

# CHIEF EXECUTIVE OFFICER'S REPORT

26 AUGUST 2024

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***1.2 - CENTRAL PARK - COMMUNITY ENGAGEMENT PLAN (LATE ITEM)***

WARD : MINNAWARRA  
FILE No. : M/529/24  
DATE : 23 August 2024  
REF : PH/PS  
RESPONSIBLE : Executive  
MANAGER : Director  
Development  
Services

**In Brief:**

- The City is progressing the design of Central Park within the Armadale Station Precinct.
- Council's endorsement to the proposed Communication and Engagement Plan is requested to enable the City to engage with the community to build on the existing engagement and concept design.
- Recommend that:
  1. Endorse the Communication and Engagement Plan as attached to enable the commencement of the engagement processes for the preparation of the designs and development of Central Park, Armadale.
  2. Endorse the provision of the following prizes from local businesses to incentivise participation in the survey as follows:
    - 10 x \$250 vouchers.
    - 10 x \$50 vouchers.

**Tabled Items**

Nil.

**Decision Type**

- Legislative**                      The decision relates to general local government legislative functions such as adopting/changing local laws, town planning schemes, rates exemptions, City policies and delegations etc.
- Executive**                              The decision relates to the direction setting and oversight role of Council.
- Quasi-judicial**                      The decision directly affects a person's rights or interests and requires Councillors at the time of making the decision to adhere to the principles of natural justice.

**Officer Interest Declaration**

Nil.

**Strategic Implications**

Strategic Community Plan 2020-2030

1.2 Improve Community Wellbeing

1.2.3 *Provide for a diverse range of active and passive recreational pursuits within the City.*

1.2.3.1 *Advocate and design options for public open space created as a result of the Byford Rail project.*

1.3 Community Facilities Meet Community Needs

1.3.1 *Ensure the equitable provision of Community Facilities throughout the City.*

1.4 An Inclusive and Engaged Community

1.4.2 *Encourage the provision of inclusive and accessible facilities, services and programs within the community.*

1.4.3 *Ensure the provision of culturally appropriate services and programs within the City.*

1.4.4 *Facilitate the provision of facilities, services and programs to meet the needs of the City's current and future demographics.*

3.1.2.1 *Participate in the MetroNet working group for the Byford extension and advocate for outcomes that support the future growth of the Armadale City Centre.*

**Legal Implications**

*Local Government Act 1995*

**Council Policy/Local Law Implications**

POLICY - COMD 2 - Community Engagement

**Budget/Financial Implications**

The proposed expenditure for the consultation and development of this Communication and Engagement Plan can be accommodated in the 24/25 Budget.

Funding for the implementation of the design and construction phases of the Central Park project has been included in the Long-Term Financial Plan. It should be noted that part of this allocation includes \$11M in grant funding. The community engagement process will assist with the application process for grants and advocacy processes for funding and support for the project.

**Consultation**

Relevant Departments.

Public Transport Authority, MetroNet and MetConnx.

**BACKGROUND**

Central Park is an opportunity to connect Armadale as a City by integrating the renewed Armadale Train Station into a multi-modal, major public space that will re-energise the City Centre.

The location and size of the site (8,600m<sup>2</sup>) provides the City with a unique opportunity to deliver significant social and economic benefits to the Armadale City Centre, one of Perth's Strategic Metropolitan Centres, providing wide-spread benefits to local families, businesses, disadvantaged groups, and the broader community as a regional land-mark destination.

Following the City's review of MetConnx's proposed design, it was determined that a greater level of investment and activation would be required to fulfill the potential of the space and ensure a lasting community legacy. Below a high-level timeline of completed activities:

- May – June 2018: Community Engagement for Armadale Strategic Metropolitan Centre Structure Plan.
- August 2018: Council Meeting and Structure Plan Endorsement.
- 2022: Collaboration with METRONET on Byford Rail Extension.

- 2023: Viaduct Design and Consideration of Development Applications.
- 2024: Community Consultation for Central Park Concepts.

## DETAILS OF PROPOSAL

The City has prepared a Communication and Engagement Plan for the Council's consideration that enables the commencement of the engagement processes for the preparation of the designs and development of Central Park, Armadale. The Plan proposes to conduct community engagement commencing in September and running through to the end of October 2024. The Plan and timeframes are to:

- Ensure the City can capture a broad range of feedback from a variety of stakeholders to inform the design of Central Park.
- Continue to develop community and stakeholder support for the development of Central Park.
- Work with partner stakeholders.
- Continue and expand the advocacy initiatives to attract additional funding and grants.
- Opportunity to meet proposed site handover date of May 2025.
- Continue the focus on creating a destination activity attractor for the Armadale Station Precinct and the Region.

The proposed Communication and Engagement Plan is included in the Confidential Attachments. The Plan and community engagement outcomes will be a key input in communicating the benefits of the Project when lodging grant applications.

