AGENDA ATTACHMENTS

Strategic Planning and Transport Committee

Wednesday, 17 October 2018, 6.00 pm

City of Fremantle

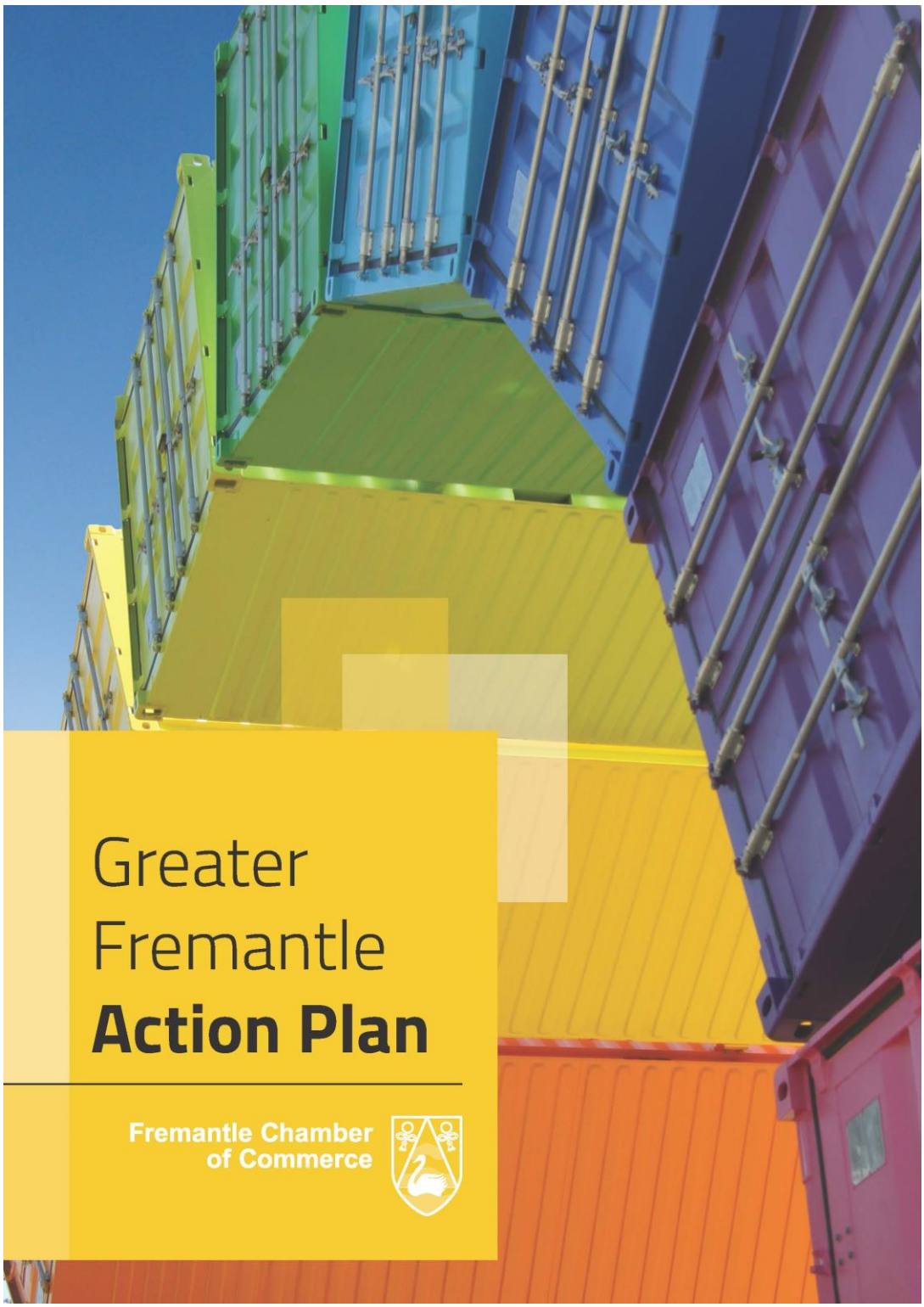
Agenda Attachments 1

SPT1810 -1 FREMANTLE CHAMBER OF COMMERCE - GREATER FREMANTLE ACTION PLAN 3

SPT1810 -2 'PLANNING FOR ENTERTAINMENT NOISE IN THE NORTHBRIDGE AREA' PUBLIC CONSULTATION PAPER - SUBMISSION 31

SPT1810 -1 FREMANTLE CHAMBER OF COMMERCE - GREATER FREMANTLE ACTION PLAN

ATTACHMENT 1



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BACKGROUND

In 2015, key Fremantle-based stakeholders funded a collaborative fact-based research report produced by the Committee for Perth and the University of Western Australia. The report, titled 'FREMANTLE as a re-connected city - a FACTBase Special Report', outlined 14 key findings about the current state of the Greater Fremantle region's economy, vitality and potential. The aim of the report was to serve as a basis for further discussion about the future development of Fremantle.

The Fremantle Chamber of Commerce (FCC) recognised the opportunity to use the report and its findings to develop an Action Plan that takes into account the strategic plans, policies and developments already under way in the region.

METHODOLOGY

In preparation of the Greater Fremantle Action Plan (GFAP), the FCC consulted with a wide range of representatives and stakeholders across a number of sectors, including culture and the arts, retail, tourism, hospitality, infrastructure and transport.

Through this information gathering, the FCC developed a catalogue of actions which align with key findings of the FACTBase Special Report and current stakeholder initiatives and strategies. The delivery of these actions will directly benefit each sector and the Greater Fremantle region.

WAY FORWARD

The Greater Fremantle Action Plan will be led by the FCC, in consultation with all stakeholders. The FCC will establish a Governance Group to oversee the implementation of and responsibility for the plan. As the plan develops, the Governance Group should remain flexible to ensure work is completed efficiently and effectively.

This action plan presents an opportunity for all stakeholders, including business, the local authority, government and the community to work together for the benefit of the region.

Image courtesy of the City of Fremantle
FREMANTLE
Coopers

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'Greater Fremantle

characteristics and unique competitive advantages can be built upon to develop a distinctive and inventive future that connects with its extraordinary past.'

FREMANTLE as a re-connected city - a FACTBase Special Report

Introduction

'FREMANTLE as a re-connected city – a FACTBase Special Report' examined the commercial and social fabric of Greater Fremantle, identifying the underlying strengths and weaknesses that determine its current economic performance.

The report recognised Greater Fremantle's unique qualities, in particular its heritage and character, which 'provide considerable potential for appropriate policy intervention to facilitate growth and revitalisation.'

The report describes Greater Fremantle as an undervalued asset, despite its strategic location and critical function as a transport and economic hub. In recent decades the influence of the region has declined as the result of increased competition from new urban centres, a neutral attitude from State Government, and the overall decline in the global economy.

The report recommended further research be undertaken to identify the specific local constraints that prevent strong performing sectors from reaching their full potential.

In brief, the report identified Greater Fremantle's strengths and weaknesses as follows:

Strengths

- Dynamic economy particularly in transport and related industries, the arts and recreational services, accommodation, food and health care
- A unique profile consisting of heritage strength and character
- Fremantle Port remains Fremantle's most important industry
- Fremantle possesses a unique combination of the knowledge economy and creative industries
- Health services and related sectors continue to play an important role despite the downsizing of the Fremantle Hospital
- Fremantle has a global reputation as a tourist destination

Weaknesses

- Fremantle's position within the metropolitan hierarchy has diminished considerably
- Housing lacks diversity and is becoming increasingly unaffordable
- Major investment has been difficult to attract
- Diminished role of Fremantle Hospital
- Tourism potential not yet reached
- Heritage and culture is "typically underplayed as a 'selling point' for visitors and local residents"

In an effort to move past discussions about barriers, the FCC has devised the following Action Plan to unite stakeholders and guide the rejuvenation of the Greater Fremantle region.

