



# Fremantle Esplanade Draft Master Plan

Community Engagement Findings

November 2015



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# 1. INTRODUCTION

## Draft Fremantle Esplanade Master Plan

In July 2015, the City of Fremantle completed a review of the master plan for the Fremantle Esplanade reserve. The review was undertaken as a result of a need to:

- Respond to changes within the Esplanade since the master plan was first developed in 2009, such as the ongoing deterioration of the turf, development of the youth plaza, arrival of the sky wheel and the proposed expansion of the Carriage Cafe and request by the Carriage Café business owner to extend their lease with the City.
- Address a number of issues related to the development of the youth plaza that were identified by council in April 2013, such as linking the plaza to Essex Street and Fishing Boat Harbour and providing better access to the park for service vehicles.
- Consider some of the options identified in the City Centre Structure Plan process that present opportunities for possible expansion of the park in the future.

The Esplanade is an important public space for Fremantle's community and visitors and the revised master plan has been developed to guide improvements and management of the park over the next five to ten years. It outlines a range of recommendations to upgrade the Esplanade and maintain the park's heritage and unique atmosphere. Amongst these are:

- Plans to maximise the life span of the 112-year-old Norfolk Island pine trees.
- New landscaping.
- Hydrozoning and upgrading the park's bore and reticulation systems to reduce the park's water requirements.
- Providing space for commercial facilities in a new proposed park hub.
- A designated area for community events with improved event infrastructure.
- A new path network through the park for pedestrians and service vehicles to reduce impact on the park trees and landscaping.
- Converting a section of Marine Terrace to a low speed shared-use street and extending Norfolk Street to Mews Road.
- Investigating the feasibility of the expanding the park into adjacent car parking areas.

The draft Esplanade Master Plan was subject to community engagement from 2 September – 12 October 2015.



## Community engagement

In June 2015, council considered the draft master plan for Fremantle Esplanade and resolved that the plan be released for public comment for a period of six weeks.

The community engagement approach for the Esplanade Master Plan aimed to seek feedback from stakeholders and the community and had the following objectives to in order to help finalise a master plan for the Esplanade Reserve:

1. To raise awareness, among residents and other stakeholders, of the master plan and the consultation opportunity.
2. To obtain feedback on the key propositions in the draft master plan to assist the City of Fremantle review and finalise the master plan prior to presenting it to council to be adopted.

## Community engagement approach

To achieve these objectives, the community engagement consisted of three main components:

1. A drop-in consultation event at the Esplanade for residents and other members of the community to find out more about the master plan and discuss the master plan recommendations with the project team. The event was attended by eighteen people, mostly Fremantle inner-city residents, as well as two staff members and two elected members;
2. *My Say Freo*— online community engagement on the City of Fremantle website to allow broad community participation;
3. Meetings with site stakeholders to discuss the master plan's key propositions and obtain feedback and discussions with other agencies and their approach to event management on public reserves.

The community engagement, including the date and location of the consultation event, was widely promoted through a range of mediums to reach as many residents, businesses, community groups and visitors as possible, including:

- Advertisements in the Fremantle Herald and the City's e-newsletter, *Newsbytes*.
- Connecting into local business networks through the City's e-bulletin *E-Trader*.
- Promotion through the City's new resident newsletter *Fremantle Pulse*, which was distributed to all Fremantle households and local community centres, the library and local businesses.
- The City of Fremantle website directed visitors toward the online forums and feedback form, as well as information about consultation events.
- A letter was sent to over 200 property owners and occupiers within a 100-metre radius of the Esplanade at the beginning of the consultation period to inform them of the key proposals and opportunities to provide feedback.



*Fremantle Pulse was distributed to Fremantle residents and available at community centres in September 2015*

- Information featured on the City’s Facebook and Twitter accounts.
- Email to site stakeholders including Carriage Café and Sky Wheel business owners, Fremantle Italian Club, Dismantle and event companies with current hire agreements for the reserve to request feedback and offer an invitation to meet with the project manager, if desired.



