



# EAST FREMANTLE OVAL PRECINCT REVITALISATION ShapeOurFuture

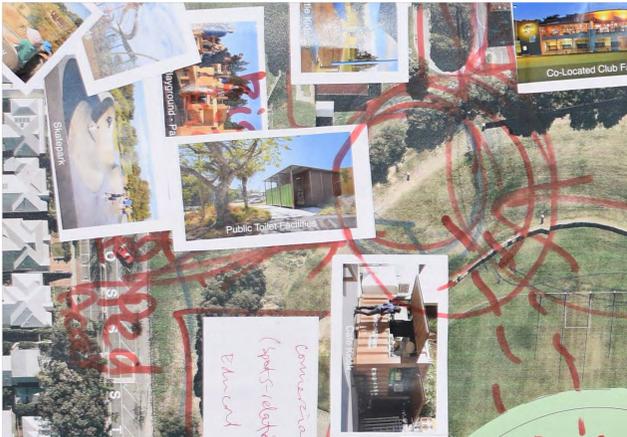


# 2018 REVITALISATION VISION



This document presents a community vision for revitalisation of the East Fremantle Oval Precinct. The vision articulates the community's expectations for how the precinct could develop over time.

This vision will inform the Town of East Fremantle as it attracts funding and delivers capital projects to revitalise the precinct in future.





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# 01 A collaborative vision



# A VISION BASED ON CONSENSUS

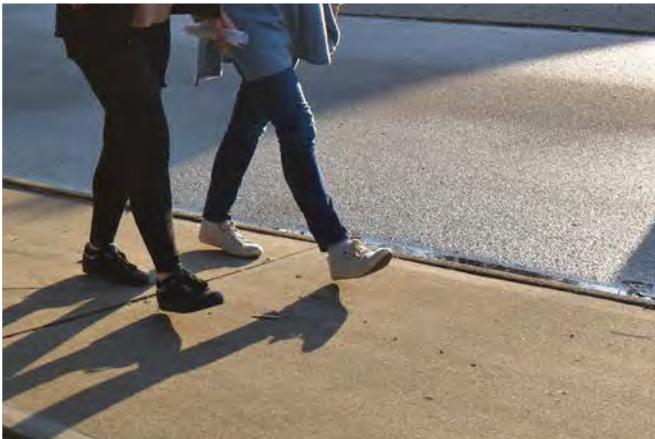
Consensus decision-making is a group decision-making process in which group members develop, and agree to support a decision in the best interest of the whole.

The community and users of the East Fremantle Oval Precinct came together over four days in September 2018 to achieve consensus on the vision for revitalisation. Through lively and engaging conversation and debate, participants from the community and other key stakeholders formed the key vision for revitalisation as a series of consensus statements.

## CONSENSUS STATEMENTS TO GUIDE REVITALISATION (PRINCIPLES)

- The precinct should be revitalised
- A community and sporting space that is open to all
- An inter-generational, inter-connected open space
- A sporting precinct - with or without WAFL games
- Preference to retain the entire precinct as a Class A Reserve
- Affordable and equitable revitalisation with multiple funding options
- Improve physical and visual accessibility into the precinct
- Create shared facilities that meet the needs of clubs and community
- Preference to retain the social heritage of existing clubs
- Maximise use of existing areas, and better utilise underused spaces





# AN INSPIRED VISION

‘Moodboards’ are a medium frequently used in the early stages of creative design projects to capture visual information which in some way reflect key aspects of the project being considered.

The visuals can come from many sources but, as a whole, are used to inspire thoughts and ideas specific to the work in hand.

For the community design forum, moodboards representing 12 potential themes of revitalisation were presented with the intention of provoking discussion and consideration amongst the attendees.

