



CCS STRATEGIC MANAGEMENT

in association with

Chris Antill Planning & Urban Design Consultant

and

Malone Design

FINAL REPORT

MASTER PLAN EAST FREMANTLE OVAL PRECINCT



TOWN OF EAST FREMANTLE

July 2008



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Executive Summary

East Fremantle Oval, like many other West Australian Football League venues, is a product of the late 1960s and early 1970s when the WAFL was the dominant sporting competition in the State. With the growth of the national AFL competition and the passage of time, the buildings and oval surrounds do not match current needs. The facilities are becoming increasingly dated, and insufficient people are attracted to use them. The East Fremantle Football Club and the Town of East Fremantle together maintain the facilities and surrounds, and there are currently outstanding works that impose significant costs upon both organisations. Strategies to achieve a long-term and sustainable refurbishment of the facilities need to be developed, and this Master Plan was commissioned to achieve those ends.

The East Fremantle Oval Precinct Master Plan has been prepared by a small team of consultants commissioned jointly by the Town of East Fremantle, the Western Australian Football Commission and the Department of Sport and Recreation.

The Master Plan has been prepared over a period of twelve months under the guidance of the joint clients, and assisted by input gained from the local community and key stakeholders through extensive consultation.

The study objectives contained in the study brief were:

- To undertake an audit of existing community facilities and programmes including recreation facilities within the locality;
- To determine the current and future recreational needs of the local community and to gauge expectations;
- To analyse the existing operations of each land use within the Study Area and the various relationships that exist between them;
- To assess the possibility of relocation/amalgamation/co-location of facilities and/or sporting bodies/community groups to/from the site;
- To consider new community facilities, passive and active recreation facilities, together with the associated economic, social and environmental implications of their possible establishment;
- To explore feasible, viable options for redevelopment of the Study Area;
- To also explore options for limited private development of the Study Area as a means of generating additional revenue to augment public funding needed for any proposed improvements to existing community facilities, or the development of new facilities;
- To research and explore land ownership and tenure, zoning and leasing issues and to recommend preferred arrangements for future operations; and
- To provide a staged, costed implementation programme.

In essence, the study pursued the following steps:

- Establishment of the Study Area context;
- Site analysis;
- Auditing of existing community facilities in the locality;
- Survey of community needs and expectations;
- Identification of opportunities;
- Development of options;
- Assessment of options through consultation and analysis;
- Selection of a preferred option and draft Master Plan;
- Further consultation; and



- Development of a final recommended Master Plan and implementation strategy.

The Master Plan responds in large part to the feedback and wishes of the community gathered during the study process. In summary it provides for the retention of all existing uses including football, bowls and croquet and enhances the public use of the parkland and the focus on children's and family activities around the child health clinic.

The major change recommended for the precinct is to introduce a new compatible use focusing on the neglected southern end (Marmion Street frontage) of the site. This land extending from Allen Street to Moss Street and for a depth of 50-70m from the road reserve has been identified as the most appropriate area for additional activity on site. Further it is anticipated that the new development along this frontage will provide a revenue source to assist with the redevelopment of existing and proposed community facilities and contribute to the long term viability of the precinct.

Marmion Street development alternatives discussed within the report include a school, mixed use and residential developments. The approach could be to either sell or lease the land in question, and under any circumstance will require advertising of the Town's intention.

The Master Plan and associated report is put to the joint clients for their consideration and adoption. Adoption should trigger co-ordinated actions, and apportion responsibilities for implementing the plan.



1. Introduction

1.1. Study Objectives

- To undertake an audit of existing community facilities and programmes including recreation facilities within the locality;
- To determine the current and future recreational needs of the local community and to gauge expectations;
- To analyse the existing operations of each land use within the Study Area and the various relationships that exist between them;
- To assess the possibility of relocation/amalgamation/co-location of facilities and/or sporting bodies/community groups to/from the site;
- To consider new community facilities, passive and active recreation facilities, together with the associated economic, social and environmental implications of their possible establishment;
- To explore feasible, viable options for redevelopment of the Study Area;
- To also explore options for limited private development of the Study Area as a means of generating additional revenue to augment public funding needed for any proposed improvements to existing community facilities, or the development of new facilities;
- To research and explore land ownership and tenure, zoning and leasing issues and to recommend preferred arrangements for future operations; and
- To provide a staged, costed implementation programme.

1.2. Background to the Study

East Fremantle Oval, like many other West Australian Football League venues, is a product of the late 1960s and early 1970s when the WAFL was the dominant sporting competition in the State. With the growth of the national AFL competition and the passage of time, the buildings and oval surrounds do not match current needs. The facilities are becoming increasingly dated, and insufficient people are attracted to use them. The East Fremantle Football Club and the Town of East Fremantle together maintain the facilities and surrounds, and there are currently outstanding works that impose significant costs upon both organisations. Strategies to achieve a long-term and sustainable refurbishment of the facilities need to be developed, and this Master Plan has been commissioned to achieve those ends.

Other similar venues (Bassendean Oval, Claremont Oval, Rushton Park and Lathlain Park) are currently the subject of studies into their ongoing prospects.

The joint clients of this Master Planning project (the Town of East Fremantle, the WA Football Commission and the Department of Sport and Recreation), wish to explore the development prospects for East Fremantle Oval and its associated facilities.

The Study Area has local and regional significance in terms of the community and recreation facilities it currently provides, and the joint clients decided to undertake a Master Planning process to determine the potential that exists for viable improvements to the land and facilities.

Some of the main drivers for the development of the Master Plan have been the need to reassess the existing situation, the need to provide better utilisation of, and access to, the Oval and associated parkland, the potential to rationalise and/or co-locate some of the existing facilities to achieve better operational synergies, and the



imperative to provide a practical plan for the future which has the support of the joint clients, the Study Area tenants, and the local community.

Although the Study Area is an “A” Class Reserve for Recreation, which means its purpose can only be changed through the State Government legislative process, the Master Plan consultants were instructed that this should not restrict them from exploring a wide range of future development options for the land, provided their findings and rationale for any options put forward were clearly and openly explained.

1.3. Study Approach

The study was undertaken through an iterative process of consultation and analysis.

In essence, the study pursued the following steps:

- Establishment of the Study Area context;
- Site analysis;
- Auditing of existing community facilities in the locality;
- Survey of community needs and expectations;
- Identification of opportunities;
- Development of options;
- Assessment of options through consultation and analysis;
- Selection of a preferred option and draft Master Plan;
- Further consultation; and
- Development of a final recommended Master Plan and implementation strategy.

The Master Plan team liaised regularly with the study’s steering group, whose task it was to guide the consultants in their work.

2. Context and Site Analysis

2.1. Regional Context of the Study Area

The Study Area is located within the Town of East Fremantle, a small municipality approximately 3.2 sq km in area and located some 20km south-west of Perth, and about 2km north-east of the Fremantle city centre. The municipality of East Fremantle was created in 1897, when it separated from the greater Fremantle area.

The Town currently has a population of some 6,700 (Source: 2006 ABS Census).

The study area has both regional and local significance in terms of the community and recreation facilities it currently provides. It is easily accessible by road, being located close to Canning and Stirling Highways, and bounded on its southern side by Marmion Street, a major east-west distributor road. Marmion Street is the local authority boundary separating the Town of East Fremantle from the City of Fremantle.

The study area is important as the principal sporting complex of the Town. The street block that constitutes the study area is surrounded by low density housing. The locality is quiet with little traffic, apart from Marmion Street, which is an important east-west traffic route.

Other major sporting and recreation facilities in the vicinity include Fremantle public and private golf courses, Stevens Reserve and Frank Gibson Park to the south, Raceway Park and the various parks and reserves of Fremantle to the west, the Swan River and its environs to the north including Wauhop Park and Henry Jeffery Oval, and various small reserves dotted throughout the City of Melville to the east.



2.2. Local Context of the Study Area

The Study Area is bounded by roads on all sides. The roads are all fronted by housing, which is predominantly single residential in character. The housing lots to the north and east of the Study Area are very large, with all the lots fronting Allen Street and overlooking the Study Area being 1,088 m² in area. Many of these lots are occupied by substantial older dwellings.

By contrast the residences facing Moss Street south of George Street are relatively new one and two storey dwellings on small lots. They are part of the “Raceway Precinct”, formed by the subdivision of the old Richmond Raceway trotting facility.

	
<p>Newer dwellings on Moss Street within the “Raceway Precinct”.</p>	<p>Older, more substantial character dwelling on Fletcher Street corner of Hamilton Street.</p>

While the oval itself is flat, the land within the street block generally slopes gently from east to west. The land to the north and east of the oval rises gradually to the north-east corner of the street block, which is its highest point.

	
<p>View over the bowling club from the north-east corner of the study area.</p>	<p>View from Allen Street over the croquet lawns towards Fremantle and the port.</p>

Under the Town of East Fremantle’s current Town Planning Scheme, the residential areas abutting the Study Area are variously coded R12.5 on the east and north sides, and R20 and R30 on the west side.

The land opposite the Oval located on the south side of Marmion Street and lying within the City of Fremantle is classified Residential R25 under the City of Fremantle’s current TPS3. The predominant built form on lots facing Marmion Street is single residential weatherboard dwellings of modest scale and character. The principal exception is a three storey block of flats, located opposite the southern end of Allen Street.



2.3. Uses and Activities Within the Study Area

In addition to the football oval and its associated pavilions, grandstands, spectator shelters, toilet blocks and other smaller structures, parking areas and open spaces, the Study Area also contains a child health centre, a park with a rotunda (Locke Park), the East Fremantle Council depot, a bowling club, croquet club, associated car parking areas, and four modest attached dwellings fronting Allen Street. These dwellings are owned by the Town and rented out.

	
Council-owned attached residences on Allen Street.	Locke Park, with the rotunda in the middle ground.

A short roadway with margin car parking penetrates the street block from Fletcher Street. This is aligned as an extension of Hamilton Street, and provides vehicle and pedestrian access to the child health centre, the Council depot, and the bowling and croquet clubs.

	
View of the extension of Hamilton Street southwards into the study area. The bowling club is on the left, with the child health centre and Locke Park on the right.	View from the east bank of the oval westwards towards the grandstands and press box tower.

The oval itself occupies approximately two-thirds of the Study Area. The football club grounds may be accessed by car from Moss Street.

The only part of the study area street block to which the general public has unfettered access is Locke Park, and the car park located on the corner of Marmion and Moss Streets. Access to all other areas is restricted in some way.

3.2 Land Tenure

The Study Area is an "A" Class Reserve (No. 6229) for Recreation (East Fremantle Oval), and is 8.4374 ha in area. Under the Metropolitan Region Scheme the Study Area is classified as an MRS Reserve for "Parks and Recreation – R (Restricted Public Access)".



It would appear that several uses, including the houses, Council depot and the child health centre, are anomalous to the “Parks and Recreation” classification of the Reserve.

A summary of the history relating to the changing tenure of the land within the study area is contained elsewhere in this report.

A Class “A” Reserve affords the greatest degree of protection for reserved land, requiring approval of Parliament to amend the Reserve’s purpose or land area, or to cancel the reservation. The “A” classification is used solely to protect areas of high community value or high conservation value. It is understood that cancellation or downgrading of an “A” Class Reserve is extremely rare. Nevertheless, amendments to reserve classifications to permit additional non-recreation uses, to adjust reserve boundaries or excise certain areas for alternative uses, have occurred in the past.

This issue is discussed in more detail later in the report.

3.3 Existing Character and Heritage

The study area is located within the Town’s “Woodside Precinct” as identified in TPS3, which contains many houses dating from 1900 to 1940. The residential character of the Precinct is expressed by fine brick and tile bungalows on large blocks (1,000 m² or more) with mature garden settings. The street pattern is a traditional grid, with the great majority of dwellings aligned east-west.

The data base of the Heritage Council of WA contains 218 places located within the East Fremantle Local Government Area. Of those, a number are within, or in close proximity to, the study area.

These include:

- the small rotunda and Locke Park, within which it sits (cnr Moss and Fletcher Streets within the study area);
- a total of seven houses/cottages/bungalows in Allen Street;
- an old corner shop and large mahogany trees in Fletcher Street;
- two houses (one with stables) in Moss Street; and
- four houses in Hamilton Street.

Heritage Places within the Study Area

The rotunda at Locke Park was built in 1906. It has been refurbished twice since then and is in good condition. Locke Park was originally known as East Fremantle Gardens, but was renamed in 1981 in honour of Herbert Locke, a former Mayor of East Fremantle.





Locke Park Rotunda.

Bicentennial plaque

The rotunda is also included on the Town of East Fremantle's Heritage List, which contains approximately 35 places including houses, commercial buildings and landscape protection areas. The rotunda is the only place on the Heritage List (contained within TPS3) within, or in close proximity to, the study area.

Locke Park and the rotunda within it clearly have some cultural heritage value, which is recognised by the Town and the community.

Assessment of Local Character

The buildings associated with the football oval (grandstands, shelters, entry gates etc.) vary in scale from the tall, slender landmark structure housing the commentary and coaches' boxes and the two storey, elongated grandstand and club facilities building, to the small entry gate buildings, open-side spectator shelters, toilet blocks and sundry other structures that dot the oval perimeter.

The East Fremantle Football Club moved to the oval in 1953, and most buildings associated with the Club would therefore date from that year. The predominant building material is brick and rendered masonry, of varying colours, with large paved areas between the rear of the grandstands and Moss Street.

The Moss Street view – the front entrance - of the oval is the one most people would associate when recalling images of the East Fremantle football ground. The lack of harmony of the building styles and materials, the vandalised state of some of the buildings, the crude nature of the perimeter fencing, and the imposing scale and unattractive appearance of the grandstand's rear aspect collectively produce a poor image which tends to overwhelm the southern part of the Moss Street streetscape.



Front entrance to the football club (Moss Street).



Oval entry gates, Moss Street frontage.

The southern edge of the oval contains an open car parking area on the south-west corner, with some perimeter trees and curved earth mounding and views of the rear



of a spectator shelter. A high chain link mesh fence topped with barbed wire abuts the footpath. Marmion Street is a wide, busy road with a treed median. This road presents a significant impediment for pedestrians wishing to cross it safely and quickly.

The eastern edge of the oval is mostly grassed embankments, with some simple open-sided spectator structures. The western road verge of Allen Street contains several tall, mature trees. Several of the residences on the east side of Allen Street have long views through the perimeter wire fencing over the oval, or over the croquet and bowling greens towards Fremantle.



Dwellings located on the eastern side of Allen Street, overlooking the study area.



Allen Street, looking south towards Marmion Street.

Within the study area and facing onto Allen Street to the north of the oval are four single storey attached brick and tile dwellings of very modest scale and appearance. These are owned by the Town of East Fremantle and would appear to be approx. 40-50 years old.

The bowling club and croquet club buildings within the northern part of the study area are long, low brick and tile structures in good condition, with pleasant north-facing aspects over their respective greens.



Child Health Centre building.



Croquet Club building.

The child health centre is located within a relocated weatherboard and brick building adjacent to Locke Park. The building was formerly the Fremantle Trotting Club Members' Pavilion, and was moved to its current site with the redevelopment of the



nearby Richmond Raceway for housing purposes. The building has charming proportions and scale, and is well maintained.

The Council depot buildings are simple, utilitarian, single storey sheet steel constructions which sit between and behind the croquet and bowling club buildings.

The overall visual character generated by the uses, buildings and spaces of the study area is one of generally quiet, low-key development, set within generous open spaces of varying landscape quality, with the south-western skyline abruptly punctuated by the tall tower and bulky grandstand of the football club.

Summary of Character and Heritage Considerations

- The study area is abutted on its northern, north-western and eastern sides by several older, substantial dwellings of some character and historic importance;
- Locke Park with its rotunda is an important heritage place;
- The child health centre is located within a charming, relocated historic building and is a good and appropriate neighbour to Locke Park.
- The bowling and croquet clubs and their respective greens are attractive suburban “icon” places that have obvious social importance.
- The football oval and its associated buildings occupy most of the study area, and its largest buildings visually dominate the south-western portion of the street block. In contrast to the other buildings and structures within and adjacent to the street block, the main football club buildings are large-scale, bulky and constructed in numerous non-complementary styles.
- The football club as an entity has local social importance.

3.4 Natural Environment

East Fremantle is one of the older established areas of the Perth metropolitan region and has been fully developed, albeit for predominantly low intensity uses. Within the study area there would appear to be little if any of the indigenous environment remaining.

However, the study area has a strong “green” visual and planted character due to the presence of the football oval, bowls and croquet greens and Locke Park. The Park and the street verges of Allen and Marmion Streets in particular, contain a significant number of tall, mature trees.

3.5 Traffic

Marmion Street is one of several major east-west roads in the area. It links the eastern parts of the Fremantle city centre (East Street) with Riseley Street in Booragoon, and carries approximately 12,500 vehicles per day in the vicinity of East Fremantle Oval. The Marmion Street reserve is wide with a central planted median, an on-road cycle lane, and kerbside parking on the north side of the carriageway.

The other three streets bordering the study area (Moss, Fletcher and Allen Streets) carry low volumes of traffic. Traffic speeds in Allen and Moss Streets alongside the oval are restricted by the presence of traffic management devices (speed humps). Moss Street also has a narrow planted median, and kerbside parking on both sides of the carriageway (angle parking on the east side).

Buses service the study area using Marmion Street and Canning Highway. There is a bus stop on the north side of Marmion Street near the corner of Moss Street. The 154 and 155 buses traverse Marmion Street every half-hour during the day, connecting the Fremantle bus/rail transfer station with the Booragoon bus station.



3.6 Infrastructure and Services

The study area street block is serviced by Telstra, scheme water, electrical power and data cabling, gas and sewer.

It is unclear, however, how extensively and to what establishments within the street block deep sewerage and gas are distributed.

Powerlines on all four perimeter streets have been placed underground. There is a Western Power sub-station on Fletcher Street, located just inside the fence of the Bowling Club. This part of the Bowling Club appears to lie within a narrow strip of public road reserve.

3.7 Urban Design Considerations

The existing uses within the study area are generally of a low intensity and attract relatively small numbers of users to the area. The exception is the football club, which attracts crowds of approximately 2,000-3,000 on alternate Saturdays during the winter months, with a major fixture, such as the local derby, attracting up to 10,000.

Buildings make up only a small percentage of the developed areas of the street block. They are generally single storey, and set well back from the perimeter roads. The buildings of the Council depot, the bowling and croquet clubs, the Child Health Centre and the four attached dwellings located on Allen Street are all located in close proximity to each other. Paved access roads and car parking areas connect all these buildings, except the dwellings which front onto, and take access from, Allen Street.

	
View of the eastern bank of the football oval.	Council depot building, with the bowling club building on the right.

The major grandstands of the football club are exceptions. These are the equivalent of 2 to 3 storeys in height, and their visual impact most affects Moss Street and the residences immediately to the west. The views of the back of the grandstands from residences along the southern section of Moss Street are most unattractive.

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View of the rear of the football oval grandstand, Moss Street frontage.	Marmion Street, which forms the southern edge of the study area.

The views northwards to the street block from the residences on the southern side of Marmion Street are significantly interrupted by the traffic within the wide road reserve, and the large trees within the median. The available longer views across the road are of the end of the grandstand, a car parking area, and the back of the spectator sheds and the oval embankment beyond the high chain link mesh fence that contains the oval.

Due to the extensive width of the road reserve (30m) and the high volume of traffic using it, residents living south of Marmion Street would experience a significant element of physical “disengagement” from the oval.

The views into the street block from the streets and residences on the northern and eastern edges are generally of low-scale development set in “green” surrounds, and are attractive and tranquil as a result. There are some long views available right across the street block towards Fremantle for some residents living on the east side of Allen Street.

The north-east corner of the street block is its highest point. From there attractive views are available across the croquet and bowling greens and the residential areas towards Fremantle and its harbour.

The only part of the study area street block to which the general public has unfettered access for recreation is Locke Park, which is small and has limited facilities and attractions.

3.8 Opportunities and Constraints

Opportunities

- To increase public access to the Study Area.
- To broaden the appeal and attractiveness of the Study Area to the general public.
- To broaden the range of tenants of the Study Area who may be appropriate and compatible to the site and its neighbours.
- To assess the appropriateness and value to the community of all existing tenants.
- To rationalise/reduce in number the excessive football club buildings, other structures and facilities which may no longer be required and currently represent a maintenance burden upon the Club and the Council
- To assess capacity for ongoing revenue streams that support future operating costs.

***Constraints***

- The “A” Class Reservation of the Study Area, which severely restricts the range of uses that can be easily introduced.
- The geographical location of the Study Area, which is remote from major activity centres and mass public transit routes, and surrounded by low density housing. These factors reduce the site’s attractiveness for new tenants, as well as restricting the potential user catchment.
- The (likely) conservative nature of surrounding residents, who may object to any changes to the current situation
- The Town of East Fremantle’s financial capacity to contribute to any major infrastructure work in the study area.



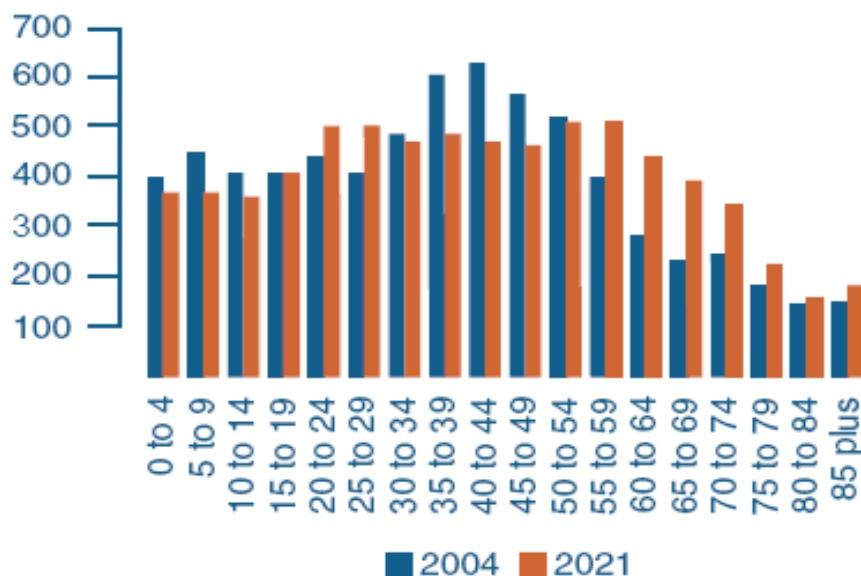
3. Demographic profile of the community – past & present

It is noted that the population in East Fremantle is projected to remain relatively stable into the future with a peak population of around the 7,200 mark.

