Bunbury City Centre
ACTION PLAN

INVESTING IN BUNBURY CITY CENTRE IS THE ONLY PLACE-BASED WAY TO BENEFIT ALL BUNBURY CITIZENS

2020

CITY OF BUNBURY

Acknowledgment of Country

The City of Bunbury wishes to acknowledge the traditional owners of the land, the Wardandi Noongar people, and pay our respects to Elders past, present and emerging.

Foreword

The Bunbury City Centre Action Plan has been created to deliver a strong vision and ensure the growth and revitalisation of the City Centre. The City of Bunbury is committed to progressing a number of projects and programs to deliver social and economic benefits to Bunbury that sustainably supports its growing community and changing economy.

The Action Plan is the product of collaboration and feedback from the community beginning in 2017. In listening to our community, the City Centre Action Plan aims to not only deliver initiatives to revitalise the City Centre but to showcase public and private investment and enterprise currently underway.

While a number of actions and projects won't happen overnight, they have been considered to ensure a successful and bustling City Centre at the heart of the Bunbury Geographe region. Investing in our City demonstrates the City's commitment to existing and new investors for the revitalisation of the City Centre.

We believe a successful City Centre needs to be a memorable place that's attractive, welcoming and inclusive to all people through compelling public spaces and streetscapes, providing a range of activities and offerings for everyone and creating a positive image for the region that engenders a strong sense of community pride.

We'd like to position and strengthen Bunbury City Centre as the most desirable and attractive regional second city to work, live, study, holiday and invest in. The revitalisation of our City is a shared responsibility and the Action Plan presents an opportunity for the whole community to work together for the benefit of the South West.

Gary Brennan
Mayor

Mal Osborne
Chief Executive Officer

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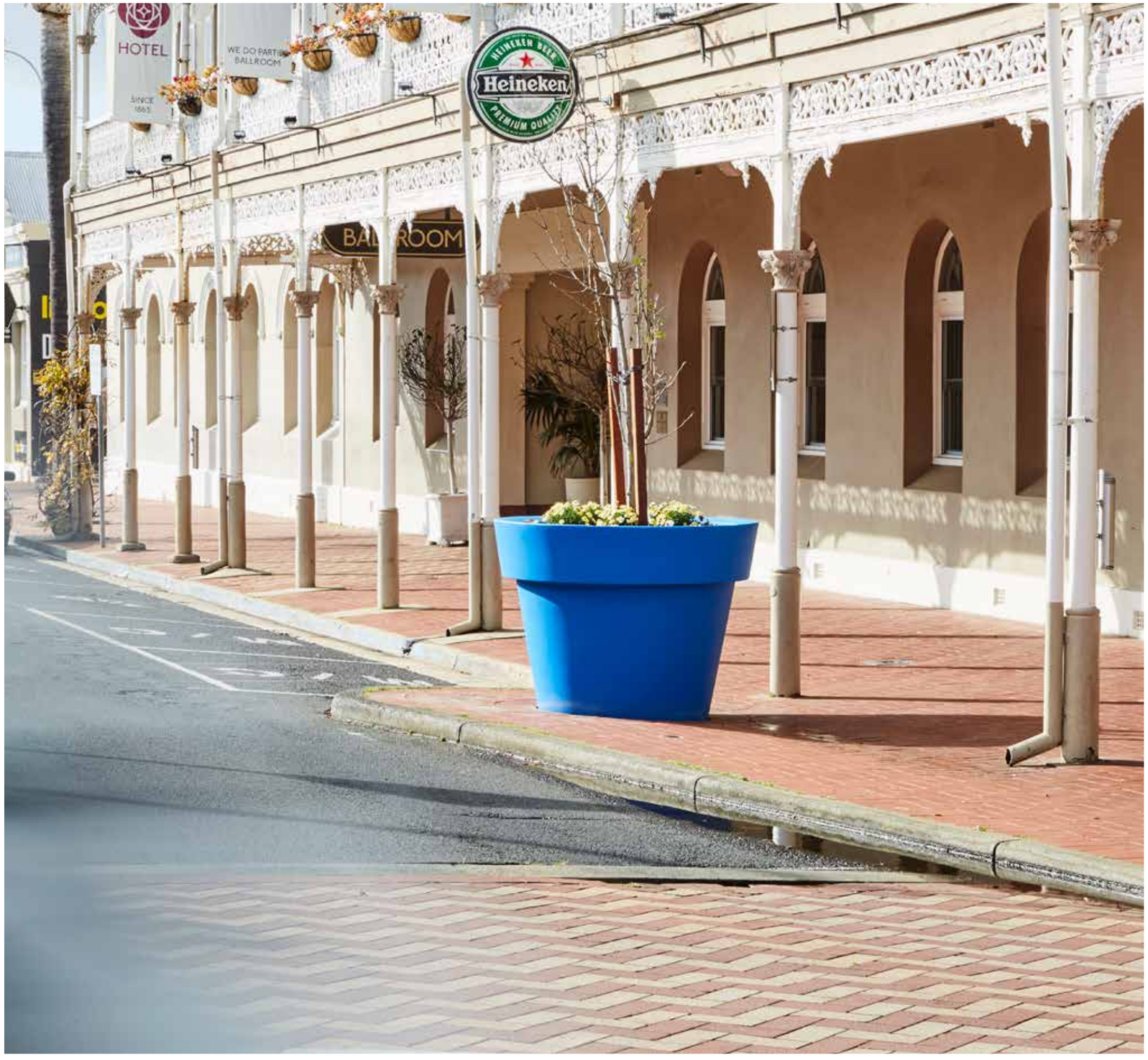

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Introduction

Bunbury City Centre is the central business district (CBD) of Bunbury and is recognised as the:

- Second CBD to Perth with the greatest range of high order services, most jobs and centre of commerce
- Regional 'capital' of the South West of Western Australia (170,000 people)
- 'Regional Centre' of the Bunbury Geographe sub-region (90,000 people).

Bunbury City Centre will remain and continue to grow as the major hub of activity within the Bunbury Geographe and South West regions. The Action Plan will provide a guide to enhance and evolve the City Centre into the future.

The Bunbury community over recent years has identified its CBD as a priority focus area for revitalisation with the need to *'bring life back to the city centre'*. Like many regional capitals, Bunbury's City Centre is facing a number of global challenges which are impacting on growth and vibrancy. The implementation of strategic actions and key priority projects will assist in the revitalisation of the Bunbury City Centre by making it a more inviting, comfortable and vibrant destination for visitors, residents and workers to frequent.

The Action Plan represents the culmination of a number of community and stakeholder engagements that have occured over recent years in regard to the City Centre. Critical to the success of the Action Plan will be its timely and impactful implementation.

The Bunbury City Centre Action Plan is to be used by Council to inform the Corporate Business Plan and subsequent Annual Budgets, in addition to supporting potential grant funding applications and facilitating redevelopment opportunities within the City Centre.

This document seeks to provide a refined Action Plan that will revitalise our City Centre in the coming years. Feedback has already been captured from a number of workshops and surveys undertaken and further consultation will take place with the community and stakeholders during the implementation of the plan.

The Bunbury City Centre Outcomes Report (March 2019) was produced to summarise recent consultation and identify a way forward for the preparation of the Bunbury City Centre Action Plan.

Investing in Bunbury City Centre is the only place-based way to benefit all Bunbury citizens.

Overview

Context & Challenges

To best understand the Bunbury City Cente's role in the greater region it is important to recognise the context, strengths and challenges impacting on the CBD now and into the future.

Understanding the below will assist in tackling the small and large scale issues that are reqiured to be addressed by appropriate actions implemented over time.

STRENGTHS:

- *Historical port*
- *Specialised / boutique retail offerings*
- *Regional hub for WA government services*
- *Coastal and waterfront setting*
- *Traditional 'main street' environment*
- *Heritage significance and buildings*
- *Urban art and events scene*
- *Restaurants, cafes and bar selection*
- *Walkable city centre blocks*

CHALLENGES:

- *Off-centre location to the Greater Bunbury region*
- *Bunbury Outer Ring Road implications*
- *Car dominance*
- *Low city centre residential population & housing diversity*
- *Impact of future Wanju (residential and commercial competition)*
- *Abundant open space to activate*
- *Large main street to activate*
- *Negative perception to city centre parking*
- *Disconnect to Marlston Waterfront & Back Beach*
- *Retail competition (suburban centres)*
- *Tourism competition*
- *Vacant city centre properties*
- *Lack of trees and shade*

POPULATION:

City Centre - 1,463

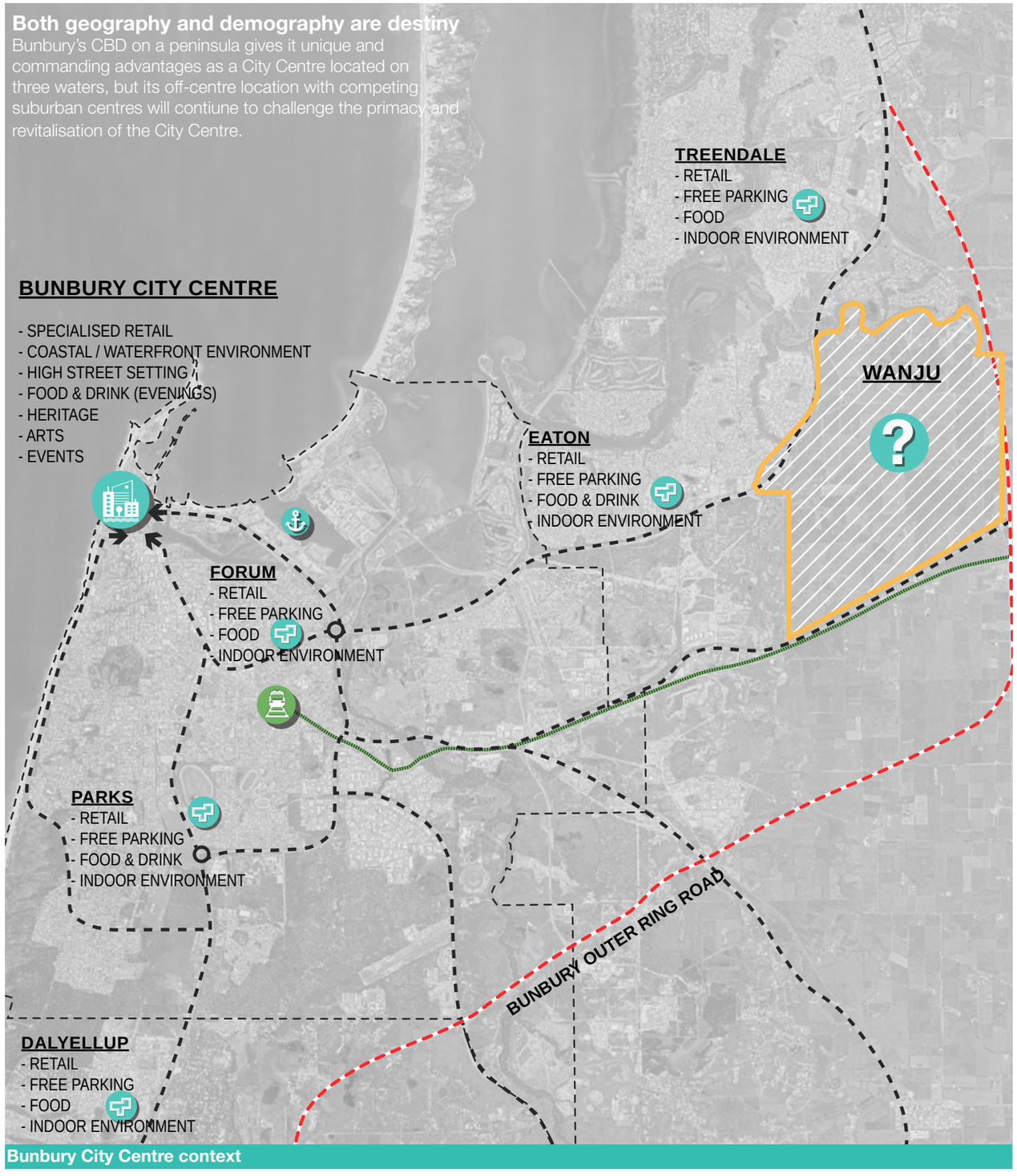
Bunbury (LGA) - 31,919

Greater Bunbury - 89,628

Source: ABS, 2016.

"The City Centre is the largest of activity centres, providing the most intensely concentrated development in Greater Bunbury. It has the greatest range of high order services and jobs and the largest commercial component of any activity centre in Greater Bunbury. The City centre services greater Bunbury and the South West Region."

Source: Activity Centres for Greater Bunbury Policy, 2012.



Bunbury City Centre context

Stakeholder Engagement

The City Centre is a destination that belongs to everyone in the Bunbury community and greater region. Council has committed to a number of engagement processes over the years in visioning the future of the Bunbury City Centre. This has involved residents, visitors, business owners and employees, not-for-profit and industry groups and government agencies.

Engagement with key stakeholders has been essential to the preparation of this Action Plan. The key stakeholder engagement processes undertaken included:

- CBD Planning Forum - July 2018
- City Centre Scoping Workshop - December 2018
- Meetings / Discussions with City Centre Businesses
- Online surveys (Experience Survey 2017-2019, Social Pinpoint, MARKYT 2019)
- Town Team Movement Workshop October 2019.

The ideas and feedback shared during these engagements have been instrumental in the preparation of this document - in yielding a plan that responds to the community who live, work, play and visit the Bunbury City Centre.

Key themes identified from previous engagement to revitalise the City Centre include:

A lot going on
There are a number of recent and proposed projects in and around the City Centre to assist in the revitalisation and improvement of the centre. The projects are a combination of both public and private developments.

No single action, plan or key project will ensure the success for the renewal of the Bunbury City Centre. Revitalisation of the City Centre is a shared responsibility, relying on the community and government working together...

Development investment and confidence in Bunbury

Vision

Developing the vision for the City Centre is about understanding the past and future role of Bunbury City Centre as well as it's distinguishable points of difference. A coastal and port CBD surrounded by beautiful waterways and buildings which has been the regional administrative and commercial hub supporting the surrounding hinterland for over 180 years. In addition, Bunbury has an ever increasing urban art and events scene as well as a diverse collection of cafes, bars and restaurants contributing to Bunbury's identity. The City Centre requires a vision that builds on its strengths and desired function.

The vision for the ***Bunbury City Centre:***

will be regarded as WELCOMING, accessible, attractive and full of opportunities.

will be renowned as a PLACE to work, live, study, holiday, play and invest in.

will represent the HEART of Greater Bunbury: healthy, strong and vibrant.

will reveal and celebrate the BEST of all the South West has to offer as the regional capital.

The Bunbury City Centre Action Plan portrays the vision of the City Centre through the pillars framing the Objectives and Actions, being a ***CONNECTED***, ***COLOURFUL***, ***CAPABLE*** and ***CONFIDENT*** City Centre. The actions will seek to deliver social and economic benefits to Bunbury that sustainably supports its growing community and changing economy.

Pillars & Objectives

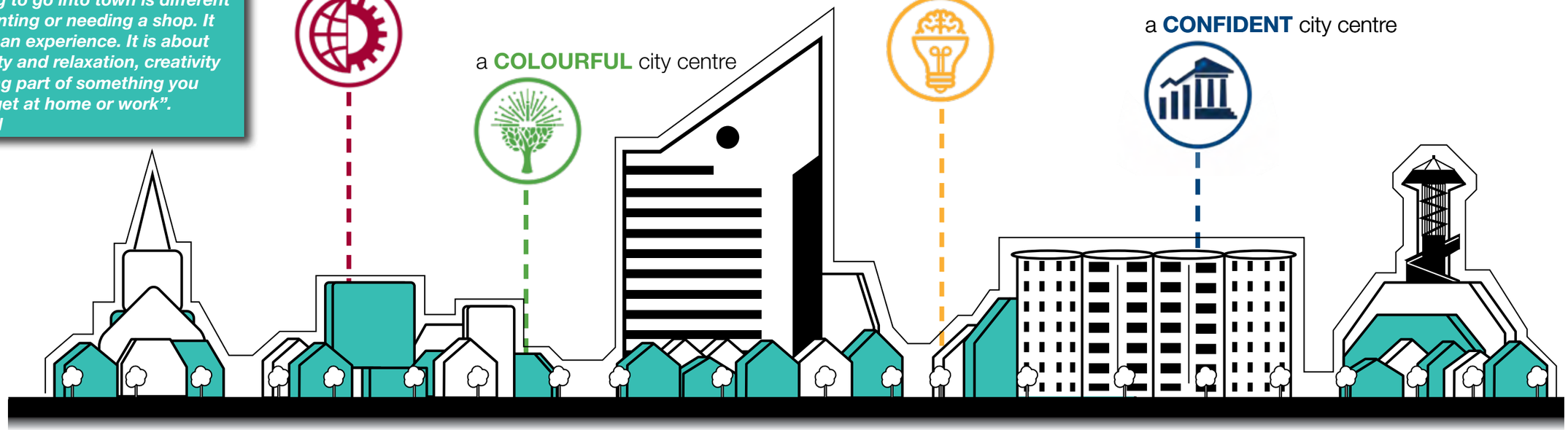
"Wanting to go into town is different from wanting or needing a shop. It is about an experience. It is about sociability and relaxation, creativity and being part of something you cannot get at home or work".
Jan Gehl

a **CONNECTED** city centre

a **COLOURFUL** city centre

a **CAPABLE** city centre

a **CONFIDENT** city centre



CONNECTED

is about successfully connecting up destinations within and between places for the movement of people and trade, and the sharing of ideas and information in ways that are meaningful and efficient.

Objective 1: To integrate, enhance and effectively maintain all movement networks throughout the City Centre.

Objective 2: To promote and improve universal accessibility throughout the City Centre whilst 'putting people first'.

Objective 3: To adequately cater for cars within the movement network whilst seeking a balanced approach to parking management and the funding of new parking infrastructure in the City Centre.

COLOURFUL

is about successfully creating memorable spaces and streetscapes that enhance social interaction, promote activation, stimulate visual interest and provide a framework upon which to celebrate local identity and culture.

Objective 4: To energise the City Centre in ways that further support and define its special character and appeal as a place to visit, live, work and play all year round.

Objective 5: To transform the City Centre into a network of interesting, attractive streets and laneways that excites and contributes to promoting a shaded, green and healthier environment.

Objective 6: To promote and celebrate the quality of Bunbury's arts, culture and heritage as a primary point of difference.

Objective 7: To aspire to become renowned as a 'City of Lights'.

CAPABLE

is about successfully attracting and retaining skilled workforce and leveraging off economic strengths and competitive advantages for fostering investment and growing local businesses and social capital.

Objective 8: To increase the residential population and number and range of visitors to the City Centre.

Objective 9: To attract tertiary institutions into the City Centre.