*City of Fremantle Facebook 8 September 2015*

- Email to organisations with an interest in the project including Department of Transport, Fremantle Port, Heritage Council of Western Australia, Department of Planning, Notre Dame University and Lance Holt School to request feedback.
- Email to community groups, including Fremantle Inner City Residents Association, Fremantle Society, Fremantle Historical Society, Fremantle Residents and Ratepayers Association, community precinct groups, Fremantle Fishing Boat Harbour Traders Group, Fremantle Chamber of Commerce to advise of the master plan review and opportunity to provide feedback.

## 2. KEY FINDINGS

The following section explains the key findings from the engagement. More information on how we engaged and more detailed findings can be found in section 3, 4 and 5.

The community engagement on the draft Fremantle Esplanade Master Plan has led to the following conclusions:

- There was clear support for the park upgrade to follow the hydrozone plan as suggested in the draft master plan. Maintaining areas of **high quality turf** was important to all respondents. However, it was also suggested that the ground level be raised to improve drainage.
- There was general acceptance of the need for **pathways** to reduce the impact of pedestrian movements and high use activities on turfed areas. In particular, the Fishing Boat Harbours Traders reinforced the need for clear routes across the reserve for pedestrian access between the city centre and the waterfront.
- There is general support for the **park hub** concept, including relocation of a café to the hub and removal of the current café structures from their present location. It was suggested that the current carriage could be relocated into the hub, perhaps on the former rail alignment, as a play area or shelter. Other suggestions for uses within the hub included tourist information, deck chair and sports equipment hire, solar based charging stations and public toilets.

Fremantle Ports submitted that the Metropolitan Region Scheme railway reserve should be protected from encroaching sensitive land uses to ensure that continued use of the freight rail line is protected, which should be noted if detailed proposals for the hub are progressed.

- Responses from four Fremantle inner-city residents strongly supported the removal of major commercial **events** from the reserve, citing the loss of park space for residents during events, wear and tear on the grassed areas and the cost to the City and its ratepayers for repairs, noise, anti-social behaviour and disruption to traffic.

Responses from event organisers and city centre business interests supported retaining events on the Esplanade, as important to the City's brand, culture and economy. The Chamber of Commerce reinforced that events should promote interaction across the business community and suggested that priority be given to events that are not fenced off or do not restrict patrons visiting neighbouring businesses. The Fremantle Fishing Boat Harbour Traders Group also recognised the importance of events to Fremantle but did not support major fenced events as they maintain they restrict pedestrian movement across the reserve with considerable adverse effect on the Fishing Boat Harbour traders. The group do support smaller unfenced events as they still attract visitors to Fremantle but with less restriction on access and use of the reserve, adjacent roads and car parks.

Sunset Events, organiser of the Laneway Festival at the Esplanade, maintains the Esplanade is a unique event space and recommends it be retained as a venue for major events. Sunset Events also suggested actions to make the Esplanade more capable of withstanding the demands of major events.

- There was in-principle support for **expansion of the reserve** and **extending Norfolk Street** to Mews Road, subject to further investigation. Several participants raised concern about reduction in the availability of public parking.