	2004	2006	2011	2016	2021
0 to 4	400	390	380	370	370
5 to 9	450	440	400	380	380
10 to 14	410	440	440	390	360
15 to 19	410	420	470	470	410
20 to 24	440	440	460	510	500
25 to 29	420	430	450	460	500
30 to 34	490	460	450	470	460
35 to 39	600	570	490	480	490
40 to 44	620	630	580	490	470
45 to 49	580	580	610	560	460
50 to 54	520	540	560	580	520
55 to 59	400	450	480	500	510
60 to 64	280	300	400	440	440
65 to 69	240	240	280	370	390
70 to 74	250	240	230	260	340
75 to 79	180	200	190	200	220
80 to 84	140	140	160	160	160
85 plus	150	160	160	180	180
Total	7000	7100	7200	7300	7200

Source: Western Australia Tomorrow 2005, WAPC, p51

It is also noted that the age profile is characterised by a general reduction in the younger population cohorts 0-20 years, a small rise in the 20-30 age bracket and a substantial increase in the 55+ age groupings. The chart below indicates a significant loss in the number of residents in the 35 to 50 age group, perhaps as part of the ageing cycle of the community.



Source: Western Australia Tomorrow 2005, WAPC, p51



4. Community Facilities

The East Fremantle Oval Precinct currently accommodates a wide variety of user groups and facilities. On 15 June 2007, the consulting team undertook a site visit and audit of existing facilities, clubs and services on the study area land, and interviewed stakeholders at those facilities. Below is a summary of the findings of that consultation and engagement process.

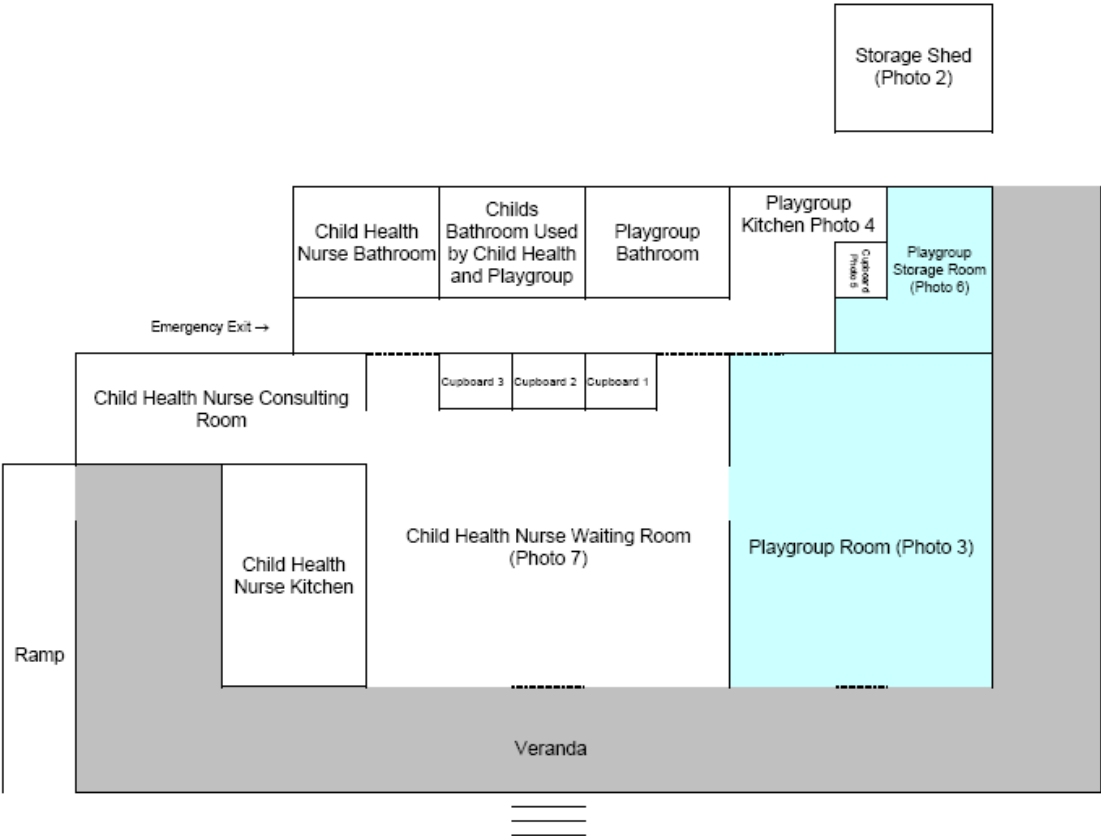
5.1 Sumpton Green Community Centre

Fletcher Street (Locke Park)

This heritage building was relocated from Richmond Paceway and hosts the East Fremantle Family Playgroup and the East Fremantle Child Health Centre.

They share the premises on a ‘dovetail’ basis, as the centre is too small for both to run concurrently at optimum levels. The building is in very good repair, and is kept very neat and tidy by both of the tenants.

The centre is fully utilised, with both tenants adding that whilst it is not inadequate for their current use, it could always be improved. Suggestions include increasing the floor area to provide the clinic with a separate waiting room, and increasing the size of the area available to playgroup.





The centre comprises a child health nurse office area, a kitchenette, a storage room, one large room that serves as the child health nurse waiting room (and at other times as playgroup area) and another room for the playgroup area. The rooms are surrounded by a covered verandah and play equipment and a garden area is enclosed by a childproof fence. There is also a dilapidated, locked building nearby, which is understood to be the old playgroup building. This is currently unused and requires refurbishment.

Sumpton Green Building.

Left side is used by Child Health Nurse and right side is used by the East Fremantle Playgroup.



5.2 East Fremantle Family Playgroup

The East Fremantle Playgroup is run by parents, caters primarily for children before they enter the formal education system (0-5 years), and encourages their social, intellectual and physical development. It provides an opportunity for parents and children to meet regularly in a secure, happy and relaxed atmosphere.

Playgroup enables parents to meet other parents and form links within the local community and reduce isolation.

East Fremantle Family Playgroup			
Postcode	Suburb	Count	%
6012	Mosman Park	1	1
6101	East Victoria Park	1	1
6153	Applecross/Ardross/Mt Pleasant	1	1
6154	Myaree/Alfred Cove/Booragoon	2	2
6156	Melville/Attadale	16	12
6157	Palmyra Bicton	32	25
6158	East Fremantle	46	35
6159	North Fremantle	5	4
6160	Fremantle	12	9
6162	Beaconsfield/South Fremantle	7	5
6163	Hamilton Hill	7	5

The chart above is a breakdown of playgroup users and where they come from.

Currently the playgroup has 102 families (with over 120 children) enrolled and using the play equipment each week. There are 8 sessions with up to 20 families attending each session. The park is used by other families when the playgroup is not in session. The sessions run morning and afternoon on Monday and Friday, and



mornings on Tuesday, Wednesday and Thursday (the building is used by the Child Health Nurse on those afternoons).



The picture to the left is the playgroup **Storage Shed**, located to the back of the building. This houses all of the playgroups 'outside' toys such as little cars, scooters, sandpit toys, balls, etc.

Playgroup Playroom When the weather is fine, the Playgroup can fit all 20 families (20-25 children) on the premises, by using the garden, however, in wet weather, the indoor space is not sufficient.



Storage Room

This room has no built in storage, just two free standing "pantry style" cupboards.

It is used to store chairs, high chairs and craft equipment. Ideally it would store tables, too – which are currently stored in the playroom and take up valuable space.

There is insufficient storage space for playgroup equipment and the garden / play area is too small and in need of an upgrade in design and not function.

Sumpton Green Kitchen (blue door) is a storage cupboard and is shown open below:





At one stage a 'race track' for trikes was requested in the garden, this request was not met adequately and is still required. Furthermore, play equipment needs to be upgraded and to be suitable for 0-2 years old.

5.3 Surrounding Playgroups

The closest playgroups of a similar nature that run multi sessions (i.e. more than 1 session) are:

- Attadale Playgroup – 14 Sessions a week
- Somerville Playgroup (Kardinya) – 6 Sessions a week
- Cottesloe Playgroup – 7 Sessions a week

The Attadale playgroup runs 14 sessions and has 170 families. Most sessions are near full and there are waiting lists for all morning sessions.

There are single session "playgroups" run at South Fremantle, Hilton, Southern Suburbs, North Fremantle and Mosman Park, however, these only run one session a week and are more comparable to a meeting/support group. They do not function in a similar way to the East Fremantle Playgroup.

5.4 East Fremantle Child Health Centre

The Child Health Nurse utilises the Sumpton Green Community Centre three afternoons per week, Tuesday, Wednesday and Thursday. The Fremantle City Council closed their clinic, and as a consequence, the East Fremantle clinic caters for those families as well. That closure, plus increasing subdivision in the vicinity has caused the patronage of the clinic to increase (and it is expected to continue to grow). This increased demand may require expansions to the facility. Funding may be possible through Lotterywest, Local Government Grants or through the Commonwealth Government.

Child Health Clinic Waiting Room

This room can be used by the Playgroup as a reading or singing area on the Monday and Friday sessions as the child health nurse is not there.





The floor space is limited, and the waiting room or group area can only hold up to 10 mothers (plus children and prams), and there is no quiet waiting room other than this group room.

The nurse indicated that whilst it is advantageous to house the clinic at the same premises as the playgroup, clinics are affected by noise from children riding their trikes and playing on the verandah. The indoor space is adequate, but they could certainly use more space if it were available.

The nurse offered a brief history of the community child health service, suggesting that post war women developed the service to cater to the needs of the women and their families within the community, and that through their rates and taxes, the council would continue to support this service.

5.5 East Fremantle Croquet Club

The Croquet Club was established in 1928, but was moved to different locations on the study area over the years. It was finally moved to its current location in 1973. The club has 25-30 members aged from 14-91.

There are 2 lawns (courts) each of 25.6 x 32 metres (28 x 35 yards) and a further half lawn; and a building comprising a clubroom / kitchen, a small equipment room and a unisex double toilet. A storage shed has been added by the club at its own cost.

Both clubrooms and lawns are kept in very good condition, with the lawns being kept at 'Nationals' standard (natural lawn - firmly cut and slightly undulating). In fact the club has hosted the Nationals in recent times.

There are three shelters alongside the lawns. The club does need shelter, but not necessarily in the location of the current shelters.

The club meets 3 times per week, Tuesday, Thursday and Saturday, with extra meets for competitions.

They also host corporate events after work and have held about 12 of these events in the last six months. The corporate events cost \$10 per person and include tea/coffee and a coach for each group. Approximately 30-40 people attend the corporate events.

The clubroom is used by the fishing club once per month. The premises is rented from the Council, with water supplied free of charge as well as Council lawn mowing on a weekly basis. Club members do their own maintenance and have a volunteer groundsman.

Whilst the membership is primarily from East Fremantle, it also attracts members from Palmyra, Attadale, Coolbellup, Hamilton Hill, Willetton, Riverton, Bicton, Applecross, Baldivis, Melville, Kardinya, Winthrop, Booragoon, Como and Cottesloe.





5.6 Council Houses

There is a series of 5 properties on Allen Street, behind the Croquet Club and Depot, bordering the north east corner of the Football grounds.

Initially constructed by the Council to accommodate caretaker and other council staff these premises are now rented out to the general public periodically or with 6 monthly leases.



5.7 East Fremantle Bowling Club

The East Fremantle Bowling Club was established more than 100 years ago, in 1906. It currently has a membership of between 170-200, comprising both pennants bowling (62 men and 23 ladies) and social club members (64 men and 44 ladies). The social club membership includes a Darts Club and a Ladies Cards Club.

There are 4 turf greens of which three are active and one is used for turf 'farming' purposes. Only two are used at a time. The greens are rotated in terms of their usage, to keep the quality consistent. They have considered synthetic turf, but they are too expensive to install and too hot in summer. One of the greens has lighting.



The club building is maintained in very good condition and comprises one large clubroom, a bar, kitchens, offices, changerooms and toilets.

The premises are fully licensed, but the bar closes at midnight. The bar keeps the club going, according to the President.

The grounds are leased from the Council, but all maintenance and green keeping is

done by the club (and their two greenkeepers, one of whom is on contract, and the other is considered the best greenkeeper in Western Australia). The club has a small loan (taken out to light one of the greens), but is paying this off quickly.

Parking along the western edge, on Hamilton Street, belongs to the street itself, not to the club – this poses problems for club members in terms of access to the club.

The club meets regularly, with ladies pennants on Tuesday and Wednesday; men on Thursday and Saturday. Championship events are held on Sundays, and in summer Friday's are for social community events and hiring.

The pennants teams are very strong, boasting a 1st, 3rd and 4th division in the men's comp and 1st and 5th in the ladies. East Fremantle is considered a 'serious' bowls destination, and is a viable club, with some solid sponsors.

6-8 weeks of the year, Melville High School uses the greens for their schools program on Wednesday mornings, and the clubroom is hired by schools for quiz nights and by the Trotting Club for their AGM meetings.

Bowls is generally in decline, however, there was a small growth in membership in 2006. As more residents move into the area through subdivision, younger members have joined the club, and it is thought that the target focus for membership drives



should be a younger demographic (45 year olds), although most are working and this makes it difficult for younger people to play during day time club hours. Community or corporate bowls events, usually pre-Xmas, are used as membership drives.

The clubroom is hired out to social members for functions, including seminars, weddings, meetings, etc. There are approximately 36 of these hire functions per year, with a limit of 4 non-member hire functions per year. All of the furniture, fittings and fixtures are owned by the Bowling Club and kept in very good condition.

Future repairs include wear and tear to cool room motors and greens equipment however, this would cost approximately \$7,000 and the club does not have the funds at this time.

90% of the club's members live in East Fremantle, although some members come from Bicton, Palmyra and Melville. They have no desire to move to another area, as the facility is in good condition...although they can see the benefit of 'partnership' with another similar club, to share the load, both physically and financially.

5.8 East Fremantle Football Club

In past years, WAFL attendances have been declining and generally do not exceed 2,000-3,000. However, there was a turn around approximately 4-5 years ago, which has seen numbers growing more recently. In fact, in June 2007, gate sales to a WAFL match (the local derby) were approximately 10,500 – the highest since 1987, and what could be considered to be a full house at this venue.

5.5.1 The Oval

The oval is an A Class Reserve – under the care of the Council, and in the winter season is used quite regularly for football purposes, with the WAFL having 10 games per season (8.00am-5.00pm Saturdays) and training every Monday to Friday from about 4.00pm to 8.30pm.

Winnacot Junior Football Club uses the oval every second Sunday afternoon and Women's Football has their 10 games per year in the off weekends of the WAFL season. Government schools play on Friday afternoons.

The venue hosts Country Week; school holiday clinics 6 days per year; AusKick (with 100 kids) every Sunday morning; under 12s every Friday night from April to August; and is hired out to private groups between October and March.



The oval is in reasonable repair, although the northern goal square has become somewhat of a raised plateau, presumably due to maintenance procedures, and presents a potential injury risk to players.

The spectator stands to the north, south and east are in relatively poor condition, and the two eastern toilet blocks have been disconnected and locked up by the Council due to ongoing service costs. The Club's CEO indicated that the club could find a use for these blocks if they were gutted (such as equipment storage).

The area (shaded in orange on the above diagram) to the east of the oval, is largely unused land – the suggestion being made that for most games, the crowd hardly ever extends beyond the row of park benches dotted close around the perimeter of the oval.

5.5.2 The Clubrooms

The clubrooms are the domain and responsibility of the East Fremantle Football Club (who indicated that they paint the buildings). These comprise of three buildings on the west side of the oval: 1. the visitors stand; 2. the corporate stand and player changerooms; and 3. the club members' stand and function rooms (all buildings are depicted in blue on the diagram above).



5.5.3 Visitors (Merv Cowan) Stand

This is simply a grandstand provided to accommodate visiting teams' supporters. Whilst it is in reasonable, functional condition, it requires considerable maintenance.

5.5.4 Corporate Stand

The upstairs area houses a Sponsors' Lounge, with capacity for 300 people, a boardroom, junior clubroom; and toilets, and coach's rooms. These rooms are vacant on weekdays, are not air conditioned, and have leaks (suggesting they are sorely in need of refurbishment).

Downstairs are the players' and visitors' changerooms. It was noted that these are good enough and don't need to be changed or upgraded. There is a visitors' toilet/shower block and changeroom on one side and on the other the EFFC toilet/showers, changerooms, medical rooms, and gymnasium.

The gymnasium is restricted to players only and stands empty and unused daytime during the week.

5.5.5 Members Stand

This comprises of a members bar; large function rooms; an unused restaurant area, kitchens that service both stands; and downstairs on the street frontage, the club offices.

It was suggested that they had more space than they actually needed, that the club offices did not need to be on site, that all they needed was a function room / bar to fit about 150 people, changerooms and 2 or 3 other rooms of flexible space. It was also indicated that the existing space, if it were to be retained, could be used to co-locate other tenants such as Clubs WA.

All buildings on site are generally run down and in need of refurbishment.

A structural risk report of the football club buildings was commissioned in 2004 by the Council (ref. Tim Stevens Risk Solutions). The following excerpts from the report indicate the general condition of the facilities.

WJ Truscott Pavilion

This building is in poor condition with areas of the roof rusted out as well as the gutters. Lack of general maintenance has resulted in silt build up in the gutters causing them to rust out. The down pipes are rusted and water is not draining away from the base of the building causing a considerable amount of damp around the foundations.

There are signs of rusting of the lintels above all the windows resulting in some cracking along the mortar. The steps leading up to this pavilion were cracked in places and uneven. The side wall has received an impact and needs repairing.

Lyn Latham Pavilion

There are signs of concrete cancer all around this building with concrete falling off in areas and the mortar between the brickwork cracking due to rusting of steel support girders. Mortar is crumbling in many areas and re-pointing is required.

A number of downpipes are in poor condition and some need replacement. Also a few of these down pipes have had an impact which will restrict water flow off the roof. The soffits and fascias are in poor condition and need some maintenance. The roof to the front section of this pavilion over the bar area is asbestos; this is flaking and needs to be painted. A full inspection should be taken to ensure that none of the sheeting is cracking, if so the entire roof should be replaced.



Toilets north eastern end and south east end

This north eastern toilet block is in a poor condition with little or no maintenance performed on the building. The mortar in the brickwork is missing in many places and the bricks are beginning to shift, there is evidence of vandalism all around this building inside and out. It is therefore suggested that this building be demolished and the area used as part of the depot.

The toilet block at the south eastern end was in better but still poor condition and in need of some urgent maintenance and upgrading. It was still being used by school children taking part in activities at the oval.

Both buildings have since been decommissioned.

Shelter north eastern end

This shed was in reasonable condition considering no real maintenance has taken place for some time. The rear corner of the roof is rusted through and there is a considerable amount of rust on the steel supports. This appears to be due to sea salt reacting with the metal.

Merv Cowan Stand

The structural integrity of this grandstand looks sound but should be checked at the same time as the other buildings are inspected. The roofing area is suffering from heavy corrosion and...it is understood that the bolts holding the sheeting are rusting as well as some of the sheeting. There is some severe rusting to the steel beams and roofing supports.

Although it is possible that part of this is due to oxidation it would appear that this is mainly due to the sea air. There are asbestos wind breaks to both sides of this stand and one is holed and broken...the concrete pillar is cracked on the southern side and this should be checked with the rest of the building.

The report is considerably more extensive than that captured here but it is contended that this commentary provides a clear guide as to the general condition of facilities on site. Furthermore it must be remembered that this report was compiled in 2004 and there has been little to no maintenance to address the condition of the facilities. There is no knowledge of any structural assessment or intervention as a result of the Stevens report some 4 years ago.

5.9 East Fremantle Depot

The depot comprises some sheds and workshops behind the Council properties, the Bowling Club and the Football grounds (area highlighted). These facilities are relatively unobtrusive on site, however, they do represent a non-conforming use within the reserve classification.





5. Community Consultation

A general resident survey was issued to all East Fremantle residents and selected sections of the adjoining Fremantle area and a separate member's survey was issued to all members of the East Fremantle Football Club.

5.1 East Fremantle Resident Survey Results

There were 795 survey returns, the gender split being 48% male and 52% female.

The age split of respondents is shown in the charts below, dominated by those between the ages of 35 and 65, and this seems to be similar for both males and females within those age groups, with the females dominating slightly between the age of 25-45, and males dominating from 45-65.