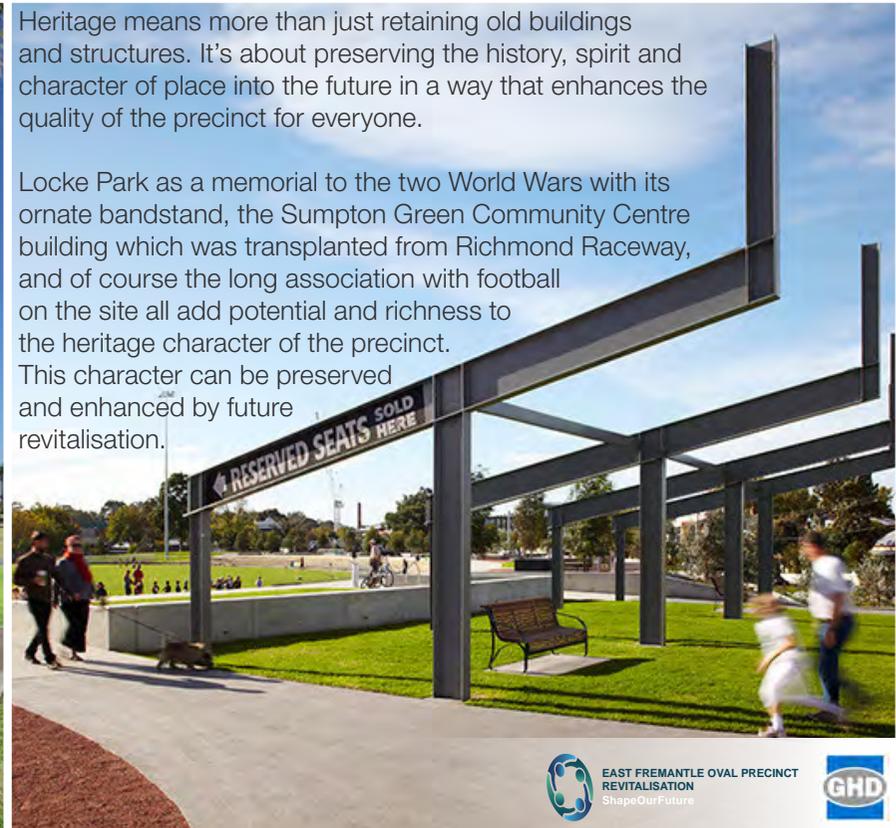
The themes were:

- Heritage
- Access
- Recreation
- Community
- Sport
- Learn
- Play
- Water
- Food
- Growth
- Artwork
- Light

Based on positive responses, these moodboards provide a strong visual reflection of the look and feel for future revitalisation, and provide an example of what could be developed in the precinct to meet the community’s vision.



# HERITAGE



Heritage means more than just retaining old buildings and structures. It's about preserving the history, spirit and character of place into the future in a way that enhances the quality of the precinct for everyone.