FCC welcomes collaboration and is excited at the prospect of invigorating Greater Fremantle together.

Below is a brief overview of the 'Quick Wins' that are achievable within the short term and key actions that are barrier removal and transformational in nature, and require longer-term timeframes.

Quick Wins

- Formation of committees to represent key sectors (Engagement)
- Examine data related to the existing Events & Festivals Program and identify events that have a targeted benefit to local operators (Research)
- Development of an implementation strategy to support retailers affected in the short term while major infrastructure works are being undertaken (Strategy)
- Improve visitor information at the Fremantle Passenger Terminal to promote attractions and accommodation within Fremantle (Built)

Key Enabling Actions - Barrier Removal

- Policy and regulation review to identify barriers to development (Research)
- Comprehensive City Centre Parking & Public Transport Strategy (Strategy)
- Connected cycle path network within the city and to surrounding areas (Built)
- Freight network implementation (Built)
- Greater Fremantle Cultural Plan (Strategy)

Key Sector Actions - Transformational & Feasible

- Identify constraints to economic growth (Research)
- Unique brand development for Fremantle City (Strategy)
- Implementation of identified 'City to Water' connections (Built)

Plan on a Page

This page summarises the key themes and strategies of the Greater Fremantle Action Plan. Detailed actions are found within the body of the document.

Enabling Actions

Aim to break down barriers to Greater Fremantle's future growth and success

Create the Conditions

- Business attraction programs
- Destination marketing campaigns
- Develop financial incentives
- Policy and regulation review
- Complete a Structure Plan
- Develop infrastructure to support a Cultural Plan

Connecting People, Places & Markets

- Planning for affordable housing
- Improvements to urban realm in commercial areas
- Improvements to public transport
- Sophisticated city centre parking plan
- Connected cycle path network
- Improvements to regional connections
- Improvements to visitor booths and wayfinding
- Improvements to pedestrian access

Sector Actions

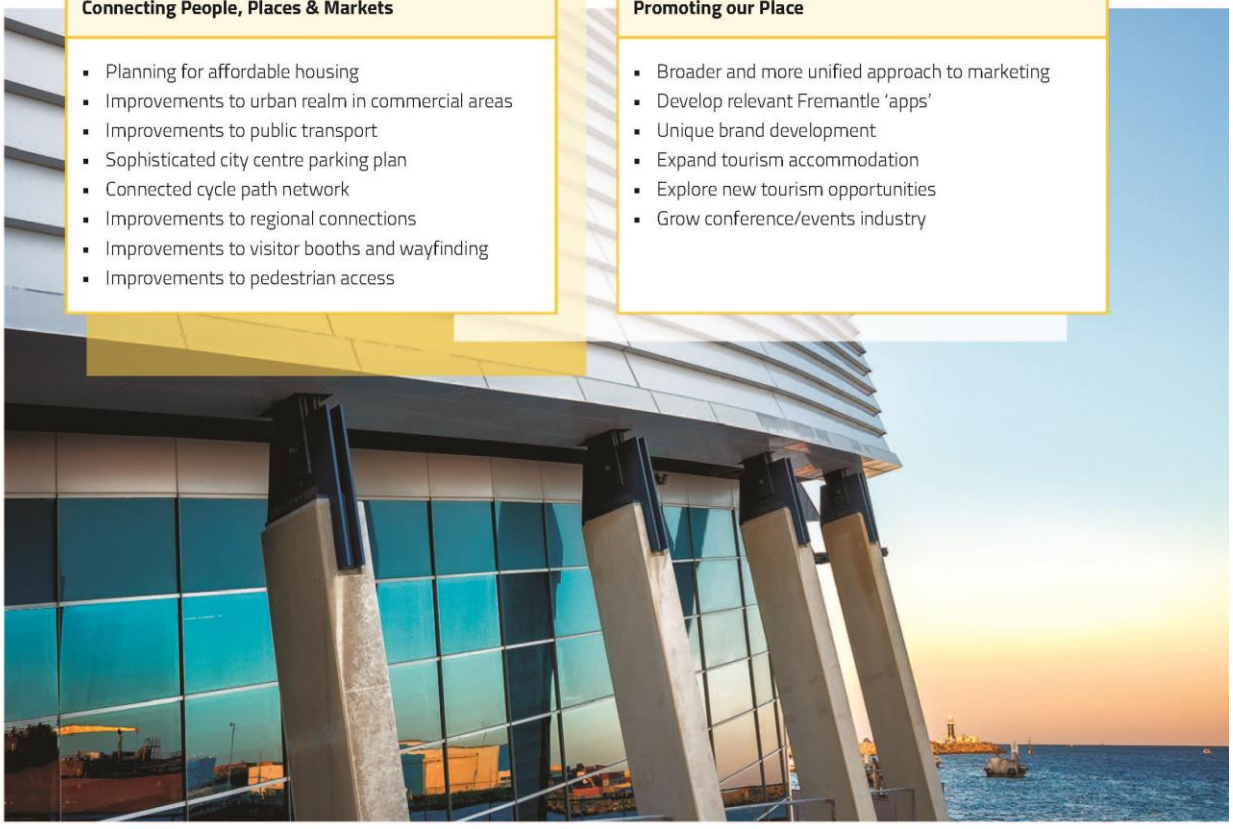
Seek to further capitalise on previously underused natural advantages

Capitalise on and Build upon

- Identify constraints to economic growth
- Industry-based local business groups
- Long-term competitive port
- Implement planned capital works
- Progress planned road infrastructure
- Connecting city to water (Victoria Quay and Fishing Boat Harbour)

Promoting our Place

- Broader and more unified approach to marketing
- Develop relevant Fremantle 'apps'
- Unique brand development
- Expand tourism accommodation
- Explore new tourism opportunities
- Grow conference/events industry



What would **success look like?**

The Action Plan would be considered successful once the following have been substantially progressed:

- Measurable economic growth in the areas in which Greater Fremantle has been found to specialise - namely transport, arts and recreation, hospitality, and healthcare.
- Fremantle assumes the position as the 'knowledge and creative capital' of Western Australia.
- A world-class and competitive working Port with its waterfront connecting to the City.
- Significant growth in short and long-stay visitors, which supports the expansion of tourism, retail and hospitality industries.
- Increased levels of State Government investment and engagement with the region, mirrored by an increase in private investment.
- Increased connectivity across Greater Fremantle, and in particular a safer more efficient approach to freight transport.
- Fremantle's unique heritage and cultural value is recognised through increased economic development, a more vibrant streetscape and improved standards of liveability.
- Growth in the cruise industry resulting in an increase in visitors and expenditure.
- A better choice of housing across Greater Fremantle but in particular an increase in affordable inner-city options.
- Increase in student housing adding vibrancy and improving the 24-hour economy.
- Better access to public transport and improved bike paths across Greater Fremantle.

How do we get there?