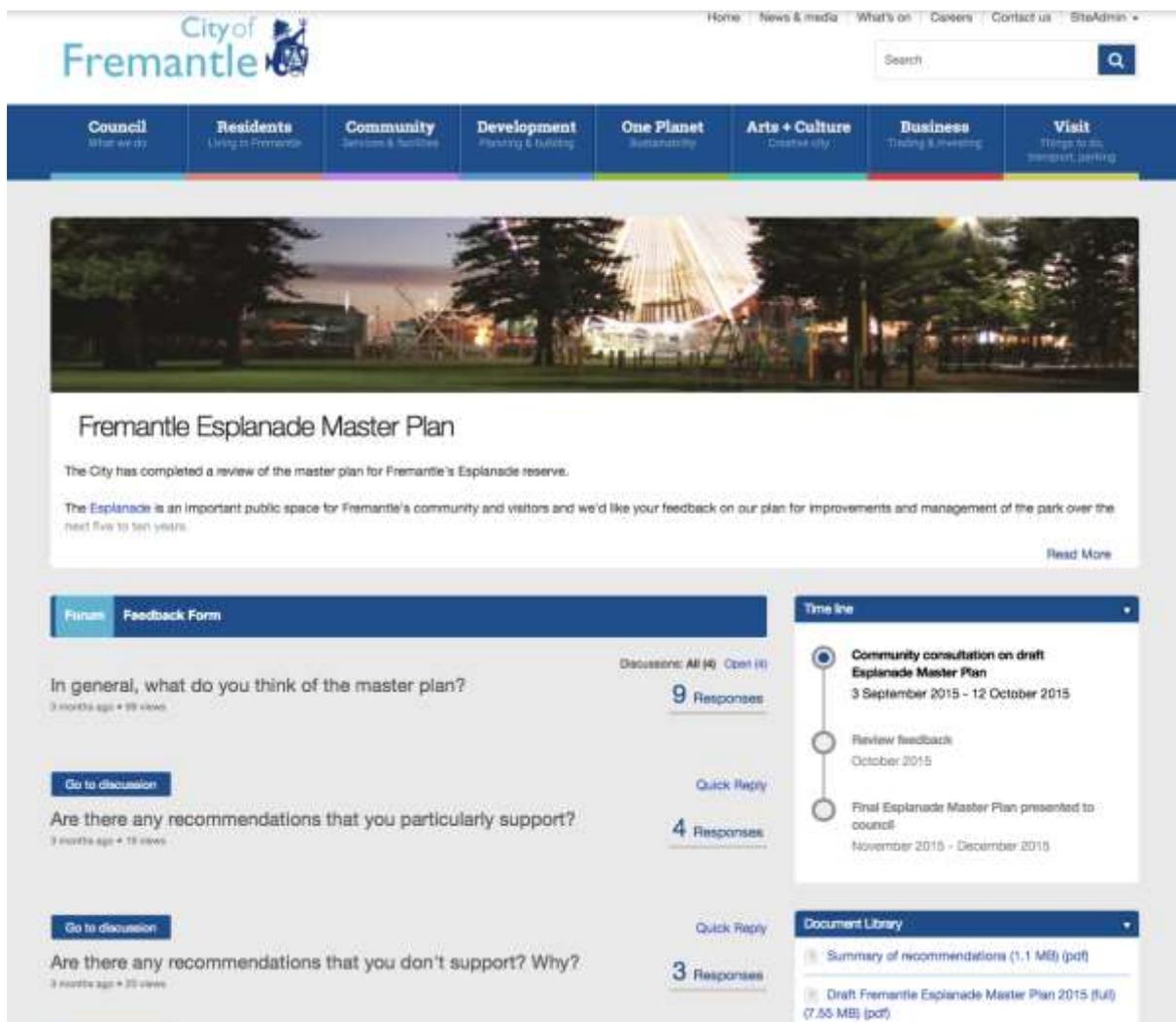
*Community drop-in event on 12 September 2015*

### 3. ONLINE ENGAGEMENT

One part of the community engagement was to involve participants in an online conversation using *My Say Freo*, the City of Fremantle’s online engagement hub where everyone is invited to find and share information and exchange views on current projects.

The Fremantle Esplanade Master Plan page within the My Say Freo hub was designed to gather community feedback through a combination of four online forums and a feedback form to gather structured feedback on the key recommendations of the master plan. Visitors to the site were also able to view information about the project, download the draft master plan and background documents and see photographs of the evolution of the Esplanade Reserve since being formed in 1905, along with information about the consultation event. The page received 383 visits.

A summary of responses in each forum can be found below. Responses to the online feedback form have been incorporated into the feedback findings in the next section.



*My Say Freo – Fremantle Esplanade Master Plan online engagement*

## Online Forums – key comments

The online forums were viewed by 74 people; 6 people contributed comment to one or more of the four forum topics. The forum comments have been themed and summarised in the following tables.