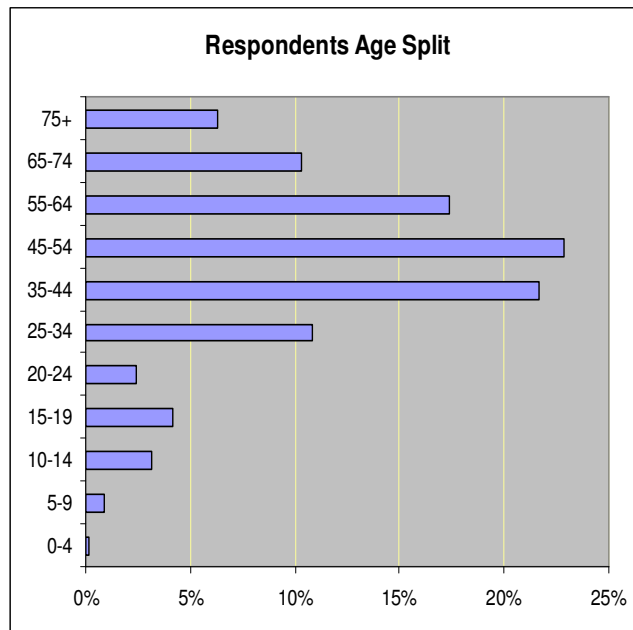


Fig. 1 Respondents by age

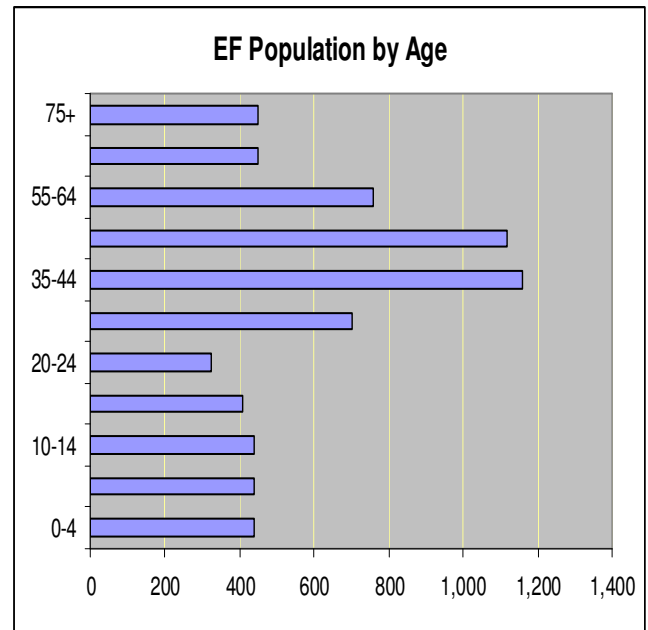


Fig. 2 EF Population by age

The age breakdown is reflective of the total population of East Fremantle, as shown in Fig. 2 (please note the higher proportion of younger residents: it is presumed that the younger age groups did not respond to the survey).

When asked (Q3) when was the last time they visited the East Fremantle Oval Precinct, 33% said they were there last week, 17% said they were there last month, while more than a quarter of respondents claimed they never went there, and about a quarter haven't been there for at least 6 months.

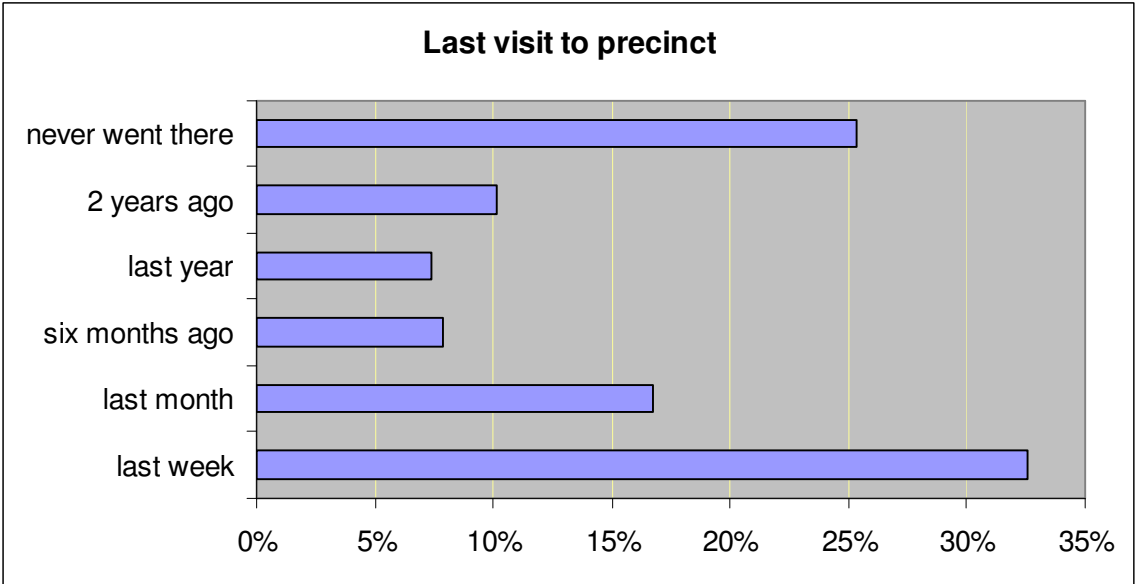


Fig. 3 When did you last visit the precinct?

When asked about the frequency of visits, if they were regular users, again, the most significant response was 'never or n/a' (36% either not going there at all, or at least not on a regular basis), with 14% visiting regularly on a weekly basis and 10% on a monthly basis.

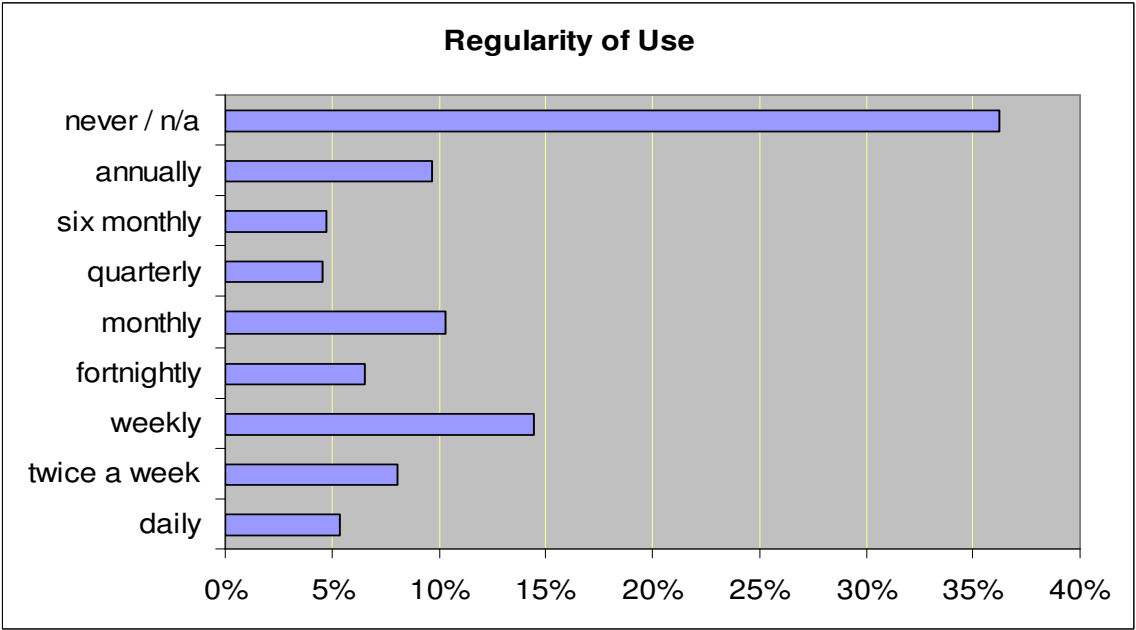


Fig. 4 How often do you use the precinct?

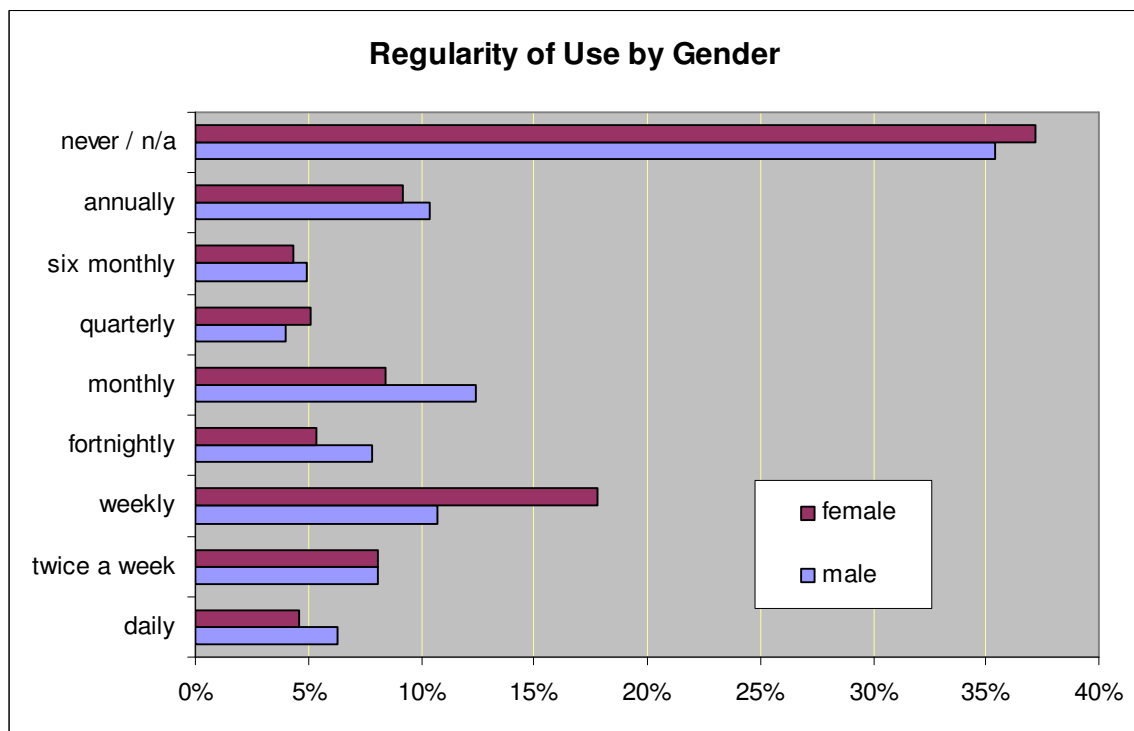


Fig. 5 Regularity of use by gender

These results are also reflected in the gender split, with females dominating for weekly (perhaps using the playgroup / child health clinic), and males dominating for monthly and fortnightly (possibly football spectating). See Fig 7 for breakdown of activity by age.

When asked (Q5) which facilities or services they used, the most popular response was walking or jogging (32%), followed by football spectating (25%), then picnicking or using the playground (17%) and 12% of respondents use the Playgroup or Child Health services. Only 4% of respondents actively participate in Football.

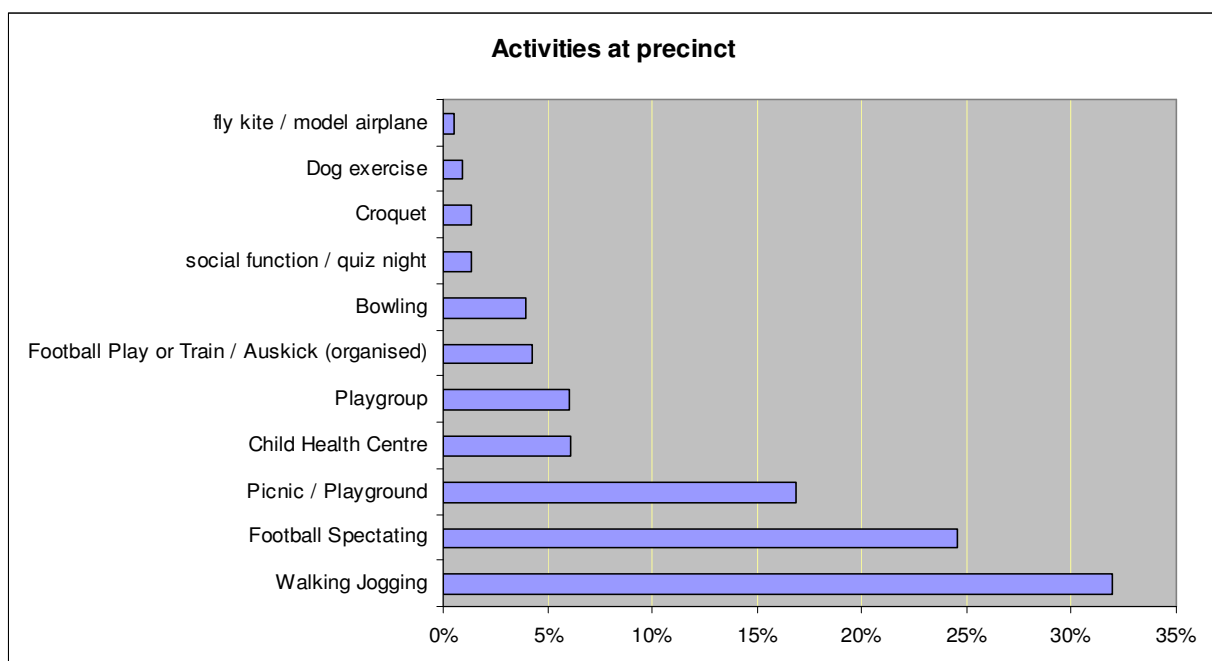
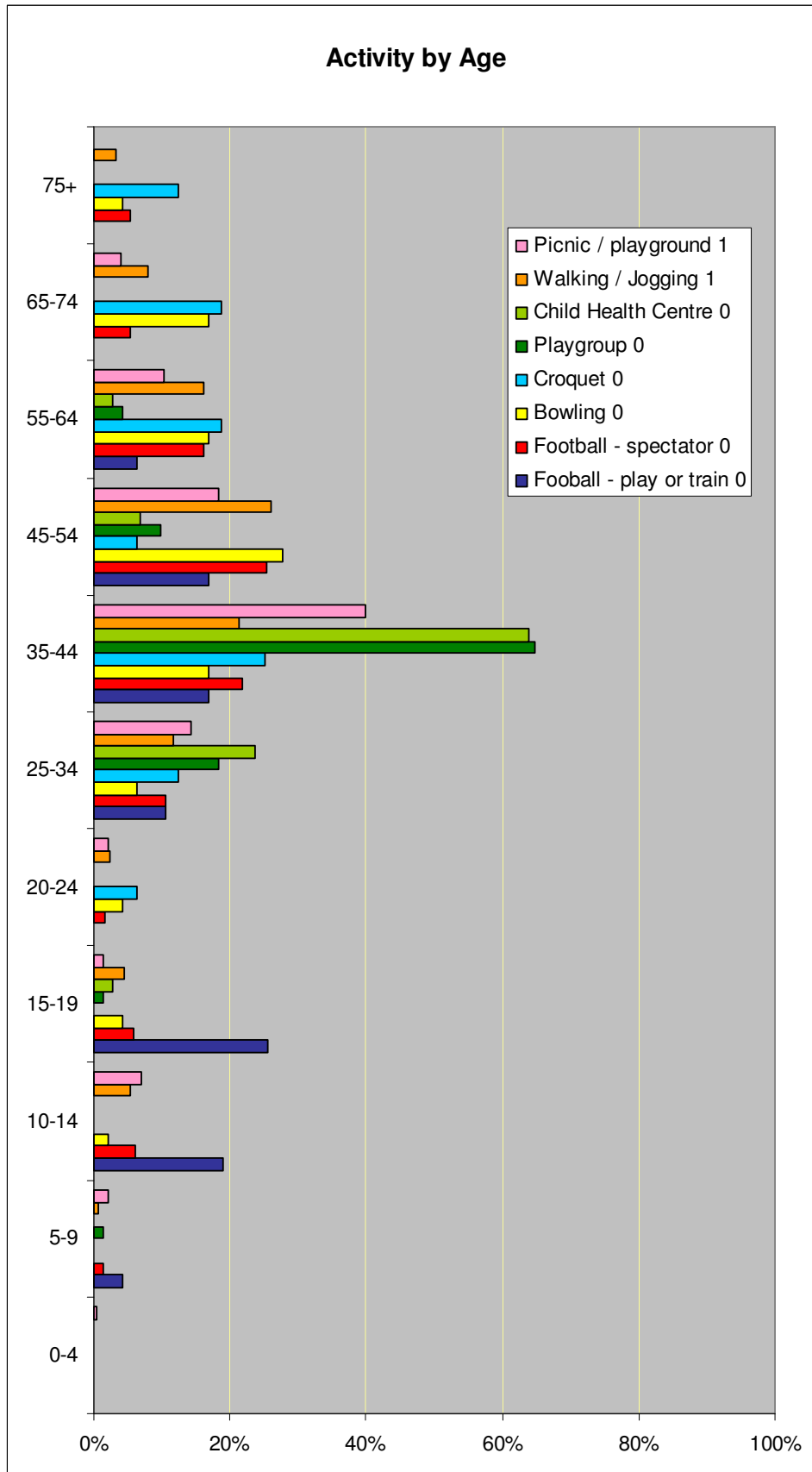


Fig. 6 Activities participated in at the precinct



When activities are split by age, it shows a significant use of the Playgroup and Child Health service by the 25-45 age bracket.

This may account for the dominant female presence at the precinct on a weekly basis (Fig. 5).

The main activity for the 10-19 age groups is playing Football. That is of note also in the 35-55 age group, although Football spectating is more dominant in the older age groups.

Picnic /Playground and Walking /Jogging are more dominant in the 25-65 age ranges than other participatory activities.



Respondent membership of the clubs on the precinct scored fairly low overall, with only 10% being members of the EF Football Club, 4% being members of the EF Bowling Club and 2% being members of the EF Croquet Club.

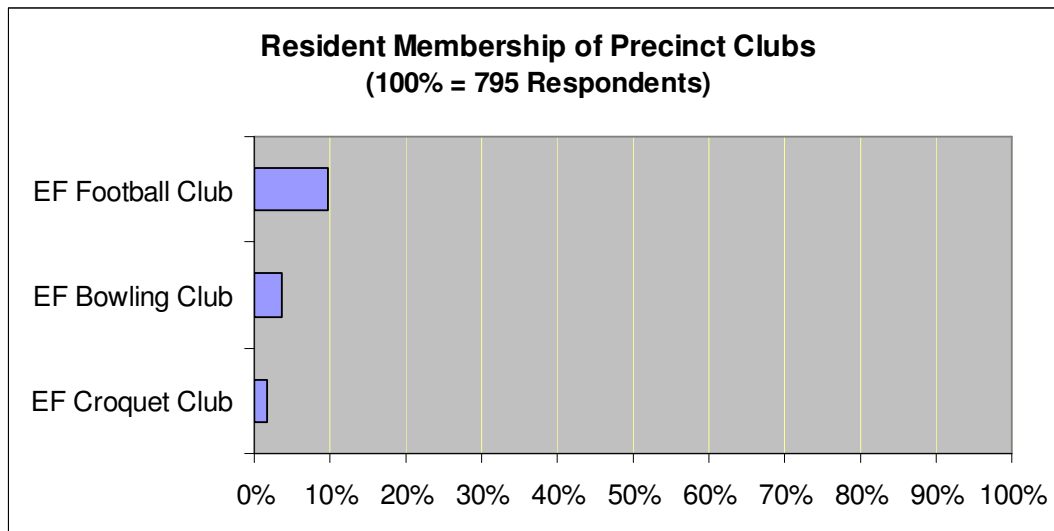


Fig. 8 Are you a member of the resident clubs?

When broken down over age groups, the data shows that the Football Club attracts members mainly in the child / youth age brackets, and then again from 45+.

