes and a

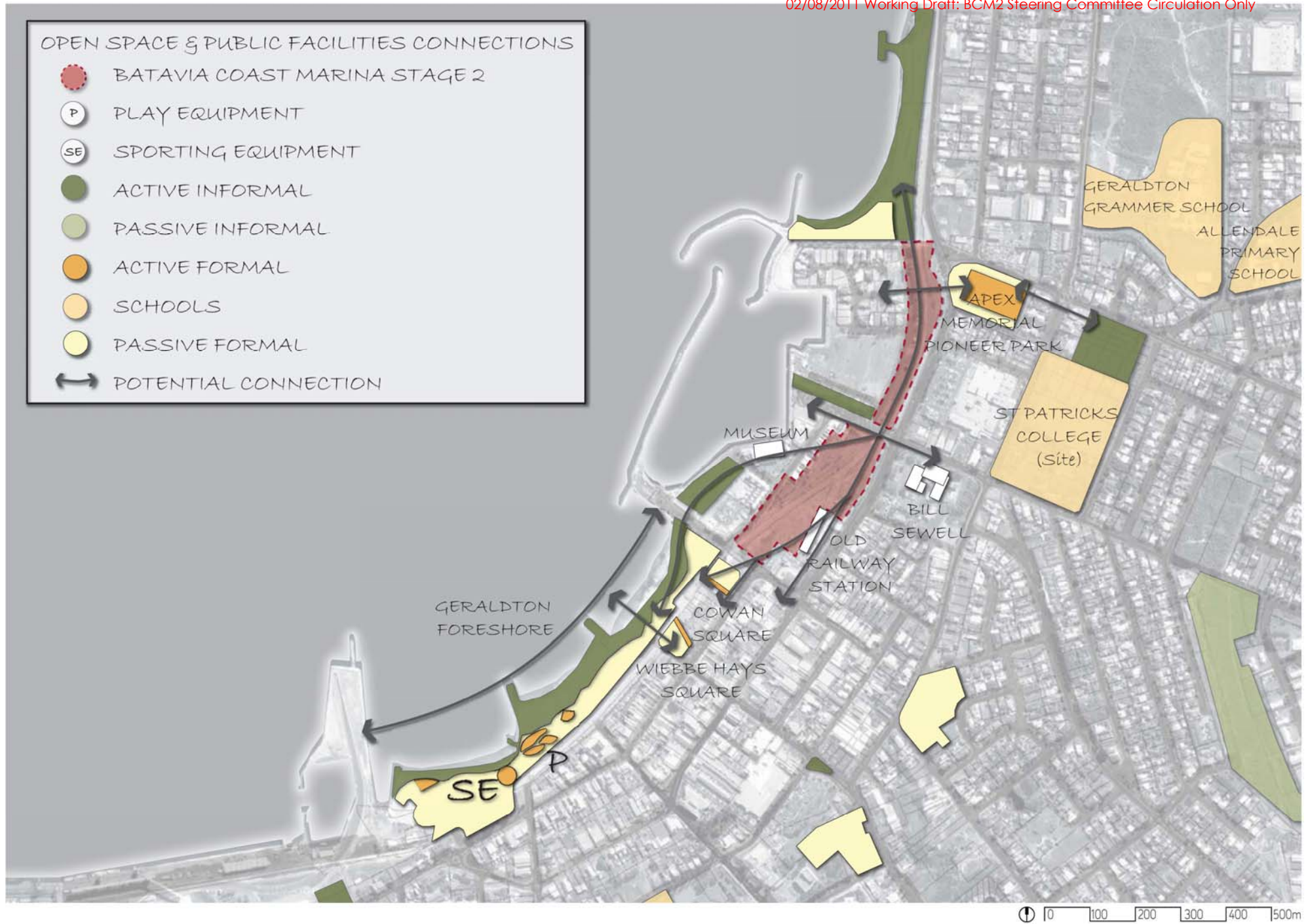
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There is adequate open space in the vicinity of the BCM2 to provide for new residents and workers. The interconnections of these open spaces could be improved by the BCM2 development.

Recommendations for Open Space in BCM2

- Provide quality rather than quantity of open space in BCM2
- Network BMC2 with surrounding open spaces and public facilities
- Provide an open space counterpoint to the Foreshore, Marina, city squares and existing parks with regard to uses, character and function
- Provide landmark/ civic presence with social/ street focus
- Provide weather protected open spaces (including streets and squares) suitable for events and community activities as well as alfresco food and beverage in BCM2
- Consider effective management and maintenance of public spaces
- Optimise new open space for amenity of new apartment residents, visitors and workers in BCM2





6.7 Connectivity

Integration of BCM2 into the city centre of Geraldton that will complete the desired links between city and ocean recognised as an objective for the Batavia Coast Marina. BCM2 requires improved connectivity of the movement network at all levels.

Further analysis will be undertaken by the traffic engineering consultant.

Walkability

The location of BCM2 within the Geraldton CBD offers benefits of town centre, other amenities and trip generators within easy walking distance. As the city grows, the advantages of living in a location with walking trip times that equate to drive times from outer suburbs significantly increases. Drive times are extended from the newer outer suburbs and parking within the CBD is becoming less available and further from destinations. This increases the attraction of walking for residents and workers, which has other benefits including health, increased street activation and safety and reduced vehicle traffic congestion in the CBD.

Public transport

Buses service BCM2 along Chapman Road with a stop at Northgate Shopping Centre. The service extends to the outer suburbs of Geraldton in all directions but is infrequent, with typically only five services on a weekday and three on a Saturday. The City of Geraldton-Greenough is proposing Cat bus and/or Rapid Bus Transit Corridor that could link to Marina. Road be used where route is constrained.

Old railway station as symbolic transport hub

To continue the importance of the railway station for public transport it could be appropriate for it to become a hub of tourist and bus transport. The opportunity for tourist bus parking was identified in the BCM1 Structure Plan.

Active transport (Pedestrian and Cycle)

BCM2 is proximate but poorly connected to the Geraldton CBD heart, the waterfront and activity to the east of Chapman Road. The pedestrian promenade along the waterfront through the marina precinct is not well used as it is an inactive and exposed, windy environment. Chapman Road is a hostile, vehicle dominated streetscape. It has 2 lanes each way with a wide median accommodating slip lanes. Defined pedestrian crossing is limited to intersections at Forrest Street and Bayly Street. Foreshore Drive, Bayly Street and Forrest Street have recently been upgraded with footpaths as part of BCM1.

Revitalisation of the town centre and BCM1 has focussed on improving east-west pedestrian links to the foreshore. Forrest Street and Bayly Street provide these improved links but there is no mid block connection through the BCM2 site.

Recreation cyclists will likely use the waterfront paths whereas commuter cyclists will use the most direct and fast route that could be provided along Chapman Road.