To encourage community participation in the survey, the following 20 prizes from local businesses will be offered as incentives:

- 10 x \$250 vouchers; and
- 10 x \$50 voucher.

Engagement activities will align with the City's Policy COMD 2 – Community Engagement and related Management Practise, including the international standard for engagement, International Association for Public Participation (IAP2).

## COMMENT

Following the City's review of MetroNet's proposed design as part of Development Application No.3, it was determined by Council that a greater level of investment and activation would be required to fulfill the potential of the space to create the area as a destination for activity and assist with the brand of Armadale.

- **May – June 2018: Community Engagement for Armadale Strategic Metropolitan Centre Structure Plan:** The City began its journey toward reshaping the future by engaging with the community on the *Armadale Strategic Metropolitan City Centre Structure Plan*. Input was gathered from residents, businesses, and stakeholders.
- **August 2018: Council Meeting and Structure Plan Endorsement** The feedback from the community engagement was reviewed and integrated into the final City Centre Structure Plan, which was recommended for approval to the Western Australian Planning Commission.

- **2022: Collaboration with METRONET on Byford Rail Extension:** The City began working proactively with the WA Government on the Byford Rail Extension project. This collaboration was a key step in leveraging the MetroNet investment to transform the Armadale City Centre and envision the creation of Central Park.
- **August 2023: Viaduct Design and Consideration of Development Applications:** The decision was made to proceed with the viaduct design for the new Armadale Station, prompting the concept of a multi-use green space that would integrate youth facilities, nature play, and community amenities. The City advocated for a destination Youth and Nature Play Space development – currently referred to as Central Park.
- **Now: 2024 Community Consultation for Central Park Concepts:** The City is poised to begin actively engaging with the community to shape the future of Central Park. This consultation process is crucial for reflecting the aspirations of the community and securing the necessary funding to bring the vision to life.

## ANALYSIS

### Funding Sources and time constraints

The City has allocated \$4M of Municipal funds to progress with the construction of Central Park. Preliminary design and costings, based on the City's ambition for the space, highlight the need to source and secure third-party funding in the form of grants up to \$11M combined.

The City is now engaged with Lotterywest working towards preparing an application for a contribution. Furthermore, the Federal Government recently released the Urban Precincts and Partnerships Program (UPPP) which aligns well with the purpose and intent of Central Park. The City is working on submission for this program.

As part of these funding opportunities, their eligibility criteria, and overall requirements both tiers of government are strong on projects that clearly demonstrate community support and active engagement. Therefore, the City must initiate its community engagement process now not only to assist in addressing grant submissions and their criteria, but to help refine the final concept, costings and development program which are also requirements of the grant applications. The objective is to submit applications after community engagement is completed in October 2024. Submitting grant submissions by the end of 2024 will increase funding certainty as evaluation of submissions can take up to 4 months before funding can be announced.

A full 'Councillor Packet' is being prepared and will be distributed to all Elected Members to coincide with the launch of the community engagement activities. This packet is designed to enable Councillors to promote the project and be advocates for the City's messaging and engagement efforts.

It will include:

- Overview of the Project
- Consultation Objectives
- City Aspirations, Outcomes and Objectives Relevant to Project
- Level of engagement
- Identified risks
- Feedback and Consultation Mechanisms
- Contact Information and Support

The primary objective of the Engagement Plan is to support advocacy activities to seek and secure funding from State and Federal Government. The engagement will therefore seek to obtain meaningful support and feedback that represents the Armadale community and are aligned to the Lotterywest Community Investment Framework and other advocacy and grant opportunities.

### **OPTIONS**

Council has the following options:

1. Endorse the Communication and Engagement Plan to commence consultation for the preparation of the development of Central Park, Armadale.
2. Request further information about the Community Engagement Plan to commence consultation for the preparation of the development of Central Park, Armadale.
3. Not proceed with Communication and Engagement Plan at this time.

### **CONCLUSION**

The City is committed to the provision of a destination attracting facility at Central Park to grow and build the Armadale Strategic Metropolitan City Centre. These facilities are key in the facilitation of community connectedness and the overall sense of fulfillment and belonging in the community. This proposal seeks to maintain the City's ongoing dedication to community engagement in the development of such facilities, supporting healthy lifestyles, and increasing the profile of the City by demonstrating leadership of its' community.

### **ATTACHMENTS**

1. Central Park Communication and Engagement Plan - *This matter is considered to be confidential under Section 5.23(2) (e ii) of the Local Government Act, as the matter, if disclosed, would reveal information that has a commercial value to a person*

### **RECOMMEND**

**That Council:**

1. **Endorse the Central Park Communication and Engagement Plan as attached to enable the commencement of the engagement processes for the preparation of the design and development of Central Park in the Armadale Station Precinct.**
2. **Endorse the provision of the following prizes to incentivise participation in the survey as follows:**
  - **10 x \$250 grocery vouchers.**
  - **10 x \$50 Uber vouchers.**