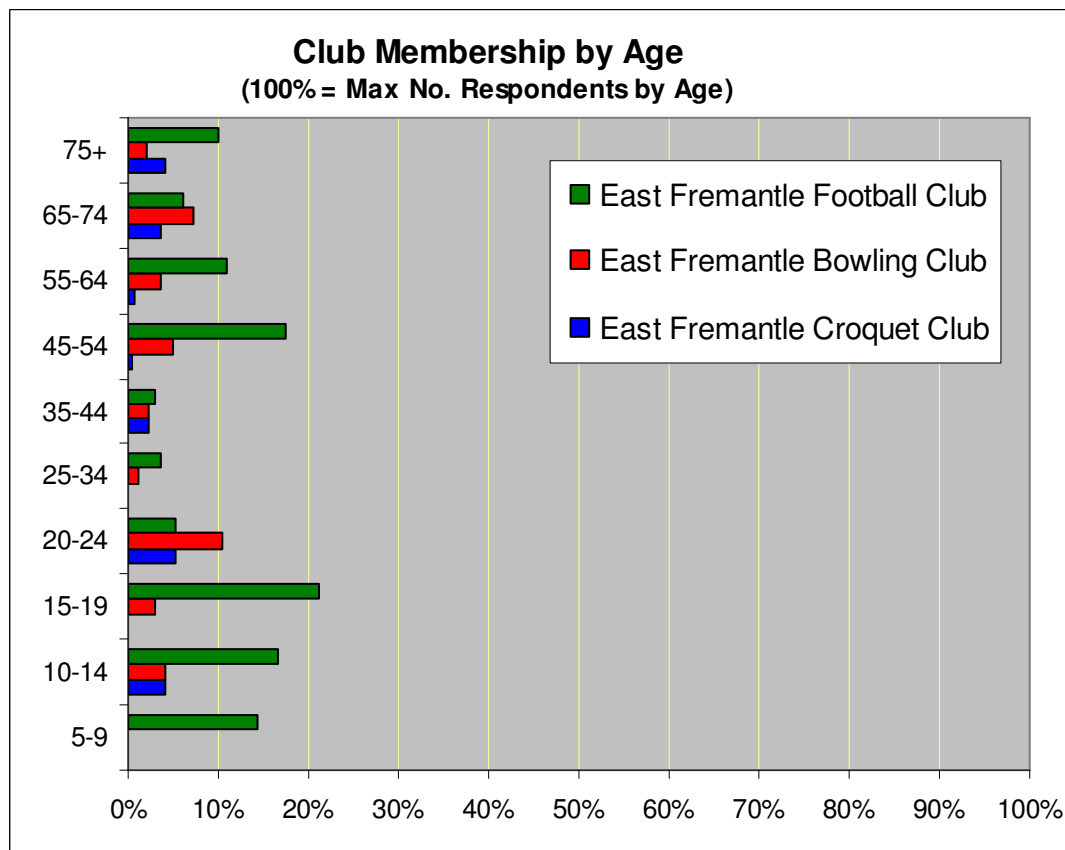


Fig. 9 Club membership by age

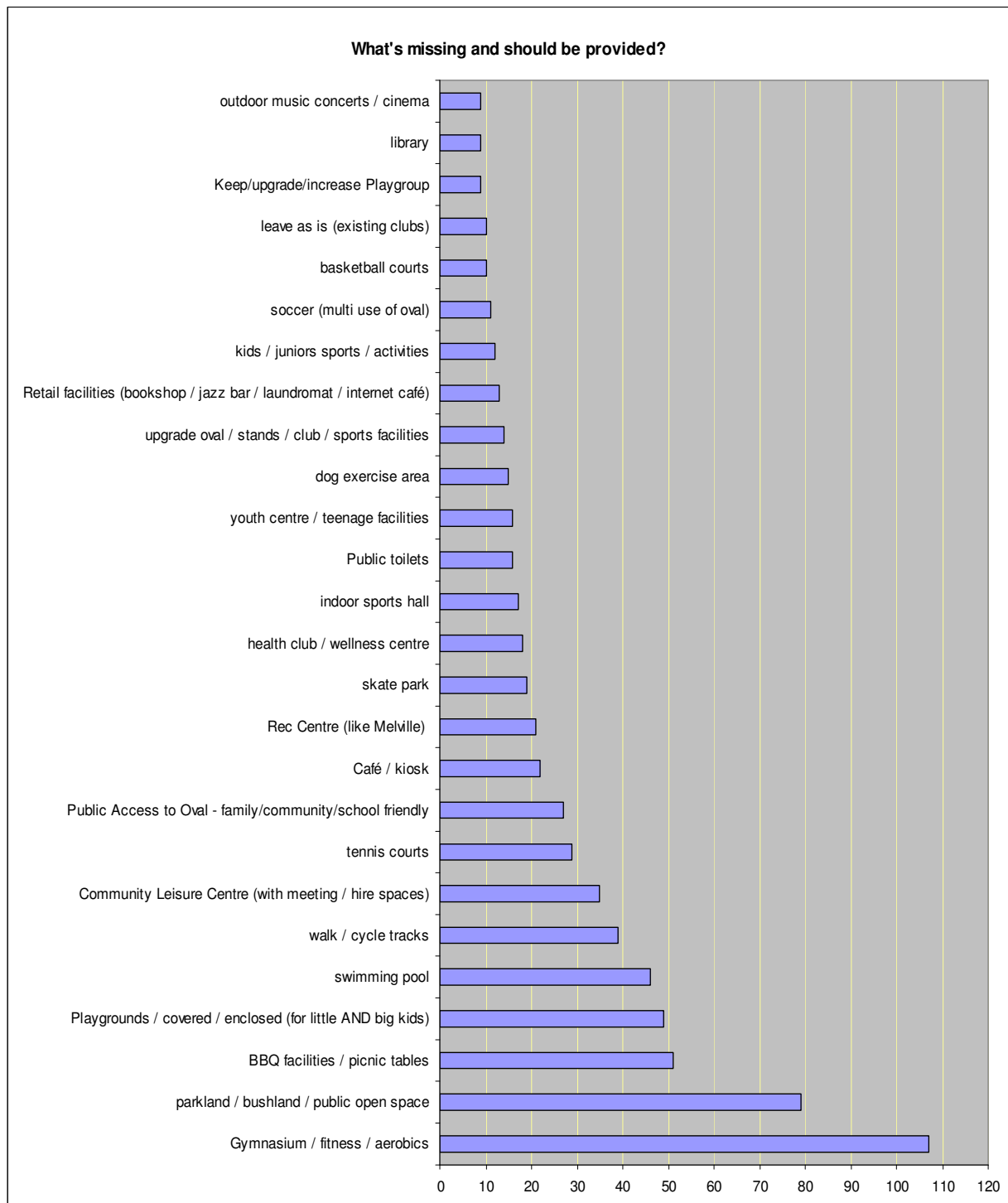


Fig. 10 What's missing in the precinct?

When asked what were the sport, recreation or leisure facilities, services or programs that they believe are missing and should be provided in any redevelopment of the East Fremantle Oval Precinct, the most prevalent response was the request for gymnasium and fitness provision. From some of the comments it was clear that respondents were well aware of the players' gym, and wanted access to it as a public community facility.

There were a few requests in direct support of EFFC or Football (see highlighted above). Most of the requests were for 'family / community' friendly provision, such as open space, parkland, BBQ or picnic facilities, walk / cycle trails, and open access to the oval as part of the open space.



There were nearly 30 separate requests (9th highest comments group) to remove the fence surrounding the oval - a feeling that the community is 'shut out' of the grounds: - even though some gates may be unlocked, the fence itself is forbidding and 'unwelcoming'.

The chart below is a consolidation of many of the comments into clear categories:

Public Gym, Health, Wellbeing	125
Community activities, including learning, culture, activities, meeting	62
Multi Use of Oval (sports other than footy)	58
Direct support of Football (club and games) at EF precinct	34

Comments in support of football (only 4% of the total comments) included leaving the club facilities as they are; upgrading and renovating club buildings; bringing more junior football to the precinct; and adding night games.

There was significant commentary for the precinct to be opened up for mixed sporting use, with activities, facilities and services for the community.

There were more than 20 comments in support of building a community rec centre like Melville, and high up on the list of requirements (nearly 50 requests) was a swimming pool.

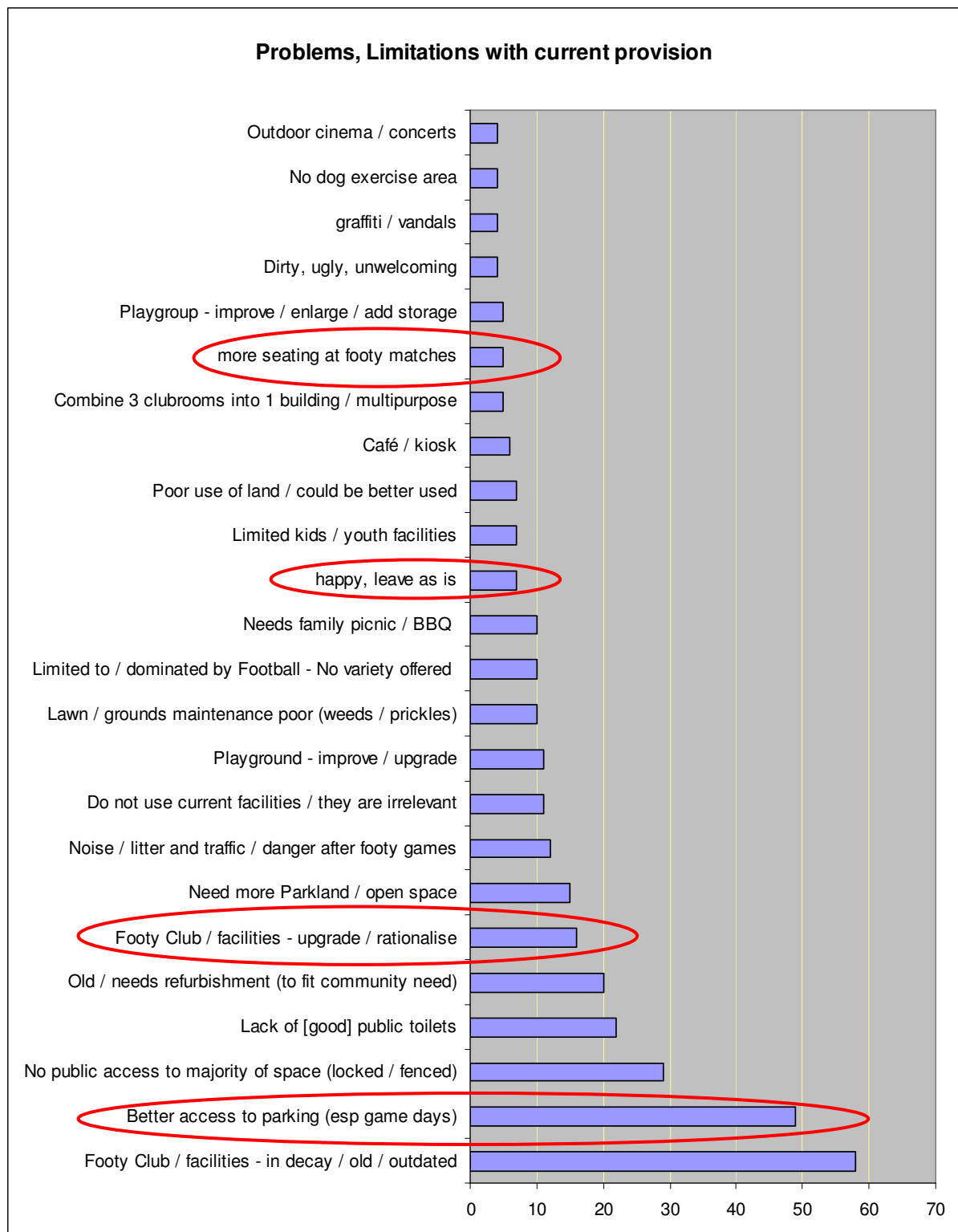


Fig. 11 What are the problems with the current provision?

Question 8 asked respondents: What are the biggest problems or limitations with the facilities and services provided within the East Fremantle Oval precinct that could be remedied to improve your use and enjoyment?

Of all of the comments, we have highlighted those that seem to support the Football Club. Of these, the greater proportion of the comments is specifically about the lack of parking on EFFC game days – this is not surprising, given that most EFFC members live outside East Fremantle and therefore must drive to the site (Fig 17).



It was expected that the age and disrepair of the current facilities would attract significant comment, and there is a strong requirement for improved public access and more relevant facilities.

In terms of development, renovation or rebuild, it seems that community oriented (rather than football oriented) development is more important.

Comments unhappy with Football focus / presence	114
Comments wanting more community focus	159
Comments pro Footy	90

When comments are consolidated, there is a minority in support of the grounds being used exclusively for Football.

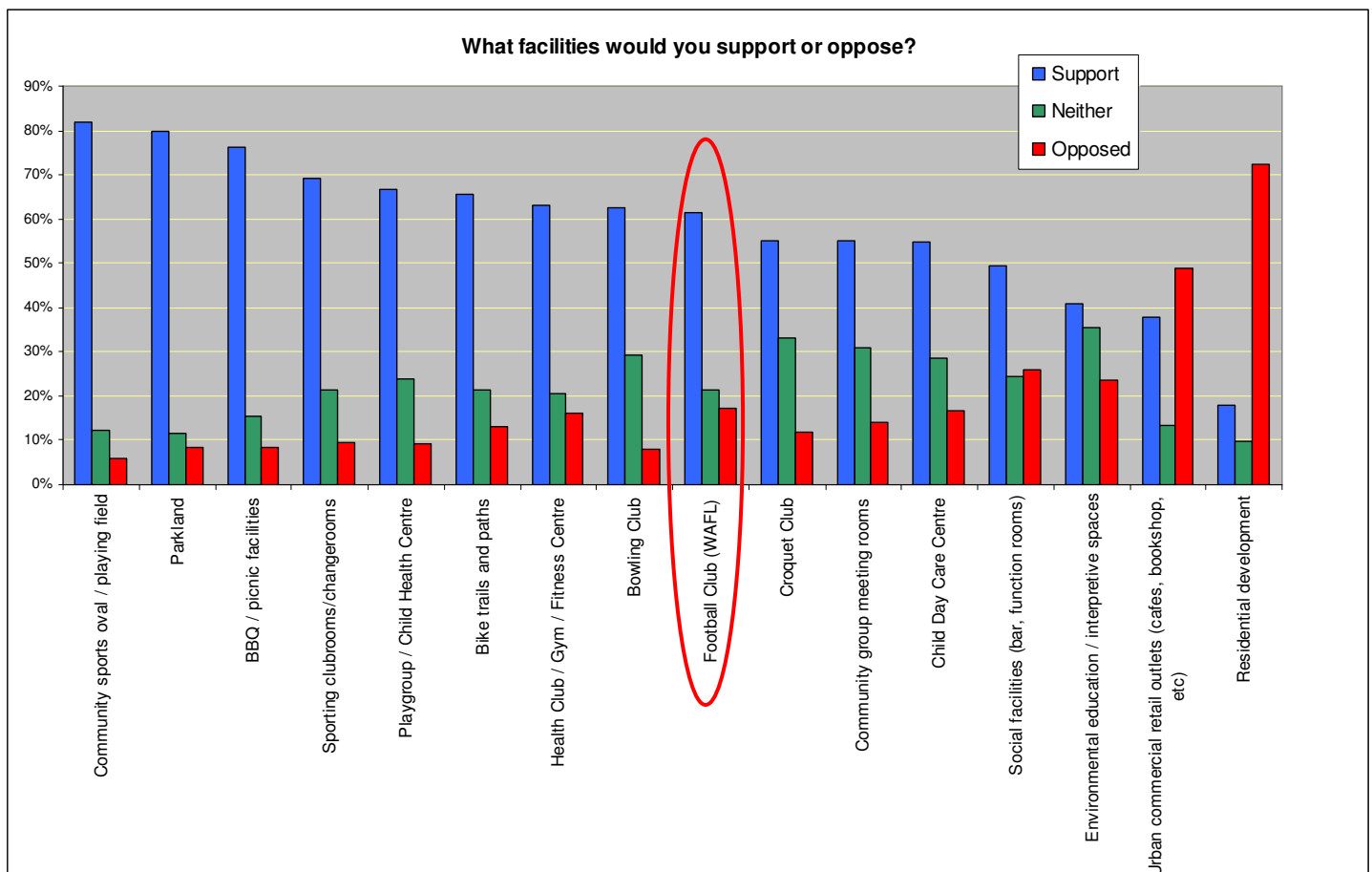


Fig. 12 What facilities or developments would you support or oppose?

When asked to support or oppose a predetermined list of facilities/services for the redevelopment, it is clear that the most support, with least opposition, is for community focused facilities and services. Residential and commercial development gained the most opposition and the least support.

The EFFC gained only the 9th highest level of support, and the 5th highest level of opposition. However, when respondents were asked directly about EFFC remaining at the precinct, support was considerable.

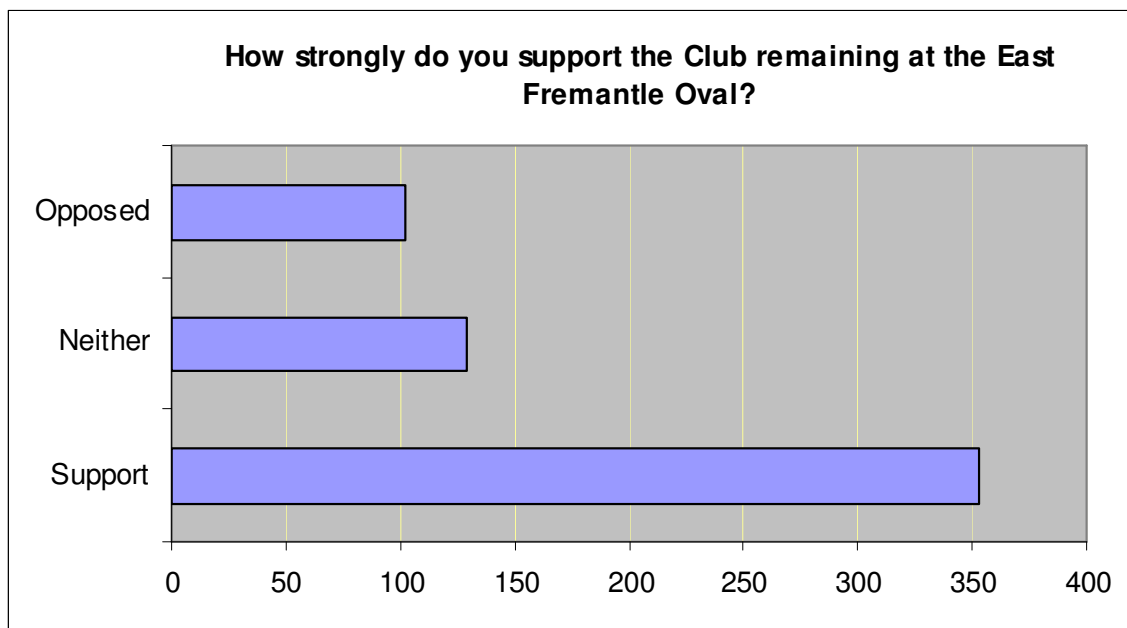


Fig. 13 Support for EFFC remaining at East Fremantle Oval

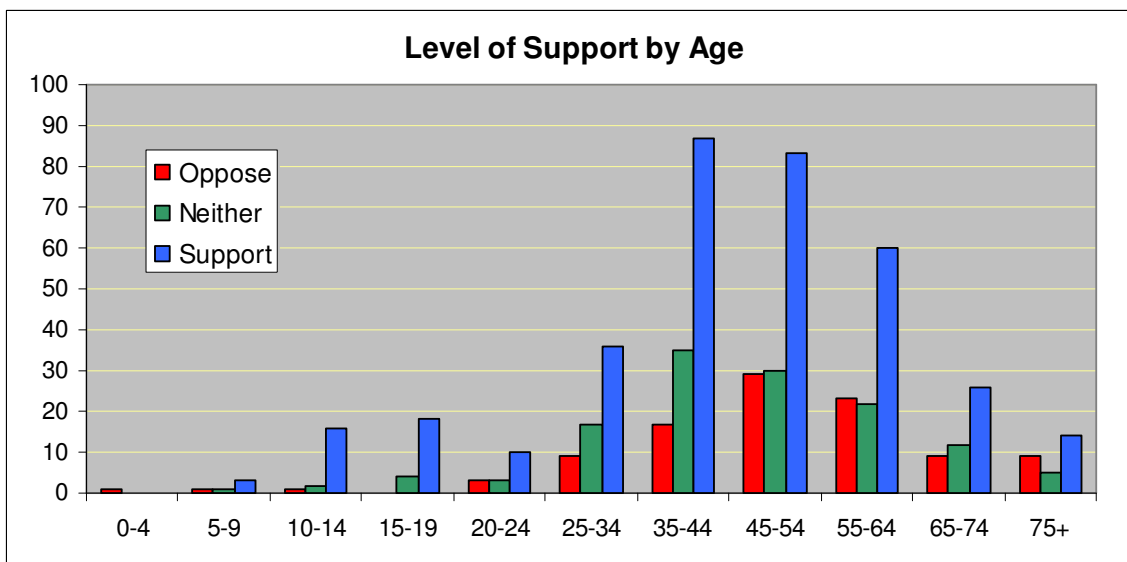
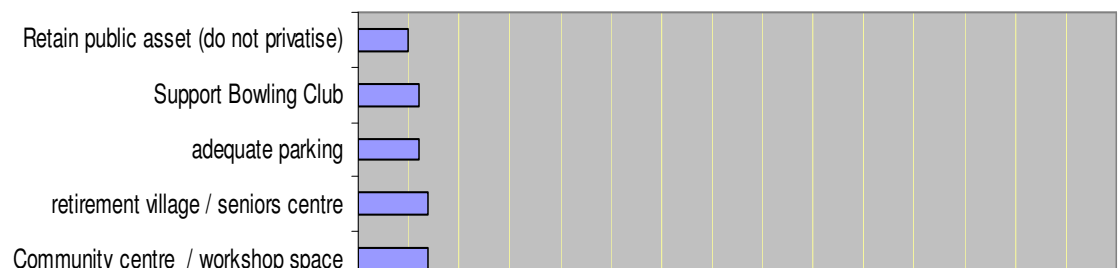


Fig. 14 Support for the Club to remain by age

This support is seen mainly in the 35-65 age range, this age range also scored significantly with football spectating as an activity (Fig. 7) and is also reflective of the EFFC membership age split (Fig. 16).

Further Comments



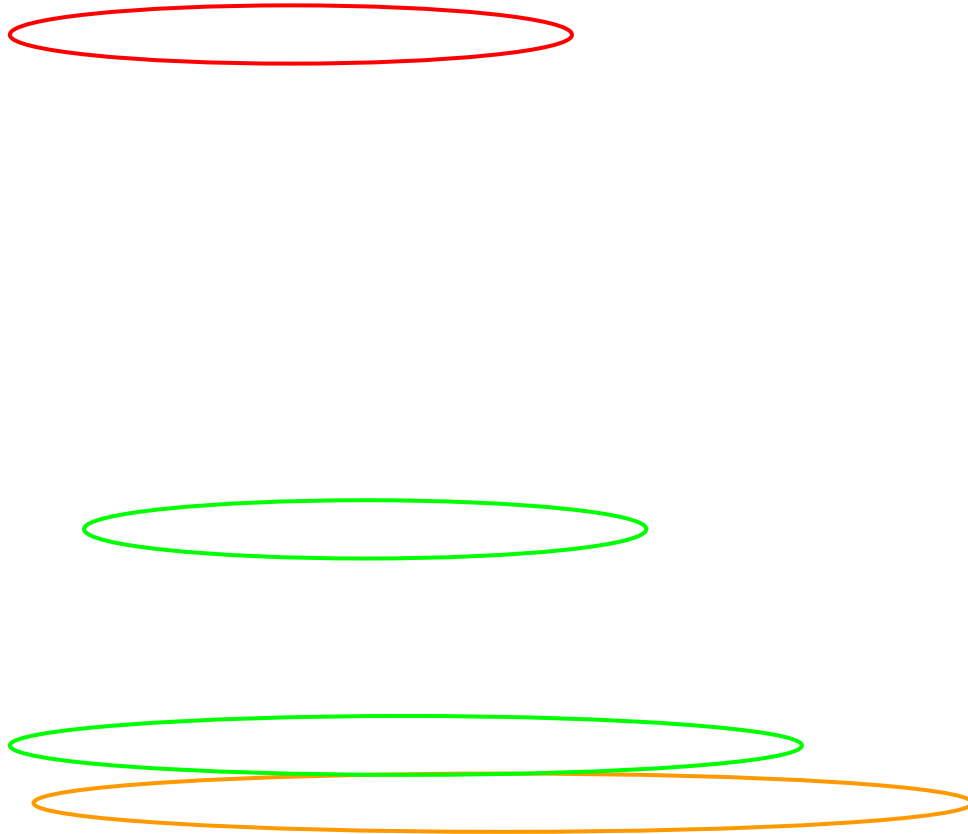


Fig. 15 Summary of general comments

When asked for some final comments, the request for public open space and open access to the oval and facilities, were dominant themes.