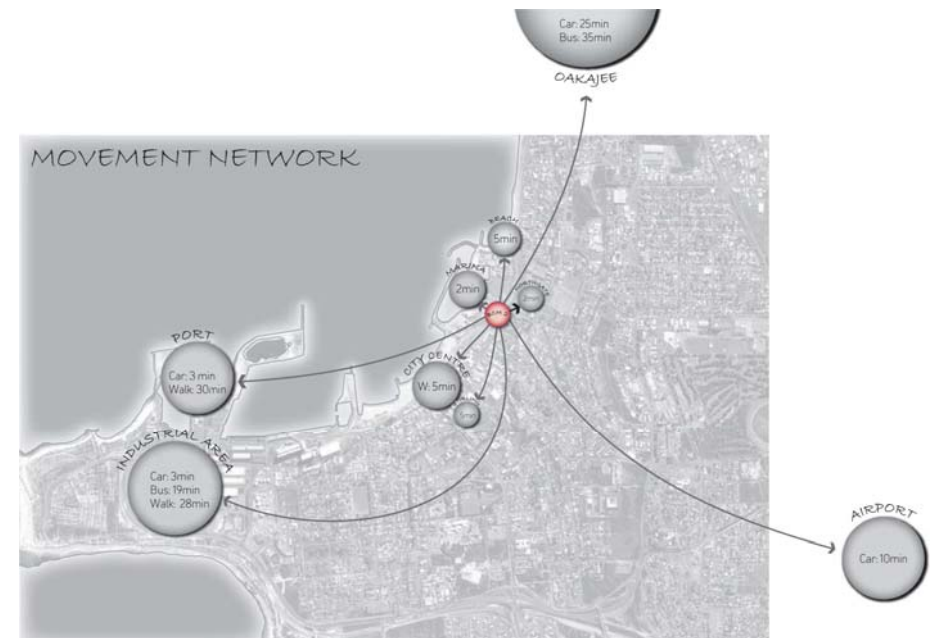
42460 Batavia Coast Marina Stage 2/06 Outputs from HS/ Reports/ Background Report

The City of Geraldton-Greenough has constructed 15km cycle ways in 12 months and has successfully included on-road bike lanes that link in part to Marina. The City is also investigating bike hire like many European cities have, but helmet laws are restricting this. It should be noted that in Adelaide there is an innovative approach taken by Bicycle SA (South Australia's peak body for recreational cycling which is an independent, non-government, not-for-profit association supporting all recreational cyclists and members) to encourage cycling. All their hire rates include free helmets and locks and there is a program called Adelaide City Bikes which offers free daily hire between 9am-4.30pm from seven locations around the city (Drivers Licence or Passport held as a deposit). This sort of approach could satisfy road safety requirements as well as encourage cycling in as a short term mode of transport for visitors and residents looking to cycle on a more regular basis.

Vehicle access

BCM2 is bounded on all sides by existing roads. New vehicle access points will be required into the precinct.

Chapman Road (eastern site boundary) is designed as a high vehicle capacity road and will retain that role. It is a high speed, high volume road environment with few intersections or opportunities for vehicle access into BCM2. As the northern entrance and approach into the Geraldton town centre, Chapman Road is an important thoroughfare with opportunity for an enhanced development frontage, improved streetscape safety and amenity and public






WALKABILITY

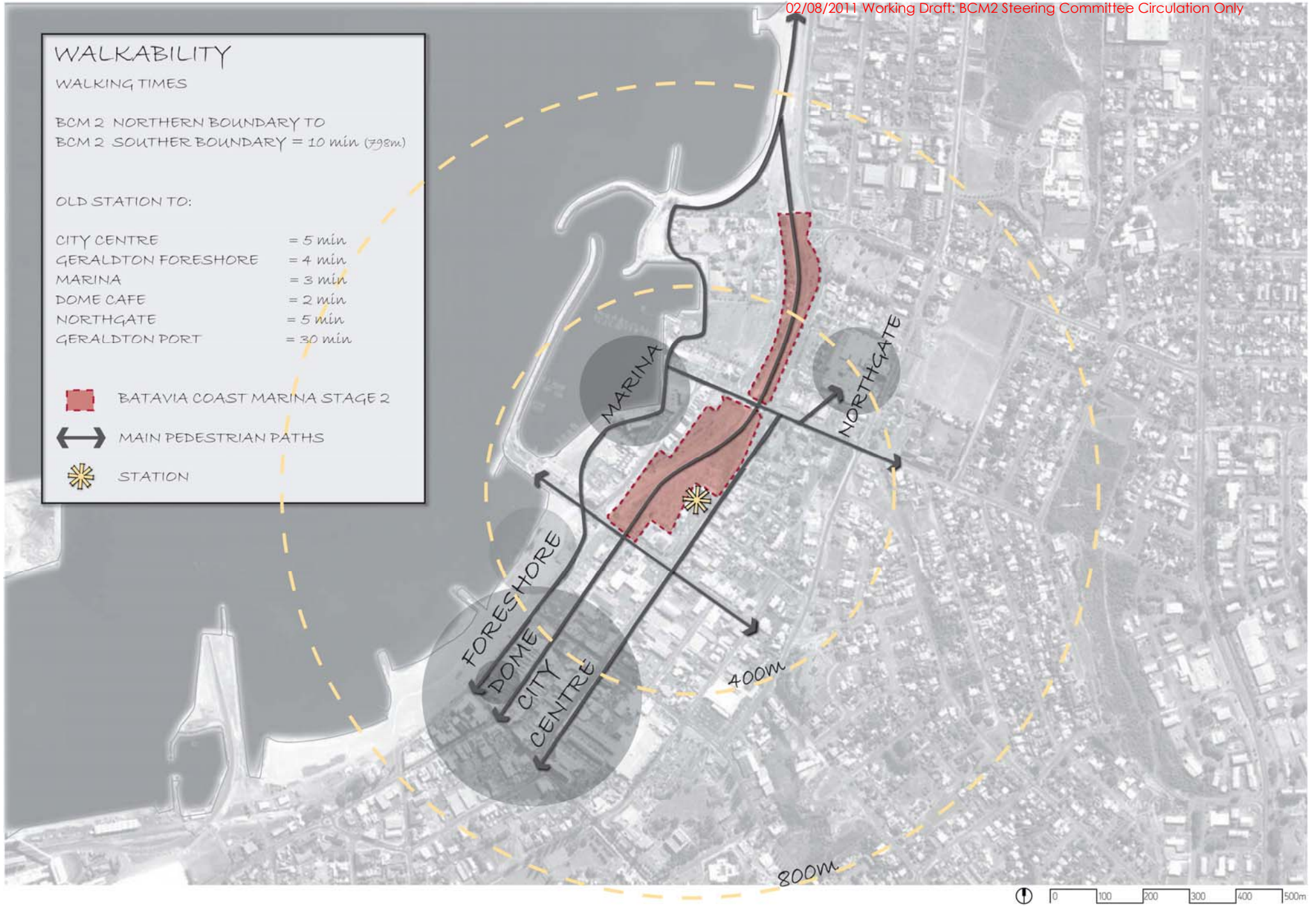
WALKING TIMES

BCM 2 NORTHERN BOUNDARY TO
BCM 2 SOUTHER BOUNDARY = 10 min (798m)

OLD STATION TO:

- CITY CENTRE = 5 min
- GERALDTON FORESHORE = 4 min
- MARINA = 3 min
- DOMI CAFE = 2 min
- NORTHGATE = 5 min
- GERALDTON PORT = 30 min