CONFIDENT

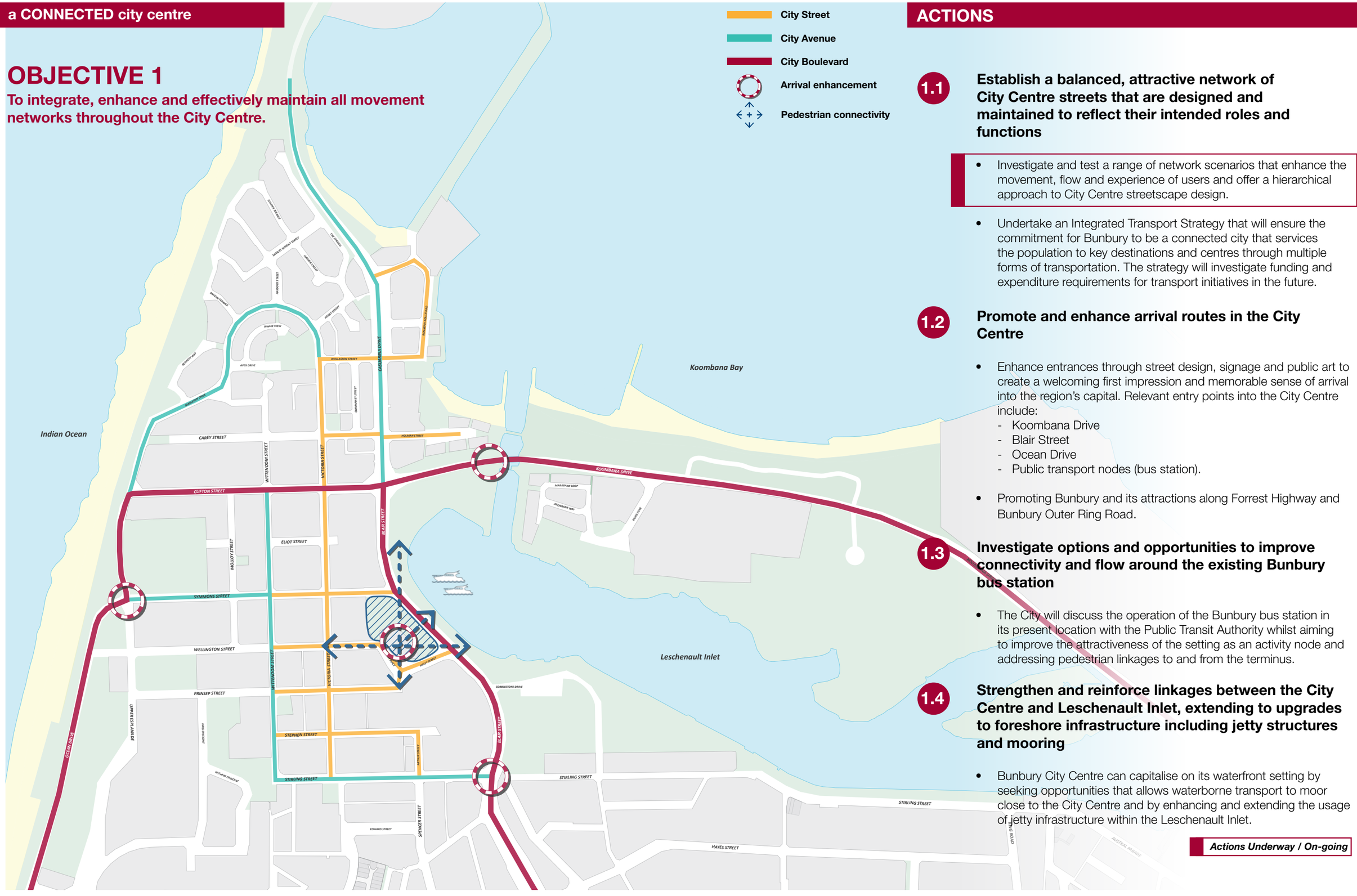
is about successfully understanding Bunbury's role and future in the greater region and working together through good governance to promote investment confidence and economic strength.

Objective 10: To embrace and support community-led/ private sector leadership and initiatives.

Objective 11: To steer growth and change within the City Centre.

OBJECTIVE 1

To integrate, enhance and effectively maintain all movement networks throughout the City Centre.



ACTIONS

1.1 Establish a balanced, attractive network of City Centre streets that are designed and maintained to reflect their intended roles and functions

- Investigate and test a range of network scenarios that enhance the movement, flow and experience of users and offer a hierarchical approach to City Centre streetscape design.
- Undertake an Integrated Transport Strategy that will ensure the commitment for Bunbury to be a connected city that services the population to key destinations and centres through multiple forms of transportation. The strategy will investigate funding and expenditure requirements for transport initiatives in the future.

1.2 Promote and enhance arrival routes in the City Centre

- Enhance entrances through street design, signage and public art to create a welcoming first impression and memorable sense of arrival into the region's capital. Relevant entry points into the City Centre include:
  - Koombana Drive
  - Blair Street
  - Ocean Drive
  - Public transport nodes (bus station).
- Promoting Bunbury and its attractions along Forrest Highway and Bunbury Outer Ring Road.

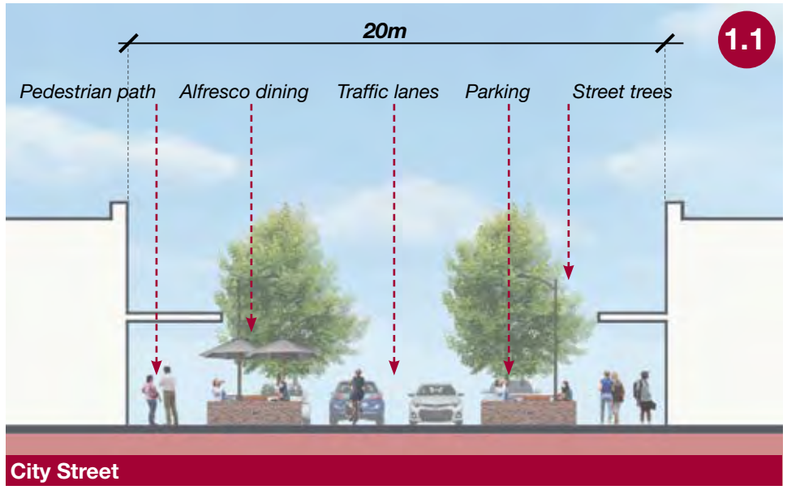
1.3 Investigate options and opportunities to improve connectivity and flow around the existing Bunbury bus station

- The City will discuss the operation of the Bunbury bus station in its present location with the Public Transit Authority whilst aiming to improve the attractiveness of the setting as an activity node and addressing pedestrian linkages to and from the terminus.

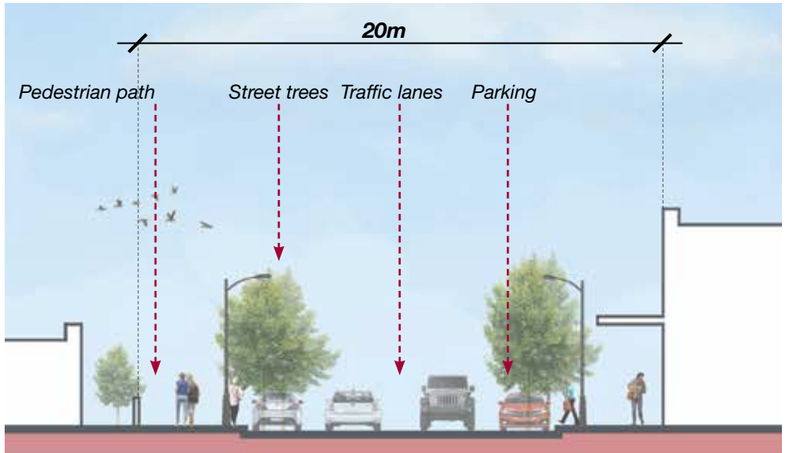
1.4 Strengthen and reinforce linkages between the City Centre and Leschenault Inlet, extending to upgrades to foreshore infrastructure including jetty structures and mooring

- Bunbury City Centre can capitalise on its waterfront setting by seeking opportunities that allows waterborne transport to moor close to the City Centre and by enhancing and extending the usage of jetty infrastructure within the Leschenault Inlet.

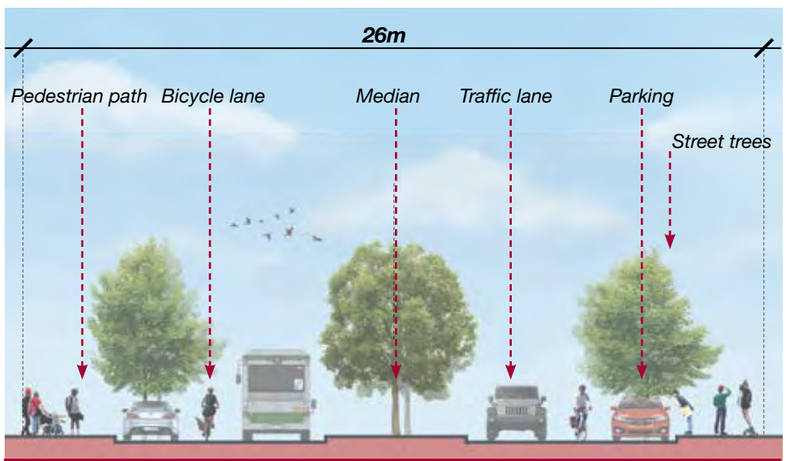
Actions Underway / On-going



City Street



City Avenue



City Boulevard

Enhanced sense of arrival through art/signage

Improving connections to Leschenault Inlet and surrounds

OBJECTIVE 1

To integrate, enhance and effectively maintain all movement networks throughout the City Centre.