### Forum 1: In general, what do you think of the master plan?

#### General

- Well thought out and proper consideration has been given to how to enhance the space.
- It's great to see the council revitalizing the lawn and considering moving future events to protect the heritage and future of the park itself.
- Add more seating to the playground and skate-park areas to cater for carers, elderly and young mums who are monitoring the children. Double-sided park bench style seating would allow carers to watch their charges at the playground or skate park or on the lawn. The grass is often wet and uncomfortable and seats would be much appreciated. People may even stay longer and then avail themselves of the local assets to food shop for picnics.

#### Park Hub

- I think that the move is a brilliant idea, takes the hub into a more central area for the major park uses and brings it closer to the children's park. It will be safer out from underneath the trees also.
- Impressive integration of a new park hub, closer to the skate-park and playground appears logical, while maintaining a strong presence on the pathway for all park users.
- Moving the Carriage Cafe seems unnecessary, and likely to impact badly on the business's viability if it is not visible. I think the Esplanade needs better management, not restructuring.

#### Reclaiming adjacent car parks for park land

- Parking is something that needs to be considered more carefully.
- Visitors already complain that they can't get to West End attractions and the Maritime Museum because Notre Dame eats up all the available parking, so removing No 2 car park would be a truly crazy idea.

## Forum 2: Are there any recommendations that you particularly support?

### Proposed relocation of the café to the park hub

- I think the cafe will always maintain a strong presence and the new location gives it an open view from out from the trees, which drop matter and can't be a safe long-term proposition.
- Keeping an eye on, sitting and watching your kids in the play areas make sense. Being able to sit at a table or at the Carriage Cafe and have a drink, even better.
- Being out in the open in the new hub and more central would be excellent. Much safer out from under those old trees also.
- I particularly like the location of the park hub. I think it will reduce negative impact on the old trees and bring unity to the three main family attractions. As long as the move is supported by significant investment from council into tables, seating and sufficient cover from the elements, I think this move will be beneficial.
- At the moment the cafe is viable because it has a presence both from the street, and from the park. Putting it over by the railway line would kill it.

### Proposed relocation of major events

- Removing those enormous ticketed events from the Esplanade is a huge plus, and should save the ratepayers a fortune in cleanup costs.

## Forum 3: Are there any recommendations that you don't support? Why?

### Proposed removal of carpark no 2

- Removing carpark No 2 is crazy, when you have just allowed a venue as big as Bathers Beach Cafe to open, and there's J Shed waiting in the wings. Visitors already have big issues with access to the Maritime Museum and the West End due to lack of parking, particularly during the day when Notre Dame consumes all. Furthermore, I understand the Maritime Museum had a big hit in visitor numbers when carpark 2 was mucked up and reduced in size, so I don't think they (one of the biggest visitor draw cards in Freo) would be happy about losing all that parking.

### Forum 3: Are there any recommendations that you don't support? Why? (Continued)

#### Marine Terrace

- I think that raised humps on Marine Tce are highly unnecessary. The speed limit is already 40 km, but it is rare that anyone goes above 25km along there as it is. As for speed humps, have you checked out the potholes and manhole covers recently? They are enough to take out your teeth already.

#### Park hub facilities

- We have a giant unused Ferris wheel and the master plan still includes it! Somehow councils and cities around the world have been duped into installing these. While they do look spectacular, in reality they are rarely ridden, expensive to run and expensive to maintain. Isn't there anything else?

### Forum 4: Are there any recommendations that you think could be improved? How?

#### Play area

- Move the play area, 200-300 metres to the east, make a perfect right triangle relationships between the park hub and the youth recreation.

#### Community safety

- How about web-cams over high use areas, such as the skate park? It will provide a sense of security for users of the park, the parents of teenage kids that are there largely unsupervised, will also attract tourism interest. Local police could live-monitor the areas for unsocial behaviour.

## 4. FEEDBACK ON FREMANTLE ESPLANADE MASTER PLAN PROPOSALS

A feedback form was developed to obtain structured feedback on a range of key master plan proposals. The feedback form was made available on the website for online submission, in hard-copy format at the community drop-in event or by request from the Service and Information Centre. Comment was also received by email on specific areas of the draft master plan. A total of twenty three people, including residents, event companies and business owners provided feedback.