-  BATAVIA COAST MARINA STAGE 2
-  MAIN PEDESTRIAN PATHS
-  STATION



Recommendations for BCM2

- Seek improved vehicle access into BCM2 from Chapman Road to provide accessibility and contextual integration of the site.
- Provide an extension (vehicle and/or active) of Marine Terrace into BCM2 to improve connectivity and vistas to the town centre.
- Provide improved pedestrian permeability and priority access through BCM2 in all directions particularly east west to improve connectivity to the waterfront.
- Provide safe and attractive active transport access routes through BCM2.
- Support improved pedestrian and cycle access, crossing and safety on Chapman Road to improve connectivity to the east (particularly to Bill Sewell Centre and Northgate Shopping Centre).
- Support improved pedestrian crossing of Forrest Street to improve connections to the town centre particularly at Marine Terrace.
- Consider provision of tourist bus parking and associated amenity at the railway station.
- Seek improved bus service frequency along Chapman Road to increase attractiveness of public transport for residents and workers in BCM2.

transport access while serving its road network function. Intersection design should reflect the town centre location providing pedestrian priority.

Forrest Road (southern site boundary) is also recognised as an important thoroughfare with similar opportunities, it provides vehicle access to the waterfront as does Bayly Street (northern site boundary) which also carries boat ramp traffic into Stella Maris Drive.

Foreshore Drive (western site boundary) extends north-south past the town centre and into the marina terminating at Bayly Street. It has a partially developed frontage as part of BCM1. It is a single lane carriageway each way and is designed as a parking street with roundabout connections at each end of the site.

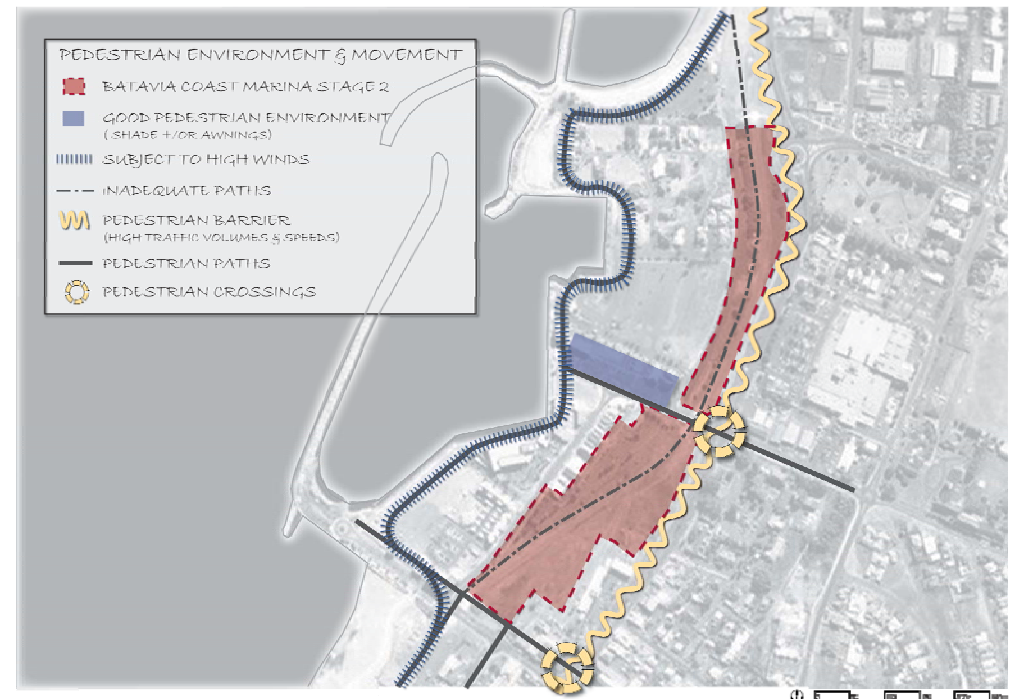
Marine Terrace, the main street of the Geraldton town centre, terminates at Forrest Street opposite the BCM2 site. Continuation of access (pedestrian and/or vehicle) on the Marine Terrace alignment would provide a natural connection into the town centre.

Parking

Understanding the parking demand for public, tourists and residents will be important to the success of the precinct. This includes special parking such as boat trailer and tourist bus parking as well as parking for visitors to the town centre who would then walk through BCM2 to town centre and marina/foreshore attractions.

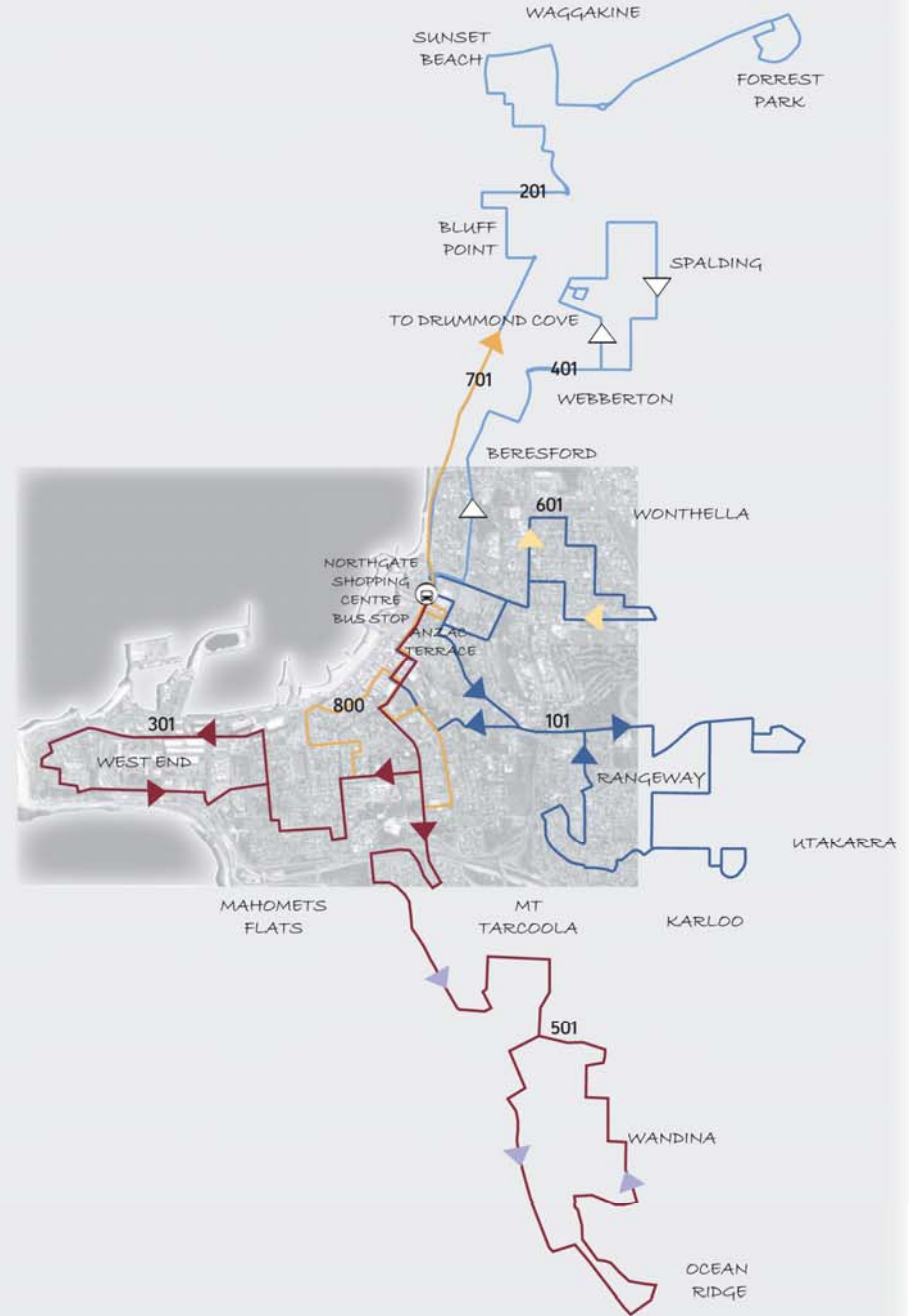
To provide the intensity and vibrancy of development sought in BCM2, parking for new development will need to be efficient and considered on a precinct wide basis with a focus on visitor and public parking with incentives for employees to use improved public transport services. It may be prudent to limit parking to maximum provisions and to seek reciprocal rights of access and cross easements to co ordinate and limit overall provision. This will be possible within a mixed use environment with differing peak demand times.