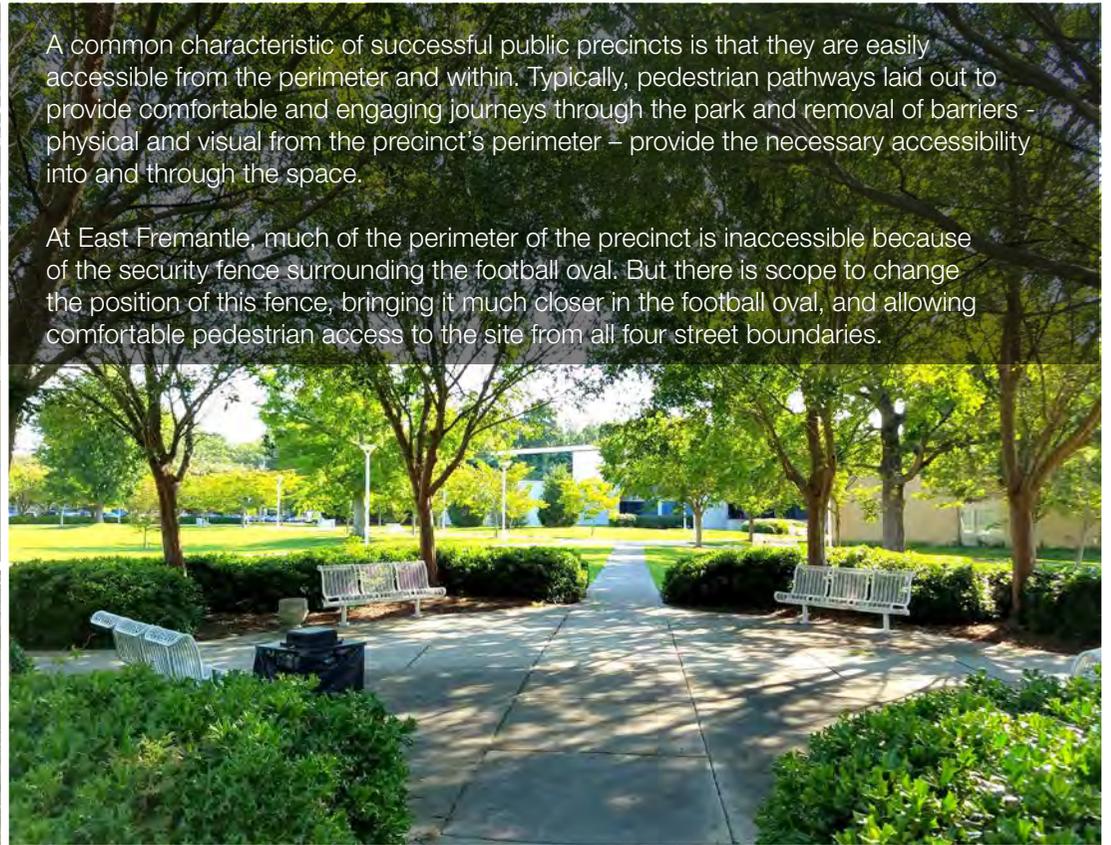
Locke Park as a memorial to the two World Wars with its ornate bandstand, the Sumpton Green Community Centre building which was transplanted from Richmond Raceway, and of course the long association with football on the site all add potential and richness to the heritage character of the precinct. This character can be preserved and enhanced by future revitalisation.

# ACCESS



A common characteristic of successful public precincts is that they are easily accessible from the perimeter and within. Typically, pedestrian pathways laid out to provide comfortable and engaging journeys through the park and removal of barriers – physical and visual from the precinct’s perimeter – provide the necessary accessibility into and through the space.

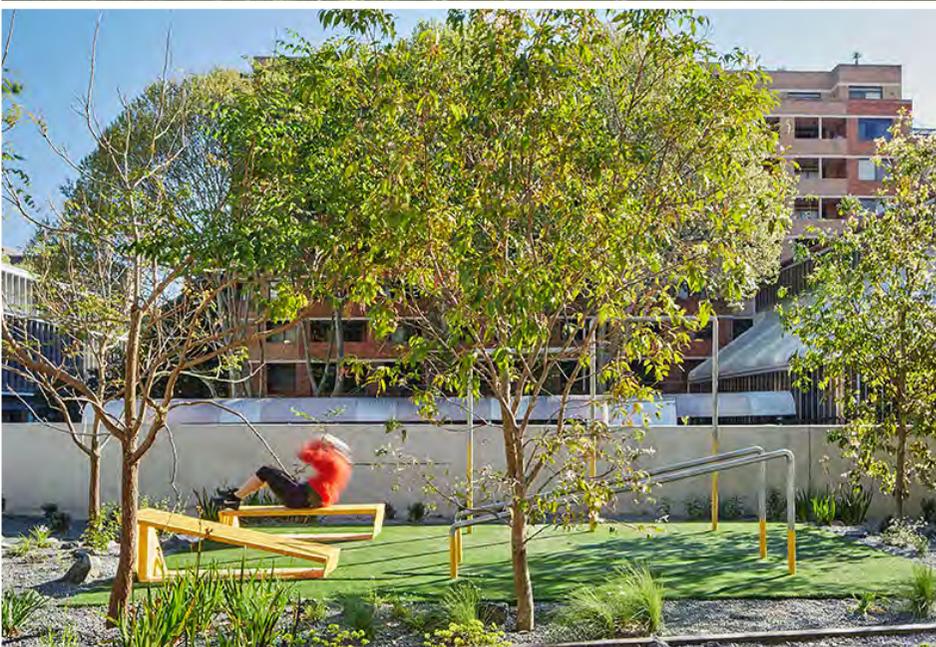
At East Fremantle, much of the perimeter of the precinct is inaccessible because of the security fence surrounding the football oval. But there is scope to change the position of this fence, bringing it much closer in the football oval, and allowing comfortable pedestrian access to the site from all four street boundaries.