Interestingly, as fervent as were the requests for NO housing or commercial development, there were as many requests (or perhaps more – combined) in support of housing and/or retail development.

It must be added here, that the commentary included recognition that it takes money to upgrade or renovate, and selling some land for housing or retail may be the only way to come by those funds, as it was also made very clear that the East Fremantle Town residents did NOT want those funds to come from rates.

5.2 East Fremantle Football Club Member Survey Results

There were 155 responses to the EFFC Membership Survey, with the gender split of respondents being dominated by males at 84%, and females 16% (which is fairly reflective of the total EFFC membership gender split – males 79% and females 21%).

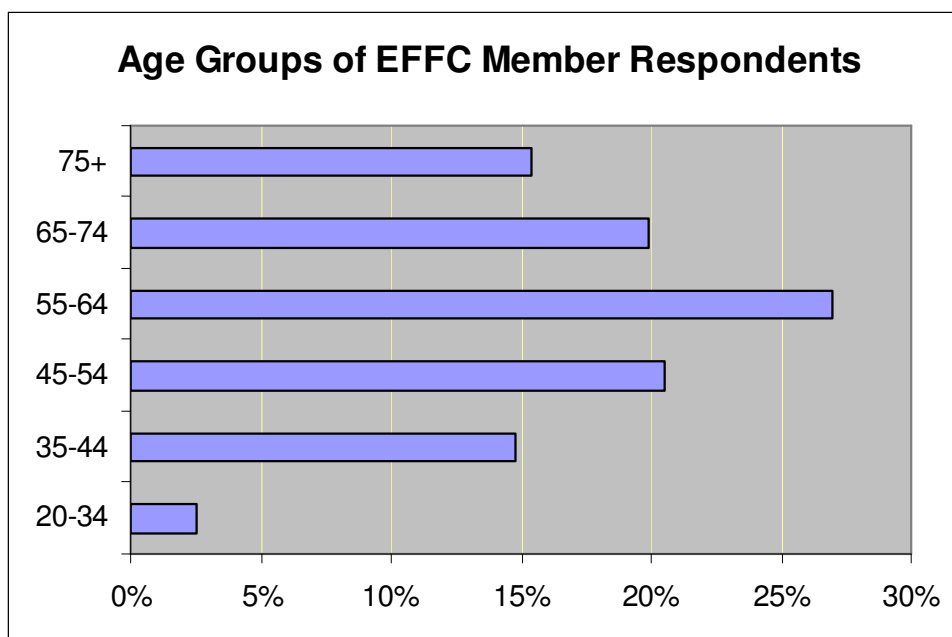


Fig. 16 EFFC Member survey respondents by age

The age split of the respondents also reflects the age split of the total club membership – which also shows the age group 55-64 as having the most members.

Respondents were asked to include their postcodes. It was interesting to note that only a small proportion of EFFC Member survey respondents (6%) reside within the East Fremantle Town boundary, with most respondents living in the City of Melville (or even further outside of the neighbouring municipalities).

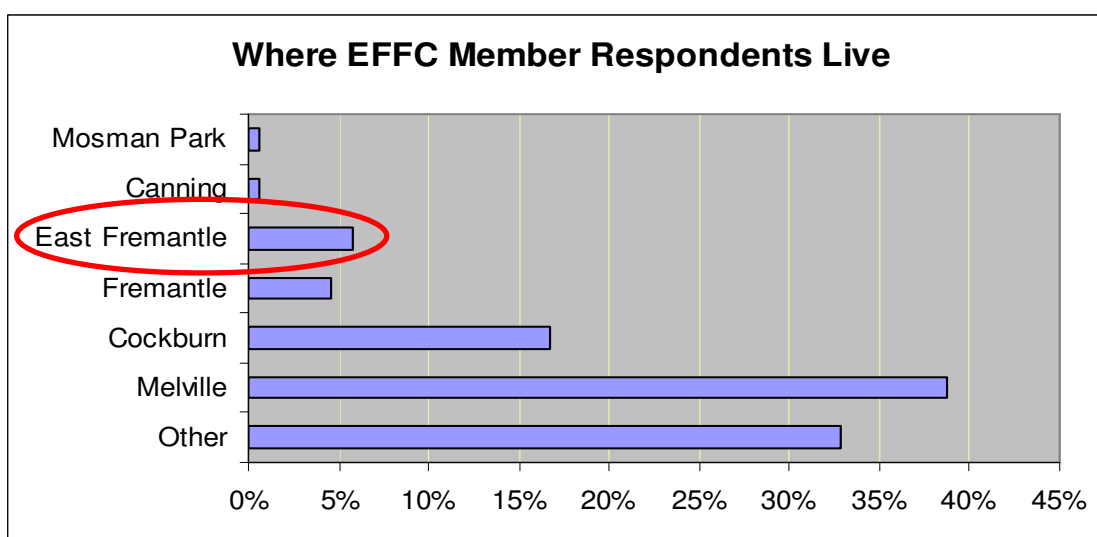


Fig. 17 Residential areas of member respondents

When compared with the postcodes of the total EFFC Membership, it is notable that most club members reside within the Melville boundary, just as many are shared between Canning, Cockburn and Fremantle, and nearly half of the membership is scattered well outside these areas. And, in line with survey responses, only 5.5% of the total EFF Club members live within the East Fremantle boundary.

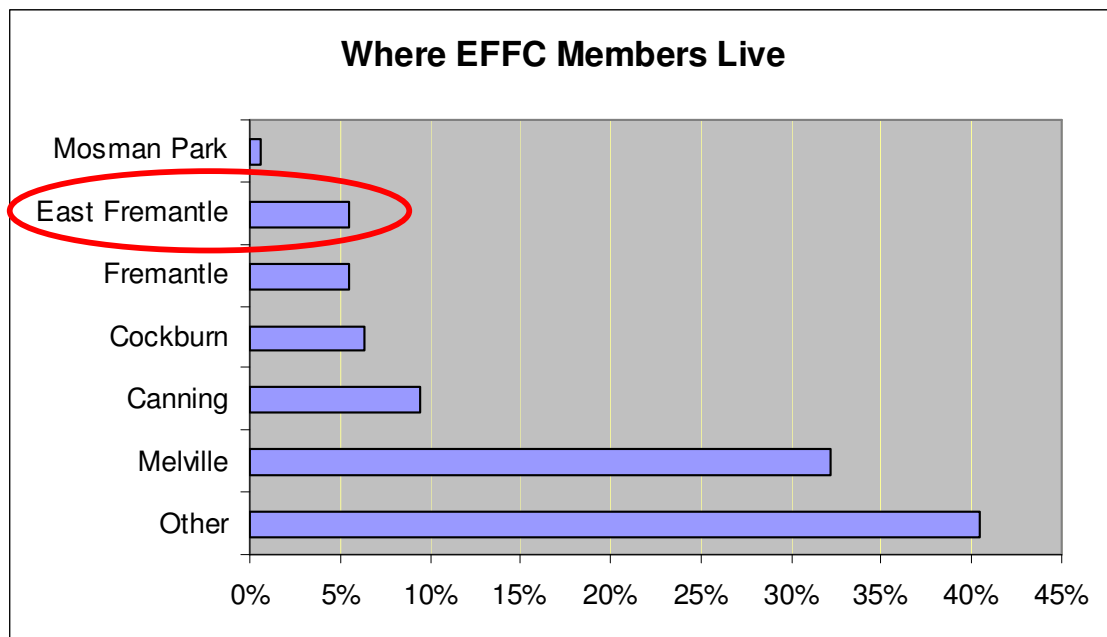


Fig. 18 Residential areas of members

(Please note the information in Fig. 18 was taken direct from the EFFC membership database, not gained from the survey)

Survey respondent postcodes were then plotted to a map to illustrate the spread:

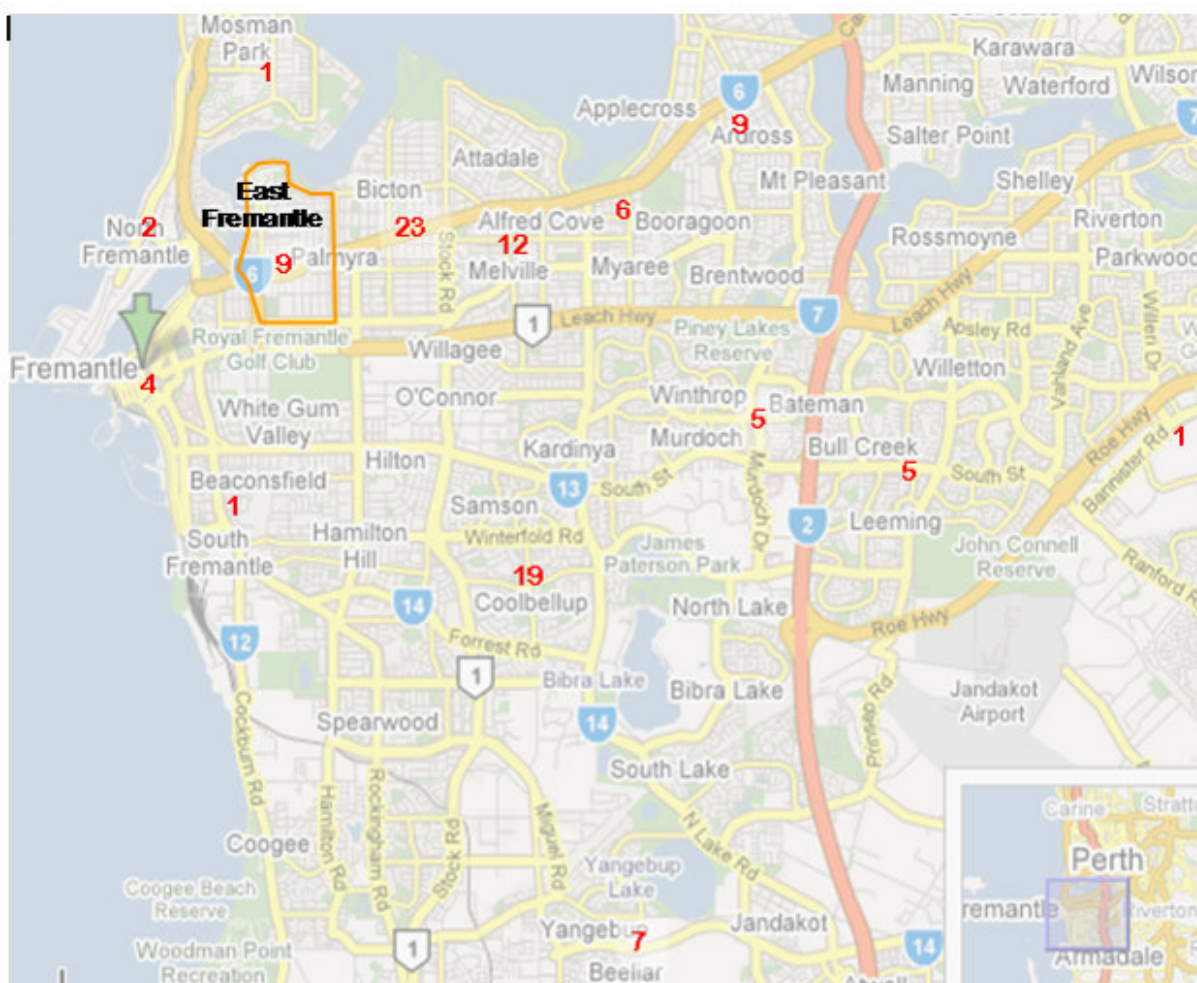


Fig. 19 (note: additional EFFC member respondents outside of this map – 51)

It is contended that the burden of financial support of the EFFC should not fall to the ratepayers of the Town of East Fremantle, who represent only 5-6% of the total club membership.

The municipality that supports the greatest membership group is Melville. It is noted that on numerous occasions there has been debate around the EFFC moving physically to City of Melville (and other locations). There remains concern that responsibility for providing infrastructure for EFFC falls to the Town of East Fremantle.

With regards to length of membership, 54% of respondents have been members of EFFC for over 20 years, and 25% have been members for between 10-20 years. This data mirrors the age split of the EFFC members, with 83% of respondents aged 45+.

When broken down by postcode, from East Fremantle, 2 had been members for less than 1 year, 2 were members for 5-10 years, 2 for 10-20 years, and 3 for more than 20 years.

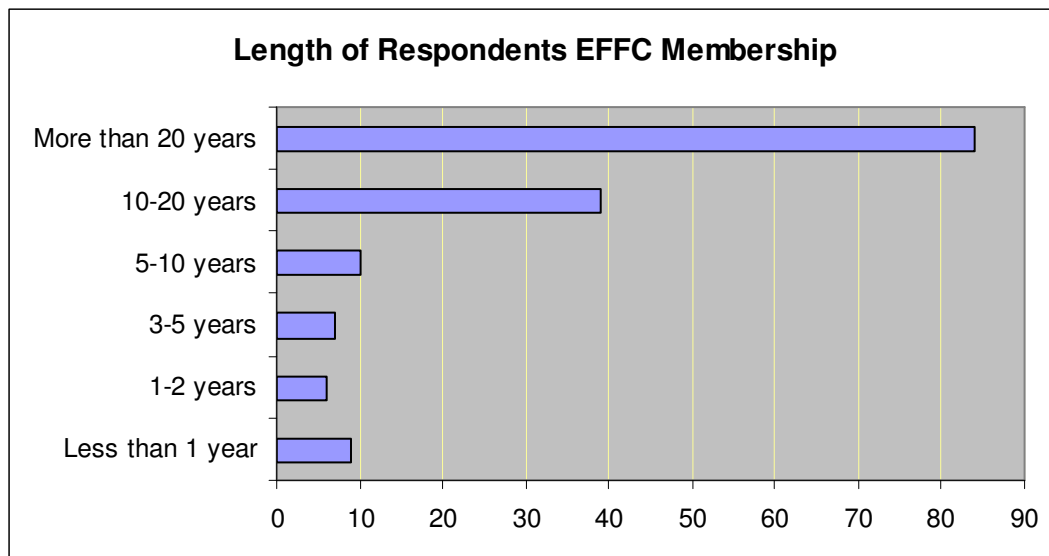


Fig. 20 Length of membership

Again this is reflected in the type of membership held by respondents – with almost 70% of respondents being Senior members of the club.

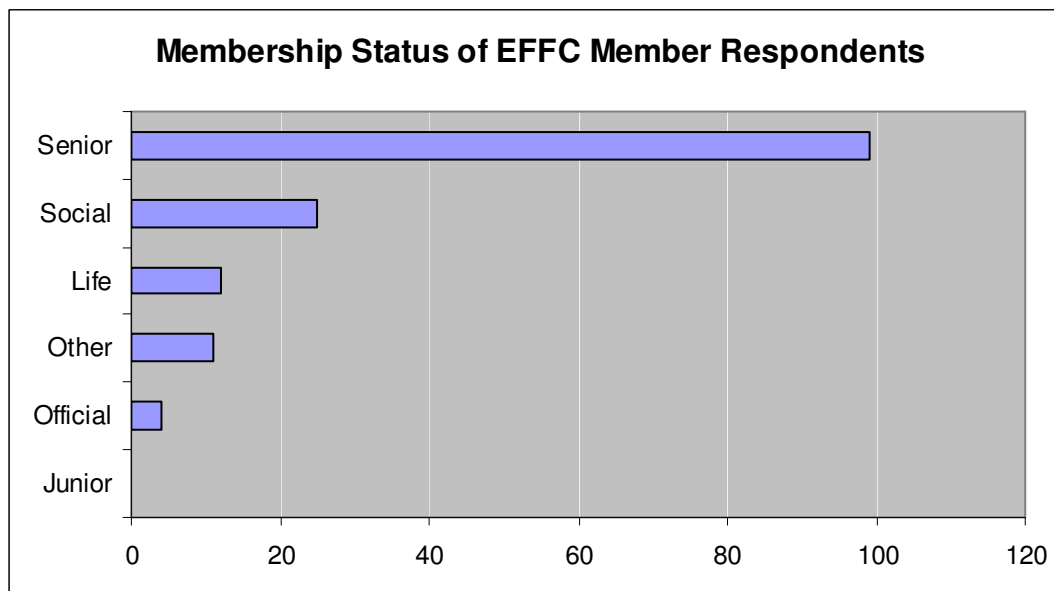


Fig. 21 Membership type of survey respondents

Respondents were asked when they last attended the EFFC. Most respondents stated they were in attendance in the last week or at least the last month. However, when this data is broken down by postcode, only 3 from within the East Fremantle town boundary attended in the last week, 4 in the last month, 1 six months ago and 1 last year.

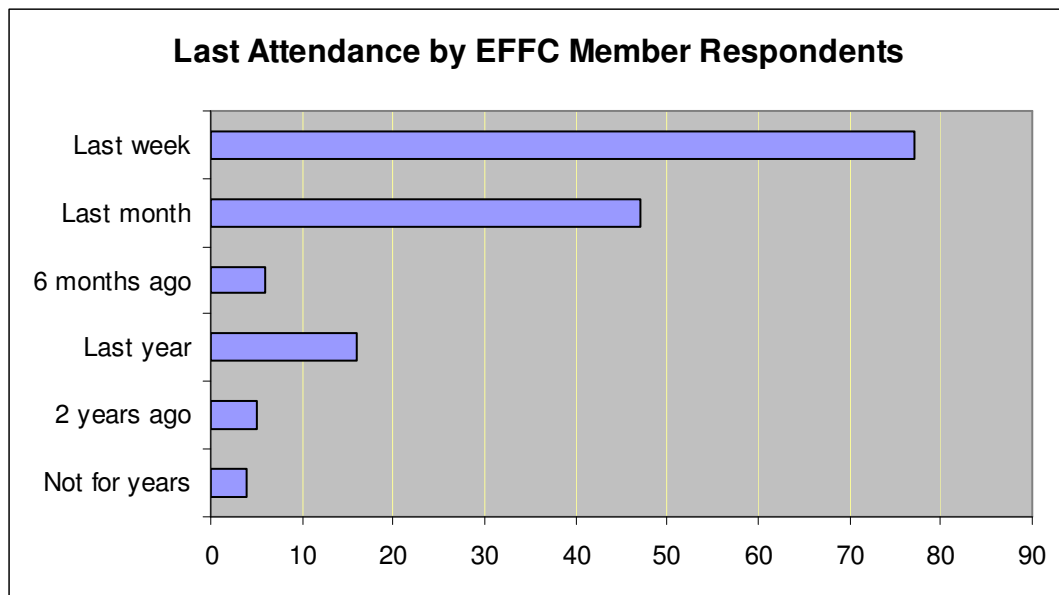


Fig. 22 Last attendance at the Club

When asked, as regular attendees, what was the frequency of attendance, the largest response group was fortnightly, followed by weekly then monthly. However, once again, when broken down by postcode, from East Fremantle, 1 person attended daily, 3 people attended fortnightly, 2 came monthly, 1 quarterly and 1 annually.

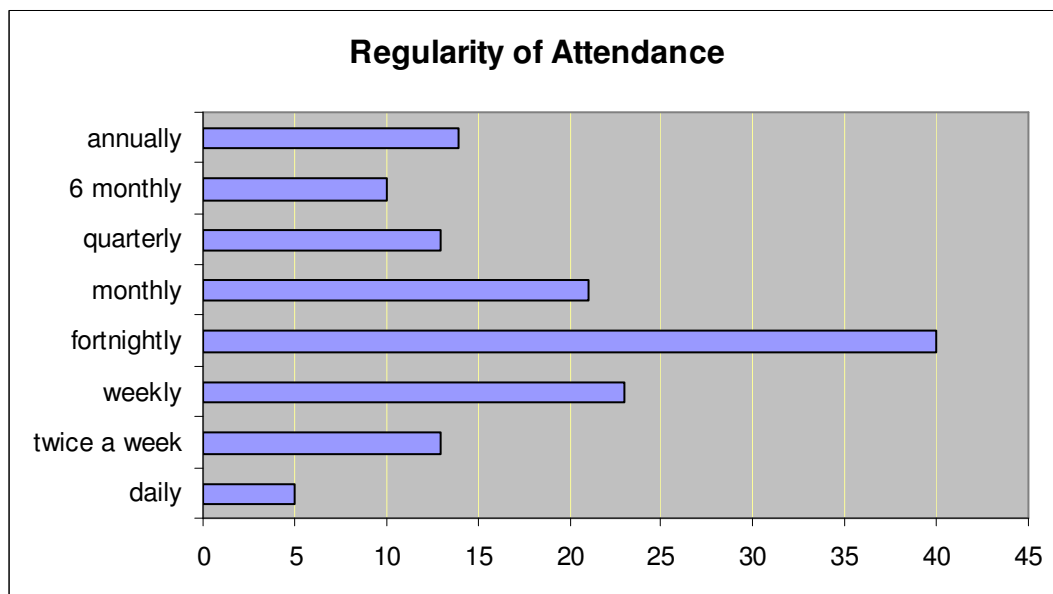


Fig. 23 Regularity of attendance at the Club

It should be noted that commentary from EFFC members as part of the survey process must be taken as views of the club and its membership alone, and not relevant to the town council and its residents. The very small number of EFFC members within the Town's resident and ratepayer base suggests that the club's views are not representative of, nor relevant to, decisions for residents and community of the Town of East Fremantle.