ACTIONS

1.5 **Investigate the options and feasibility of introducing a free or low fare central area transit bus loop that links attractions in and about the City Centre**

- A CAT-type bus will support the ease and enjoyment of walking through and around the City Centre that can link central destinations with locations slightly further afield that could benefit residents, workers and visitors.
- A loop passing through the City Centre may capture destinations along Marlston Waterfront, Koombana Drive, Ocean Drive, Bunbury Wildlife Park, Bunbury Forum and the Leschenault Inlet.

1.6 **Continue to actively campaign for an improved Perth to Bunbury train service**

- The City will continue to advocate to the State Government on the importance of an upgrade to the current Perth to Bunbury railway.

1.7 **Progress initiatives to increase the take up of cycling in the City Centre**

- Integrate and update actions identified in and around the City Centre as set out in the City of Bunbury Bicycle Plan (2010).
- Seek expressions of interest for a City Centre E-BIKE hire operator to provide a fun and active way of travelling around our city.
- Investigate shared-lane marking for bikes within the City Centre.

1.8 **Promote and investigate additional electric vehicle charging stations in the City Centre**

- To promote and encourage the take up of sustainable transport choices and modes for public and private areas.

Actions Underway / On-going

1.5 Bus loop linking key destinations and attractions

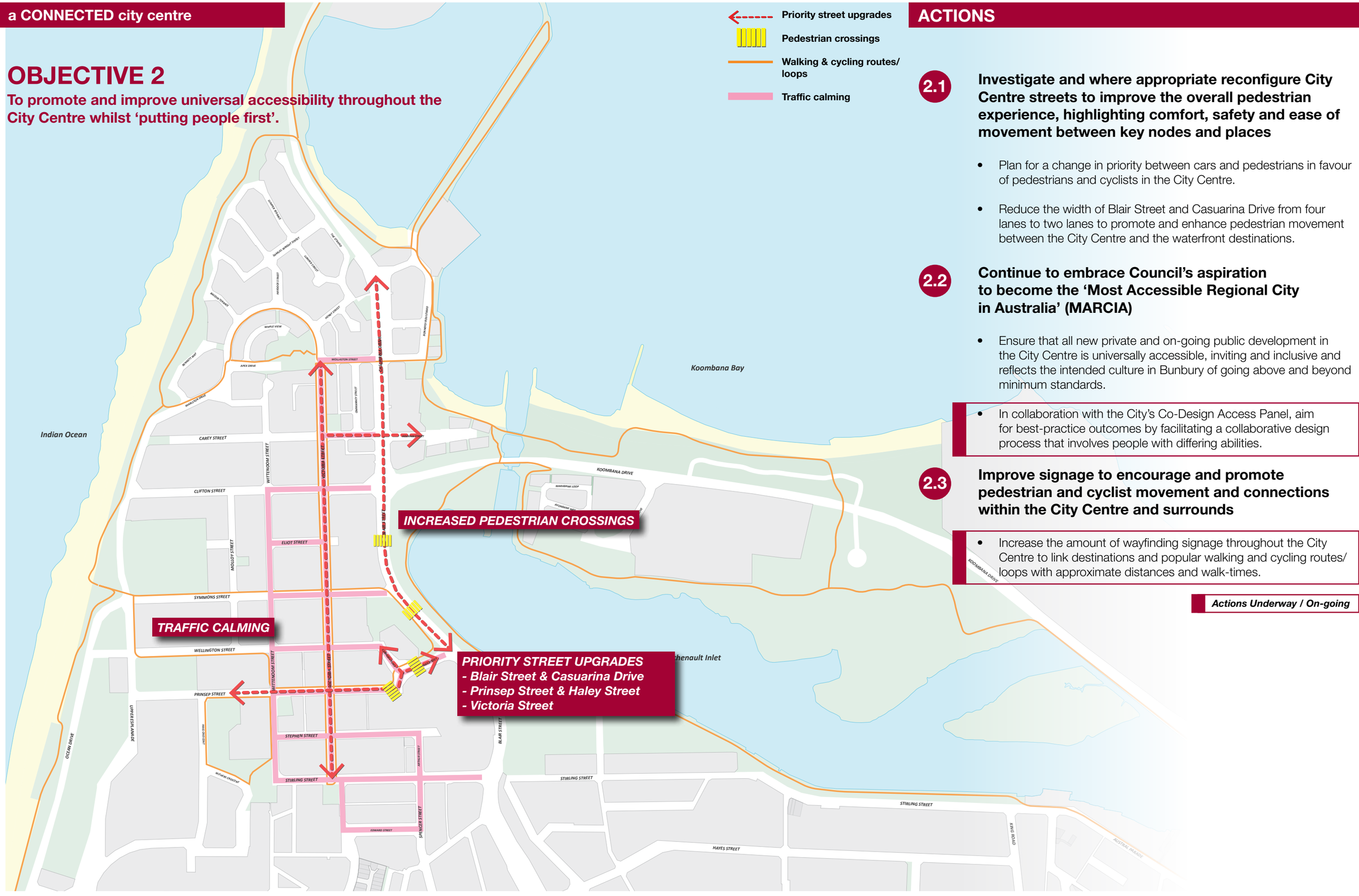
1.7 Cycle-friendly street environments

1.6 Improved services to Bunbury

1.7 Increase up-take in cycling

OBJECTIVE 2

To promote and improve universal accessibility throughout the City Centre whilst 'putting people first'.



ACTIONS

2.1 Investigate and where appropriate reconfigure City Centre streets to improve the overall pedestrian experience, highlighting comfort, safety and ease of movement between key nodes and places

- Plan for a change in priority between cars and pedestrians in favour of pedestrians and cyclists in the City Centre.
- Reduce the width of Blair Street and Casuarina Drive from four lanes to two lanes to promote and enhance pedestrian movement between the City Centre and the waterfront destinations.

2.2 Continue to embrace Council's aspiration to become the 'Most Accessible Regional City in Australia' (MARCIA)

- Ensure that all new private and on-going public development in the City Centre is universally accessible, inviting and inclusive and reflects the intended culture in Bunbury of going above and beyond minimum standards.
- In collaboration with the City's Co-Design Access Panel, aim for best-practice outcomes by facilitating a collaborative design process that involves people with differing abilities.

2.3 Improve signage to encourage and promote pedestrian and cyclist movement and connections within the City Centre and surrounds

- Increase the amount of wayfinding signage throughout the City Centre to link destinations and popular walking and cycling routes/ loops with approximate distances and walk-times.