The City of Geraldton-Greenough is proposing paid car parking to encourage walking with funds reinvested into transport improvements.



PUBLIC TRANSPORT					
BUS TIMETABLE current as at 11/07/2011, timetable effective 31/01/2010.					
Route No.	Service	Destination	Frequency	Time	School Special
101	Circular	Utakarra, Karloo, Rangeway	5 wd +1 Thurs / 3 Sat	45 min CR/ 28 min to Utakarra	
601	Circular	Wonthella, Recreation Complex	5 wd +1 Thurs / 3 Sat	26 min CR/ 12 min to Wonthella	
201		Forrester Park, Bluff Point, Sunset Beach	11 wd +2 Thurs/ 6 Sat	26 min to Forrest Park	✓
401	Circular	Webborton, Beresford, Spalding	5 wd +1 Thurs / 3 Sat	40 min CR/ 30 min to Webborton	✓
301	Circular	Beachlands, West End	4 wd. +1 Thurs / 3 Sat	40 min CR/ 19 min to West End	
501	Circular	Mahomets Flats, Tarcoola, Ocean Ridge	4 wd +1 Thurs / 3 Sat	58 min CR/ 25 min to Ocean Ridge	✓
701		Drummond Cove	7 wd +2 Thurs / 4 Sat	27 min to Drummond Cove	✓
*800	Circular	Geraldton Regional Hospital	15 wd +3 Thurs / 7 Sat	15 min/ 8 min to Hospital	✓

(Does Not Service Northgate Shopping Centre Bus Stop)



7.0 Site

7.1 Tenure and Ownership

BCM2 land comprises both freehold land and Crown reserves owned by the State of Western Australia. Details of land tenure and contribution (as percentage of BCM2 project area) are summarised in Figures 12.

The recommendation to Cabinet (pending approval) is the transfer of Government controlled lands within the BCM2 project boundary to LandCorp for nominal consideration. Furthermore, Mid West Development Commission (MWDC) still owns one parcel of land, namely Lot 3, originally vested in Geraldton Mid West Development Authority (GMWDA) by the Geraldton Foreshore and Marina Development Act. In exchange for the BCM2 project committing to clear the \$0.96M remaining loan liability related to the apportionment of capital costs for developing the Batavia Marina land transferred to GMWDA, the MWDC agree to transfer Lot 3 to LandCorp for nominal consideration to facilitate the BCM2 project. In addition, Lot 85 is held on MWDC's behalf by Landcorp. Lot 85 is remnant land from the BMC1 land assembly process undertaken by Landcorp with BCM1 project funding, which was provided by MWDC (from a capital appropriation for the project). The proceeds from the sale of Lot 85 are not tied to the repayment of the loan liability however MWDC is agreeable to transfer Lot 85 to LandCorp for nominal consideration to facilitate the BCM2 project. A Memorandum of Agreement (or similar) will be prepared to affect Cabinet approval, in particular contributions and obligations of each stakeholder.

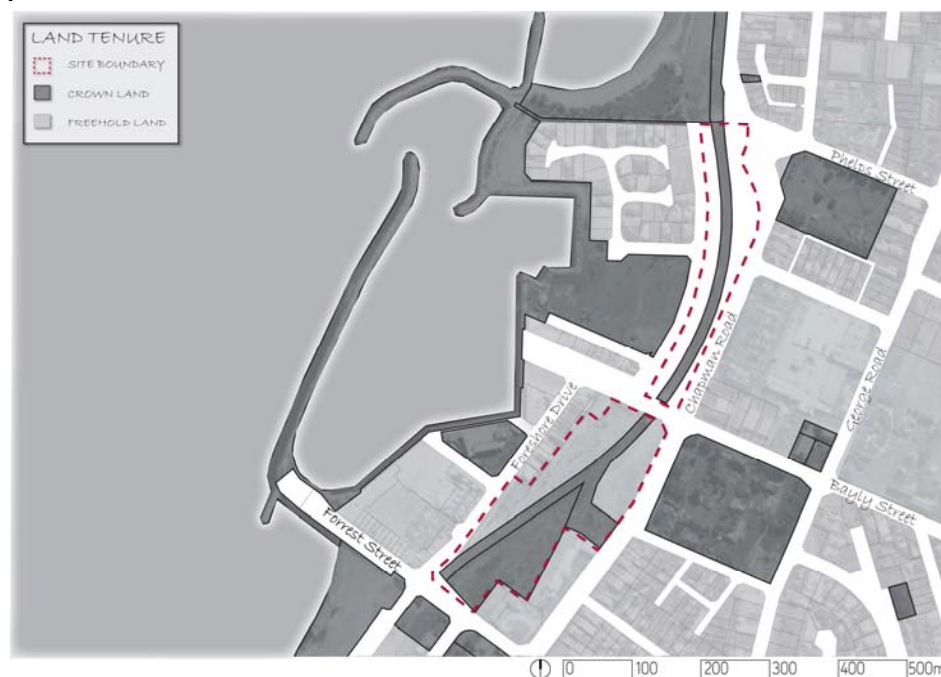
Development of Lot 300 is contingent upon partial road closure (reduction of verge width) of Stella Maris Drive and Chapman Road where acceptable. The exact boundary for this application in not determined, so in the first instance the entire area of the Stella Maris Drive and Chapman Road road reserve (that falls within the BCM2 project boundary) is included in Figure 12. Similarly, an application for the closure of a portion of Forrest Street Road Reserve will be required to tidy up the project boundary, - this area of land is included in Figure 12.