Promote 'Sector Actions' which play on Greater Fremantle's strengths and seek to further capitalise on previously underused existing or natural advantages. These include:

1. Form an active partnership to build tourism and the capabilities of the hospitality and accommodation providers for the City to remain a 'must see' destination.
2. Complete master planning to ensure the efficiency and long-term viability of the Fremantle Port.
3. Develop new actions to support the industries in which Greater Fremantle performs well (transport and related industries, arts, culture and recreation, tourism and hospitality, and healthcare).
4. Develop actions to further capitalise on the unique combination of a strong creative industry and a knowledge-based economy by creating optimum conditions that enable innovation and growth in these sectors.
5. Develop a set of strategies directly related to heritage and culture that have the potential to yield economic development, value and vibrancy.

The following 'Enabling Actions' address some of the challenges that Fremantle faces as a region. The purpose of these actions is to break down the barriers to Greater Fremantle's success:

1. The development of policy that supports and strengthens local businesses, and in particular, removes barriers to capital investment. Policies must be developed in collaboration with the private sector to ensure constraints such as infrastructure, land costs and availability, governance, regulation and human capital are fully understood.
2. Identify land development opportunities to increase the diversity and affordability of housing.
3. A re-design of major road networks to address connectivity issues within inner and Greater Fremantle, including improving the safety and efficiency of freight routes.
4. Increase the type and frequency of public transport and improve bike path networks throughout Greater Fremantle.
5. Gather relevant data and support the arts and cultural sector in their contribution to the development of a comprehensive cultural plan and supporting policy.

The Greater Fremantle Action Plan has been developed as a living document, open to input and review. As the actions in this plan are delivered, new actions will be incorporated as these emerge.

The prioritisation of actions over the next 5 years will be determined by the following:

1	Transformational capacity – actions expected to have the most substantial impact
2	Feasibility – actions that have a strong business case and are likely to succeed
3	Barrier removals – strategic actions that create the conditions that strengthen capacity or create new opportunities

How will we **work together?**

Working collaboratively with key stakeholders, FCC will lead the administration and implementation of the Greater Fremantle Action Plan to drive positive outcomes.

A Governance Group will be established to oversee the implementation of the plan and hold responsibility for its delivery.

To ensure a breadth of expertise and input, the Governance Group will include representatives from the following areas: culture and the arts, creative, manufacturing and wholesale trade, education, marine industry, retail, hospitality and tourism, local and state government.

As the plan develops, the Governance Group should remain flexible to ensure work is completed efficiently and effectively, with the GFAP being updated on a regular basis.

Sub-committees will be formed to drive individual actions in concert with the stakeholders identified in this document. Each sub-committee will be required to develop its own consultation process to further identify design solutions and/or strategies for the actions within each sector. The sub-committees will be required to report directly to the Governance Group.

The Governance Group, in consultation with stakeholders, will decide what actions are added into the Action Plan.

This project presents an opportunity for stakeholders, government and local authorities to work together for the benefit of the region.

'Fremantle sits on the

precipice of significant opportunity that will herald a new and exciting era for Fremantle as Perth region's second city.'

FREMANTLE as a re-connected city - a FACTBase Special Report

Quick **Wins**

In order to progress from debate and discussion to action, the following 'Quick Wins' have been identified from each sector – some already underway or can be completed by December 2019.

01 Economic Growth

- **E2.1** Identify potential land that could be released for new development
- **E3.1** Develop an industry-based committee within the Fremantle Chamber of Commerce (FCC)

02 Infrastructure & Transport

- **I3.2** Investigate the opportunities to redevelop Fremantle Oval
- **TP1.1** Review the CAT service, including a possible shift to standard buses and expansion of routes into lower cost housing areas
- **TP2.1** Implement a comprehensive and contemporary Parking Strategy for Fremantle CBD

03
Culture & Community
C2.1 Obtain funding and develop a brief for a Cultural audit of the Greater Fremantle region
C3.1 Build the region's capacity as a 'Centre of Knowledge Excellence' by regular round table discussions with SMTAFE, Fremantle Education Centre and The University of Notre Dame Australia
04
Tourism
T01.1 Lobby to lift Fremantle's presence in Tourism WA's marketing campaign and collaborate in its implementation
T02.1 Form a local Fremantle Tourism Organisation. A united marketing strategy will need to involve cooperation between the various players in the tourism industry
T04.2 Improve the visitor information at the Fremantle Passenger Terminal to promote attractions and accommodation within Fremantle
T05.1 Implement a Place Activation Strategy for VQ Waterfront
T07.1 Examine data related to the existing Events & Festivals Program – identify events that have a targeted benefit to local operators
05
Retail, Food & Beverage
R1.1 Develop an implementation strategy to support retailers affected in the short term while major infrastructure works are being undertaken (e.g. Kings Square)
R3.1 Develop a new Retail Model Plan for 2018 onwards
R3.2 Develop a retail-based committee within the FCC to continue retail-related discussions
R4.1 Maintain pedestrian counting for key events and general commercial activity to provide meaningful data to retailers and sound economic analysis of the impact events have on retail turnover
GREATER FREMANTLE ACTION PLAN
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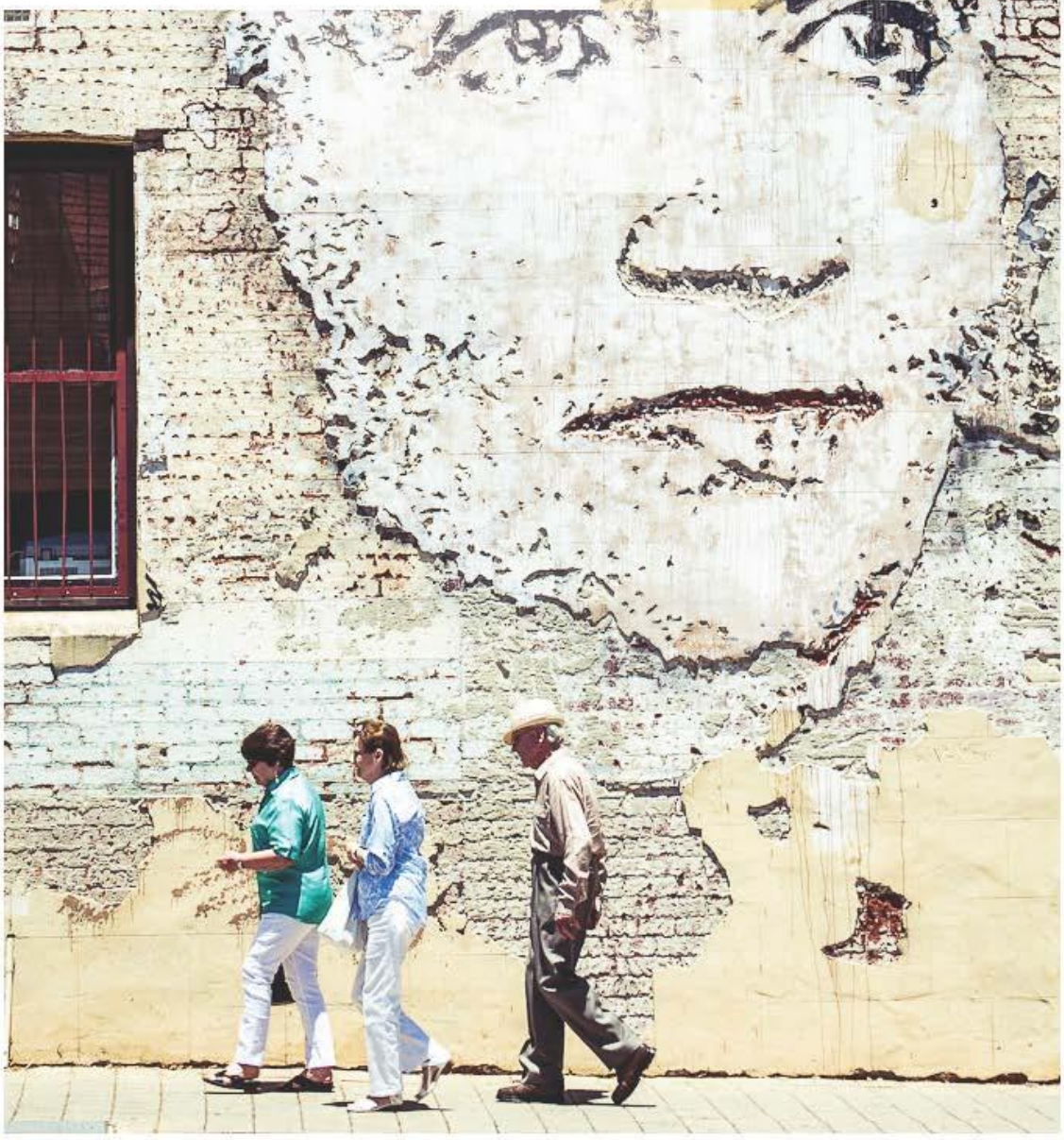
Our **Actions**

