

STIRLING CITY CENTRE ALLIANCE CLG MEETING - 9

12 May 2010
Herdsman Lake Environment Centre
6.00 pm to 8.30pm



INTRODUCTION



Purpose of Meeting

The purpose of the meeting is to:

- *Present a project update*
- *Present and discuss the Structure Plan elements*
- *Identify, prioritise and plan community led projects*
- *Discuss CLG Terms of Reference*

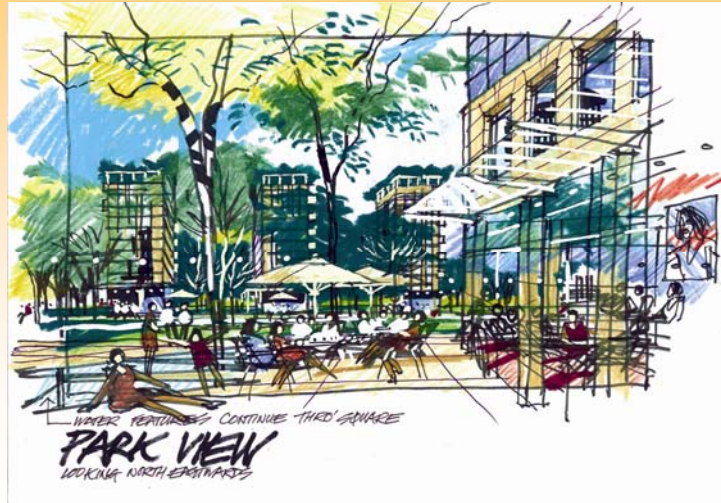


Agenda

START AT	ITEM	BY
6:00 pm	LIGHT MEAL ON ARRIVAL	
6:10 pm	Welcome, workshop purpose and process	Linton Pike
6:15 pm	Project Schedule and Update <ul style="list-style-type: none">■ Structure Plan Elements – Economic Development Scoping Paper, District Water Management Strategy, Flora Study■ Precinct 5 & 7 Update	Peter Scales / Phil Elliott
8:00 pm	Workshop Session <ul style="list-style-type: none">■ Deliverable 9 – Community Led Projects Update and Discussion	All
8:00 pm	Next steps <ul style="list-style-type: none">■ CLG Terms of Reference■ Future Meeting Dates	Steve Kovacs
8:30 pm	CLOSE	



PROJECT UPDATE

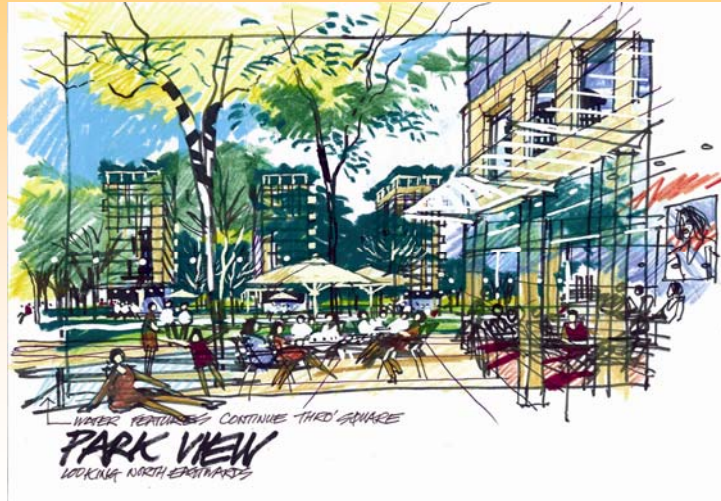


Program & Project Update

What's happening at PMO

- Goal Alignment Workshop Outcome
- Precinct 5 & 7 Update
- Kevin Rudd

PROGRAM DELIVERY



Deliverables

- **Business Case for stage 1**
 - Recommend how Stage 1 could be funded across three levels of government and private sector
 - Community members (who attend ALG) will be invited to workshop sessions

Key Milestones

- Board meeting 26 May
 - 80% endorsement of Business Case and Development / Delivery Strategy
- Board meeting 7 July
 - 100% endorsement of Business Case and Development / Delivery Strategy



Methodology

- Two projects identified as possible in early stage of project:
 - Government Hub by the station – Dept of Commerce already committed by 2014
 - Demonstration project at corner SBR & Stephenson
- Examine alternative plans for government land in between:
 - PPCP's Structure Plan
 - Westfield plan
- Identification of cash flow elements:
 - Who pays for what and when?
 - work required to contain or improve estimates – ongoing
- Identification of value capture mechanisms