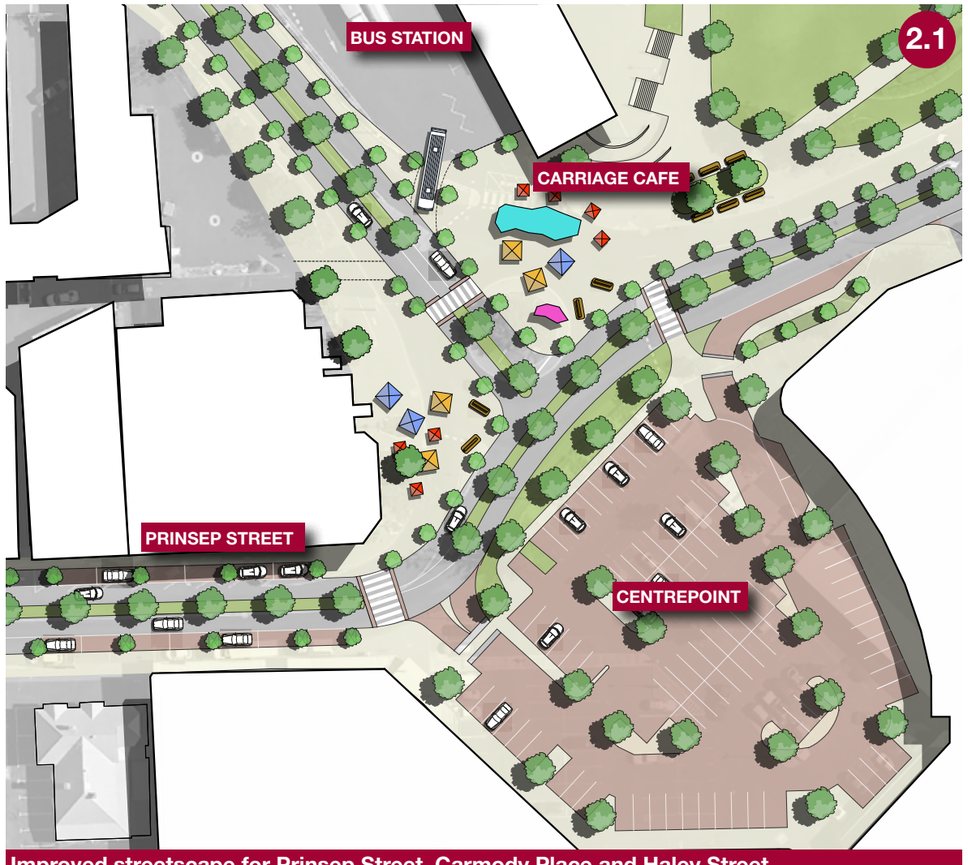
Actions Underway / On-going

Best-practice street design (Global Street Design

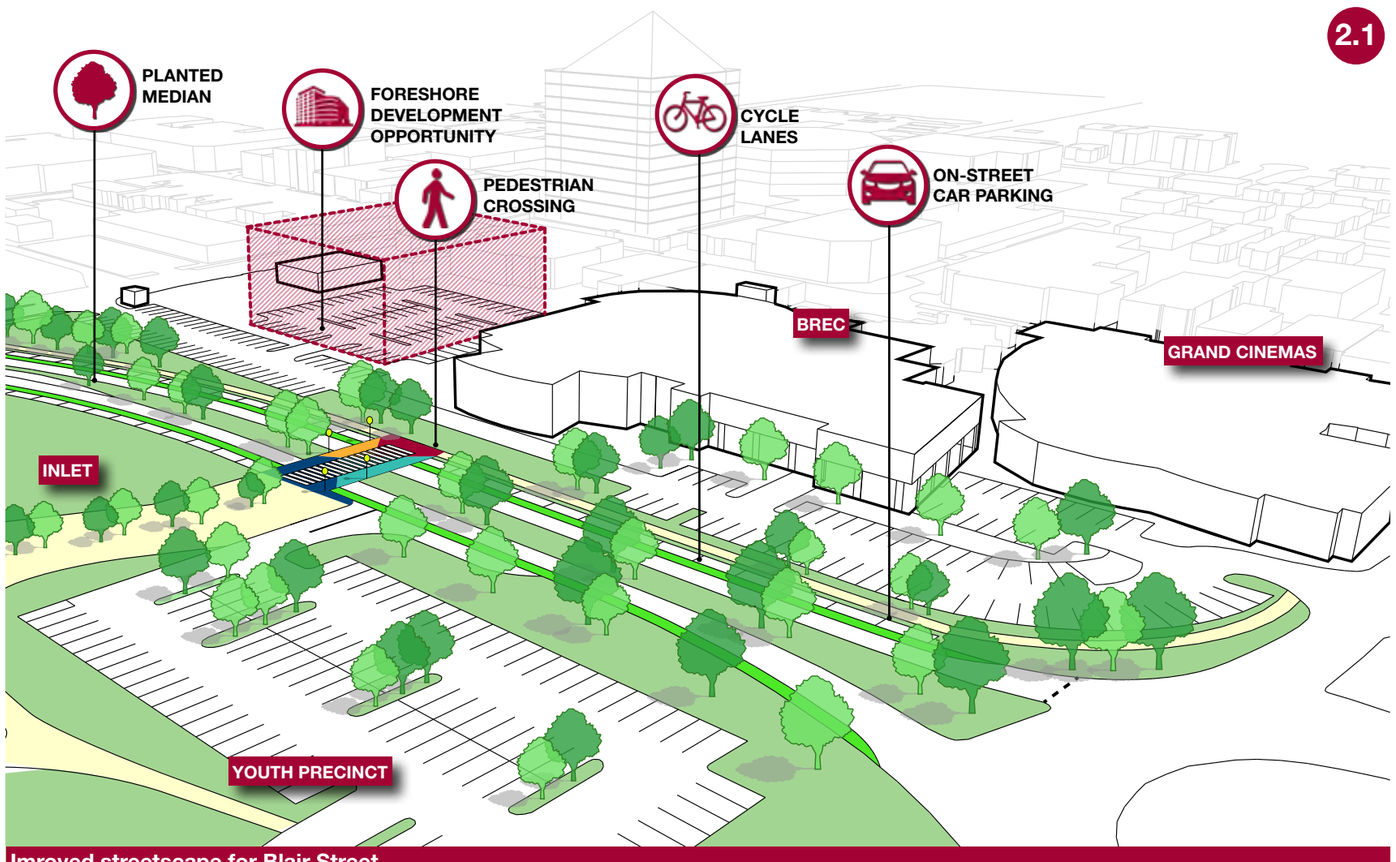
Pedestrian priority for the City Centre

Put people first - designing for people results in interesting, safe, economically vibrant, fun and engaging places.

Providing safer pedestrian crossing points



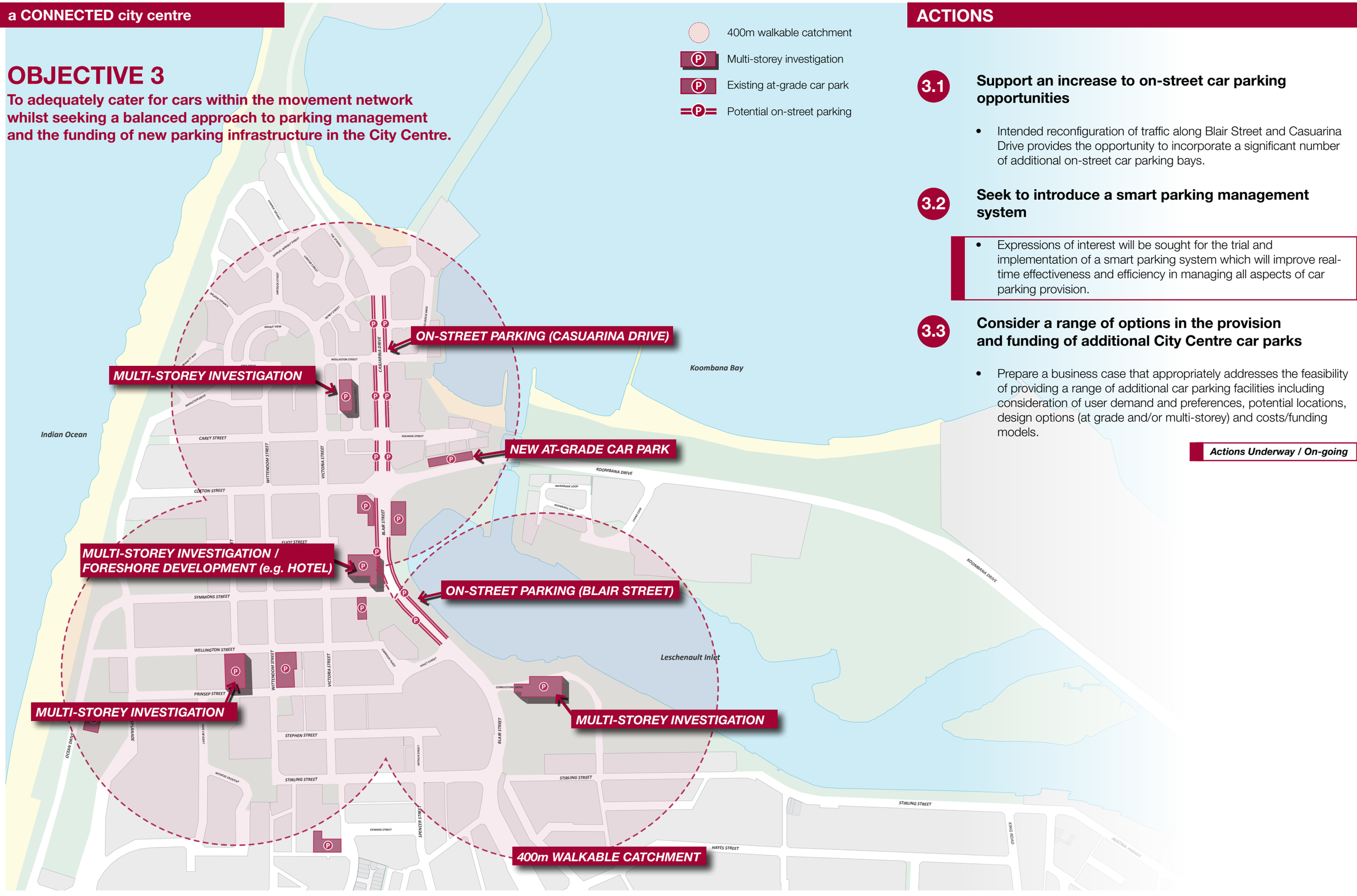
Improved streetscape for Prinsep Street, Carmody Place and Haley Street



Imroved streetscape for Blair Street

OBJECTIVE 3

To adequately cater for cars within the movement network whilst seeking a balanced approach to parking management and the funding of new parking infrastructure in the City Centre.



ACTIONS

3.1 Support an increase to on-street car parking opportunities

- Intended reconfiguration of traffic along Blair Street and Casuarina Drive provides the opportunity to incorporate a significant number of additional on-street car parking bays.

3.2 Seek to introduce a smart parking management system

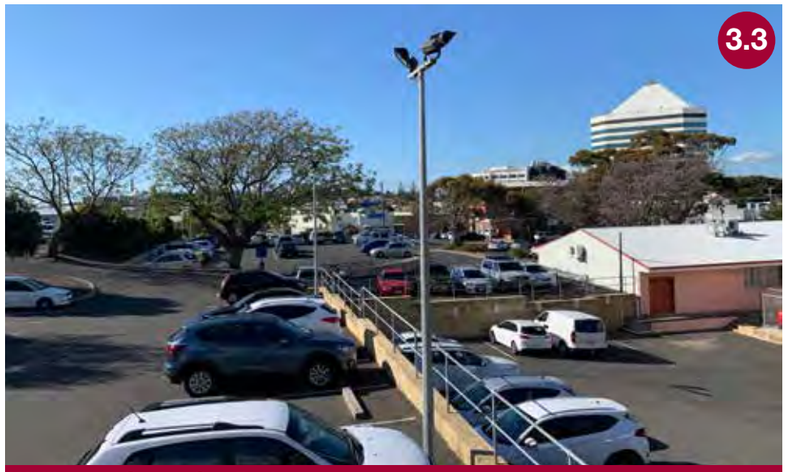
- Expressions of interest will be sought for the trial and implementation of a smart parking system which will improve real-time effectiveness and efficiency in managing all aspects of car parking provision.

3.3 Consider a range of options in the provision and funding of additional City Centre car parks

- Prepare a business case that appropriately addresses the feasibility of providing a range of additional car parking facilities including consideration of user demand and preferences, potential locations, design options (at grade and/or multi-storey) and costs/funding models.