These actions will guide research, policy and built development within the Greater Fremantle region over the next five years.



Action Map

The Action Map is a diagrammatic representation of the main spatial elements of the Action Plan to assist in communicating both strategic and built outcomes.

KEY

ECONOMIC GROWTH
- E1.1 Buy local
- E2.1 Land potential
- E2.5 Urban improvement
- E3.2 Develop local precincts

CULTURE & COMMUNITY
- C1.1 Cantonment Hill
- C2.1-3 Cultural plan
- C2.4 Affordable living

INFRASTRUCTURE & TRANSPORT
- TP3.1 Cycling paths
- TP4.1 Alleviate peak traffic
- TP4.3 Minimize freight impact
- TP4.4 Queen Victoria Bridge

TOURISM
- TO2.2 Brand Fremantle
- TO5.2 Cycling tourism trails

ECONOMIC GROWTH
- E1.3 Underutilised space
- E3.4 Marine expansion
- E3.5 Deepen FBH

INFRASTRUCTURE & TRANSPORT
- I2.1 VQ waterfront redev
- I3.1 Kings Square redev
- I3.2 Oval opportunity
- I4.1 Phillimore/Cliff St MP
- I4.2 Norfolk St extension
- TP1.3 Rail Station forecourt

CULTURE & COMMUNITY
- C2.4 Affordable housing

TOURISM
- TO4.2 Promote Fremantle
- TO4.2 Cruise ship tourism
- TO4.4 Improve connection
- TO5.1 Activate VQ Waterfront VQ
- TO5.4 Connect to water
- TO6.1 Assist developments

RETAIL
- R1.1 Assist affected retail
- R1.2 Activate West End
- R2.1 Review the Act
- R2.2 Night time economy

Economic growth across a range of sectors

Opportunity

Identify and address local factors that prevent many successful businesses from reaching their full potential.

Goal

A reputation that is flexible, responsive and agile enables sustainable growth in economic activity and employment across a diverse range of sectors.

KEY FINDINGS

- Over the past 60 years, Fremantle city's position within the metropolitan urban hierarchy has diminished considerably as a result of the emergence of new regional centres, transport regimes, the changing geography of urban investment, and shifting consumer behaviour.
- Fremantle needs to better understand and promote its unique locational advantages and enhance local assets.
- The Fremantle labour market and economy is dynamic and performs well in a number of areas, including transport, marine, arts and recreation, healthcare, accommodation and hospitality. It has a number of strengths that are not necessarily replicated in other parts of the Perth metropolitan and Peel region which should be capitalised on.
- Local uncompetitiveness is a major barrier to economic growth and development. While Greater Fremantle has a number of high performing sectors, analysis shows these are not reaching their full potential because of particular local factors including lack of infrastructure (technical capacity), land costs and availability, governance and regulation (avg. large development approval timeframe is 2 years)
- Fremantle is well positioned with regards to the knowledge economy and creative industries, with The University of Notre Dame Australia contributing to employment and community life.
- Perceived uncertainty in future port location makes businesses unwilling to commit.

	Action	Key source document	Partners	Time frame	Progress in %
E1	**Develop policies that create optimum conditions for economic growth and new business**				
E1.1	Influence local businesses, local government and State Government agencies in Fremantle to "buy local" (not regional Perth)	FCC Consultation Feedback	Lead: FCC Partners: Private, COF, COC, TEF	**2019-2020**	0
E1.2	Complete Fremantle Activity Centre Structure Plan in line with Department of Planning Directions 2031 requirements	FreoVision 2029 Directions 2031	Lead: COF Partners: DOP	**2019-2021**	0
E1.3	Identify underutilised space such as upper level floor spaces and investigate ways to meet or change regulations to enable these areas to be used for commercial or cultural uses	FCC Consultation Feedback	Lead: COF/ FCC Partners: Building owners	**2020**	75
E1.4	Develop governance that supports the attraction of business by reviewing inflexible regulations e.g. NSW Ease to do business strategy, home-based businesses	FCC Consultation Feedback	Lead: State Partners: DOP, COF, FCC, Business owners	**2020**	0
E1.5	Across the Greater Fremantle region identify enterprise zone options for key sites which are currently underutilised	FCC Consultation Feedback	Lead: SWG Partners: COF, FCC, DOP	**2020**	0

01

Our actions

	Action	Key source document	Partners	Time frame	Progress in %
E2	**Build capacity to attract and retain new business, industry and investment**				
E2.1	Identify potential land that could be released for new development, re-subdivision, redevelopment e.g. O'Connor	FCC Consultation Feedback	Lead: COF Partners: FCC, PLO,GLL	**2018-2019**	25
E2.2	1. Create a shared, secured 'e' platform vehicle that attracts new and existing businesses, enabling innovation and growth 2. Support innovation and startups aligned with our regional strengths (e.g. cultural & creative, media or professional services relating to the Port)	COF Strategic Plan FCC Consultation Feedback	Lead: COF Partners: FCC	**2018-2020**	0
E2.3	Examine future land use for O'Connor/Samson area to develop a vision to encourage re-subdivision and redevelopment	FCC Consultation Feedback	Lead: COF Partners: DOP, Private businesses	**2019**	0
E2.4	Lobby local governments to develop opportunities for the establishment of UND student housing within bike-riding distance	EDS	Lead: COF Partners: UND, Private, COC, TEF	**2018-2019**	50
E2.5	Improve urban realm and access to the commercial areas of Fremantle – Hilton, O'Connor and Samson	FCC Consultation Feedback	Lead: COF Partners: DOP, Private businesses	**2020**	0
E2.6	Develop a Destination Profile for the CBD to assist in attracting new businesses to Fremantle. Need to identify the city's 'special qualities' from a business perspective	Consultation Feedback	Lead: COF Partners: DOP, FCC, Business owners	**2020**	50
E3	**Focus economic growth on our existing dynamic and unique economy that includes marine, transport and related industries, creative and knowledge industries, recreation, accommodation, food/beverage, and healthcare.**				
E3.1	Develop an industry-based committee within the Fremantle Chamber of Commerce (FCC)	FCC Consultation Feedback	Lead: FCC Partners: Maritime Industry, State	**2018**	15
E3.2	Develop local retail/commercial/health hubs into sustainable and vibrant precincts for local residents (e.g. Wray Avenue)	EDS	Lead: Business owners Partners: COF, FCC	**2019**	0
E3.3	Work with SM Tafe to promote future student options that encourage relocation to the area	FCC Consultation Feedback	Lead: SM TAFE Partners: COF	**2019**	0
E3.4	Identify opportunities and constraints for marine services to expand along Fishing Boat Harbour	COF Community Consultation	Lead: Maritime Industry Partners: State, COF, FCC	**2019**	0
E3.5	Deepen entry to Fishing Boat Harbour to enable larger-scale maintenance and defouling locally	FCC Consultation Feedback	Lead: Maritime Industry Partners: State, COF, FCC	**2020+**	0

Efficient connectivity that supports **economic growth & re-development**

Opportunity

With the Port an essential part of the region, the review of its operations provides the opportunity to design transport connections that benefit all users and provides the framework to support other business and industry.