Figure 12: Land tenure and contribution (as percentage)

Lot Number	Size	Ownership / Vesting	% of Land Contribution
Lot 3066 Chapman Rd	9,212m ²	State of W.A. Management Order: K512316 Public Transport Authority of Western Australia	25.4%
Lot 300 Chapman Rd	6,358m ²	State of W.A. Management Order: K512317 Public Transport Authority of Western Australia	
Lot 2907 Forrest St	12,389m ²	State of W.A. Management Order: F89895 City of Geraldton-Greenough	45%
Stella Maris Drive - Road Reserve	435m ²	State of W.A. Road Reserve: City of Geraldton-Greenough	
Chapman Road - Road Reserve	6,988m ²	State of W.A. Road Reserve: City of Geraldton-Greenough	
Forrest Street - Road Reserve	7,842m ²	State of W.A. Road Reserve: City of Geraldton-Greenough	
Lot 3 Chapman Rd	6,704m ²	Mid-West Development Commission - Freehold	29.6%
Lot 85 Bayly St	11,453m ²	Western Australia Land Authority - Freehold (note: held on behalf of Mid West Development Commission)	
Total Project Area	61,381m²		100%

Note: subject to title verification and land survey at project conclusion

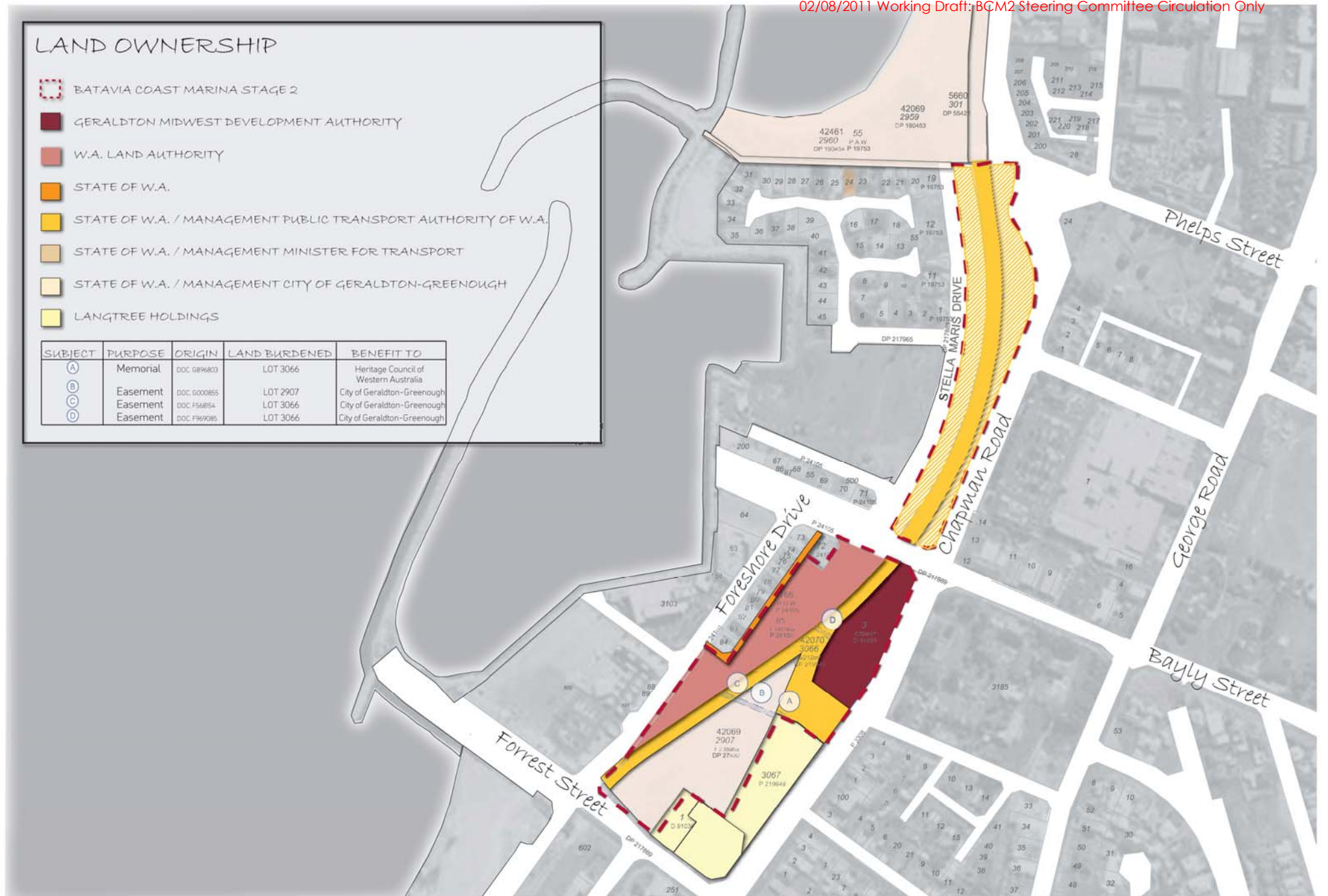
The tenure and ownership details over the BCM2 site are outlined in the following plans.



LAND OWNERSHIP

- BATAVIA COAST MARINA STAGE 2
- GERALDTON MIDWEST DEVELOPMENT AUTHORITY
- W.A. LAND AUTHORITY
- STATE OF W.A.
- STATE OF W.A. / MANAGEMENT PUBLIC TRANSPORT AUTHORITY OF W.A.
- STATE OF W.A. / MANAGEMENT MINISTER FOR TRANSPORT
- STATE OF W.A. / MANAGEMENT CITY OF GERALDTON-GREENOUGH
- LANGTREE HOLDINGS

SUBJECT	PURPOSE	ORIGIN	LAND BURDENED	BENEFIT TO
(A)	Memorial	DOC 0894803	LOT 3066	Heritage Council of Western Australia
(B)	Easement	DOC G000855	LOT 2907	City of Geraldton-Greenough
(C)	Easement	DOC F56854	LOT 3066	City of Geraldton-Greenough
(D)	Easement	DOC F969085	LOT 3066	City of Geraldton-Greenough



7.2 Environment

Climate

The Geraldton climate is renowned for its prevailing winds, particularly close to the coast. This can cause discomfort in unsheltered outdoor spaces but also offers respite from the hot summer temperatures and an opportunity to design climate responsive housing with good cross ventilation.

BCM2 is located south of the cyclone prone areas of Western Australia which generally lie between Exmouth and Broome.

Recommendations for BCM2

- Open spaces that provide respite from prevailing coastal breezes will be valuable.
- Buildings that capture breezes for cooling and provide sheltered private open spaces such as balconies will be beneficial.

Contamination

The Batavia Marina was historically used as a Westrail railway Marshalling Yard including fuel storage, maintenance sheds and docking yards. The Marshalling Yards were redeveloped for use as a Marina between 1988 and 1997 that included reclamation of the ocean, breakwaters, construction of a car park, residential and commercial properties, and boat launching areas. Part of the former Marshalling Yard site is planned for redevelopment as BCM2.

GHD was commissioned by the Public Transport Authority of W.A. (PTA) to undertake a Groundwater Investigation (GHD, February 2011) to delineate the extent of the two known hydrocarbon impacted groundwater plumes within the Batavia Marina, formerly the Marshalling Yards. GHD also reviewed and collated available historical information related to the sites former use as a Marshalling Yard.