EFFC Members were asked how they rated the Club Facilities in terms of adequacy (location, size, function).

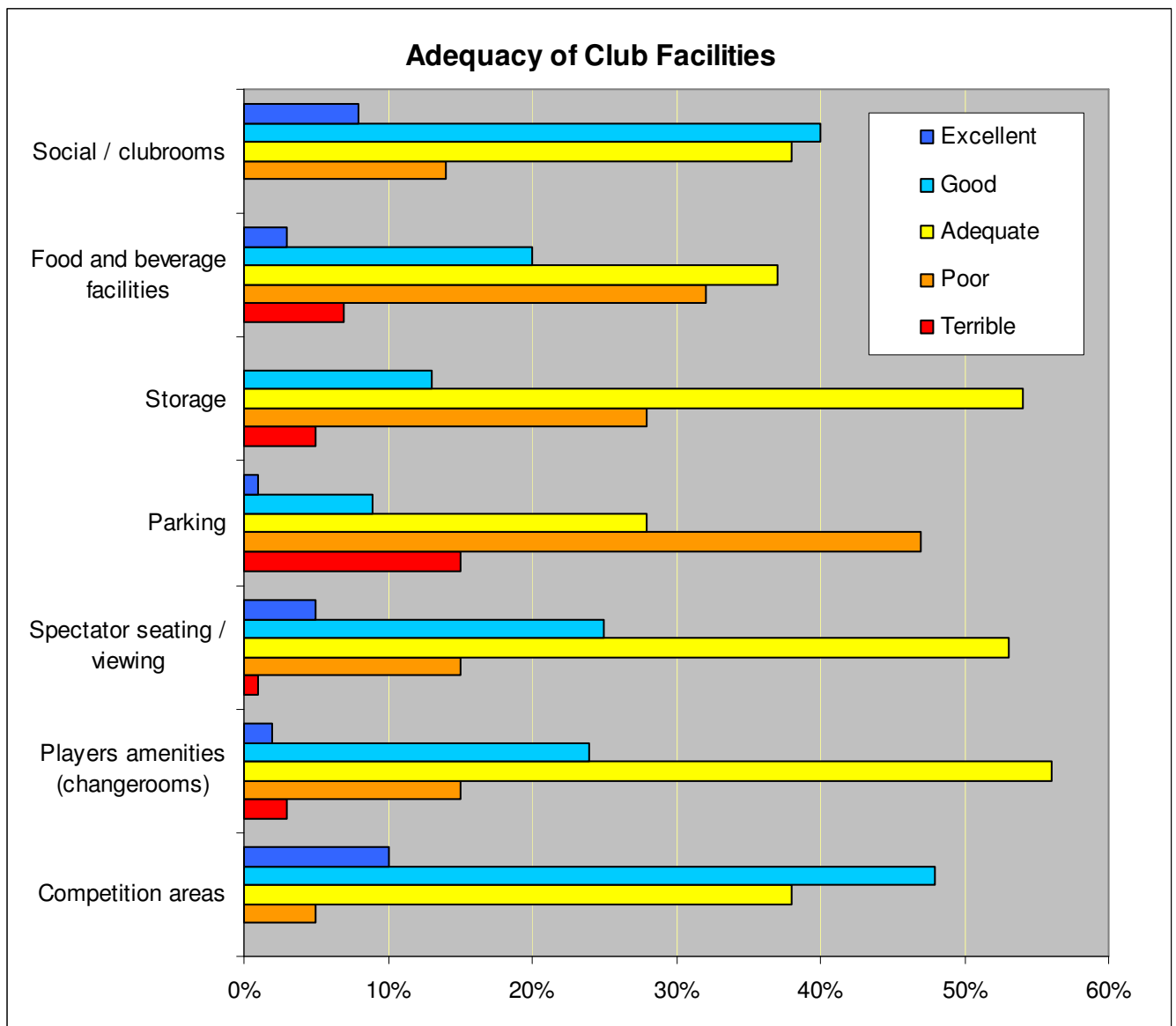


Fig. 24 Adequacy of existing facilities

For the most part, most facilities were rated as Adequate, save for the Parking, which rated as Poor - Terrible. Storage and Food / Beverage facilities also attracted some criticism.

Competition Areas were noted as Good – Adequate, as were the Social/Clubrooms.

Respondents were then asked to rate the condition and standard (repair) of the Club Facilities (Fig 25).

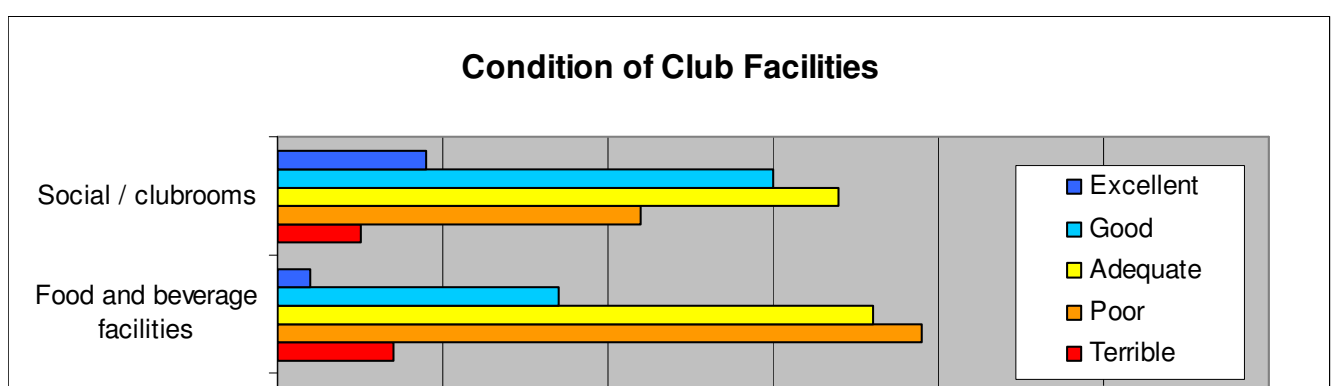




Fig. 25 Condition of club facilities

Again, there was a high Adequate rating across the board, although this time more of the list items also scored a high Poor rating. The worst of these, as per Fig. 24, were Parking, Food/Beverage Facilities and Storage. Similarly, Competition Areas and Social/Clubrooms scored Good ratings as per previous. Of the East Fremantle resident members, 5 had an issue with the parking, 3 had a problem with spectator seating, and 2 weren't happy with the storage.

Question 10 asked Respondents what are the biggest problems or limitations with the facilities they use at the East Fremantle Football Club that could be remedied to improve their use and enjoyment?

The top three issues (Fig. 26) were with Parking, Spectator Seating and lack of or state of Public Toilets. However, if the comments regarding the run down appearance, disrepair, need for renovation and refurbishment, etc. are combined, then the poor state of the facilities would have been the number one issue.

Many respondents felt that a café, more food outlets (and an alternative to alcohol) were required. Only 4 commented that the club was in reasonable condition – yet back in Fig. 24 and 25, the facilities were overwhelmingly rated Adequate to Good!

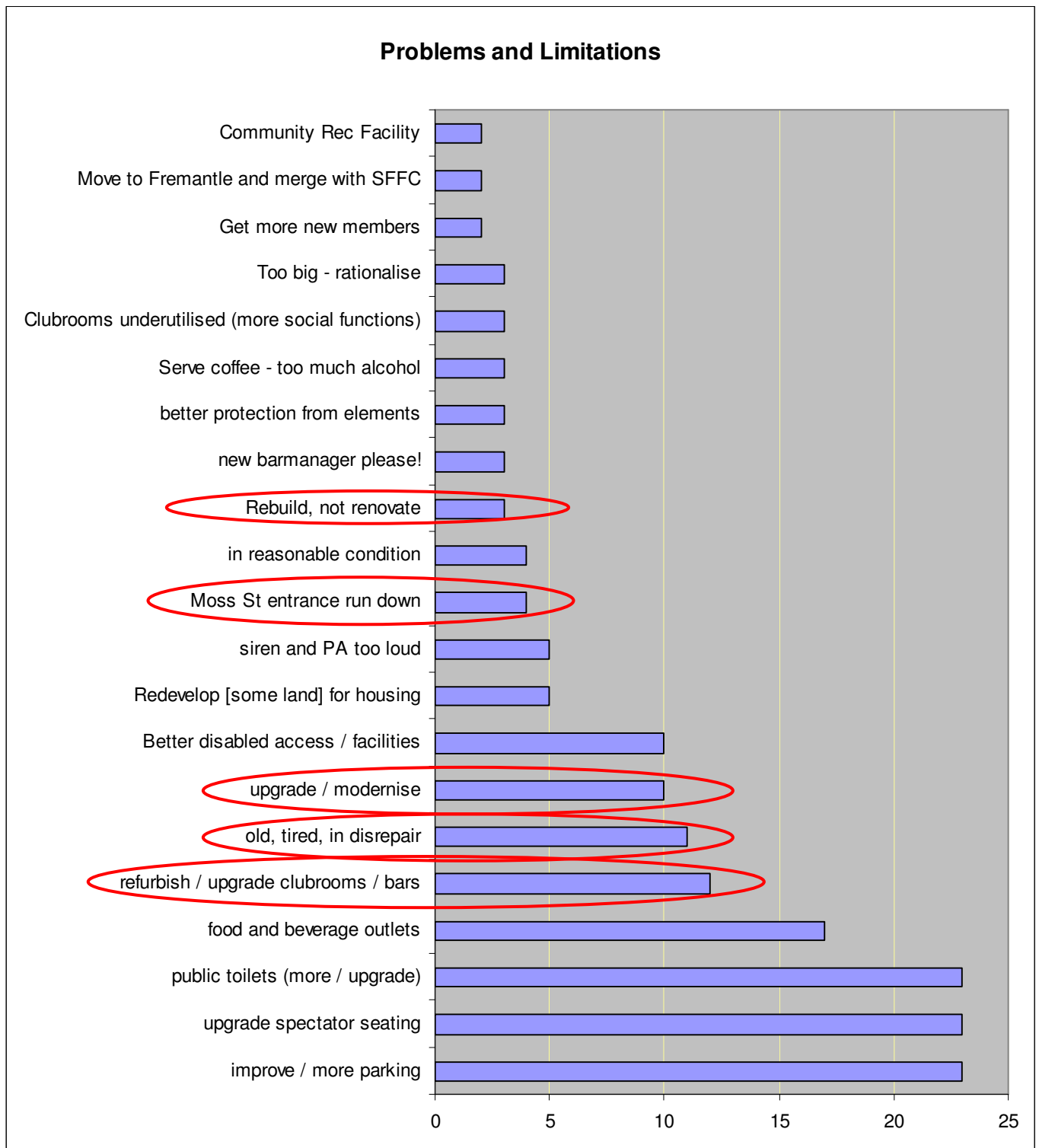


Fig. 26 Problems and limitations that could be overcome



Respondents were asked how they got to the games.

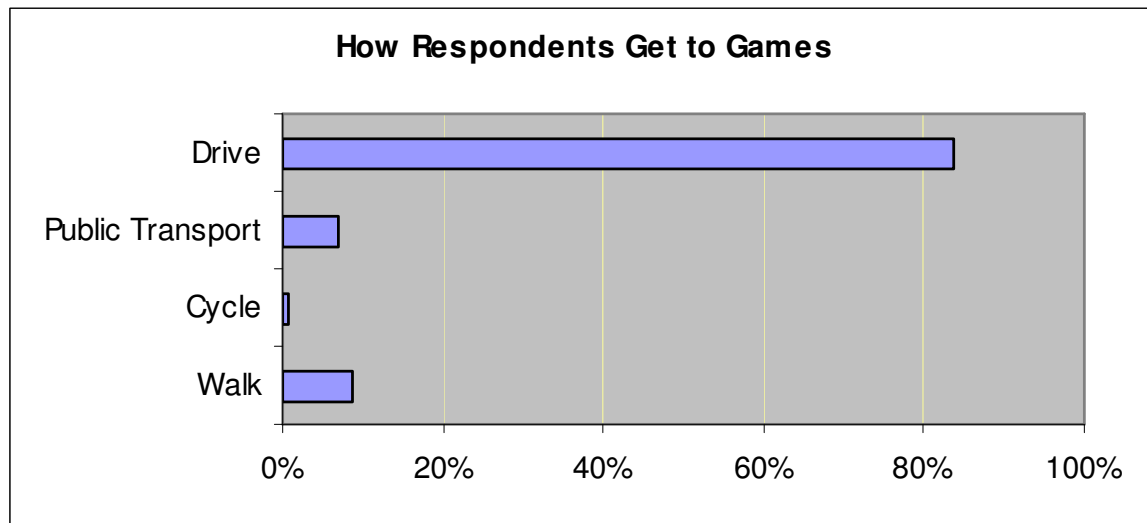


Fig. 27 Transport to the game

Most of them drive – which illuminates the issue with the parking.

They were then asked if EFFC was required to relocate, would they continue their involvement with football, and also their EFFC membership.

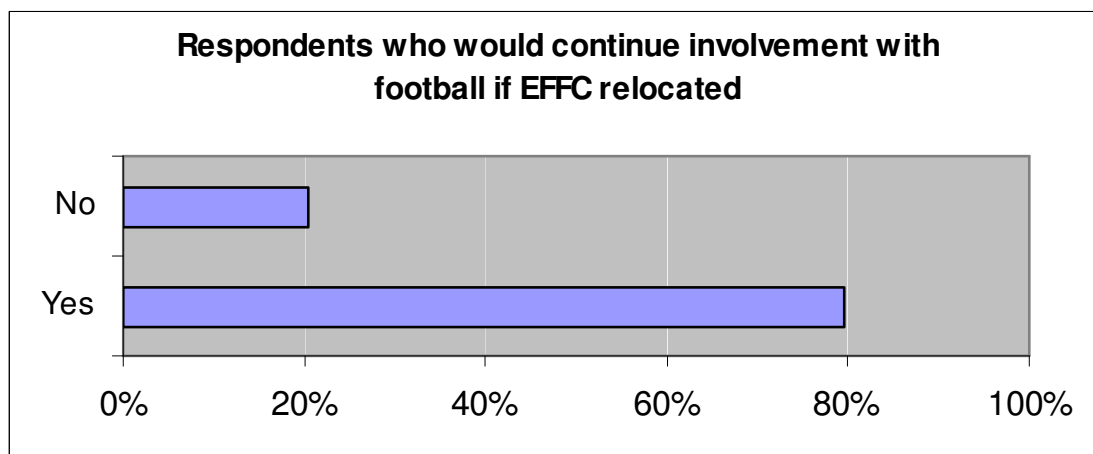


Fig. 28 Would you continue your involvement with the club if it relocated?

There was an overwhelmingly positive response to both questions, with approximately 80% of respondents stating that the club's location would not interrupt their involvement with either football or their membership of the EFFC.

However, of the EFFC member residents of East Fremantle (9) it was a virtually a 50/50 split between Yes and No for both questions.

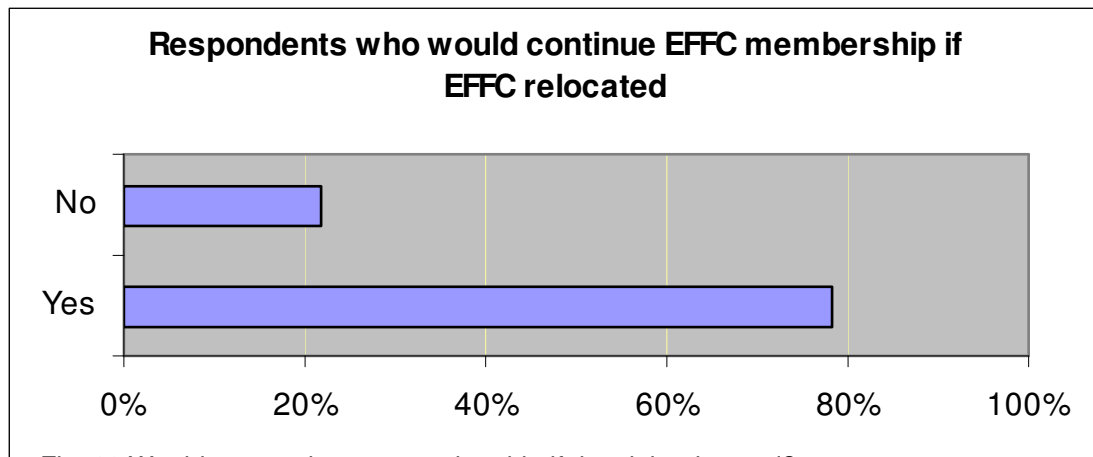


Fig. 29 Would you retain your membership if the club relocated?

More EFFC member respondents were opposed (55%) to EFFC relocating than those in support (-37%), with 9% not having an opinion either way. Of the East Fremantle resident members, 2/3 were opposed to the Club relocating, whilst 1/3 strongly supported the relocation.

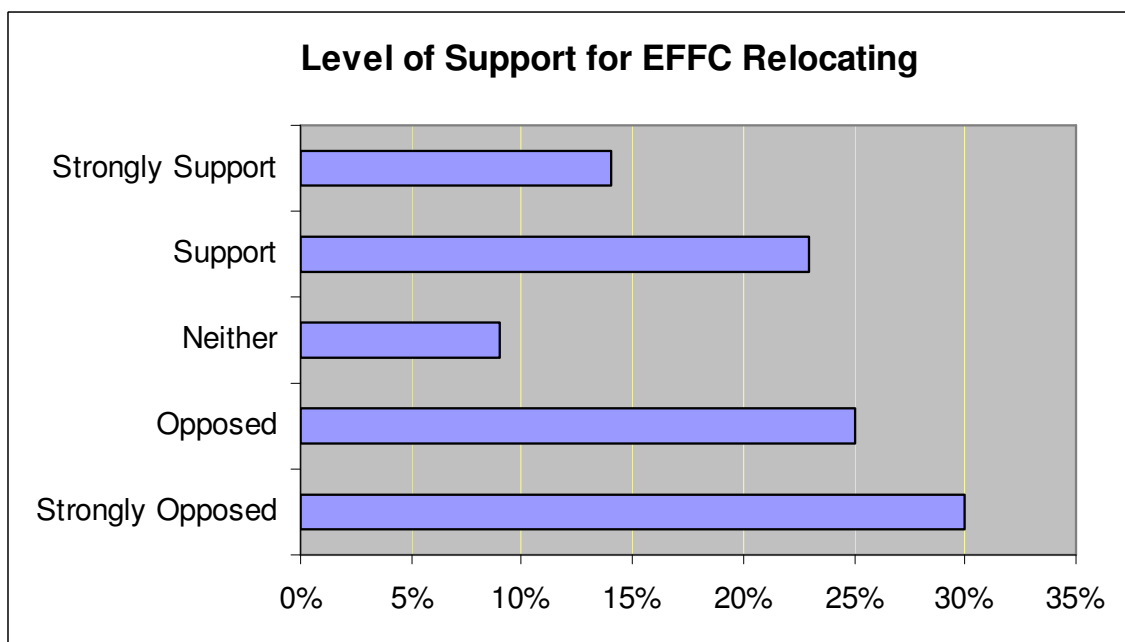


Fig. 30 Level of support for the club relocating

When asked if they were members of an AFL club, 58% of respondents said No and 42% said Yes. Of those that were AFL supporters, 64% supported the Dockers, 25% supported the Eagles and 11% were members of other AFL teams.

Of East Fremantle residents, only 4 support an AFL team, and all 4 support the Dockers.

When EFFC members were asked for final comments, the greatest response was to NOT move the EFFC to Fremantle. This, however, is not necessarily about EFFC not relocating at all: - many of the comments are in support of relocation, as long as it isn't to Fremantle.