The following pages explain the findings of the stakeholder feedback on the following draft master plan proposals:

- Landscaping
- Park hub
- Events
- Paths
- Expanding the park.

### Landscaping

The draft master plan proposes new landscaping for the Esplanade is implemented in accordance with a proposed plan for hydrozoning the park and recommendations of the Esplanade Conservation Plan to protect the 112-year-old Norfolk Island pine trees. The hydrozone plan includes a range of ground cover treatments including high quality turf in the heritage section of the park with woodchip, gravel and/or low planting under mature trees where heavy shade usually results in poor turf. Mixed grass and other ground covers with low water requirements are suggested for the 1970s section of the park.

The majority of respondents supported areas of high quality turf being included in the landscaping upgrade. A range of other suggestions for other ground treatments including granitic sand, raising the ground levels of the park to reduce the impact of flooding and rubber matting in the playground were also received. The majority of respondents considered the use of woodchips in heavy shade areas acceptable. Some respondents identified ground treatments they would not want to see at the Esplanade, such as gravel and concrete.

“ Maintain large areas of turf as people like sitting on grass away from the action, especially as the rest of Fremantle is hot concrete. Always see students and families sitting and lying on the grass there. It is a nice place to relax. Don't want too much of the woodchips as they come from forests! Have a look at Hyde Park and older style parks in Perth CBD. They are lush with lots of water, flowers and exotics. That's what I'd like to see. ”

*Resident via online survey*

“ Better ground levels for the water to drain, better quality grass will survive and no more Norfolk pine trees to let the grass grow. ”

*Esplanade business owner via online survey*

“ Retain all of the grassed areas and increase them in the enlarged plan. Please - no concrete. ”

*Resident via feedback form*

“ I noted while travelling in Europe that nearly all highly trafficked areas such as around the Eiffel Tower, Louvre, Buckingham Palace, and Hyde Park that European authorities use granitic sand.

They still have lawns for people to sit and enjoy, just not in highly trafficked areas. The advantage in times when temperatures are generally rising, water is becoming more valued, great recreation facilities like the Esplanade are becoming more fully utilised and maintenance budgets are generally becoming more squeezed are self-evident.

Granitic sand only requires an occasional rake or regrade with a bobcat, if properly drained and graded when installed.

It will probably require a mindset change for some of the public who still see lawns as an essential part of a mainly passive reserve, but clearly they are not sustainable in this case. ”

*Resident via email*

“ Natural turf is essential for the health and general well-being of the community. ”

*Resident via feedback form*

“ We would prefer to see high-grade quality turf to be laid, addressing the high water level that currently exists on the site, leading to poor drainage. Prior to re-turfing, it is highly recommended to raise the ground level of the park to reduce the possibility and impact of flooding grounds. It would be suitable to lay woodchips within heavy shaded areas. ”

*Event organizer via feedback form*

## Park hub

The draft master plan proposes a new 'park hub' to accommodate existing park facilities such as the cafe and sky wheel and possibly some other new other facilities. The plan also suggests the hub could include bike and skate hire and repair, public toilets and shade seating and an outdoor eating area. Respondents were asked for their views on what facilities the park hub should include and the range of responses suggested varying levels of support for the park hub. Some respondents do not support commercial activity on the park and would like the park hub deleted from the master plan in preference for the master plan focusing on improving the park's recreation facilities and amenities; others suggested it was a good idea to centralize all reserve facilities with well-designed buildings. A range of other facilities for the hub included deck chair hire, sports equipment hire, picnic tables, tourist information, solar based charging stations and public toilets.