The former Marshalling Yard comprised multiple train access lines and supporting maintenance, servicing and loading infrastructure which occupied an approximate area of 150m wide by 500m, parallel and adjacent to the coast line (Geraldton). Following the yards decommissioning, the coastal margins have been extended seawards to accommodate development of the Batavia Coast Marina.

The primary aim of the Groundwater Investigation (GHD, February 2011) was to investigate the proposed BCM2 development area, which is a subsection located within the boundaries of the former Marshalling Yard. The scope of GHD works comprised the following:

- Review of site history including former contamination investigation reports, historic Western Australian Government Railways (WAGR) plans, and historical aerial photos.
- Installation of ten shallow monitoring wells in and around formerly identified hydrocarbon impacted areas (Plume A and Plume B).
- Groundwater sampling and laboratory analysis for hydrocarbons, metals, PAHs, BTEX and parameters to support hydrocarbon degradation.

A Contaminated Site Auditor, Mr Roger Parker of Golder Associates (Golder) has also been engaged by PTA to act as Contaminated Site Auditor (the Auditor) for the site.

Based on the information collated the following recommendations were presented in the Groundwater Investigation report (GHD, February 2011):

Whole of Site Recommendations

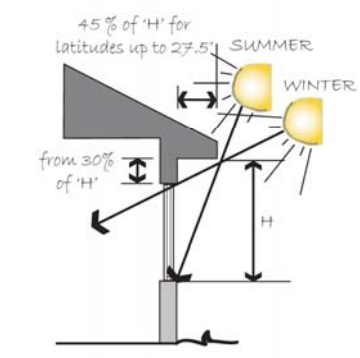
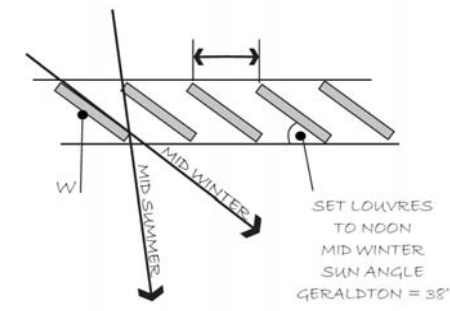
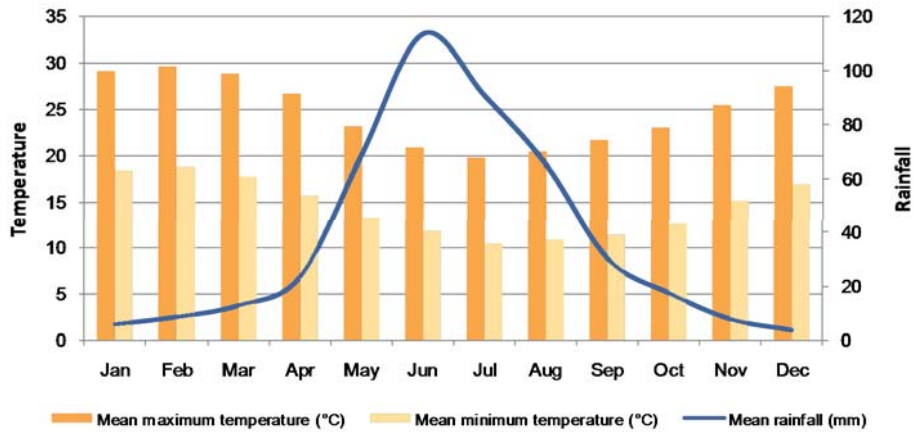
- Undertake a Preliminary Site Investigation (PSI) and develop a Community Consultation Plan, - including review by the Auditor;
- Develop Sampling and Analysis Plan (SAP) based on the historic Site uses and issues of concern, - including review by the Auditor;
- Undertake Detailed Site Investigations (DSI) across former Marshalling Yard area in accordance with SAP, - including review by the Auditor;
- Report contamination newly identified during these investigations to the DEC under the *Contaminated Site Act 2003*;
- Develop Site Management Plan (SMP), - including review by the Auditor; and
- Remediate any areas of identified contamination in accordance with the SMP and DEC guidelines.

Plume A and Plume B Recommendations

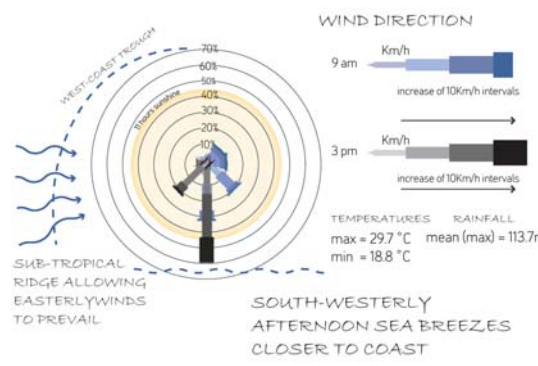
- Delineate soil and groundwater contamination to the south of well MW37 where PSH sheens in groundwater have been identified (Plume A);
- Delineate soil and groundwater contamination in areas surrounding well MW43 where free product was identified (Plume B);
- Undertake a risk assessment with regard to potential ecological (marine environment) and human impacts which should include understanding the influence and proximity of the marine environment on hydrocarbon movement;
- Review appropriate remediation strategies based on redevelopment requirements and risk assessment;
- Develop and implement remediation and validation plans for impacted Plume areas in accordance with DEC guidelines; and
- Ongoing periodical groundwater monitoring is likely to be required to assess degradation of hydrocarbon impacted groundwater through monitored natural attenuation.

Pending Cabinet approval, GHD and Golder commissions will transfer to LandCorp; and GHD and Golder will form part of the BCM2 Consultant Team. The BCM2 Development Guide Plan planning progression timing will be reliant on required inputs from further environmental investigations (as outlined above) so as remediation methods contemplate intended land use and similarly any influences on the type of uses proposed for BCM2 (residential / mixed use / commercial) can be considered.