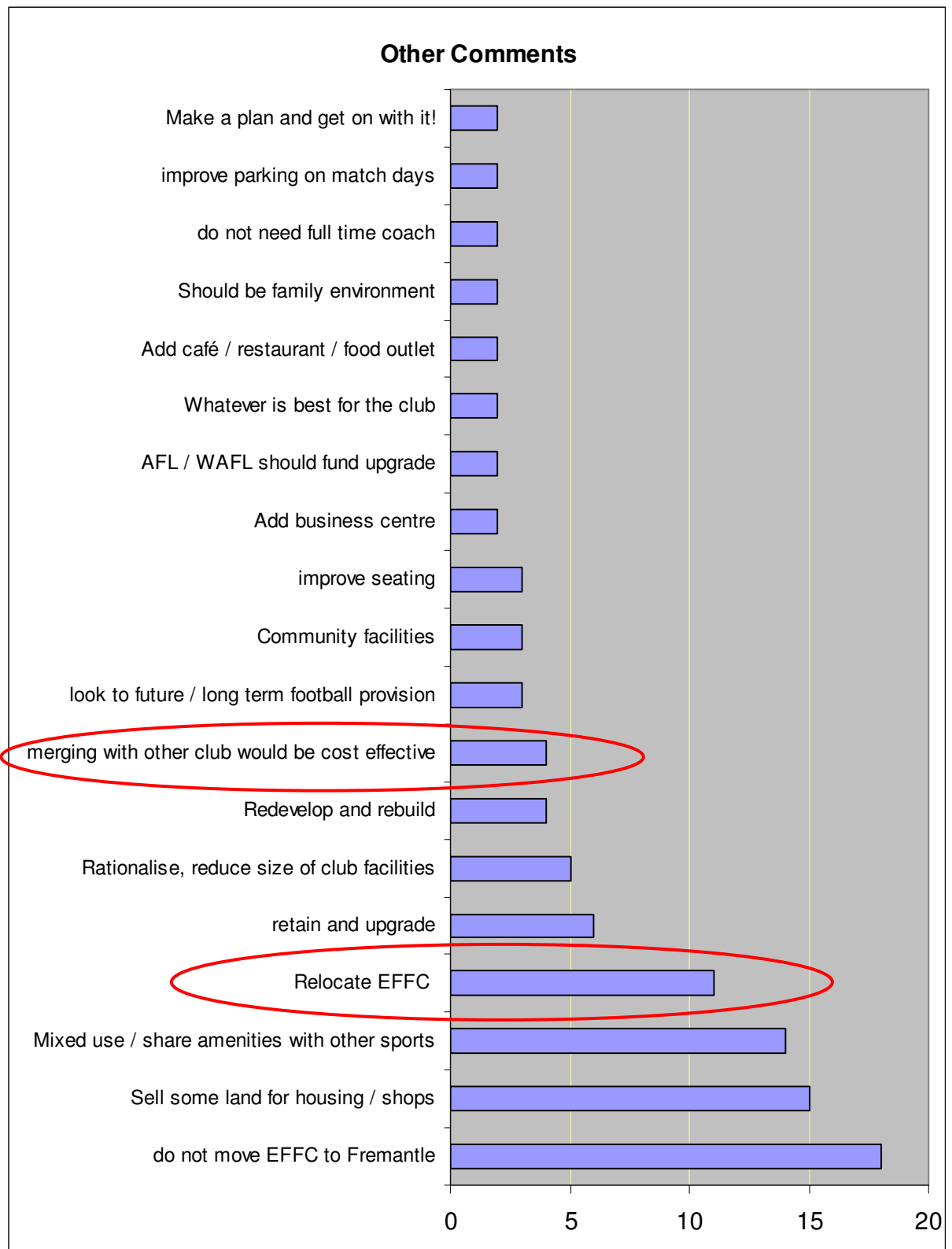


Fig. 31 Summary of other comments

If the comments to relocate EFFC are combined with the comments regarding merging with another club, that would be the second highest response.

And the current second highest response is the recognition that as substantial funds are needed to renovate or rebuild, and a logical solution is to sell some land for residential and/or retail development.

There is also commentary that the AFL and WAFL should also contribute.



The majority of comments recognises that exclusive use of the grounds by EFFC is neither relevant nor realistic now and that the venue should be mixed use and shared with other sports, and for the community.

Many suggested that as the club is smaller now, that the premises are much too large and mostly unused, and therefore should be rationalised, downsized or shared with other clubs.

5.3 Analysis of Feedback from Public Viewing Sessions

The community was invited by letterbox drop and advertisement in the local paper to attend a public information session at which the draft Master Plan was on display and the consultants were in attendance to answer any questions and explain the rationale for the plan. These sessions were held on Wednesday 26 and Thursday 27 March from

5.00 pm -7.00pm and 6.00 pm -8.00 pm respectively. A total of 43 members of the public attended the two sessions.

Attendees were provided with an issues summary sheet and a copy of the master plan for their information and deliberation and the consultants made informal presentations in response to questions. Each attendee was also provided with a feedback and comment form which they were encouraged to complete. Most people provided a response before their departure. A total of 28 forms were completed at the sessions whilst a small number (9) sought to take their form with them and return it at a later date. The number of responses represents a return rate of about 75%.

Below is a summary of the feedback provided. The data capture form is included as an attachment.

The first question dealt with the “big picture” issues.

There was extremely strong support for opening up the oval for greater public use. There was some resistance to refurbishment of the EFFC facilities and some resistance to selling land for funding redevelopment. However, on balance, the positive response for each of the issues outweighed any negativity.

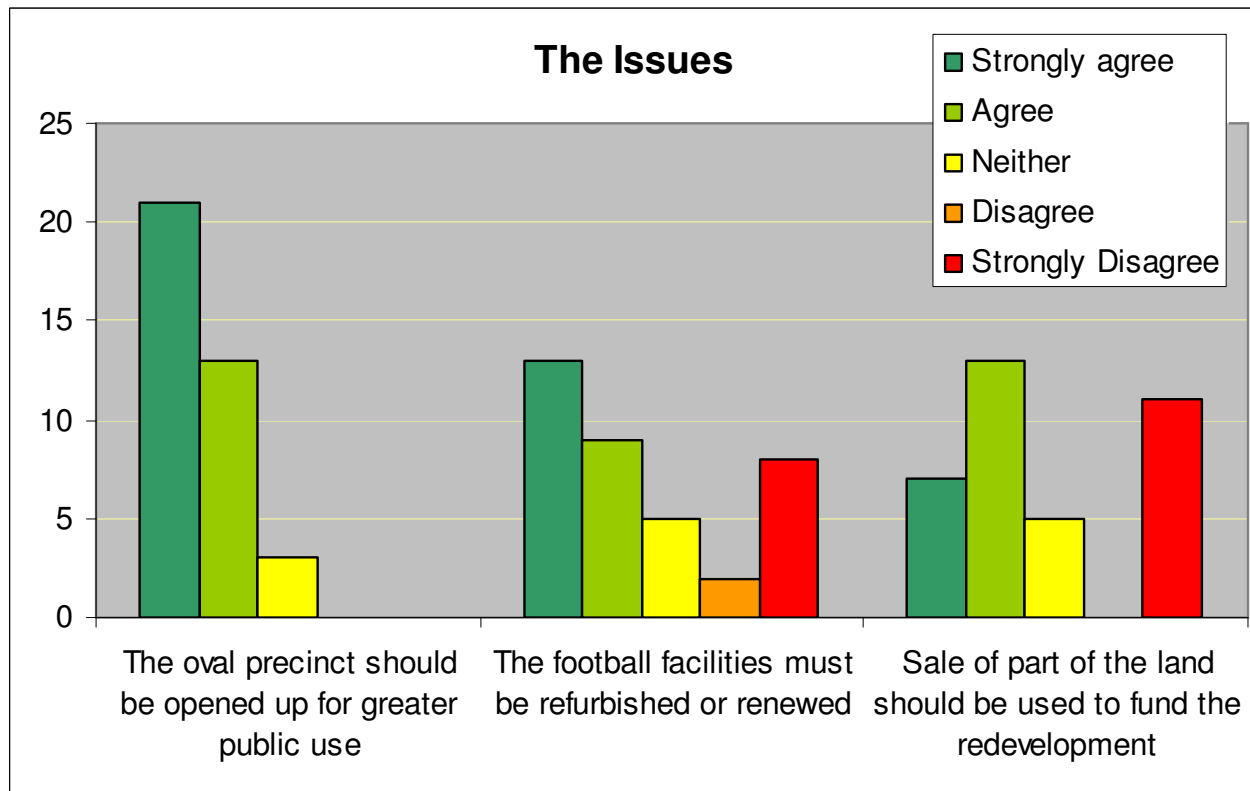


Fig. 32 Response to major issues identified on the Master Plan

The second question required sentiment on the details of the redevelopment (see chart on next page).

Items that received almost unanimous support included:

- Retaining the Bowling and Croquet Clubs
- Retaining the Child Health Clinic and Playgroup
- Enhancing the landscaping, including pathways and adding park furniture and equipment
- Reducing the size of the football oval.

Items that incurred some significant resistance (either outweighing or matching any support) included:

- Retaining the Depot and Council flats

Items that incurred significant resistance but not enough to outweigh support included:

- Refurbishing the EFFC clubrooms and changerooms
- Retaining the Merv Cowan Stand
- Allowing development on the Marmion St frontage

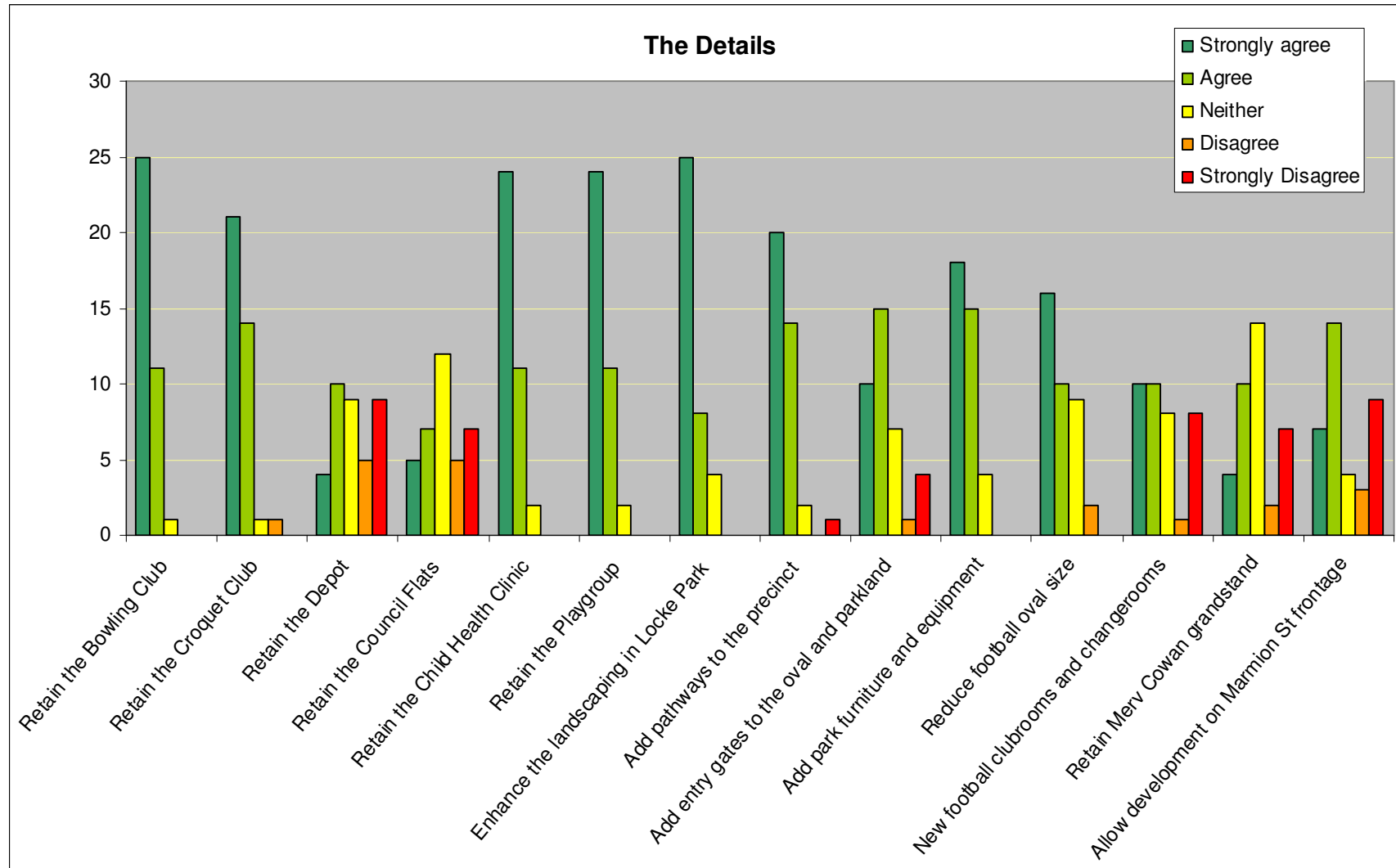


Fig. 33 Support for the details of the master plan by element

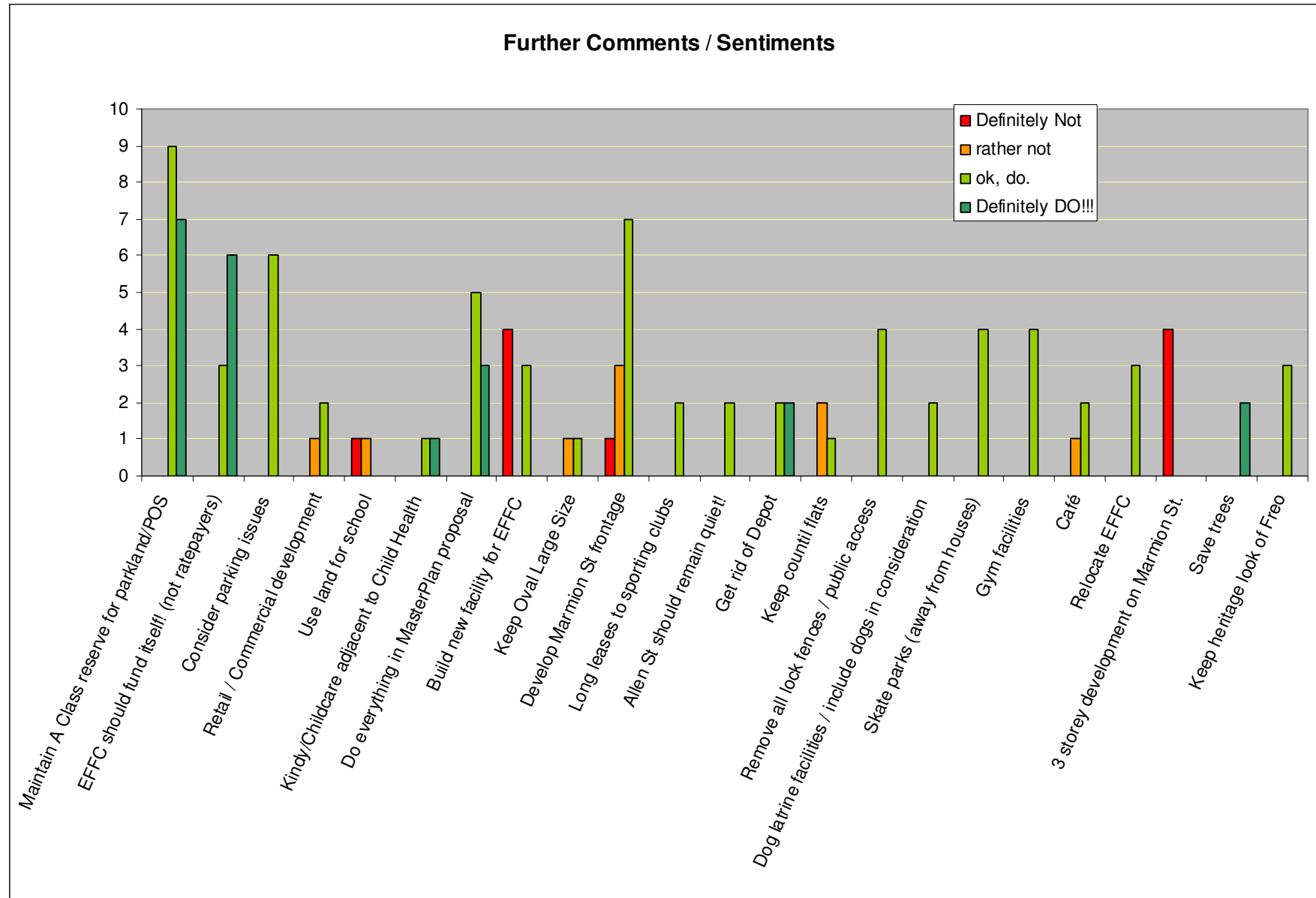


Fig. 34 Summary of other comments made by attendees

Comments that were offered in the feedback were tallied so that any comment made by more than one person received a scoring, either negative or positive.

Comments were largely supportive of the Master Plan in general, with some issues showing up as more important.

There was a big push to maintain the “A” Class Reserve status and keep it as parkland for all (this included no football or oval, removing locked fences and retaining all the trees).

Whilst there was some resistance to selling off the Marmion St frontage for commercial or residential purposes, it was largely accepted as a practical avenue to fund the redevelopment...as long as the frontage buildings stay at a maximum of two storeys; that they are aesthetically in keeping with the historical ambience of the area (not an eyesore); and don't affect the quiet on Allen St. Parking was also raised as an issue for consideration.

There was mostly resistance to the Council rebuilding or refurbishing in the EFFC, whilst there was a lot of support for the Club funding any improvements itself and not being any burden to ratepayers. There were some comments suggesting that the club should relocate.

The Depot and Council flats are not well supported, with commentary requesting they be relocated.

There was support for a kindergarten or child care facility to be located adjacent to the Playgroup / Child Health Clinic, but no support for a school or college at the precinct.

People seemed interested in the precinct as a community asset, requesting facilities such as gymnasium, skatepark, climbing / abseiling wall, youth facilities, basketball court, library, café and for the area to be dog friendly.



6. Draft Recommendations

6.1. Introduction

The following “vision” and suggested recommendations for future development of various aspects of the Study Area were developed during the research and analysis phase of the project.

The recommendations were put to the Council of the Town of East Fremantle for their response, as well as being discussed with the community members who attended the public viewing sessions. The advantages and disadvantages of each recommendation were debated, with a preferred recommendation emerging which has formed the basis of the recommended Master Plan.

6.2. Vision for future development and operation of the Study Area

The recommended Master Plan represents a reasonable balance between the interests and requirements of competing users. The Plan best addresses the current and future needs of the existing major stakeholders and surrounding community, and provides guidance for the future sustainable, long-term development of the Study Area.

Proposed development associated with the Master Plan will have an overall benefit for the East Fremantle community, delivering them quality facilities, appropriate services, better access and long-term financial viability.

The major developments associated with the Master Plan should have minimal negative impacts for existing residents, whilst at the same time providing a solution to the financial problems that have previously been associated with the ongoing functioning and maintenance of the East Fremantle Football Club, as well as ensuring that public facilities located in the Study Area will be able to be upgraded and adequately maintained during the foreseeable future.

6.3. Recommendations for redevelopment

Recommendation 1 – Address the poor condition and excessive size of the football club buildings

The condition of the Football Club facilities is generally poor and in some cases bordering on unsafe. Some parts of the clubrooms are underutilised or not used at all. Both the tenant and the Town of East Fremantle are having difficulties maintaining facilities, due partly to the substantial investment that would now be needed to restore them.

There is an opportunity to downsize the extent of the Club's facilities in light of reduced membership and attendance, and their resultant underutilisation. The number of buildings being used by the Football Club should be reduced, thereby freeing-up other buildings (or land area) for new tenants, community facilities and possible income-generating uses consistent with community requests, and which could contribute to the ongoing maintenance of the site. Uses such as a gym and coffee shop open to the public would be appropriate. A development of this nature is likely to receive support from the Department of Sport and Recreation.

In some cases, structures may have to be removed where they are unsafe or surplus to needs.



A private school operator has approached the study consultants and the Town of East Fremantle expressing a desire to establish a secondary school which could grow to approximately 500 students after five years. The school would initially occupy part of the existing Football Club facilities, and then gradually construct purpose-built school buildings and facilities along the Marmion Street frontage of the street block to accommodate the expanding student numbers. Further details of their proposal are included as an attachment to the report.

Recommendation 2 – Make more efficient use of surplus land within the Study Area

A derivation of Recommendation 1 involves the development of surplus land on the Marmion Street frontage of the Study Area for mixed use commercial/residential use.

The football oval is well in excess of the minimum size for a WAFL oval. It is the longest oval in the League. In addition, the extensive banks of the oval were developed at a time when crowds attending the WAFL games far exceeded those that attend today.

The opportunity exists to “shrink” the oval at its southern end, perhaps also shifting it slightly northwards, thereby freeing up land along the southern edge of the Study Area for alternative, income-generating uses.

One concept for developing this land is illustrated on the Master Plan. It shows a mixed use development of three storeys (this may be two storeys, depending upon more detailed feasibility study), with some small retail tenancies along the Marmion Street front and offices or residential uses above. Tenant parking would be provided in a basement format. The existing car park at the western end of the site would be enlarged and its amenity improved through the planting of shade trees, and the construction of a low wall along the street frontages.

This recommendation could have the following benefits:

- It would greatly improve the visual treatment of the Marmion Street frontage and streetscape;
- It could provide some small local and service retail uses at street level (e.g., newsagent, café, deli) which could be of benefit to local residents;
- It would provide an enlarged, landscaped car park available for visitors to the development during weekdays, and visitors to the football on weekends;
- It could increase security for the area by providing “active” uses on various levels, providing “eyes on the street”;
- It could generate substantial income to be used for upgrading the Study Area facilities; and
- Such a development would be consistent with the State Government’s “network City” plans for development along major roads, and therefore likely to be supported by Government when discussions turn to renegotiating the status of the “A” Class Reserve.

Recommendation 3 – Increase public access to, and usability of, the football oval and its surrounds and other public areas within the Study Area

Use of the oval is much reduced during summer and there is a perception in the community that the site is “private” and not open to the public outside game times. This means that a large, valuable public open space resource is being under-used for a significant part of the year.



The opportunity exists to “open up” the oval with clear and inviting entrances (which can be closed during football games) linked to paths and trails leading through the whole Study Area. Facilities such as barbecues, benches, tables and picnic shelters could be developed, together with quality landscaping to improve the appearance of the Study Area from the adjacent streets.

This initiative is one of the major requests received from the community during community feedback sessions.

Recommendation 4 – Retain the bowls and croquet clubs in their present locations

The bowls and croquet clubs occupy sites which together are significant in land area and very attractive as potential developable land.

The opportunity was examined to rationalise the facilities and either relocate and/or co-locate the amenities for joint use, thereby freeing up some land for appropriate development such as aged care or retirement housing.

However, after talks with both the bowling and croquet clubs it is evident that neither club wishes to be relocated, nor merged. Talks were also held with aged care and retirement housing operators, who stated that the land which could possibly be made available is too small to support a commercially viable development.

It is therefore recommended that both clubs remain on their current sites.

Recommendation 5 – Retain existing Town of East Fremantle housing on Allen Street. Retain the Town of East Fremantle depot.

The four single-storey, attached dwellings owned by the Town of East Fremantle and located on Allen Street are modest in scale and in fair to poor condition. Apparently they were developed by the Town with the original intention of providing housing for Council staff, including the depot caretaker. However, it is understood that the current tenants have no direct association with the Town of East Fremantle.