Structure Plan Elements



Economic Development Scoping Paper

PRACSYS

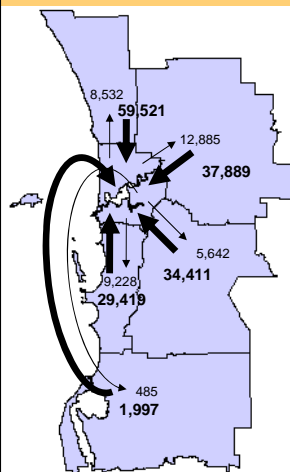


What did we ask them to do?

- Detail the scope and identify key considerations required to build an economic development strategy for the Stirling City Centre.
- Devise an economic positioning statement for the Stirling City Centre based on the DoP Activity Centres Hierarchy and any comparative advantage it has within the metropolitan network of Activity Centres.



Central Sub-region



Central sub-region	Centre Count	Current Jobs		Future Jobs		Gap
Perth Central Area	4	104,490	34%	146,762	31%	42,272
Strategic Specialised Centre	4	28,572	9%	56,811	12%	28,239
Strategic Industrial Centre	1	24,767	8%	37,874	8%	13,107
Strategic City Centre	4	22,774	7%	56,811	12%	34,037
Regional Town Centre	10	37,349	12%	56,811	12%	19,462
Regional Industrial Centre	4	43,394	14%	61,545	13%	18,151
Regional Specialised Centre	1	3,823	1%	4,734	1%	911
District Town Centre	30	40,263	13%	52,077	11%	11,814
Total		305,432	100%	473,425	100%	167,993

Source: Pracsys Modelling (2010)

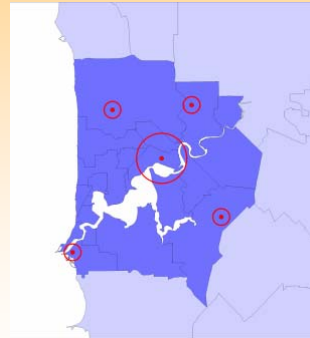
Central Sub-Region Commute Patterns Source: ABS Census 2006 and Pracsys



Strategic City Centres

- Distribution of Required Employment Amongst Central Sub-Region Strategic City Centres

Centre	Current	Weighting	Rank	Jobs	Gap
Stirling	5,199	33%	1	18,748	13,549
Fremantle	7,727	27%	2	15,339	7,612
Canning	4,834	23%	3	13,067	8,233
Bayswater	5,014	17%	4	9,658	4,644
All	22,774	100%		56,811	34,037



- In order to support the Employment self sufficiency goals of Directions 2031, Stirling will need to generate a further 13,549 jobs.



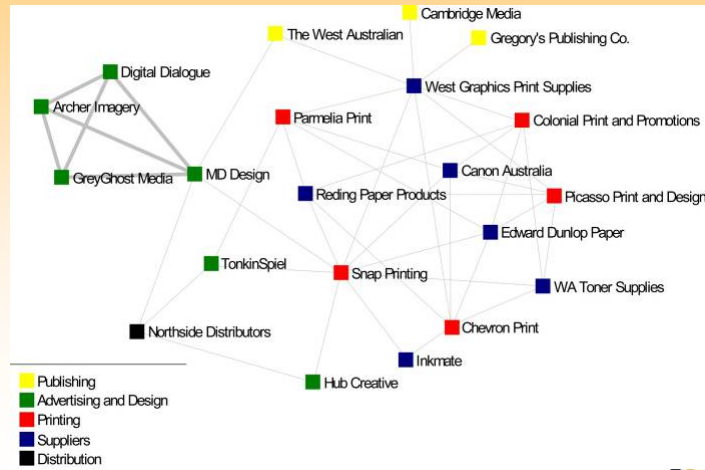
Economic Development Principles

1. Maximise population-driven employment
2. Identify comparative advantages/existing agglomerations
3. Identify needs
4. "Sticky" jobs
5. Access funding streams
6. Guard against "cannibalisation"
7. Ensure links between agglomeration economies
8. Rigorous business case