# RECREATION



East Fremantle Oval Precinct is a Class A Reserve set up for the purpose of Recreation. Historically, the sporting clubs which have made their home within the precinct have provided this use, but there is even greater opportunity to enhance public recreation within the precinct by opening it up, providing improved accessibility, and creating spaces and facilities for open-air activity and relaxation in and amongst the landscaping and established uses on the Precinct.



# COMMUNITY



With appropriate modification and adaptation East Fremantle Oval Precinct has all the necessary characteristics and capability for bringing the wider community together in large numbers for activities and events

SPORT



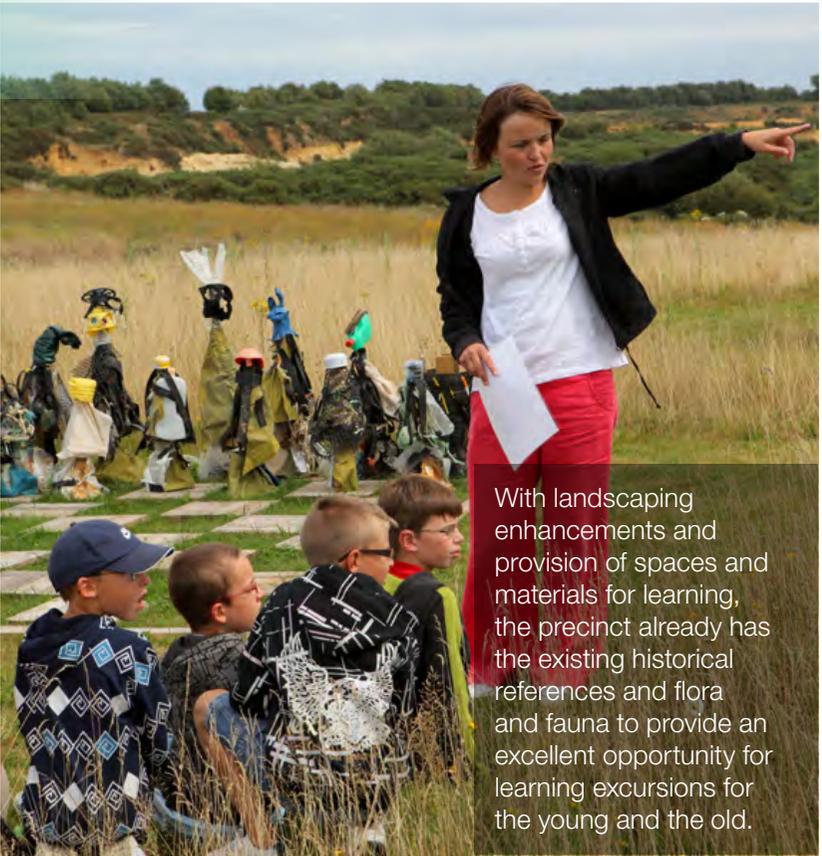
East Fremantle Oval Precinct has a long history of providing recreation activities. It's impossible to imagine the site without the football oval which has dominated the precinct for over 100 years and, with the Class A Reserve dedicated to recreation, the preservation of sports on the site is assured long into the future.

The scale of the precinct provides the opportunity to open up larger proportions for other uses whether they be casual or organised.



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# PLAY

Enhanced public access and landscaping within the precinct can bring opportunities for nodes of children's play activity in areas that are well overseen and provide the right topography and shade.



# WATER



Associated with the potential for children's play areas comes the opportunity to provide water-based recreation with an environmentally sustainable design.

FOOD

Entertainment, food, eating and drinking, go hand-in-hand with the large-scale community activities and events which the East Fremantle Oval Precinct has ample potential to provide.