KEY FINDINGS

- Fremantle has a strong connection to maritime industries and trade.
- Fremantle Port is one of the most critical parts of Fremantle and the Perth metropolitan economies. It is a vital articulation point between the global economy and WA, and underpins economic activity and employment across a range of sectors.

Goal

Efficient connectivity to the Greater Fremantle Region that increases the viability of new and existing industry and business infrastructure.

- Planning around the future of the port to ensure its continued success is critical to the future of Fremantle. The port is an essential part of Fremantle's character and critical to its identity and heritage.
- Potential growth for Rail infrastructure - not yet been capitalised on.

	Action	Key source document	Partners	Time frame	Progress in %
I1	**Ensuring the long-term sustainability of existing and new industry infrastructure**				
I1.1	Completion of the Westport Port and Environs Strategy	FPA Strategic plans	Lead: WP Partners: State,FPA,LGA	**2018-2020**	30
I2	**Progress new redevelopment projects into viable implementation plans**				
I2.1	Implement the Victoria Quay Waterfront redevelopment	Fremantle Waterfront MasterPlan	Lead: FPA Partners: COF, PTA, State	**2018-2022**	25
I3	**Develop council properties to complement the infrastructure requirements of Fremantle**				
I3.1	Progress the redevelopment of Kings Square	King Square Bus. Plan	Lead: COF Partners: Private Organisations	**Ongoing**	30
I3.2	Investigate the opportunities to redevelop Fremantle Oval	COF Community Consultation	Lead: COF Partners: State, Tenants	**2018**	20
I3.3	Identify and acquire key properties that align with Future Freo 2029	EDS	Lead: COF	**2019 - 2022**	50
I4	**Implement identified road infrastructure improvements**				
I4.1	Implement the Phillimore /Cliff Street Masterplan	Freo Vision 2029, Phillimore St Master Plan, Fremantle Waterfront Master Plan	Lead: State/FPA Partners: PTA, COF	**2022**	25
I4.2	Design and implement the Norfolk Street extension	Freo Vision 2029	Lead: State/COF	**2022**	10

02

Our actions

	Action	Key source document	Partners	Time frame	Progress in %
TP1	**Plan for future services into new growth areas and urban design route integration**				
TP1.1	Review the CAT service, including a possible shift to standard buses and expansion of routes into lower cost housing areas		Lead: COF/State Partners: PTA, COC	**2020**	25
TP1.2	Review bus stops on Market Street and investigate bus stop relocation to the Fremantle Oval side		Lead: PTA Partners: COF	**2019**	0
TP1.3	Progress the reconfiguration of the Rail Station forecourt including relocation of buses to Queen Street	Freo Vision 2029, Station Precinct Plan	Lead: State Partners: FPA, COF, PTA, FCC	**2022**	10
TP1.4	Identify population required to warrant an extra rail stop at East End to support the developing residential area	Freo Vision 2029	Lead: COF Partners: PTA	**2022**	0
TP1.5	Identify population required to warrant high frequency bus or light rail to support the developing residential areas in Nth Coogee, Cockburn, South St & Beaconsfield	Freo Vision 2029	Lead: COF/SWG Partners: PTA, COC	**2021**	0
TP2	**A user-friendly parking strategy that supports local businesses**				
TP2.1	Implement a comprehensive Parking Strategy for Fremantle CBD 1. Parking - implementation of strategy. Identification and purchase of sites for multi-level decked parking (linked to commercial property acquisition) 2. On-street/off-street parking review 3. Maintain a high turnover parking strategy in key areas 4. Develop a loading zone parking policy to ensure loading bays are servicing the business community as part of the supply chain	Strategic Transport Strategy, Property Acquisition Strategy, Loading zones parking review	Lead: COF Partners: FCC	**2018-2022**	50
TP3	**A cycle path network with supporting infrastructure that connects at a regional level**				
TP3.1	Design cycling paths to connect to adjacent, more affordable suburbs eg. principle shared pathway from Grant St to Fremantle		Lead: COF, DOT, BWA Partners: COC	**2020**	20
TP3.2	Consider secure bike parking locations in the Fremantle CBD		Lead: COF/BWA	**2022**	0
TP4	**Development of efficient regional connections**				
TP4.1	Review logistics and develop behavioural solutions to alleviate peak traffic pressure to Fremantle Ports	FPA and State Strategic Plans	Lead: DOT, FPA, MR Partners: COF, FLC	**2018-2020**	25
TP4.2	Review the inner harbour supply chain so that it operates more efficiently and with minimal impact on the community	FPA and State Strategic Plans	Lead: FPA Partners: COF, DOT, FLC, MR	**Ongoing**	25
TP4.3	Upgrades to Leach/High Street to minimise impact of freight transport	FPA and State Strategic Plans	Lead: MR Partners: COM, COF, FPA, DOT, WP	**2018-2020**	30
TP4.4	Investigate replacement of the Queen Victoria Bridge	State Strategic Plans	Lead: State, Partners: COF, FCC, PTA, FPA	**2020**	0

A vibrant cultural and **community foundation**

Opportunity

Engage with and create policy to support the commercial and non-commercial sectors of the Culture Industry.

Engagement with relevant agencies, including LGAs to identify potential affordable housing opportunities.

Goal

A thriving and diverse cultural industry that reflects for profit and not-for-profit economic drivers, and to be recognised as the pre-eminent centre in Australia for its cultural vibrancy and business & community integration.

Diverse affordable housing within greater Fremantle that has easy access to key transport, education and employment centres.

Heritage and Culture is acknowledged in the, 'FREMANTLE as a re-connected City – A FACTBase Special Report' as one of Fremantle's most significant assets and a competitive advantage. The Report identifies several examples of heritage opportunities, but none in cultural industries. Creative industries are referred to but no examples given.

Policy development will be assisted by a greater understanding of the definition of terms used in the report, together with further classification regarding jobs, businesses and industries being referred to. The Australian Bureau of Statistics offers significant guidance towards this understanding.

KEY FINDINGS

Group 1: Culture & Heritage

- While Fremantle has an outstanding architectural heritage, less is made of its Aboriginal/ethnic heritage.
- Fremantle has a strong tradition in arts and creative industries which offers Fremantle a unique competitive advantage.
- A set of strategies around heritage and culture has the potential to yield considerable value in terms of both economic development, vibrancy and liveability.
- Fremantle is well positioned with regards to the knowledge economy & creative industries, with The University of Notre Dame Australia contributing to employment and community life.