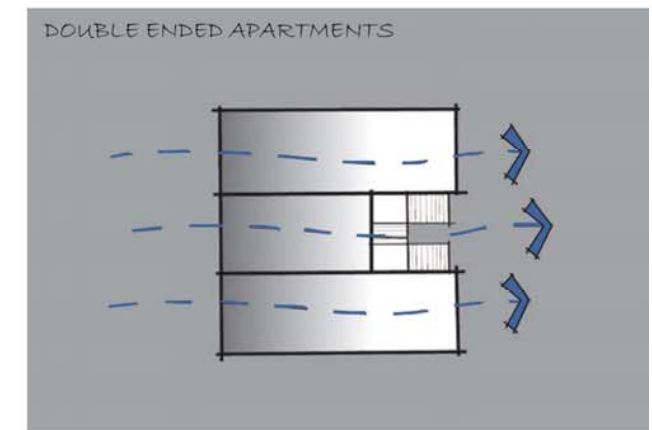
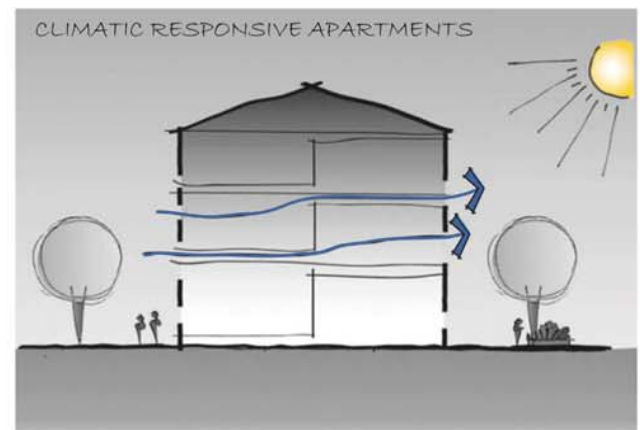
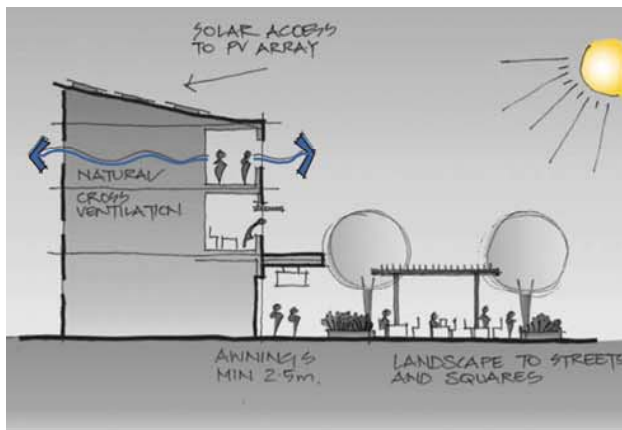
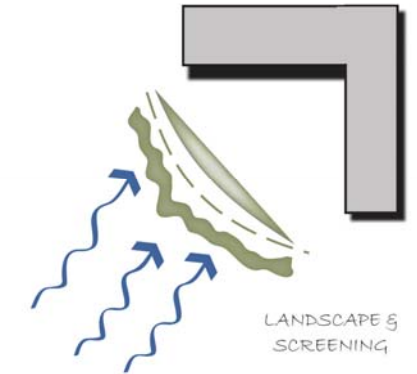
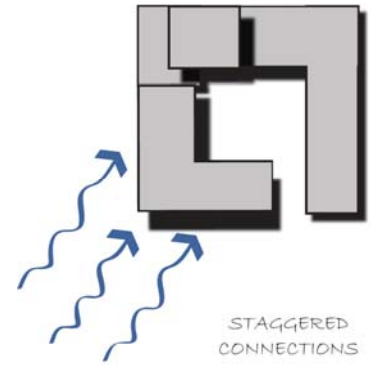
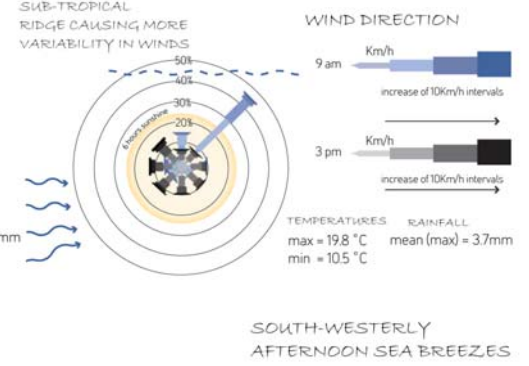
Figure 13 – Geraldton Rainfall and Temperature



SUMMER



WINTER



7.3 Existing Services and Capacity

Refer to the Existing Services plan for the relevant existing services over BCM2.

Western Power

Western Power has confirmed that BCM2 is currently fed via the Durlacher Street Substation (cnr Foreshore Drive and Durlacher Street). All new work within the marina has required installation of new transformers and switchgear etc. It is anticipated that this will also apply to BCM2 depending on layout and anticipated demand. Western Power recommends submission of a formal application for a WP feasibility study of the adequacy of existing network capacity and potential requirements and costs of any external infrastructure upgrades. This can be done once there is some certainty regarding development layout.

Water Corporation

Water Corporation has confirmed current planning for water and sewer infrastructure has spare capacity to service future commercial development at BCM2. The stormwater network may need to be relocated into future road reserves and future infrastructure costs and time delays can be minimised by cognisance of the east west easement in the design process..

WA GAS

WA Gas Network advises that existing infrastructure is not at full capacity. A formal submission for proposed common trenching will enable WA Gas to design gas reticulation based on proposed loading and provide a formal quotation to the developer for contribution toward installation. This can be prepared once there is some certainty regarding development layout.

Telstra & Fibreoptic

Telstra is unable to confirm if current assets have “spare” capacity to service BCM2. A formal application with details of proposed common trenching will enable them to provide details of infrastructure required to service proposed development. Fibreoptic should be available to service the proposed development as part of the National Broadband Network refer www.nbnco.com.au/NewDevelopments

Stormwater

The existing stormwater network across BCM2 runs north south from Stella Maris Drive. Pipes sizes vary from 1200-2100mm diameter near the discharge point in Foreshore Drive. It is anticipated, due to the nature of materials on site, that minimal network upgrading will be required to cope with additional runoff. It is possible, however, that, dependent on the final development plan, some of the network will need to be relocated outside the super lots in future road reserves.

Easements

There are two easements on the BCM2 site (refer existing services plan). One easement is assumed to contain a 100p gravity sewer main and a 1200mm stormwater pipe traversing east / west across the site behind the old railway station building. The other small easement in the same vicinity contains a Heritage Council memorial.