Appropriate parts of the precinct could be allocated to garden areas specifically provided for growing herbs, vegetables, fruit, with the opportunity for associating this with projects at local schools or with interested community groups.



ARTWORK



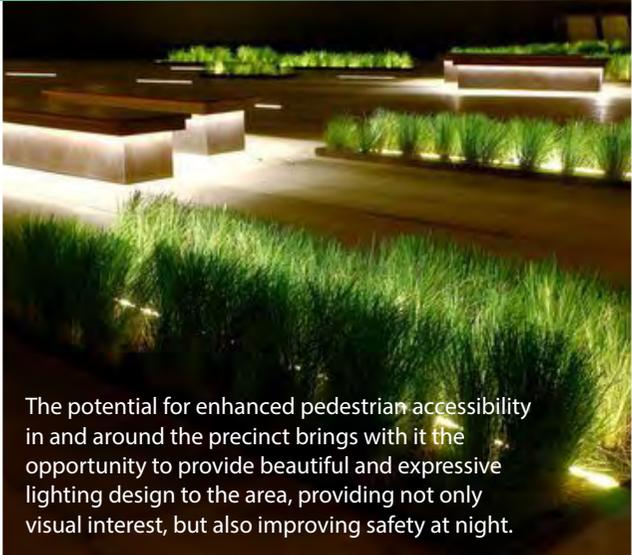
The East Fremantle Oval Precinct has the potential to be an open-air gallery for permanent, temporary or periodic display of large-scale artwork.



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# LIGHT



# VISION CONCEPT 1 OPENING THE PARK

Concepts provide a broad spatial representation for how the revitalisation vision might be delivered within the precinct.

Vision Concept 1 retains current functional arrangements on site, with a strong focus on unifying the precinct through connected open space. The concept opens up underutilised land for community and passive recreation purposes.

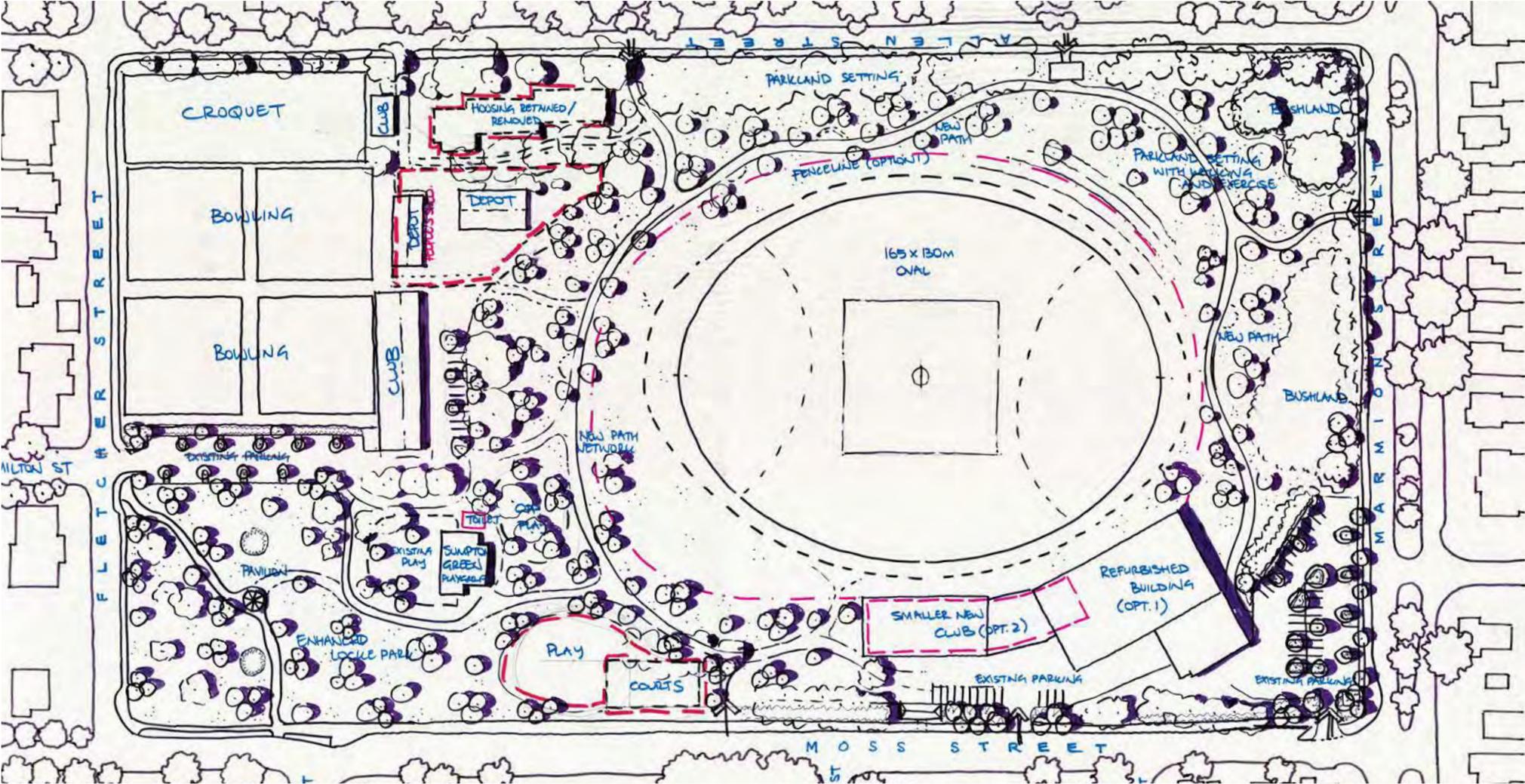
Vision Concept 1 is presented to show the least /minimal intervention and extensive landscaping. This concept, whilst not the preferred, provides an example of an acceptable outcome albeit with clubs remaining in existing locations on site.