Group 2: Social & Community

- Ethnic diversity and diverse residential population is a critical component of Fremantle's identity and local advantage.
- The relatively high cost of housing is a source of economic stress for some households and is likely to be a barrier to high rates of in-migration.
- There appears to be a critical gap in the housing market for high-density dwellings and this gap contributes to the housing affordability issues identified in Fremantle.
- The healthcare sector is important not only in terms of being a service provider, but a generator of employment and economic activity.

Image: 2018 Street Arts Festival - Courtesy of the City of Fremantle

03

Our actions

	Action	Key source document	Partners	Time frame	Progress in %
C1	**Develop and manage council properties to support culture and community**				
C1.1	Continue the activation of Cantonment Hill	Cantonment Hill Master Plan	Lead: COF	**2018-2022**	75
C2	**Prioritise policy development that supports community, culture and arts**				
C2.1	Obtain funding and develop brief for a Cultural audit of the Greater Fremantle region	FCC Consultation Feedback	Lead: FCC Partners: DLGSCI, COF, TEF, COC, COM	**2018-2019**	0
C2.2	Conduct an audit of all Cultural organisations, services, facilities and key individuals that will be used to determine a support and development strategy	FCC Consultation Feedback	Lead: FCC Partners: DLGSCI COF, TEF, COC, COM	**2019-2020**	0
C2.3	Investigate development of a Cultural Plan/Policy for the CoF area as a whole (not just for specific areas or festival programme only)	FCC Consultation Feedback	Lead: COF Partners: FCC, DLGSCI	**2021-2023**	0
C2.4	Work collaboratively with neighbouring LGAs to develop a broader housing strategy that includes more affordable areas that are a bike ride away from Fremantle centre (White Gum Valley, Palmyra, Hamilton Hill)	COF, FCC Consultation Feedback	Lead: State/SWG Partners: TEF, COF, COC, COM	**2018-2019**	0
C3	**Create conditions to enable knowledge-based industry collaboration**				
C3.1	Develop regular round table discussions required with SMTAFE, Fremantle Education Centre and University of Notre Dame to build the region's capacity as a 'Centre of Knowledge Excellence'	FCC Consultation Feedback	Lead: FCC Partners: ND, FEC, SMTAFE	**2018-2019**	0
C4	**Establish a sound marketing and business attraction approach**				
C4.1	Increase engagement with relevant agencies which deliver 'liveable services' e.g. health, safety, community development etc	FCC Consultation Feedback	Lead: FCC Partners: Relevant NFPs	**2018**	0

A global 'must stay and experience' Freo

Opportunity

Develop a unique and authentic branding identity for Fremantle, underpinned by clear strategies, to significantly grow our share of the tourist market.

Goal

A strong unified message that is so effective that every visitor to WA will want to see, stay and experience Fremantle.

KEY FINDINGS

- Fremantle's image is relatively positive and globally recognised, but lacks the financial input to comprehensively promote our tourism assets to the status of "must-sees". It would be worthwhile to focus specifically on the negative components of the city's image, so as to better understand the obstacles to a greater tourist flow and then remove them.
- The combination of architectural heritage, restaurants, cafes, galleries and nightlife are seen as key attractions
- Fremantle, as the only port city in the region, creates a unique character.
- Central Fremantle is the second most visited place outside Perth CBD.
- The ethnic diversity of Fremantle has been critical to the development of its restaurant and café culture, this element is underplayed as a 'selling point' for visitors and local residents.

	Action	Key source document	Partners	Time frame	Progress in %
TO1	**Growing our tourism sector**				
TO1.1	Lobby to lift Fremantle's presence in Tourism WA's marketing campaign and collaborate in its implementation	FCC Consultation Feedback	Lead: FCC Partners: COF	**2018**	15
TO2	**Sharing our story to attract visitors and capital investment**				
TO2.1	Investigate the possibility of forming a local Fremantle Tourism Organisation. A united marketing strategy will need to involve cooperation between the various players in the tourism industry	FCC Consultation Feedback	Lead: FCC Partners: COF	**2018**	25
TO2.2	Brand Fremantle to broaden and capture domestic, interstate and international interest. Target audiences to be clearly defined and key motivations for visiting understood. The message must play to the city's strong points, but address the negative in a proactive fashion	FCC Consultation Feedback	Lead: COF/FCC Partners: PTO	**2018-2020**	10
TO2.3	Develop marketing/communications to attract Perth day-trippers and other visitors outside the COF catchment area	FCC Consultation Feedback	Lead: COF Partners: FCC, EP	**2018-2020**	10
TO3	**A coordinated approach with key players in the tourism industry**				
TO3.1	Develop a coordinated approach with all industry players, including agents, tour operators, hotels, government authorities and airlines enabling the development of coordinated deals with hotels, airlines, ferries and other attractions 1. Develop retail and hospitality cross-promotional links for day visitors to Rottnest Island 2. Promote offerings to come to Fremantle via free transport for select Fremantle street/ festival events 3. Connect the University careers service with FCC members to offer internships/employment	FCC Consultation Feedback	Lead: FCC Partners: RIA, RICC, local business owners	**2018-2020**	25

04

Our actions

T04	**A positive experience for visitor arrival (via all modes of transport, including cruise ships) and wayfinding**				
T04.1	Continue progressing the Place Marketing Strategy of Fremantle	EDS	Lead: COF Partners: FCC, local business owners	**Annually**	10
T04.2	Improve visitor information at the Fremantle Passenger Terminal to promote attractions and accommodation within Fremantle	FCC Consultation Feedback	Lead: FPA Partners: COF	**2018-2019**	25
T04.3	Review the Fremantle Visitor Centre considering relocation and online operation	FCC Consultation Feedback	Lead: COF/FCC Partners: PTO	**2019-2020**	0
T04.4	Improve the physical connection for cruise ship passengers walking into Fremantle centre	COF Strategic Plan Documents	Lead: FPA Partners: COF, DOT, PTA	**2021**	0
T05	**Implement identified urban realm improvements and identify new opportunities**				
T05.1	Implement a Place Activation Strategy for VQ Waterfront	Fremantle Waterfront Masterplan	Lead: FPA Partners: Private, COF, FBH	**2018-2020**	0
T05.2	Explore cycle tourism opportunities including linked coastal, river and urban trails	Consultation Feedback	Lead: COF Partners: TEF, COC	**2021**	0
T05.3	Research successful cities that maximise cruise ship tourism to help understand the market demands for accommodation, retail and food and beverage offerings and share findings with local businesses	Consultation Feedback	Lead: FCC Partners: COF, FPA	**2019**	0
T05.4	Fishing Boat Harbour - explore opportunities to better connect the city to the water	COF Strategic Plan Documents	Lead: FBH, DOT Partners: COF	**2021-2022**	0
T06	**Growing our tourism accommodation sector to support other sectors**				
T06.1	Investigate tourism accommodation development delays	Consultation Feedback	Lead: COF Partners: FCC, PTO	**2019-2020**	0
T06.2	Consistent implementation of the 2008 Short Stay Accommodation Local Law and Differential Rate	FCC Consultation Feedback	Lead: COF Partners: FCC, PTO	**2018-2019**	20
T07	**Develop a program of sporting events, concerts and conferences that support a broad range of sectors (e.g. retail, food and beverage, accommodation)**				
T07.1	Examine data related to existing events and festivals and include a business sector perspective on delivery	EDS	Lead: COF Partners: FCC, PTO	**Annually**	10
T07.2	Undertake research to understand the key attributes required to attract events and conferences that have maximum benefit to the local economy 1. Identify events and conferences that require attendees to stay in Greater Fremantle overnight 2. Identify national and international events 3. Develop a strategy to lure them to Fremantle	FCC Consultation Feedback	Lead: COF Partners: Tourism WA, FCC, Private organisations	**2019-202**	10
T07.3	Work in collaboration with key partners to develop a Fremantle Events Strategy to help position the city as a key events and conference destination	Consultation Feedback	Lead: COF Partners: Tourism WA, Private orgs, FCC	**2021-2022**	10

A unique retail and **hospitality destination**

Opportunity

A united approach to retail development and promotion that capitalises on the unique 'high street' shopping experience.