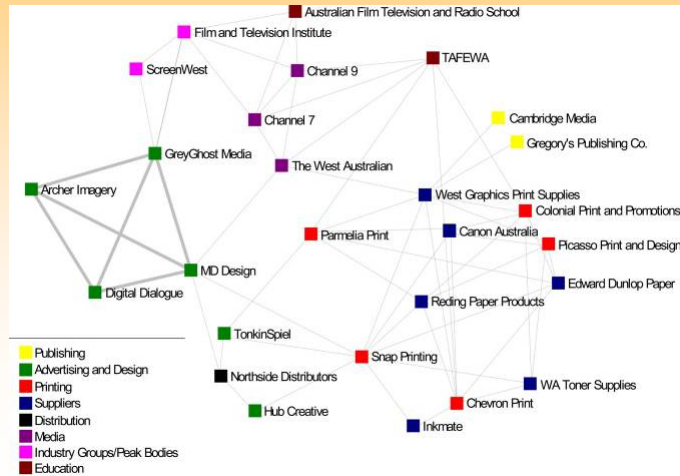
Agglomeration

■ Multimedia and Communications Industry Map



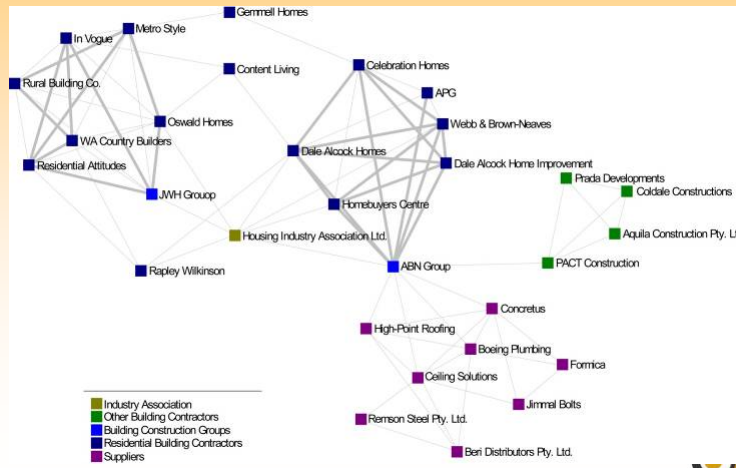
Agglomeration

■ Future Multimedia and Communications Industry Map



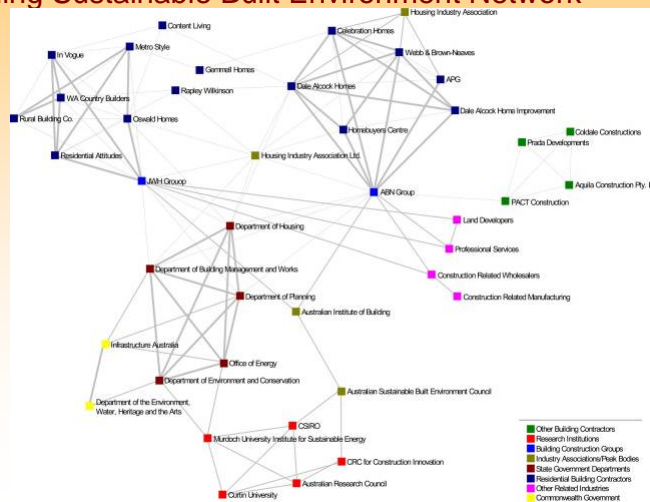
Agglomeration

■ Stirling Construction and Housing Industry Map



Agglomeration

■ Stirling Sustainable Built Environment Network



Economic Positioning Statement

“Stirling will be a high amenity, diverse, intense and highly accessible population-driven centre with a strong presence of high order employment concentrated around the extension of the already established Construction, and Multimedia/Communications networks”



District Water Management Strategy

ESSENTIAL ENVIRONMENTAL



Why do we need it?

District Water Management Strategies (DWMS) are required to ensure that appropriate water management strategies are identified at the appropriate time.



Working Group Vision

Deliver innovative urban design and development that ensures an enduring, natural water management system and environment, and encourages a new relationship with water that achieves well-being for all.



What did we ask them to do?

