



Additional documents

Ordinary Meeting of Council

Wednesday, 16 October 2019, 6.00 pm

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FPOL1910-6 FREMANTLE PARK UPDATE

Proposed amendment submitted by Cr Jon Strachan

To add a part 6 to the Committee Recommendation, as shown below:

6. The section of car-park fronting Parry Street to be designed to activate that section of Parry Street. This activation should follow good Placemaking principals, to add interest and appeal to what would otherwise be a blank interface.

Reason for change:

This section of Parry Street is not well activated, changing tennis courts to a car-park would further adversely effect the streetscape amenity. Introducing an activation element into any car-park would help to ameliorate this situation.

FPOL1910-7 RESIDENTIAL PARKING PERMITS (CBD)

Amended recommendation by officer

To amend the alternative officer recommendation to amend the rate from 50% to 25% as shown below:

Council approve the issue of one parking permit per residence, for the owner or occupier of that residence in the Residential and Multi-Purpose Parking Permits Policy SG33 at the rate of ~~50~~ 25% of the prescribed monthly parking fee on the following conditions;

- a) the fee is paid annually;
- b) the residence is located within the area highlighted pink in parts A & B of the Residential and Multi-purpose Parking Policy; and
- c) the permit is issued in accordance with the City's Parking Local Law and Residential and Multi-purpose parking policy.

Reason for change:

The alternative recommendation should state 25% of the prescribed monthly permit fee as this would align with the intent for the current permit holders request.

FPOL1910-9 ECONOMIC DEVELOPMENT INTERIM ACTION PLAN 2020- 2022

Proposed amendment submitted by Mayor, Brad Pettitt

Amend Action Area 6b of the Economic Development Interim Action Plan 2020-2022 to read as follows:

- 6.b. Pursue opportunities linked to film and other similar creative industries given Fremantle's existing association with the creative sector. **This will include but may not be limited to:**
- (i) **As part of an economic study under action area 1, deliver an audit of the creative sector to determine economic value of the sector for Fremantle, availability of spaces for creative industries, current/potential funding sources and any challenges/opportunities for growing the sector.**
 - (ii) **Based on the findings of the study consider opportunities that may add value to the development of a creative sector plan and/or inclusion of initiatives in the next economic development strategy.**
 - (iii) **Extend the scope of the current business capacity building program to enable support for certain Fremantle businesses operating within the creative sector.**

Reason for change:

It is important that the development and growth of the creative sector remains a focus given the role the sector plays in protecting/enhancing the diversity of our industries, community and uniqueness of our brand.

FPOL1910-9 ECONOMIC DEVELOPMENT INTERIM ACTION PLAN 2020- 2022

Proposed amendments submitted by Cr Andrew Sullivan

Amendment 1

Amend Action Area 3 of the Amend Action Area 6b of the Economic Development Interim Action Plan 2020-2022 to include an additional action ‘f’ as follows:

- f. Identify key public realm improvements and infrastructure required to enhance the experience for workers, visitors and residents in the city centre, with improvements identified to be considered as part of any future city led urban design and master planning.**

Reason for change:

The "arrival experience" for the visitor and the "lifestyle" for the locals (workers and residents) needs a more strategic focus. We need an evidenced-based approach to identify the strategic imperatives on this front, and we also need to be able to demonstrate what is or will be on offer for would-be investors/purchasers.

Amendment 2

Amend Action Area 6 of the Economic Development Interim Action Plan to include an additional action ‘e’ as follows:

- e. As part of an economic study under action area 1, identify key challenges and impediments to investment in high density residential development in strategic centres such as Fremantle, and opportunities to support greater investment into this sector.**

Reason for change:

It is important to identify and understand what the current impediments are to investments being made in the key types of development relevant to Fremantle. We should be working with the development industry to understand all the impediments they see, and trying to advocate for change on this front, with a primary focus on residential apartment development as this seems to be the area hit the hardest in recent years.

FPOL1910-9 ECONOMIC DEVELOPMENT INTERIM ACTION PLAN 2020- 2022

Proposed amendments submitted by Cr Rachel Pemberton

Amendment 1

Amend Action Area 4b of the Economic Development Interim Action Plan 2020-2022 to read as follows:

- 4 b. Continue to deliver the City's business capacity building program, **with a particular focus on tailoring support specific to the differing needs across retail, hospitality and tourism sectors**, in order to support businesses in leveraging growth opportunities associated with the Kings Square project and the City's destination marketing activities.

Amendment 2

Amend Action Area 5b of the Economic Development Interim Action Plan to read as follows:

- 5 b. Continue to deliver destination marketing activities in line with the City of Fremantle Destination Marketing Strategic Plan 2018 – 2022 and annual implementation plans, **with a focus on delivering targeted approaches to marketing in line with the differing needs across retail, hospitality and tourism sectors**.

Reason for change:

The retail, hospitality and tourism sectors are experiencing different trends and can be affected differently by specific economic development strategies. Fremantle retailers have expressed they don't necessarily benefit from events and festivals - in fact, festivals and events can cause a short term decline in sales. Therefore, this amendment aims to ensure each economic sector receives tactical support that is appropriate to their needs and circumstances.