“ The Esplanade should be a reserve, with trees and grass. There are already enough shops and bike hire outlets at fishing boat harbour and in the city. Shade seating does not need to be constructed there, as that's what the pine trees do for nothing. There are heaps of cafes nearby so better to encourage visitors into established businesses and help those out. Basically keep businesses out of the reserve and scrap the hub. I don't want to turn the Esplanade into a Disneyland and sports centre. It's not what the Esplanade was designed for. ”

*Resident via online survey*

“ We agree with all suggestions for inclusion in the park hub - particularly the bike and skate hire and repair point. Other suggestions include: Fremantle Tourist Information Kiosk and solar-based charging stations. ”

*Event organizer via feedback form*

“ I would like to see commercial activities removed from the park. It is a park, not a business centre. Treat it as such please. We need more relaxing space, not business activity. Use Fremantle's existing business areas for business. ”

*Resident via online survey*

“ Relocating the cafe must come after more research is done to make sure the new location is the best business location. The proposed park hub should not include anything that's going to hinder the peace and quiet of the park.

A cafe and a bike- servicing mechanic can't be side by side simply because of the noise factor. Noise from the skate park sometimes can be disturbing to patrons at the cafe trying to have conversations. It would be lovely to utilise the old carriage with new cafe, for example to allow the old carriage to be integrated with new cafe and use it as free play area for the kids and mums. ”

*Esplanade business owner via online survey*

## Events

The draft master plan suggests that major commercial events not be held on the Esplanade in the future because of the wear and tear on the lawn. In 2015, the City allowed four major events at the Esplanade and the master plan proposes that these events be progressively moved away from the reserve as the City's agreements with various event companies end. Three resident respondents, all of whom live in Fremantle inner-city, were supportive of this and do not believe the move would have a negative impact on Fremantle's economy or character as a festival city.

“ Please take events away from the park. It is ruined each time you allow these events. It's a park, not a festival centre. Find an alternative location on which to host major events in Fremantle. ”

*Resident via online survey*

“ Hooray! I have been tormented by these major events ever since I moved into Packerham Street 13 years ago. Noise pollution, parkland grasses ruined, ugly fences, restriction of park use – all intolerable! Fremantle has other attractions that will continue to bring people to our city. The one-off shows which offend we ratepayers, are not worth the cost of repair of the park, cleaning up the mess left for us and the odd unruly behavior incidents. ”

*Resident via feedback form*

Feedback from business owners and event organisers, whilst more varied and nuanced, largely advocated the range of benefits – economic, cultural, tourism – events at the Esplanade deliver to Fremantle. The Fremantle Fishing Boat Harbour Traders Group are supportive of events on the Esplanade providing they are not fenced and do not have adjacent road and car park closures, stating that they restrict pedestrian access to Fishing Boat Harbour and have a negative effect on trading in the area. Several event companies and promoters also provided feedback on event management and infrastructure required to minimise the impact of events on the park and the community.

“ Although large-scale events cause damage to the grounds of the Esplanade, the economic benefits to the local community are far greater both short and long term. Each major event builds the profile and image of Fremantle, lending itself to be an event destination, and well as a vibrant and exciting community hub. The revenue injected to the Fremantle economy and local businesses, including retailers, restaurants and bars is significant during each event.

The Event Agency received feedback from local businesses in Fremantle after Winter Garden, with many saying that they had their best winter on record during the days Winter Garden was operational. A report from the City of Fremantle's Economic Development and Marketing Department advised that Winter Garden injected over \$2 million into the local economy.

The use of the park for major events introduces new audiences (outside of the Fremantle catchment area) to the Esplanade reserve and in turn encourages this new market and to visit and utilize the space in the future ”

*Event organizer via feedback form*

“ I'd rather see big events in the park because it's a good location with more things to do for families than just the event. Besides that, it's also better for the businesses around the park. ”

*Esplanade business owner via online survey*

“ I think relocating some Fremantle-style iconic events may have adverse effect on Fremantle. I think it must be further investigated and a better way of holding the events considered. ”

*Esplanade business owner via online survey*

“ Major fenced events on the Esplanade create particular difficulties, not only because of the wear and tear on the lawn, but because they generally close off linkage pathways for up to 7 days (with bump in and bump out a 2 day event has the effect of closing the Esplanade for up to 7 days). This has a considerable adverse effect on the traders of Fremantle Fishing Boat Harbour. Smaller unfenced events have a more positive outcome, particularly the Winter Festival which attracts many visitors to Fremantle in the quieter winter months. As the area available for events on the Esplanade becomes smaller there are increasing requests for adjacent road and carpark closures which also have adverse impacts on trading in Fremantle Fishing Boat Harbour. Events are very important to Fremantle and should be encouraged, however, they need to be accommodated, both in timing and location, to benefit Fremantle businesses, not adversely affect them. ”