Goal

Fremantle city becomes a 'unique and desirable' retail and hospitality destination within the perth region.

KEY FINDINGS

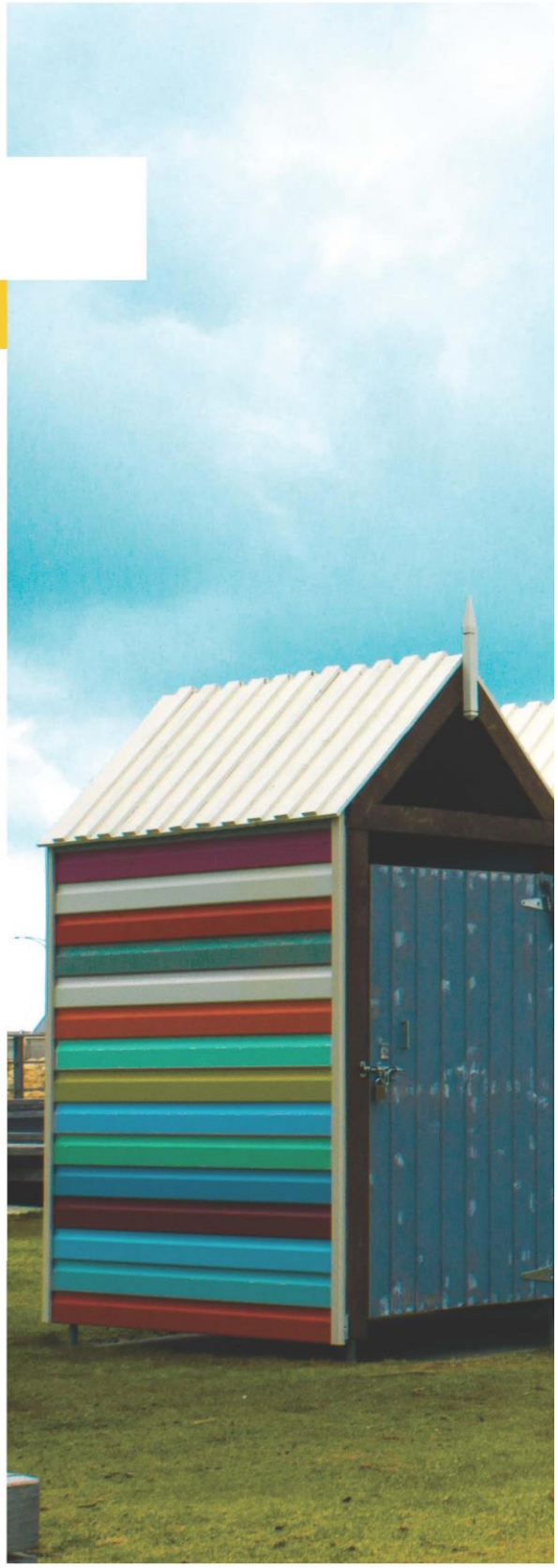
- The retail trade sector is in serious decline, yet is still the third largest employer in the Greater Fremantle region.
- Local competitive constraints, growing competition from other retail centres, and changing consumer practices help explain the decline in this sector.
- Further decline in this sector will have significant impact, not only on the vibrancy of Fremantle, but also its economic performance.
- The ethnic diversity of Fremantle has been critical to the development of its restaurant and café culture; this element is underplayed as a 'selling point' for visitors and local residents.

05

Our actions

	Action	Key source document	Partners	Time frame	Progress in %
R1	**Ensuring optimum activation of the urban realm**				
R1.1	Develop an implementation strategy to support retailers affected in the short term while major infrastructure works are being undertaken (e.g. Kings Square)	FCC Consultation Feedback	Lead: COF Partners: FCC, Sirona, Silverleaf	**2018**	30
R1.2	Maximise opportunities to activate the ground floor of existing buildings in the West End	FCC Consultation Feedback	Lead: COF Partners: UND	**2018-2022**	15
R2	**Establish new retail opportunities through priority policy development**				
R2.1	Review the Commercial Tenancy (Retail Shops) Agreement Act 1985 to allow greater flexibility in length of leases	WA Act	Lead: State Partners: COF, FCC	**2019-2020**	0
R2.2	Develop night time economy and retail marketing strategies to promote Monday to Friday activation	EDS	Lead: COF Partners: FCC, PTO	**2019 - 2020**	0
R3	**Build business capability and capacity**				
R3.1	Develop a new Retail Model Plan for 2018 onwards	EDS	COF/FCC	**2018**	10
R3.2	Develop a retail-based committee within the FCC to continue retail-related discussions	FCC Consultation Feedback	Lead: FCC Partners: Private	**2018**	15
R4	**Establish a sound marketing and business attraction approach**				
R4.1	Maintain pedestrian counting for key events and general commercial activity to provide meaningful data to retailers and sound economic analysis of the impact events have on retail turnover and the number of visitors these bring to Fremantle (in particular, events that require road closure)	FCC Consultation Feedback	Lead: COF Partners: FCC	**Annual**	50
R4.2	Facilitate discussion with property owners and developers to ensure a unified approach to retail development and promotion	FCC Consultation Feedback	Lead: FCC Partners: COF	**2018**	0
R4.3	Collate and disseminate relevant economic data to support existing and new businesses	FCC	Lead: COF Partners: FCC	**2020**	0

Action Plan
appendix



List of Acronyms

- **BWA:** Bicycling Western Australia
- **COC:** City of Cockburn
- **COF:** City of Fremantle
- **COM:** City of Melville
- **DLGSCI:** Department of Local Government, Sport and Cultural Industries
- **DOP:** Department of Planning, Lands and Heritage
- **DOT:** Department of Transport
- **EDS:** Economic Development Strategy
- **EP:** Experience Perth
- **FBH:** Fishing Boat Harbour
- **FCC:** Fremantle Chamber of Commerce
- **FEC:** Fremantle Education Centre
- **FLC:** Freight and Logistics Council of WA
- **FPA:** Fremantle Port Authority
- **GLL:** Government Lazy Land
- **LGA:** Local Governments
- **MR:** Main Roads WA
- **NFP:** Not for profit organisations
- **PLO:** Private land owners
- **PTA:** Public Transport Authority
- **PTO:** Private Tourism Operators
- **RIA:** Rottnest Island Authority
- **RICC:** Rottnest Island Chamber of Commerce
- **SMTAFE:** South Metropolitan TAFE
- **State:** A representative from the State Government from a particular department not yet identified
- **SWG:** South West Group
- **TEF:** Town of East Fremantle
- **UND:** The University of Notre Dame Australia
- **VQ:** Victoria Quay
- **WP:** Westport Project

Action Plan references

Reference documents:

COF Corporate Business Plan 2014-2018

Directions 2031 & Beyond, WA Department of Planning

Economic Development Strategy & Implementation Plan 2015-2020, COF

FREMANTLE as a re-connected city - a FACTBase Special Report, Committe for Perth and UWA, December 2015

Fremantle Waterfront Master Plan, 2000 FPA

Fremantle Station Precinct Plan, 2012 FPA/PTA

FREO 2029 - Transformational Moves, COF

Integrated Transport Strategy 2015, COF

Long Term Financial Plan 2015-2025, COF

Strategic Community Plan-2015-2025, TEF

Strategic Community Plan 2015-25, COF

Retail Model Plan (2010), COF

Phillimore Street Integrated Master Plan, 2005 COF, FPA & PTA

Victoria Quay Commercial Precinct Plan, 2012 FPA

West Australia Bicycle Network Plan 2014-2031, DoT

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The Greater Fremantle Action Plan was prepared by the FCC's Development & Infrastructure Committee in consultation with the following organisations: City of Fremantle, Committee for Perth, Dept. of Local Government, Sport & Cultural Industries, Dept. of Planning, Lands & Heritage, Dept. for Transport, FCC's Tourism Committee, Fremantle Port Authority, Fremantle Retailers & Traders, Town of East Fremantle and University of Notre Dame Australia.