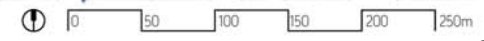
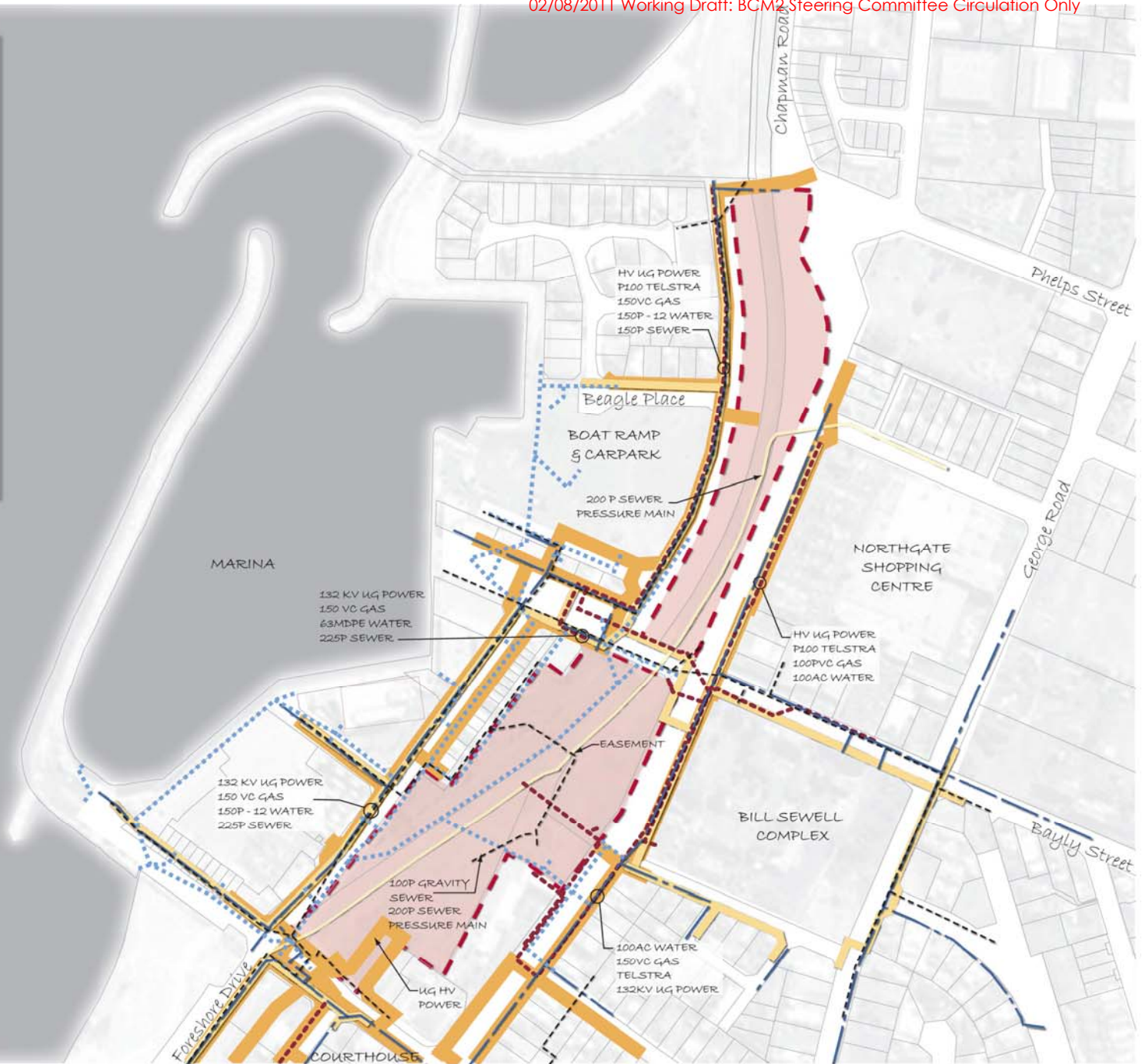
It is also important to note that due to the strong winds experienced in Geraldton there is a bulk earthworks embargo between 30 September and 30 March.

Recommendations for BCM2

- Remediation of BCM2 site will impact on delivery timeline and development outcomes.
- Sewer and stormwater have spare capacity.
- Formal applications are required for Telstra, Western Power and WA Gas for feasibility and adequacy of network.
- NBN fibreoptics should be available for redevelopment.
- Stormwater network may require some relocation into future road reserves.
- Consider east west easement (sewer main, stormwater) in design.

EXISTING SERVICES

-  SITE BOUNDARY
-  EXISTING GAS MAIN
-  UNDERGROUND POWER
-  GRAVITY SEWER MAIN
-  SEWER PRESSURE MAIN
-  WATER MAIN
-  TELECOMMUNICATIONS
-  STORMWATER DRAINAGE



8.0 Site Analysis Summary

8.1 Further Research

In this preliminary report we have researched and analysed the physical, demographic, economic and community context of BCM2. Further research and input is required to inform the project and complete the analysis including specialist advice in the areas of:

- Heritage
- Environmental
- Traffic

8.2 Key Themes and Opportunities

Analysis of the site and context to date, has revealed some key themes and opportunities to consider in redevelopment of BCM2.

Policy

- A new less prescriptive approach to built form guidelines for Batavia Coast Marina.
- Continued engagement with the City of Geraldton-Greenough and private sector developers to ensure the full potential of BCM2 is realised.

Tenure

- Incorporate part of Chapman Road and Stella Maris Drive road reserves into the redevelopment. This will widen the northern section of the site enabling it to reach an improved development potential.

Activity

- Provide activity that compliments and builds on rather than competes with surrounding activity including:
 - Affordable and more diverse housing (including for retirees)
 - Affordable, modern and potentially purpose built office space
 - A range of hotel and short stay accommodation
 - Entertainment and retail that will bring vibrancy throughout the day and evening

Community activation

- Implement a community activation strategy (Creating Communities).

Open space and public realm

- Support changes to Chapman Road as the primary address for BCM2.
- Include a piazza or square that offers a different experience to the Foreshore and Marina boardwalk.

Connectivity

- Link the parts of Geraldton both physically and conceptually to create a vibrant waterfront city servicing the Mid West region including:
 - Physical connections and views and vistas as illustrated on the Site Analysis Plan.
 - Conceptual links that tell the story of Geraldton such as the heritage and tourist attraction connections.

8.3 Sustainable Development

Once this further analysis and redevelopment options for BCM2 have been prepared, sustainability assessment will be required based on LandCorp's criteria of:

- Community Wellbeing;
- Environmental Leadership;
- Economic Health; and
- Design Excellence.

Appendix A – Stakeholder Interviews Undertaken

02/08/2011 Working Draft: BCM2 Steering Committee Circulation Only
BUNDIYARRA ABORIGINAL CORPORATION

DATE	ACTIVITY
	WA MUSEUM – GERALDTON
24.01.11	Catherine Belcher (Geraldton Regional Museum Manager) Trish McDonald (Exhibitions Manager, New Museums Projects)
	WA POLICE
24.01.11	Ross Tomasini (Regional Superintendent) Tony Mettam (Officer in Charge) Gary Cunningham (Assistant District Officer) Gary Neil (Sergeant)
	RAILWAY STATION LAND OWNER AND LOCAL VALUER
24.01.11	Colin Dymond
	MID WEST CHAMBER OF COMMERCE
24.01.11	Tony Viner (Executive Member)
	GERALDTON PORT AUTHORITY
24.01.11	Paul Blundell (Chief Engineer)
	CITY OF GERALDTON-GREENOUGH (EXECUTIVE)
25.01.11	Tony Brun (Chief Executive Officer) Ian Carpenter (Mayor) Andrea Selvey (Director Creative Communities)
	DEPARTMENT OF TRANSPORT
25.01.11	Tony McCann (Regional Manager)

25.01.11	Shane Hill (CEO of Bundiyarra Aboriginal Corporation and Previous MLA for Geraldton)
	CITY OF GERALDTON-GREENOUGH (PLANNING DEPT)
25.01.11	Syd Jerram (Director Community Infrastructure) Phil Melling (Director Sustainable Communities) Murray Connell (Manager of Town Planning Services)
	DEPARTMENT OF SPORT AND RECREATION
25.01.11	Richard Malacari (Regional Manager)
	GERALDTON UNIVERSITIES CENTRE (GUC)
27.01.11	Natalie Nelmes (Special Projects Manager)
	MID WEST DEVELOPMENT COMMISSION
01.02.11	Steve Douglas (Chief Executive Officer) Neil Condon (Assistant Director)
	DEPARTMENT OF PLANNING
08.02.11	Sean Collingwood (Regional Manager)
	PUBLIC TRANSPORT AUTHORITY
08.02.11	Rod Cousins (Manager Land and Property Services)