Actions Underway / On-going

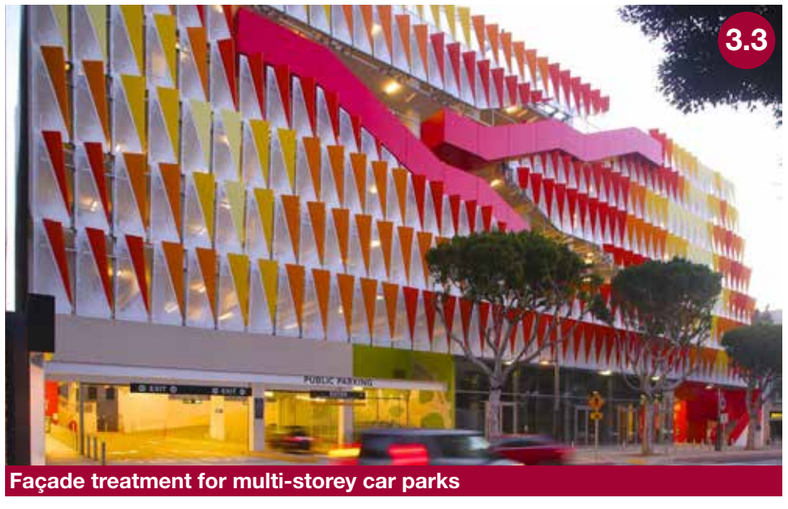
Existing Blair Street configuration



Wellington Street Car Park

Potential on-street parking on Blair Street

Blair Street Car Park



Façade treatment for multi-storey car parks

OBJECTIVE 4

To energise the City Centre in ways that further support and define its special character and appeal as a place to visit, live, work and play all year round.

ACTIONS

4.1 Progress the Bunbury Youth Precinct as a priority project

- Completing an inter-generational facility at the heart of Bunbury that contributes to the vibrant and stimulating visual experience at this entry, reinforces the recreational role of the inlet foreshore and further strengthens connectivity between the City Centre and waterfront destinations whilst inviting all ages and abilities.

4.2 Complete the Bunbury Splash Park

- The Splash Park on Sykes Reserve will be rolled out in a manner that complements existing activity and facilities along Koombana Drive and the Leschenault Inlet foreshore.

4.3 Encourage community-led activation and projects

- Grant funding will be made available to support community driven initiatives that activate and enliven the City Centre.
- Support pop-up trials / initiatives that fill vacant spaces and premises.

4.4 Increase the amount and choice of outdoor seating and eating areas

- Extend the range and availability of safe, comfortable and attractive seating locations throughout the City Centre.
- Continue to support the vibrancy that alfresco dining brings to City Centre streets and review and simplify the outdoor eating area application and license process.

Actions Underway / On-going

ACTIONS

4.5 Accommodate and support a range of City Centre markets & stallholders / events / festivals and outdoor entertainment generally

- Promote markets / events that showcases produce grown and prepared on farms or by people from the Bunbury-Geographe region.
- Harness the activity generated by the thriving evening economy by investigating opportunities for increasing the number / range of night-time markets.
- Assess the level of interest and feasibility of installing a giant outdoor screen that is able to display a wide variety of visual/audio presentations and also broadcast live events.
- Plan for and integrate a diverse range of outdoor entertainment activities including celebratory events and festivals, commemorative parades, staged performances and incidental busking and live street art.

4.6 Aspire to be a city known for being "ALWAYS SOMETHING GOING ON!"

- Continually promote the city through the preparation and distribution of an exciting and varied events calendar.

Youth Precinct concept

Splash Park, Bunbury

The transformation of Sykes Reserve into a family-friendly play precinct including a water splash park and revamped playground will be undertaken to revitalise a key recreational space within close proximity to the City Centre.

Incubator Project (Commercial Realty), Bunbury

The Incubator Project aims to give new businesses a start to assist in the revitalisation of the City Centre through the filling of vacant premises. The project enables new businesses the opportunity to test business ideas in real time and in a business premise for up to six months. The project follows the trend of similar projects established in Newcastle, Perth and Adelaide.

Supporting and catering for differing levels of activity and interaction.

Providore Place, Devonport (Tasmania)

Providore Place Market Hall is a market and meeting place in the centre of Devonport, Tasmania. Providore Place is where the city connects to the regions farms and a place where people come to enjoy, experience and celebrate the produce and offerings of the greater region through a variety of stallholders and businesses. The market place provides opportunities for food, produce, arts, craft and a range of events and music.

Victoria Street Pole Vault (GO GEO), Bunbury

The pole vault exhibition held within the city was created to benefit local businesses and to promote Bunbury. The event assists in marketing Bunbury to a wider audience and providing a unique event within the city centre setting. The organisers of this event have received further funding from the City of Bunbury to continue this event and activate the city.

OBJECTIVE 5

To transform the City Centre into a network of interesting, attractive streets and laneways that excites and contributes to promoting a shaded, green and healthier environment.

ACTIONS

5.1 Manage public open space and streetscapes in ways that enrich Bunbury's sense of place

- Prepare a comprehensive City Centre streetscape design guide that informs all aspects of streetscape design and improvement works. This would include street functions, tree planting, paving materials and the form and arrangement of street furniture including seating, bike racks, water fountains, bins, bollards and would have regard to utilities and infrastructure.
- Enhancing the function and appearance of Boulters Heights.
- Assign a dedicated City Centre landscape maintenance team to oversee and coordinate implementation of all hard and soft landscaping in the City Centre.

5.2 Increase the amount of greenery and trees in the City Centre

- Aim to increase tree canopy cover and create attractive colourful corridors and pockets that influence movement in and throughout the City Centre.
- Install large pot plants with trees in prominent locations around the City Centre that provide instant colour to the street, visual interest and shade over time.
- Seek opportunities that will result in the introduction of green roofs, rooftop gardens and/or green walls in private developments.

5.3 Establish a shopfront / façade improvement scheme

- Such a scheme anticipates Council grant funding being available in appropriate cases to encourage landowners and businesses in the City Centre to invest in façade renovations and shopfront improvements to improve the attractiveness of frontages.
- Continue to advocate for heritage grants and concessions involving works to heritage listed buildings.

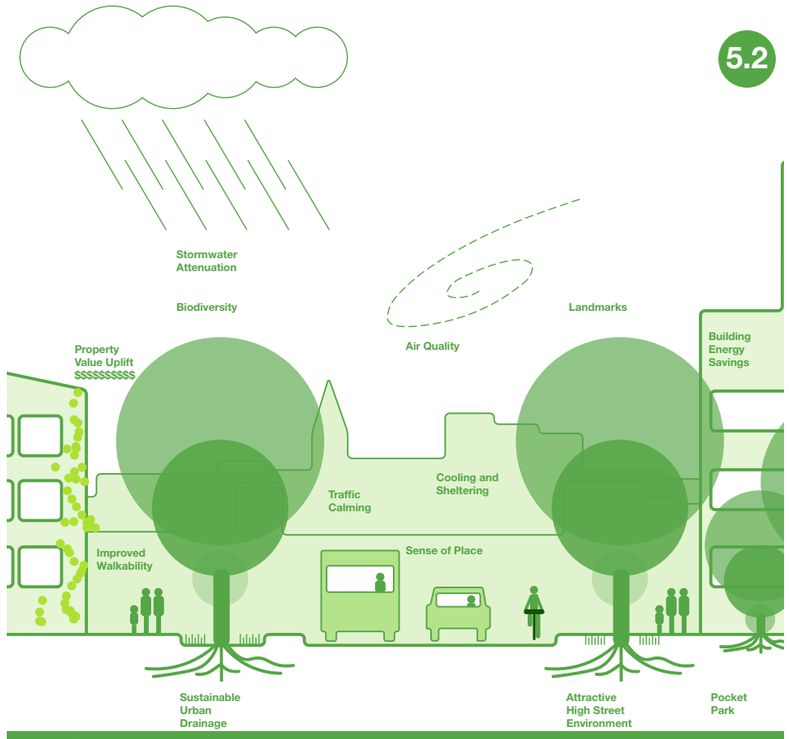
Actions Underway / On-going

Re-imagined car park

Wellington Street improved appearance and shade

Giant Pot Plants, Bunbury

14 giant pot plants were installed in the Bunbury City Centre to provide instant greenery, increase the number of street trees and to add to street vibrancy and interaction. The pot plants have been planted with fruit trees and underplanted with colourful species to provide visual interest.



Benefits of street trees in urban locations

"Cultures and climates differ all over the world, but people are the same. They'll gather in public if you give them a good place to do it." Jan Gehl

Enhancing and improving green spaces in the CBD

Centres Façade Improvement Scheme, Newcastle

The City of Newcastle developed a Local and Neighbourhood Centre - Façade Improvement Scheme. The scheme focuses on the improvement and activation of building façades within its key centres.The funding is granted for works on building façades that are visible from the public realm in order to create attractive frontages, enhancing the City Centre's attractiveness and presentation. Examples of improved façade treatments include pedestrian shelter (awnings), lighting, variety of materials, transparent and open windows and building articulation (projections, minor recesses and corner emphasis).

OBJECTIVE 6

To promote and celebrate the quality of Bunbury's arts, culture and heritage as a primary point of difference.

ACTIONS

6.1 Complete the redevelopment of the Stirling Street Arts Centre

- The heritage building redeveloped in response to a growing demand for services will complement facilities that actively celebrate the community and the arts.

6.2 Increase interest in and promotion of the Bunbury Heritage Building Trail and Urban Art Trail

- Enable residents and visitors alike to undertake intuitive and free self-guided tours with ease through the City Centre along walking trails that showcases both Bunbury's landmarks, heritage buildings and urban art.

6.3 Seek support from heritage building owners to run an 'open day' that coincides with the Australian Heritage Festival and annual Bunbury Heritage Forum

- An open day will provide the community with public access to participating heritage buildings during the week of themed heritage events.