1. Describe the study area
2. Propose water quantity and quality management objectives
3. Consider water sources for drinking water and other uses,
4. Provide criteria for management of flooding consistent with local government requirements;
5. Outline the proposed groundwater management strategy including separation requirements and strategies;
6. Identify issues/areas likely to require specialised investigation and management at later stages of planning; and
7. Propose an implementation framework



Principles of the DWMS

- Restore and enhance ecosystems in an urban context;
- Maximise water harvesting, capture and reuse to provide fit-for-purpose water for all uses within the Stirling City Centre area;
- Conserve all forms of water through improved water demand management and gains in efficiency of use;
- Deliver an urban stream environment which provides aquatic habitat and biodiversity that is valued by the community and provides water quality benefits to the catchment and provides protection to life and property from flooding; and
- Achieve water sensitive landscapes (both public and private realm) which reflect the Western Australian climate.



Format - Example

PRINCIPLE: Maximise water harvesting, capture and reuse to provide fit-for-purpose water for all uses within the Stirling City Centre

STRATEGY: Explore alternative water source and supply options for fit-for-purpose use;

DESIGN CRITERIA : All new development to consider opportunities presented by the roof-top catchment.



Declared Rare Flora Study

CARDNO (WA) PTY LTD



What did we ask them to do?

- Undertake a search for Declared Rare Flora (DRF) and priority flora between Mitchell Freeway and Jon Sanders Drive in Osborne Park along the alignment of Stephenson Avenue and part of the Osborne Park drain



What did they find?

- A search was conducted of the Department of Environment and Conservation's DRF and priority flora databases – Some species (all of which were orchids) were identified as potentially being located in the area
- Orchids that are only observable or identifiable for a limited period of the year



What did they find?

- The subject site was traversed on foot on the 10th October 2009 by a senior botanist
- All areas of remnant vegetation were inspected for the presence of DRF or priority flora.
- The subject site was found to have been highly modified with few endemic plant species and almost complete loss of the original vegetation



Plate 1: Degraded vegetation within the subject site (387021 mE; 6470436 mN looking south west)



Plate 2: Remnant *Eucalyptus rudis* over introduced grasses (386813 mE; 6470062 mN looking south).

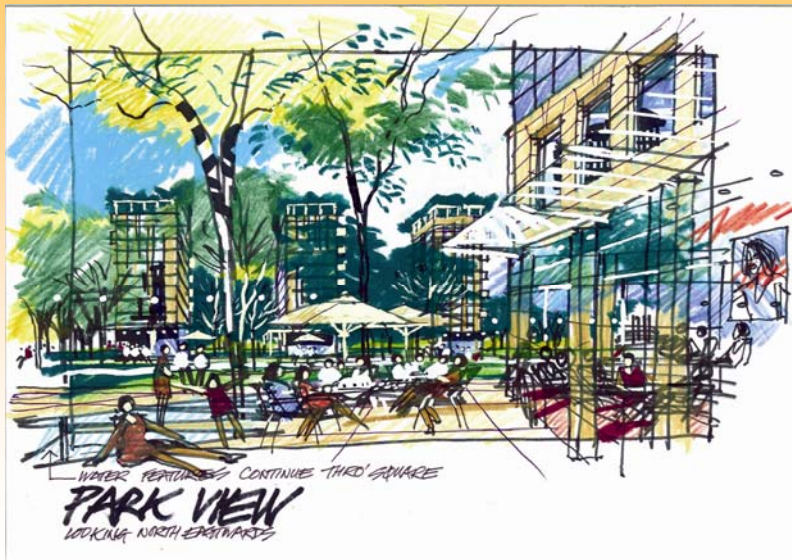


What did they find?

- No DRF or priority flora were recorded during the survey.
- In summary, Cardno considers that no DRF or priority flora are present within the subject site
- few of the original botanical values remain.



WORKSHOP SESSION – DELIVERABLE 9



Deliverable 9

Community led projects

- **Objective** – to undertake projects that will deliver tangible on the ground outcomes that will:
 - enhance local amenity and community wellbeing
 - assist to raise awareness of the project,
 - support community led development
 - help to develop the city's cultural and economic identity
- **Examples**
 - Markets
 - Park and Streetscape improvements
 - What else? See ideas sheet



San Remo goes underground

by Leith Hillard

The initiative of two Mandurah customers resulted in an innovative solution to provide underground power for a street notorious for power outages.

Omsby Terrace on the seafont in San Remo has wonderful views, but it also bears the brunt of direct frontal storms. Residents Lee Griffin and Marlene Ryan had both experienced dangerous situations in their homes with mains cables coming down, and wanted improved safety and reliability of supply.