*Fremantle Fishing Boat Harbour Traders Group via email*

“ Put a semi-hard or hard-stand track around the site that encourages walkers and joggers but for events, also allows vehicle access around the whole site without using grass. In the hard stand design and construction process, include these long term solutions (to protect the turf):

1) Improve subsurface drainage on either side of the track and guide water to those drains from remaining grass with grading/levelling to reduce swamping in rain.

2) On the inside perimeter of the track run water supply, sewer lines, individually controllable LED lighting posts and fencing drop holes. ”

*Perth event promoter via email*

## Paths

The master plan proposes new paths through the park and an access route for service vehicles to reduce wear and tear on the lawn and provide universal access to park facilities. Respondents were asked if they thought the plan achieved a reasonable balance between paths and park land; the majority of participants supported the paths as proposed in the draft circulation plan. A small number of participants (two) did not support the proposed path network because it will reduce the park's green space.

The proposed paths are also intended to provide routes to connect pedestrians to facilities within the park and beyond. Several respondents suggested there is a need for an additional pathway from Collie Street to the railroad crossing.

Crushed limestone, which has been trialled in the park recently, is the preferred path material by the majority of respondents. One respondent suggested artwork, such as plaques or sculptures be included in the pathways to promote prominent Fremantle residents such as John Sanders, David Dicks and Tim Winton.

“ There is a need to place a pathway to cross the park from the major entry point at collie Street and to finish at the railway line towards Little Creatures. ”

*Resident via feedback form*

“ Yes it does need some footpaths. They need to be where people actually walk every day not just where looks good on a plan and not to suit events. Make a loop around the reserve so people can do a lap. ”

*Resident via online survey*

“ No, the plan sees the park lessened in area. We already have lost substantial area to the skate park, so please don't take more away. Secondly please don't put a barrier between the City and the park. Why not move the bushes to the railway line as a buffer? ”

*Resident via online survey*

“ Needs to be safe to suit disabled people and prams. Not shared paths as they are dangerous. Bikes and skateboards on paths could cause accidents. ”

*Resident via online survey*

“ The addition of an access route for service vehicles would reduce the impact events have on the grass by allowing vehicles to use a safe and secure route. The pathway along the train line fencing would be ideal for service vehicle routes. ”

*Event organizer via feedback form*

## Park expansion

The draft master plan suggests that further research be undertaken to investigate the possibilities for redeveloping Car Park 2 and Car Park 11 and the Italian Club site to expand the park and create additional space for additional youth recreation facilities and passive recreation. Extending Norfolk Street to Mews Road is also proposed. Participants were asked for their thoughts on the idea, which received mixed feedback. Several respondents, whilst supportive in-principle, encouraged further investigation of these ideas and suggested that further information about how parking needs would be met was required as part of any future investigation into the idea.

“ Any addition to public open space is a no-brainer. This area according to history was originally part of the reserve anyway. The museum car park as public open space would make a great connection to the beach. ”

*Resident via feedback form*

“ Sounds good, but more detail is needed. Anything that increases the park area is a bonus. There is not enough green space in Fremantle, especially the West End. ”

*Resident via online survey*

“ The concept of expanding the park sounds great, however it is important to provide adequate parking at locations central to the park. Although there is ample public transport available in Fremantle, and taking public transport is always encouraged, the Perth demographic usually prefer to drive and park at their destination.

The Event Agency conducted a post-event survey of Winter Garden, which attracted over 40,000 ice skaters and an estimated 100,000 visitors over the 26-day event. Data from the survey indicated that over 90% of ticket holders travelled by car to Fremantle (and notably 73% attended the event with their family and were accompanied by under 16 year olds).