6.4 Commission additional urban art works for the City Centre that reinforce and celebrate Bunbury's identity

- Additional artworks will contribute to the feel and look Bunbury already experiences with its strong urban art scene and growing reputation as an art and cultural hub, in addition to animating public spaces and providing visual markers.
- Be a welcoming place for those with indigenous roots by providing space accommodating facilities, art and sculptures that interpret and celebrate indigenous heritage and culture.
- Establish an exciting, instantly recognisable Bunbury backdrop in conjunction with an art installation that invites interaction / photo opportunities and will act to promote Bunbury through social media platforms.

6.5 Investigate the introduction of decorative road / pavement markings

- Decorative pavement markings can be utilised to promote special / key public spaces, entry statements and assist in guiding pedestrian movement.

6.6 Seek to establish an open air gallery for local artists

- Designate an area of local open space, such as Guppy Park, as an open air gallery that provides exhibition space for local artists and creatives to showcase their artworks within the City Centre.

Actions Underway / On-going

ACTIONS

6.7 Undertake a business case that evaluates the feasibility of developing a Civic and Cultural Precinct

- The progression of a detailed business case for the proposed Civic and Cultural Precinct will identify details and potential costs associated with the proposal.

6.1

Stirling Street Arts Centre Redevelopment

6.2

The Freedom Trail, Boston

The Freedom Trail is a self-guided pedestrian trail through Boston that traverses 16 locations of significant history of the United States. Each of the 16 locations is marked with a Freedom Trail plaque on the ground. The 4km trail uses a narrow red brick line to connect all of the sites to enable convenience to follow the trail through the city. The use of the plaques and red brick lines helps to promote and identify the historical significance of the city.

Art that inspires interaction helps to make memorable spaces and enriches the experience of everyday life.

6.4

'Greetings from...' Mural, Chicago

The Greetings Tour is a nation-wide mural project in the United States creating landmarks through public art. Using the classic large letter postcard style, they help revitalise communities with imagery from the city and bright colours.

The mural provides a distinct piece of artwork portraying the identity and elements of various cities, with this example of Chicago showcasing professional sporting teams, food, distinctive buildings/landmarks and pop-culture. The mural boosts the identity of Chicago through art and enables visitors and the community to interact with the space.

6.4

Urban art to focus on blanks walls to bring interest to dull spaces

6.5

Decorative Road Markings, South Fremantle

The City of Fremantle undertook streetscape improvements along the South Terrace cafe strip which included vibrant decorative road markings. The streetscape upgrade included new road surfaces and footpaths with artwork painted in vibrant colours inspired by Fremantle's street art.

The artwork which celebrates Fremantle art additionally creates a pedestrian friendly and stimulating environment that supports street life, slows traffic and improves the streetscape.

OBJECTIVE 7

To aspire to become renowned as a 'City of Lights'.

ACTIONS

7.1 Assess lighting needs and creative opportunities through illumination within a comprehensive city centre lighting strategy

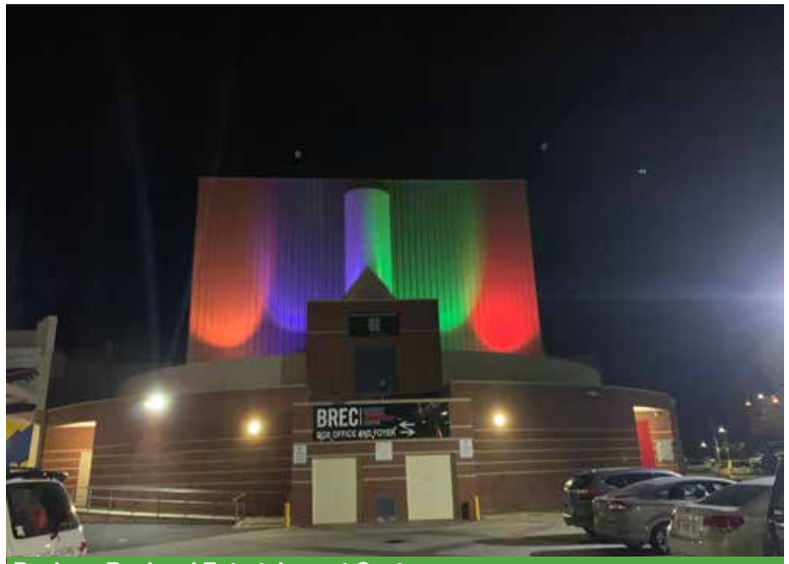
- Drawing on best practice examples, the strategy will seek to responsibly employ lighting and illumination around the City Centre in ways that:
  - Improve comfort and safety
  - Strengthen identity
  - Add colour and vibrancy
  - Enrich the night time experience
  - Celebrate events and occasions.

7.2 Enable new and existing buildings / landmarks to incorporate feature lighting of their own

- Investigate the use of decorative lighting on Council owned buildings and structures to contribute to the amenity and success of spaces after dark, enhancing night-time activity and interaction.
- Assist private landowners that wish to embrace the aspiration and progess their creative ideas by offering advice and assisting thorugh relevant regulatory processes administered by the city.

Actions Underway / On-going

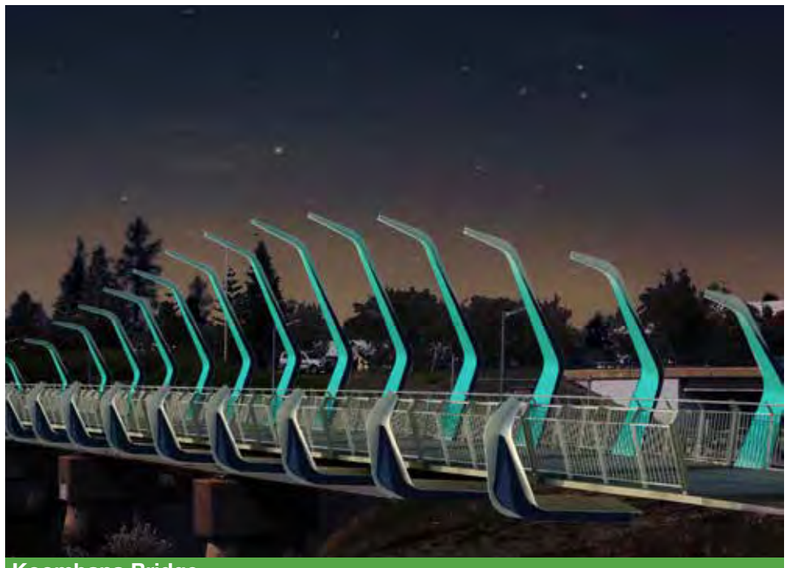
Victoria Street cappuccino strip



Bunbury Regional Entertainment Centre

Stephen Street

Dolphin Discovery Centre



Koombana Bridge

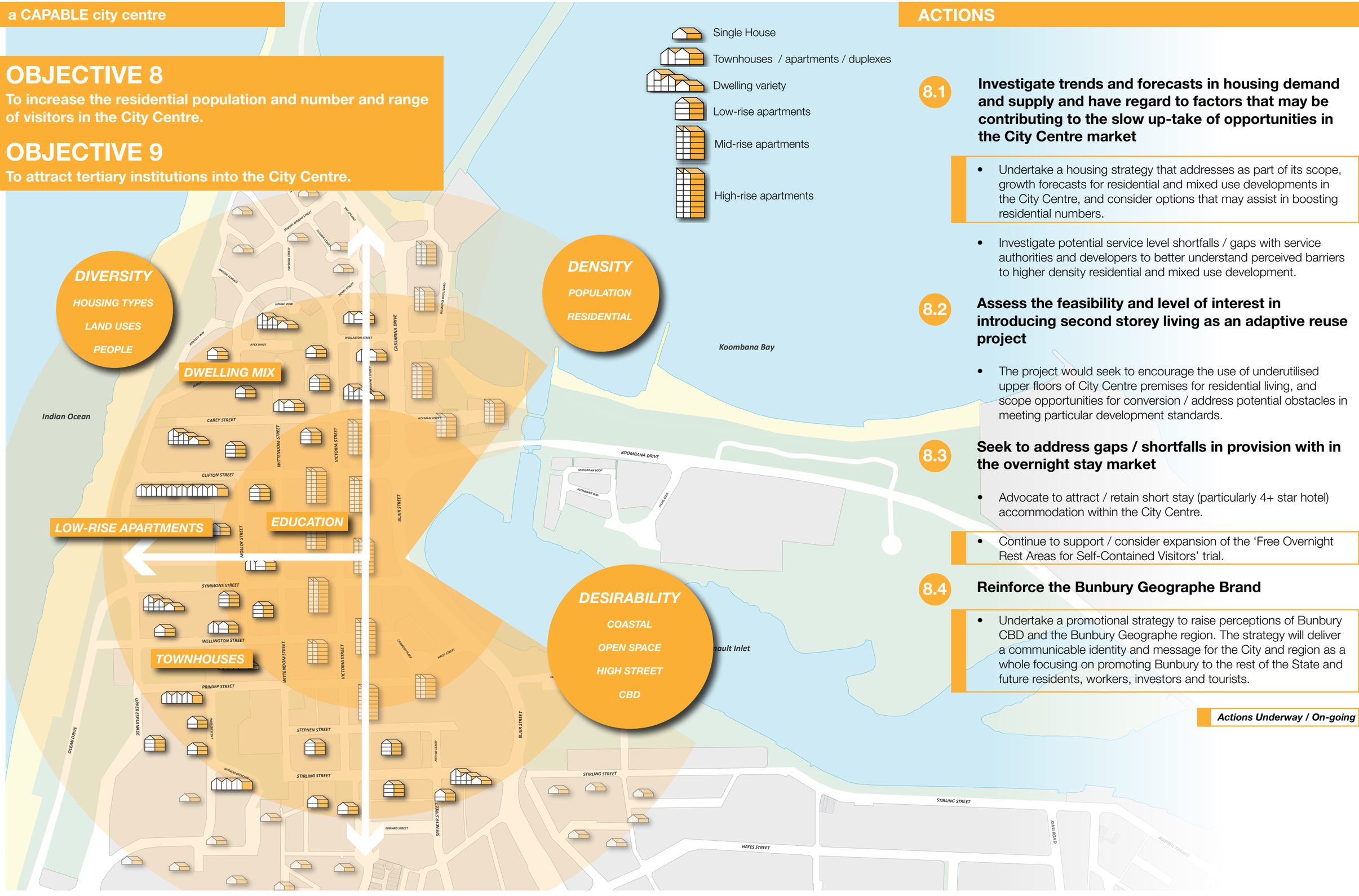
Lyric Theatre

OBJECTIVE 8

To increase the residential population and number and range of visitors in the City Centre.