Underground power seemed to be the solution and this is where Joe Librizzi comes into the story. The Networks Officer, Major Projects Northern Metropolitan, gave a quote that he kept open while the women began the delicate task of persuading all the residents in their street to contribute up to \$3,000 each to fully fund the project.

"We know all about the wear and tear on the poles along the coast. Some of them would have needed to be replaced pretty soon anyway, and there were two people who were motivated to get things done. We wanted to give them all the help they needed," said Joe. Lee and Marlene started out by taking photographs of streets with underground power but, while the neighbours were impressed with

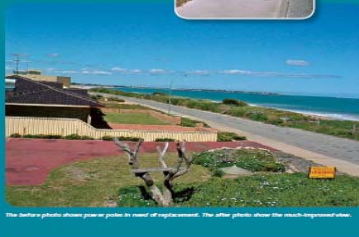
the aesthetic improvement, a number of them were initially very reluctant to part with their money. Of 23 lots sites, one was owned by the City of Mandurah and housed a toilet block and another was owned by the Water Corporation.

Convincing their neighbours was only the start. The owners also had to seek council approval for the changes to the street lighting and agreement by the Water Corporation to share the cost of the undergrounding of their facilities, contact private electrical contractors to arrange the run out from mains to meter boxes, and coordinate the replacement of the aerial mains with the underground system.

"The job took about two years from start to finish," said Lee. "It was a lot of work but in the end only one owner wasn't able to pay. Western Power reduced the quote by their exact amount and it all took off. The neighbours who were hardest to deal with congratulated us for being so persistent, so Marlene and I feel vindicated.

"I can't speak highly enough of Joe Librizzi. He is a great ambassador for your company and gave us exceptional customer service and support. Peter Beck (Mandurah System Services) was also excellent. Thank you, Thank you."

As for Joe, his satisfaction lies in completing the job. "They did the hard work and we did the easy part. I'm just glad we had the flexibility to meet them more than half way."



The before photo shows power poles in need of replacement. The after photo shows the much-improved take.

**Streetscape improvements
underground power
\$3,000 + \$700 to home
landscaping - what and how
WDPA**

Liege Street

- 800 m
- Mixed ownership
- 260 dwellings –
 - 180 in Parkland Villa,
 - 18 DoH,
 - 18 backing street,
 - 44 single homes,
- Other
 - 1 Childcare
 - 1 Physiotherapy
 - 1 hotel
 - 1 cinema
 - 1 ex TAB



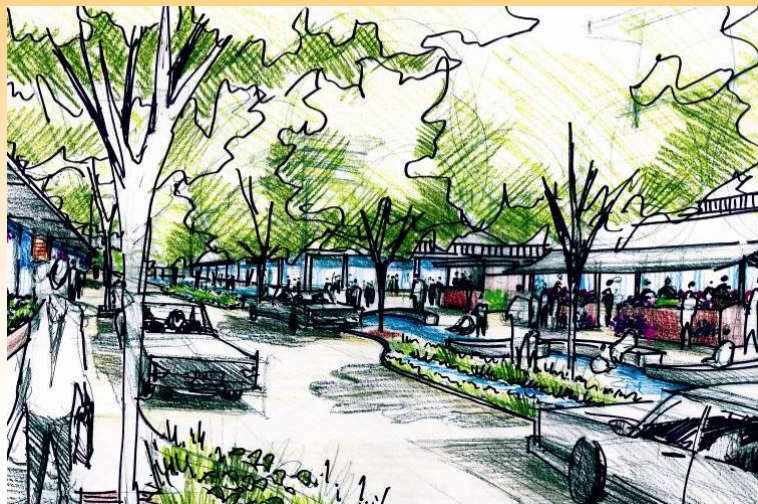
Deliverable 9 - Community Led Projects

Workshop Session - Community Led Projects

- Objectives
- Suggested initiatives
- Choosing priority projects and how to progress them? Who and How?



NEXT STEPS



Next Steps

- Precinct 5 BBQ June 19
- Precinct 7 Workshop June 26
- Focus Group - Affordable Housing June 12
- Liege Street project, POS Strategy, landscaping and propagation
- Next meeting of the CLG is 9 June 2010
 - Structure Plan Elements – Light Rail Study, Parking and Access, Housing
 - Business Case and Development Strategy