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Greater Fremantle
Action Plan

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SPT1810 -2 'PLANNING FOR ENTERTAINMENT NOISE IN THE NORTHBRIDGE AREA' PUBLIC CONSULTATION PAPER - SUBMISSION

ATTACHMENT 1 Executive Summary of '*Planning for entertainment noise in the Northbridge area'* public consultation paper (WAPC).

Executive Summary

Northbridge is a vibrant entertainment district which offers a diverse mix of music venues, contributing significantly to Perth's cultural diversity and economic prosperity. Northbridge is also experiencing significant urban development, with an increasing trend towards mixed-use, high-density city living.

This mix of land uses is likely to result in increased noise complaints, and a balance needs to be found between protecting residents' health and amenity while ensuring the viability of entertainment venues.

The City of Perth has advocated for reforms to help maintain the unique character of Northbridge as the State's premier entertainment precinct. The State Government is committed to exploring reforms that aim to support existing music venues and Western Australia's cultural industries that create employment opportunities, particularly for young Western Australians.

This discussion paper is seeking comment on proposed reforms to State and local government land use planning frameworks and environmental regulations.

The reforms aim to:

- balance the ongoing viability of the Northbridge entertainment industry with the protection of the amenity of residents and other businesses;
- provide clear and consistent development guidance for new developments in the Northbridge entertainment precinct;
- shift the responsibility for noise attenuation in new developments to the 'agent of change'; and
- provide an increased level of assurance to music venue operators.

The proposed amendments to the Environmental Protection (Noise) Regulations 1997 (Noise Regulations) endeavour to make compliance less onerous for entertainment venues by removing the existing outdoor amenity protections for noise-sensitive premises within the Northbridge entertainment precinct. This means affected noise-sensitive premises would potentially receive higher levels of noise in outdoor areas, including balconies, patios or alfresco areas, and higher levels of noise inside the dwelling if the doors and windows are open.

While outdoor protections are removed, those applied to indoor areas must be consistent with the protection of public health and amenity and international evidence on health impacts.

Supplementary planning measures would introduce the 'agent of change' principle, which would require development proposals to demonstrate appropriate siting, design and construction measures to achieve the

Responsible agency	Reform measure
Western Australian Planning Commission	**Position Statement** Visions and principles for entertainment precincts, how to define boundaries, 'agent of change' principles, guidance on noise attenuation in new development, notice on titles.
City of Perth	**Local Planning Scheme Amendment** Vision and principles for Northbridge entertainment precinct, define SCA boundary, 'agent of change' principles, guidance on noise attenuation in new development, notice on titles.
Department of Water and Environmental Regulation	**Noise Regulation Amendments** Protect indoor areas of noise sensitive premises located in the Northbridge Entertainment Area.

Figure 1: Implementation mechanisms

required noise attenuation to support the intended use of the development and to minimise impact on existing land uses.

The proposed measures would be implemented in a sequenced and integrated manner with each undergoing its own implementation process. Figure 1 shows how reforms would be implemented.

Implementation of reforms would require the designation of a Special Control Area (SCA) for the entertainment precinct in the City of Perth's City Planning Scheme No 2. Within the SCA, special development controls would apply, including:

- the 'agent of change' principle that ensures primary responsibility for noise attenuation in buildings rests with the party that is making changes to the environment, such as new development and redevelopment, and would apply to both noise-sensitive and noise-emitting developments;
- requirements for development proposals to determine the level of noise to be attenuated through design and construction measures, to comply with the Northbridge Entertainment Area standards specified in the Noise Regulations;
- requirements for development proposals to demonstrate, to the local government's satisfaction, how the design and construction of the development will achieve noise attenuation to meet the (indoor) assigned levels for the Northbridge Entertainment Area in the Noise Regulations; and
- requirements for notices on titles to inform buyers and commercial operators of the existence of entertainment noise in the area.

Amended Noise Regulations would apply to all premises within the designated SCA:

- requirements for outdoor levels for noise-sensitive premises in the Northbridge Entertainment Area would be removed, with a focus on protecting health and amenity indoors (in habitable areas with doors and windows closed).

Table 1 demonstrates the main changes in regulatory requirements resulting from the proposed reforms.

These proposed reforms relate only to noise emissions from the regular operations of Northbridge entertainment precinct venues. The Noise Regulations already provide suitable approval mechanisms for higher noise emissions from occasional concert events.

This discussion paper will help inform future planning and environmental reforms and interested stakeholders are encouraged to provide comment. While the proposed reforms will apply to the Northbridge area only, consideration may be given to adopting elements of the reforms elsewhere if need is demonstrated.

Throughout the discussion paper a number of questions are posed for stakeholder consideration. These are to prompt consideration of issues but do not determine the extent of comment to be provided. Submitters are encouraged to provide comment via the online consultation hub where these questions will be duplicated, but where there are also opportunities to provide free text commentary and/or upload written submissions.

Reform measure	Current situation	Proposed changes within SCA
Agent of change	There is no current protection for existing entertainment venues. Noise emitters are held responsible for the cost of noise attenuation regardless of whether they are an established business that existed before noise sensitive land uses were developed.	New development (both noise sensitive and noise emitting) responsible for noise attenuation. *NOTE: This does not apply retrospectively and does not remove the requirements for noise emitters to comply with the Noise Regulations.*
Designation of Special Control Area (SCA)	There are no special planning controls for entertainment precincts within the City of Perth.	Designation of a SCA will apply special planning controls to protect the health and amenity of residents and the viability of entertainment venues; and maintain the special character of the entertainment precinct.
Noise impact assessments as part of development application process	Proposals for new noise sensitive development are not always required to take into consideration noise from existing nearby entertainment venues.	All planning proposals for new noise emitting and noise receiving developments are required to undertake a noise assessment to determine the level of noise to be attenuated through design and construction measures.
Construction standards	Proposals for new noise sensitive developments are not always required to attenuate for entertainment noise.	All planning proposals for new noise emitting and noise receiving developments are required to demonstrate how construction and design will achieve acoustic attenuation to comply with the standards set in Noise Regulations.
Notice on title	There is no formal requirement to notify owners of the potential issue of noise from entertainment venues.	Requirement for notice on title for all approved planning proposals affected by entertainment noise.
Amendments to Noise Regulations	Assigned levels are outdoor levels and protect amenity within 15 metres of a building as well as indoors.	Indoor areas protected only (with doors and windows closed).

Table 1: Regulatory changes