OBJECTIVE 9

To attract tertiary institutions into the City Centre.



ACTIONS

8.1 Investigate trends and forecasts in housing demand and supply and have regard to factors that may be contributing to the slow up-take of opportunities in the City Centre market

- Undertake a housing strategy that addresses as part of its scope, growth forecasts for residential and mixed use developments in the City Centre, and consider options that may assist in boosting residential numbers.
- Investigate potential service level shortfalls / gaps with service authorities and developers to better understand perceived barriers to higher density residential and mixed use development.

8.2 Assess the feasibility and level of interest in introducing second storey living as an adaptive reuse project

- The project would seek to encourage the use of underutilised upper floors of City Centre premises for residential living, and scope opportunities for conversion / address potential obstacles in meeting particular development standards.

8.3 Seek to address gaps / shortfalls in provision with in the overnight stay market

- Advocate to attract / retain short stay (particularly 4+ star hotel) accommodation within the City Centre.
- Continue to support / consider expansion of the 'Free Overnight Rest Areas for Self-Contained Visitors' trial.

8.4 Reinforce the Bunbury Geographe Brand

- Undertake a promotional strategy to raise perceptions of Bunbury CBD and the Bunbury Geographe region. The strategy will deliver a communicable identity and message for the City and region as a whole focusing on promoting Bunbury to the rest of the State and future residents, workers, investors and tourists.

Actions Underway / On-going

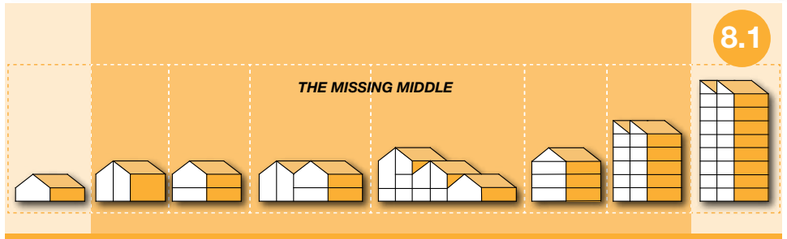
ACTIONS

9.1 Advocate for a tertiary institution to locate within the City Centre

- Introducing a tertiary education institution within the City Centre would diversify the profile of the local community and add to the general appeal and dynamic of Bunbury. Such a facility would provide additional opportunities for learning and employment, increasing the number and diversity of people present (age, backgrounds and professions) and in turn the range of amenities, services and activities offered by the City Centre to cater for their needs.

- A tertiary institution could embrace Bunbury's locational advantages regarding agriculture, viticulutre, marine / port industry, mining and other industries to attact students and retain students in the South West.

"You can't rely on bringing people downtown, you have to put them there". Jane Jacobs



Higher density doesn't always mean high-rise

The Missing Middle refers to a variety of housing types compatible in scale with single-family homes that generate density to support transit, local services and walkable neighbourhoods. A variety of housing choices provides a range of housing sizes, styles, housing tenure and price options and include flexible and adaptable housing for all ages and stages of life rather than the traditional housing options of single-family homes and high-rise apartments.

Terrace Housing

3-4 Storey Walk-up Apartments

'Shop Top' Housing

Shop top housing is housing located above a ground floor retail or business premises. Shop top housing assists to revitalise town centres as it brings life and activity, and enhances safety and security (eyes on the street) through greater casual surveillance. It also increases the choice of housing, allows building owners to renovate underused upper floors and increases the building's income-earning potential. Incentives includes infrastructure contributions and removal of on-site car parking requirements.

Free Overnight Rest Areas Trial, Bunbury

The City allows for travellers with fully self-contained recreational vehicles free overnight resting areas at three locations along Ocean Drive. The maximum length of stay is 48 hours which requires users to obtain a permit from the visitors centre, this allows toursits to visit many attractions.

Newcastle City Campus

The University of Newcastle plays an important part in the renewed sense of vibrancy in the Newcastle City Centre and the Newcastle City Campus is at the centre of the city's burgeoning arts scene.

The city campus provides opportunities to strengthen relations with the business community and increases the number of opportunities for students to integrate their studies with work placements.

Being centrally located, the city campus enjoys easy access to the growing number of services and facilities available in the city including shopping, cafes, restaurants, bars and galleries.

OBJECTIVE 10

To embrace and support community-led / private sector leadership and initiatives.

OBJECTIVE 11

To steer growth and change within the City Centre.

ACTIONS

10.1 Foster the creation of a dedicated Bunbury City Centre Town Team

- Pro-actively assist residents, traders, businesses and local groups to formulate ideas and deliver initiatives that invigorate and enliven the City Centre.
- Support action-orientated planning initiatives generated by community-led groups that assist in making the City Centre a better place within which to work, live and play.

10.2 Actively seek partnerships with organisations and institutions to utilise Bunbury City Centre for projects and trials

- Partner with organisations and institutions in the implementation of pilot projects and trials that can assist in the promotion of Bunbury throughout the state (Perth metro), nationally and internationally.

10.3 Explore best-practice local government place management approach for the City Centre

- Investigation to explore the best place management approach for the City Centre. Multiple stakeholders need to be represented and competing interests need to be balanced.
- Management of the City Centre will need to lead and support city centre businesses, landowners, Council, and civic groups to improve the amenity and performance in the City Centre.

Actions Underway / On-going

ACTIONS

11.1 Deliver and implement an Economic Development Action Plan 2019/2020 - 2022/2023

- The Economic Development Action Plan 2019-2022 will outline the vision and goals for the Bunbury economy to achieve in the immediate future.
- The plan identifies actions to enable Bunbury to diversify and strengthen its economic base with relevance to a changing economy.

11.2 Monitor and review the local planning framework as it specifically relates to the City Centre

- Employ contemporary / recognised best practice planning approaches in undertaking local area planning for the City Centre, incorporating precinct based planning and urban design-led processes as appropriate.

11.3 Establish a dedicated City Centre web portal

- Manage a live communication / community engagement platform that captures all City Centre projects / events / initiatives and provides regular up-dates in terms of activity and status.

11.4 Ensure responsive and inclusive community and stakeholder representation in the implementation of the Action Plan

- Ensuring the community and stakeholders are adequately informed in regard to actions and projects and are actively engaged throughout the implementation of the Action Plan.
- Encouraging developers, landowners and business operators to invest in the City Centre.

'Locally-Led' Placemaking workshop

Town Team Movement, Australia-wide

Town Teams are positive and proactive organisations that include businesses, landowners and residents working collaboratively with their local government to improve a place or area, often a town centre or 'main street'. Run by the community for the community. The organisation of a team will assist in the coordination of improving Bunbury City Centre through a sole organisation / group of passionate community members working together to get things done.

RAC Intellibus Regional Demonstration

The RAC undertook a regional demonstration of its RAC Intellibus - a driverless vehicle. The trial conducted as part of partnership between the RAC and City of Busselton gave more than 1,500 locals and visitors the unique opportunity to take a ride and learn about autonomus vehicles. The two-month trial took riders along the Busselton foreshore and provided the opportunity to showcase and promote Busselton further.

Inflatable Surf Reef, Bunbury

The City of Bunbury has partnered with Waveco Pty Ltd to install the world's first inflatable surf reef at Bunbury's Back Beach. The inflatable surf reef is designed to mimic a surf reef in order to generate a surf-able wave.

The partnership will enable the promotion and exposure of Bunbury on an international scale in addition to bringing more people into Bunbury City Centre.

Implementation

The Bunbury City Centre Action Plan is to inform Council's Corporate Business Plan and subsequent Annual Budgets in addition to supporting potential grant funding applications and stimulating redevelopment opportunities within the City Centre.

Year 1 (2020) Rollout	
Lighting up Bunbury Project	**$230,000**
Greening Bunbury Project	**$50,000**
Detailed Road Design Project, Blair Street/ Casuarina Drive & Prinsep Street/Haley Street	**$220,000**

The above table identifies the key priority capital projects to be undertaken by Council in the first year rollout of the Action Plan.

Non-capital projects and actions currently *Underway / On-going* as identified in Part 2 of the Action Plan will contiune to be rolled out through the implementation of the Action Plan. There are many on-going actions, including, but not limited to, placemaking and community-led initiatives, events and improving accessibility.

Review & Engagement

The Bunbury City Centre Action Plan is a living document that is to be reviewed and updated regularly in order to maintain its relevancy and ensure that the City of Bunbury is accountable to its community with progressing the delivery of the plan.

Through the life of the Action Plan the community will be adequately informed in regard to actions and projects being delivered and for continued engagement with the community, stakeholders and the private sector. The revitalisation of the Bunbury City Centre is a shared responsibility, relying on the government, community and private sector to work together.

THE LORD FORREST

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