The Council depot occupies a central location within the precinct, and together with the above-mentioned housing, are both “non-conforming” uses within the Recreation Reserve. The option of redeveloping the sites for community uses or a new use that would be more in keeping with the recreation, residential and parkland character of the Precinct was considered.

Under previous Recommendation 4 the land occupied by the dwellings and depot was included with the bowls and croquet in a land package with the potential to be redeveloped for aged care or retirement housing. However, as stated previously, the total land area was considered too small to support a viable development.

The option of moving the depot was investigated but rejected, as at this stage, there is no obvious replacement site available. However, this does not mean that a suitable alternative site may not be found in the future.

The option of replacing the four Council-owned dwellings with new housing was also considered. However, as residential use is a “non-conforming” use in a Recreation Reserve, it was considered that the possibility of gaining approval from the State Government to perpetuate this anomalous use into the future was very low. The existing housing should therefore remain in place for now.



Recommendation 6 – Increase the role of child care within the Precinct

There is an apparent shortage of child care facilities in the area.

The existing Child Health Centre, with its open space setting and central location, would be an attractive and appropriate location to develop a child care facility. Children would add activity and vitality to the Study Area, and as a new tenant the child care operator would pay a lease which would help fund the ongoing maintenance of the Study Area as a whole.

A commercial child care operator has approached the study consultants and the Town of East Fremantle, expressing a desire to establish such a facility within the Study Area. The Master Plan has therefore accommodated such a proposal.

Preferred Recommendation – the Master Plan

The East Fremantle Oval Precinct Master Plan is included as an attachment to this report.

The plan has the following features:

- Retention of the East Fremantle Football Club, albeit within facilities of a much reduced scale. The Merv Cowan Stand is repaired and retained, but the other adjoining Club buildings to the south are rationalised and redeveloped more along the lines of a “boutique” football club facility like Leederville Oval.
- The bowls and croquet clubs are retained in their existing locations.
- The Council depot and housing on Allen Street are both retained (for now).
- A private child care operator is invited to submit a proposal for co-location in proximity to the existing Child Health Centre.
- The oval is “opened up” to the public outside of game days. New large entry gates are constructed which are “locked open” outside of the times when paid or ticket entry to the grounds is required. The oval banks and surrounds, and the other open spaces within the Study Area are redeveloped as landscaped parkland with picnic areas and connecting walk trails.
- Excess land along the Marmion Street frontage of the Study Area is made available for redevelopment, as a means of funding the above improvements. The two options put forward in the Master Plan are (i) a mixed use development of a retail/residential nature, or (ii) a private school of a “boutique” scale. (The manner in which this is to be achieved and the financial considerations are set out in the following section 7.)



7. Cost schedule / financial viability

The following cost schedule is provided in response to the recommended redevelopment options shown in the Master Plan. The costs shown are based on measured or allowed areas and current unit rates provided by cost planners and quantity surveyors Davis Langdon Australia. These rates reflect actual industry and market rates as at February 2008 when they were prepared.

Item	area	unit rate	project costs	cost	
East Fremantle Football Club					
Football Clubrooms (function area)	300	2,700	1.42	1,150,216	
Member and guest toilets	125	3,000	1.42	532,508	
kitchen dry store and coolroom	80	3,300	1.42	374,885	
Board / Committee room	50	2,700	1.42	191,703	
Adminstration offices	175	2,400	1.42	596,408	
Members and guests covered viewing area	350	1,000	1.42	497,007	
Changeroom and players locker room	180	2,000	1.42	511,207	
Toilet and shower areas	60	3,300	1.42	281,164	
Gymnasium	200	2,400	1.42	681,610	
Coaches room	30	2,400	1.42	102,241	
Coaches boxes	30	2,400	1.42	102,241	
Statisticians Room	10	2,400	1.42	34,080	
Timekeepers room	10	2,400	1.42	34,080	
Storage area	100	1,800	1.42	255,604	
New member and staff parking on Moss st	100	2,000	1.42	284,004	
Site landscaping	350	55	1.42	27,335	
Street presence and amenity	item	55,000	1.42	78,101	
Sub total					5,734,396
Parkland landscpaing					
entry statement gates	4	35,000	1.42	198,803	
pathways (dual use)	1,250	50	1.42	88,751	
BBQ installations	2	9,500	1.42	26,980	
Gazebos	2	15,000	1.42	42,601	
plantings (m ²)	500	40	1.42	28,400	
terracing and retaining walls	500	175	1.42	124,252	
irrigation system	500	6	1.42	4,260	
landscape features	4	15,000	1.42	85,201	
Sub total					599,248
Children's area improvements					
extension to playgroup building	80	2,400	1.56	299,228	
expansion of external play area	80	500	1.56	62,339	
new play equipment	item	50,000		50,000	
Sub total					411,567
Decommission and demolition					
existing club facilities	item	50,000	1.05	52,500	
public toilet block 1	item	6,000	1.05	6,300	
public toilet block 2	item	8,000	1.05	8,400	
southern spectator shelter	item	25,000	1.05	26,250	
northern spectator shelter	item	25,000	1.05	26,250	
Sub total					119,700
Construction sub total					6,864,912
add site costs	Allowand	5%	construction	343,246	
add service connections/upgrades	Allowand	5%	construction	343,246	
Project Total - without GST					7,551,403
Provision for GST					755,140
Project Grand Total including GST					8,306,543



7.1 Funding options

Assuming that the Council will approve the redevelopment of the East Fremantle Oval Precinct in accordance with the recommended Master Plan, the financial challenge is to source some \$7.5 million (excluding GST) for capital expenses.

It had been a project imperative to find a viable and sustainable solution for the precinct with an ambition for any future works able to be funded without drawing on ratepayers, i.e. the redevelopment should be self-funding.

The key viability strategy underpinning the Master Plan was to use funds generated by the sale (or lease) of land on the Marmion Street frontage to pay for the developments on site.

An assessment of the value of the land in question was requested from the Valuer General's Office via the Department for Planning and Infrastructure.

The following response was received.

All valuations are inclusive of GST.

The first valuation requested relates to the land fronting Allen Street, previously owned by the Town of East Fremantle and handed back to the crown. This land is currently occupied by the croquet club, the access road to the Depot, the Council flats and the eastern section of the oval enclosure. It measures 2.3677 hectares as an englobo parcel. The VG has valued it at \$15,000,000.00

The land identified for redevelopment along Marmion Street was promoted to the VG as two alternative spaces. Both options were to run continuous from Allen Street through to Moss Street, however, option 1 was for a parcel measuring 50m deep and option 2 was for a parcel extending 70m into the reserve.

The Valuer General's office advises that for option 1 a 1.0568 hectare (50 metre depth) englobo parcel is valued at \$7,500,000.00

For option 2, the 1.4796 hectare (70 metre depth) englobo parcel is valued at \$10,500,000.00.

These options provided for outright sale of the land which had been rezoned and classified as mixed use with an equivalent R-coding of R60.

Further investigation was taken into the land value by inviting a local real estate company to advise on potential redevelopment value for this land. The following response was received from the Principals of Acton Fremantle.

East Fremantle Oval Proposal

We have been asked to provide some initial feedback on figures and market demand for the East Fremantle Council to carry out further investigations regarding land surrounding the East Fremantle Football Club Oval. By CEO: Stuart Wearne, Town Planner: Chris Warrener and External Consultant: Mark Casserly.

The area in particular that has been identified is the Southern end of the Oval approximately 10,000sqm being 50 meters deep and 200 meters in length running down Marmion Street and bound by Allen to the East and Moss Street to the West.



After general discussions on site we have been asked to provide end selling figures that would be realistically possible if the land was available today. The zoning provided to us to work from was a mixture of R40, R60 and mixed use to create the highest and best use to generate maximum revenue from the parcel of land.

We have anticipated that the 10,000sqm will require road/lane access to the lots. We have used a generic 5m wide strip the runs from East to West through the centre of the lot granting access to land facing Marmion St and another strip of land facing the Oval. This is estimated to be 1,000sqm in size making the useable land area 9,000sqm.

The R40 zoning 9,000sqm divided by the average of 220sqm per lot allowing 40 lots of 10m frontage and 22.5m deep.

- 20 Marmion St facing lots between \$280 - \$300,000 per lot
- 20 Oval side lots between \$330 - \$350,000 per lot
- Total value of \$12.2M - \$13M

The R60 zoning 9,000sqm divided by the average of 180sqm per lot allowing 50 lots of an 8m Frontage and 22.5m deep.

- 25 Marmion St lots between \$240 - \$260,000 per lot
- 25 Oval side lots between \$290 - \$310,000 per lot
- Total value of \$13.25M - \$14.25M

Working backwards from these total figures to arrive at an estimated selling price for the englobo land i.e.:

- Stamp Duty
- Interest on holding cost
- \$40 - \$60,000 per lot development costs
- Selling fees
- Minimum 20% margin/profit

i.e.;

- \$8,000,000 Purchase Price
- \$425,700 Stamp Duty
- \$8,425,700 X 8% = \$674,056
- \$40,000 X 50lots = \$2,000,000
- Selling Fees 2.2% of 50 lots = \$308,000
- \$11,407,756 X 20% margin = \$2,281,431
- Total value \$13,689,307

We did give an indication that apartments or a high quality apartment development would be in market demand. The highest apartment demand for this location would vary in size of 80-150sqm of internal size plus 1-2 car bays per lot. This would be recommended as a lifestyle type development that could possible tie with the surrounding facility of the A class reserve and have gym/pool and café facilities.

- Estimated value of individual apartments \$450 - \$850,000 depending on outlook/view and size
- Equates to \$5,500/sqm - \$6,500/sqm

General points for consideration:

- The above information is very generic and a far more creative design would be required to maximise market interest. A straight 200M long central road is not very attractive.
- To maximise the view potential of all land into the A class reserve.
- Create an ease of access to the A class reserve.
- Council to pre set zoning and potential development guidelines to maximise saleability of englobo parcel.
- Construction costs for housing is approximately \$2000/sqm - \$3000/sqm



- Apartment construction is approximately \$6000+/sqm, therefore economy of scale in building smaller developments is not so attractive.

Thank you for consulting Acton Fremantle regarding the above proposal. I look forward to discussing your future plans in greater detail with you soon.

Nathan Hewitt

Todd Grierson

In general terms it would appear either as an outright sale or as developed land that there is sufficient value in the Marmion Street land to fund the implementation of the Master Plan. This will naturally require further and detailed analysis by the Council and its advisors as the most suitable approach is determined. Funds for the development should also be sought from State and Federal Government sources as well as the East Fremantle Football Club, the Western Australian Football Commission and the Australian Football League.

7.2 Sustainability Consideration

One issue that requires further comment and consideration at this stage is the need to formulate a strategy that provides for a long term sustainable solution to the viability of the precinct.

Whilst outright sale of the land will provide significant cash inflow, it represents a once only cash flow (recognising but not accounting for the future rates revenue to be derived from the site.) An alternative to outright sale may be the long term lease of the land with a ground rental schedule that offered a cash injection up front and then a rental payment schedule over time.

For example, assume that the Town of East Fremantle was required to meet 50% of the cost of the replacing the Football Club facilities, either directly or through assistance from the state government. This would leave the Town of East Fremantle with a total bill in the order of \$4.5 million of which \$1.25 million is related to redevelopment of the precinct and \$3.15 million is for a half share of the cost of new football club facilities.

It must be remembered that in order for the Council to be able to sell or lease the land, the state government must agree to its release from the A class reserve, hand (sell) it back to Council, and agree to a most advantageous mixed use zoning for the land. The state will surely seek to include in its contribution at least part of the land value realization from the exercise.

It is our view that the Football Club must be prepared to contribute to its own future and requirements also and therefore they must be prepared to share responsibility with the Council.

The Valuer General's office advises that industrial property rentals tend to return around 8% per annum, commercial rentals around 6% per annum and residential rentals around 3% per annum. Based on a land value in the order of \$7.5m this would return a ground rental for residential development of \$225,000 per annum.

Assuming a developer would be interested in the land for a long term lease, say 50 years, then an approach may be to offer a developer the land under lease for:

- A capital up front contribution equivalent to 20 years ground rental with no escalation

$$20\text{yrs @ } \$225,000 = \$4,500,000$$



- Rental kicking in at year 21 at a fixed rental of \$225,000 per annum and then escalating at CPI (assume 2.5% per annum) until year 45
- A static rental for years 46 to 50 inclusive equal to the rental payable in year 45.

The tables below and on the following page outline how this might work.

If a developer was to fund the outright acquisition of the land from loan funds (7.5% interest over 10 years) they would pay a total amount of around \$10.7 million for the land.

If, however, they could not fund the total purchase price up front, they could rent the land at 3% of market value, which over a 50 year lease term with an annual escalation equivalent to CPI at 2.5%, would cost them almost \$22 million.

Conversely the Council could offer a modified rental package that calls for the first 20 years of rental upfront (with no escalation) to allow its contribution of \$4,500,000 to the master plan to be realised. Then from years 21 to 50 the developer pays a rental that is indexed in line with CPI and then has a further relief in the last 5 years of the term. This option would cost the developer a total of \$14.22 million or a saving of more than \$7.7million over the term of the lease.

Outright purchase value (if available)	\$7,500,000	
Developer borrows funds to purchase at	7.50%	per annum
Which over a 10 year term requires payments of	\$89,026	monthly
And an annual rental payment of	\$1,068,316	annually
And a total cost of purchase including interest of	\$10,683,159	over 10 years
Assume an annual ground rental return rate (residential) of	3%	of land value
With a land value of \$7.5m expect an annual rental of	225,000	per annum
To achieve cash injection target of \$4.5million we need an up front contribution equivalent to	20	years
For rental escalations allow a CPI increase of	2.50%	per annum

Year	Modified rental	straight up rental	Year	Modified rental	straight up rental
1	4,500,000	225,000	26	254,567	417,137
2	0	230,625	27	260,931	427,566
3	0	236,391	28	267,454	438,255
4	0	242,300	29	274,141	449,211
5	0	248,358	30	280,994	460,442
6	0	254,567	31	288,019	471,953
7	0	260,931	32	295,219	483,752
8	0	267,454	33	302,600	495,845
9	0	274,141	34	310,165	508,241
10	0	280,994	35	317,919	520,947
11	0	288,019	36	325,867	533,971
12	0	295,219	37	334,014	547,320
13	0	302,600	38	342,364	561,003
14	0	310,165	39	350,923	575,029
15	0	317,919	40	359,696	589,404
16	0	325,867	41	368,689	604,139
17	0	334,014	42	377,906	619,243
18	0	342,364	43	387,354	634,724
19	0	350,923	44	397,037	650,592
20	0	359,696	45	406,963	666,857
21	225,000	368,689	46	406,963	683,528
22	230,625	377,906	47	406,963	700,616
23	236,391	387,354	48	406,963	718,132
24	242,300	397,037	49	406,963	736,085
25	248,358	406,963	50	406,963	754,487
Total rental payments over 50 years				14,220,314	21,933,978
Saving under modified rental option					7,713,665
Cost as loan funded outright purchase				\$10,683,159	

The underlying principles in this strategy, should it be able to be implemented are that:

- The land is not sold off and therefore not lost forever
- The council receives an ongoing cashflow from years 21 to 50 to assist in maintaining the precinct
- The exercise can be repeated after the first 50 year cycle when surely there will be additional and undoubtedly different demands on the Council and the precinct.

Note that the offer from the Baptist Church to establish a school on site compares relatively favourably with the above option with a ground rental escalating from \$70,000 in year 1 to almost \$400,000 in year 5, then adjusted annually in line with CPI (see the attachment for details).

8. Prioritised draft recommendation / staging

The draft Master Plan responds in large part to the feedback and wishes of the community gathered during the study process. In summary it provides for the retention of all existing uses including football, bowls and croquet and enhances the public use of the parkland and the focus on children's and family activities around the child health clinic.



The major change recommended for the precinct is to introduce a new compatible use focusing on the neglected southern end (Marmion Street frontage) of the site.

This land extending from Allen Street to Moss Street and for a depth of 50-70m from the road reserve has been identified as the most appropriate area for additional activity on site. Further it is anticipated that the new development along this frontage will provide a revenue source to assist with the redevelopment of existing and proposed community facilities and contribute to the long term viability of the precinct.

Marmion Street development alternatives discussed within the report include a school, mixed use and residential developments. The approach could be to either sell or lease the land in question; and under any circumstance will require advertising of the Town's intention.

Accordingly, and subject to support and approval from the state government, it is recommended that the Town call for expressions of interest in the redevelopment of the Marmion Street frontage either by sale or lease.

As indicated in the preliminary comments of this report, all opportunity depends on the cooperation and support of the state government in agreeing to the release of part of the precinct to the Town as freehold land. Further there will be as a requirement as part of the release of the land to the Town to determine its exact dimensions (e.g. a 70m deep parcel from Allen to Moss St), the zoning or specific redevelopment purpose for the site (mixed use, school site) and the approach to development access (e.g. sale or lease).

Based on the analysis carried out as part of this study it would appear that redevelopment of the Marmion Street frontage will provide sufficient financial return to address the objectives of the study and the associated redevelopment options of the precinct as outlined in the Master Plan.

The final decisions regarding the future of the precinct will rest as much in philosophical debate as it will in business case analysis. For example the release of "A" Class Reserve land for residential development is generally unpalatable and a difficult process. However, the needs of the clubs on site and the desire to improve public access and amenity may outweigh any initial apprehension and resistance to the proposal. Next is the need to determine if the land is to be sold (and therefore lost to public open space forever) or leased, to enable possible reclamation at some point in the future.

Finally, the actual use permitted on site, must consider issues of compatibility with existing uses, the impact on the neighbouring community and the potential for the development to generate sufficient cashflow to meet the precinct redevelopment costs.

The Valuer General has indicated in broad terms that the land value is sufficient to fund the redevelopment proposed in the Master Plan.

The offer from the school suggests an attractive cash flow that does not require sale of the land. This approach would not provide an up-front cash injection and therefore the Town would need to consider loan funds or some alternative funding strategy.

Further, the level of contribution from the state government and the WA Football Commission and the East Fremantle Football Club has not been determined.



In general terms it is recommended that any funds derived from the sale or lease of the land within the precinct be used firstly to address broader community need and then as a secondary consideration the redevelopment of the football club facilities.

In essence it is recommended that the football community be required to meet the facility development cost for football, or at least contribute in line with the CSRFF funding model which is steadfastly entrenched in the WA community. The CSRFF model requires two thirds of the funds contributed by the 'Applicant' (which generally includes the club and the local council), with one third coming from the state government. The Applicant in this instance should include the East Fremantle Football Club, the WAFC, the AFL and the Town of East Fremantle.

9. Implementation programme

9.1 The Next Steps

The programme required to implement the recommendations of the Master Plan will be lengthy. The initial step is for the joint clients to adopt this document as the agreed way forward. This means all parties agreeing, among other things, to support "in principle" the reduction in the size of the "A" Class Reserve, and the subsequent handing over of the excised portion of land on the Marmion Street frontage to the Town of East Fremantle as freehold land.

It also means the WAFC and DSR agreeing to contribute financially in some agreed manner to the more pressing matters affecting the East Fremantle Football Club.

Following this, steps must be taken to:

- Confirm the support "in principle" for the Master Plan by the local member of parliament;
- Initiate the amendment of the "A" Class Reserve (with the assistance of the local member);
- Initiate the amendment of the local town planning scheme and Metropolitan Region Scheme to accommodate the proposed changes in land use and tenure (this can be done simultaneously);
- Secure freehold title for the Town of East Fremantle for the land excised from the Reserve;
- Develop and adopt a "brief" for the proposed development of the Town's land on Marmion Street which clearly sets out what the Town wants to achieve in terms of building form, urban design, traffic and movement, user amenity and financial return.
- Call for expressions of interest from interested parties to develop the land in accordance with the adopted brief.
- Assess the submissions and select a preferred party with which to deal.

When the Town arrives at this point, it should be in a position to more clearly establish its capabilities with regard to upgrading the study area in the manner described in this Master Plan.

9.2 Changing the Reserve Classification and Zoning of the Land

Under the Land Administration Act 1997 (LAA) the process to amend Class "A" Reserves was modified. Under the LAA Class "A" Reserves can be amended in one of two ways, depending whether the amendment is of a minor or major nature.



It would appear that the proposed change under the Master Plan will be considered a major amendment.

Under section 43 of the LAA the proposal to amend a Class “A” Reserve (major amendment) can only proceed where:

- A disallowance motion to the proposal is not made within 14 sitting days of either House of Parliament; or
- A disallowance motion is made within the 14 sitting days, debated and lost in 30 sitting days.

Where the disallowance motion is not debated within 30 sitting days, the proposal to amend the Class “A” Reserve lapses and the process must be started all over again.

The number of sitting days for the tabling of the proposal can be counted across different sessions of Parliament and across different Parliaments.

Any amendment of a Class “A” Reserve can only be made after the Minister has advertised his or her intention to make that amendment in a newspaper circulating throughout the State 30 days before making that order.

Changes to the planning legislation contained in the Planning and Development Act 2005 have streamlined the process for amending local schemes to be consistent with the Metropolitan Region Scheme. It means that an amendment to the MRS will trigger an automatic amendment to the local scheme. This is subject to the local government requesting and the WAPC agreeing to the automatic amendment.

The amendment is given effect simply by publication of a notice in the Government Gazette.

10. Conclusion

The Master Plan has been put together over a 12 month period and after considerable consultation with the local community and key stakeholders. The Master Plan consultants are of the view that the proposals contained in the plan are consistent with the clients' requirements and compatible with the input received from a majority of the respondents from the community.

This report is therefore put to the joint clients for their consideration and adoption. Adoption should trigger co-ordinated actions, and apportion responsibilities for implementing the plan.