Reduced access to parking could deter event goers as well as those using the park for recreational purposes. ”

*Event organizer via feedback form*

“ No too expensive. There are already other venues for sport and any more should go where there are no other youth facilities to help families in outer suburbs. The city has enough facilities. People playing sport also drive cars. Already skate people fill the carpark. If you remove that carpark and add more sports that's just more parking problems. ”

*Resident via online survey*

## 5. SUBMISSIONS

While the primary method of engagement with the community consisted of the drop-in event and online hub, the community and stakeholders were also able to send written comments on the draft master plan. Below is a short summary of the written comments:

### **Fremantle Ports**

#### Summary of comments

- The Esplanade Reserve abuts land reserved under the Metropolitan Region Scheme for railways.
- This railway reserve serves as the sole freight railway line servicing the Inner Harbour at Fremantle.
- The Western Australian State Government and Fremantle Port are consistently seeking to improve the percentage of trade being transported by rail. For this reason the protection of this MRS Railway Reserve from encroaching sensitive land uses is essential in ensuring that this target is achieved and the movement of freight by rail is protected.
- Fremantle Ports notes that the master plan proposes the relocation of a vehicle crossing across the freight railway line. It is strongly suggested that the City of Fremantle contact the Office of Rail Safety to ensure that any proposed pedestrian or vehicle crossing modifications are consistent with the *Rail Safely Act 2010*.

### **Fremantle Chamber of Commerce**

#### Summary of comments

- The Fremantle Chamber of Commerce believes access to the Esplanade needs to remain flexible for the community of residents and visitors to Fremantle.
- The Chamber agrees with a policy of major events not being concentrated to one facility but believes the Esplanade should continue to have the capacity to feature a range of events of differing style and scope across the year.
- Landscaping should not preclude the cost of hosting concert events.
- The Chamber believes the programming of events needs to reflect a greater economic interaction across the business community and give priority to events that are not fenced off or do not restrict the flow of patrons to neighbouring businesses.
- The Chamber supports the investigation of the proposed park hub.

## State Heritage Office

### Summary of comments

- The Fremantle Esplanade was recently considered and a decision made that it did not warrant assessment for entry in the State Register of Heritage Places.
- SHO thanks the City for the opportunity to provide comment on the proposed development, but does not wish to provide comment.

## Sunset Events

### Summary of comments

- The Fremantle Esplanade is a unique space to hold events at. It is a world class site unlike anything else Perth has to offer due its proximity to the CBD and connection to Fishing Boat Harbour.
- Its placement makes it a community hub: the heart to which visitors are drawn, which is key for events to perform their dual functions of adding vibrancy and building community.
- Whilst there are very few changes that we would propose to the operation of the current world class events that run there, we recognise the impact these events have on the physical environment of the park.
- Sunset Events believes development of the Esplanade master plan is essential and welcomes the proposed strategies to address the concerns and build the space into a robust site capable of withstanding the demands of such important community events.
- Specific comments on the proposed Esplanade Masterplan in relation to operating St Jerome's Laneway Festival on the park are as follows (please refer to attached plan for illustration of points below):
  - Access points (ref. 1, 2, 3 and 4) need to be of sufficient width to allow vehicle access during build and dismantle of the event. This is especially in regard to 2 and 4.
  - Width at 1, 2 and 3 are essential for evacuation in the event of an emergency.
  - Moving the Carriage Café would need to happen at the same time as the rest of the park renovation. This is due to the fact that the limestone boxed garden beds located near access onto park (3) will create too much of a pinch point for crowds. This would jeopardise the event due to us being unable to operate the third stage located to the North West of the current café.
  - The proposed location of the café will cause increased pedestrian traffic around the train crossing near the ferris wheel. This will render our previous access path to backstage south of the youth plaza during the event inoperable. To counter this, artists will need to be brought in via the proposed access point off Warden Lane. Additionally we will require access along 5 to get deliveries to the the rear of main stage during the event.
  - The proposed wood chip mulch around the playground needs to have a sufficient base at ref. 6 to enable vehicle movement during setup, and dismantle and patron movement during the event.
  - Crossing points at 7 and 8 are necessary in order to allow patrons access to the bar located south of the pine trees.