**3D REPRESENTATION  
VISION CONCEPT 1 - OPENING THE PARK**



INDICATIVE LAYOUT  
VISION CONCEPT 1 - OPENING THE PARK





## UNIFYING THE PRECINCT

The key focus of Vision Concept 1 is to provide visual and physical connections, within the constraints of the existing built form arrangement.

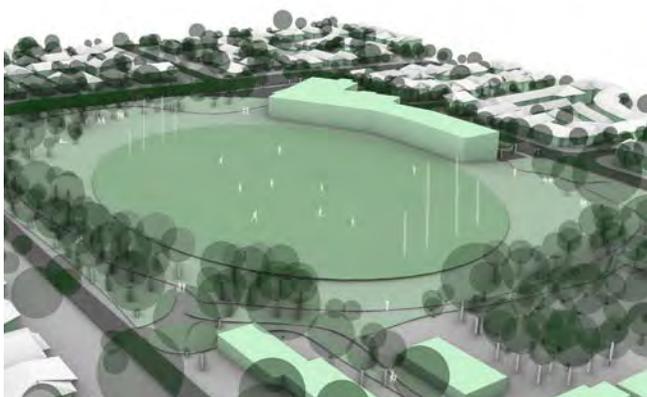
In this concept, large banks around the oval are regraded to visually and physically open up the precinct.

The perimeter fence is removed to invite people in through a connected path network. A removable fence provided around the oval as required - rather than the entire precinct - can facilitate controlled entry for WAFL home matches and allow easy public access.

## ENHANCED PARKLAND

A parkland setting is created in underutilised land between existing uses. This includes soft landscape treatments, and an enhanced bushland fringe along the southern Marmion Street frontage. The parkland setting enhances the visual relationship between the precinct and its neighbourhood streetscape.

Greater useability is encouraged through playspaces and exercise equipment creating nodes of activity along the precinct pathway.



## RETAIN EXISTING USE ARRANGEMENTS

Existing clubs are retained within their current boundary. This includes upgraded or new facilities for the East Fremantle Football Club in their current position, the scale of which will be dependent on whether funding becomes available for home-game or training level.

The existing housing and works depot remain within the precinct, with the opportunity to repurpose the area of housing in the long term for community purposes.

## COST ESTIMATES

Enhanced parkland - including removal of the perimeter security fence and provision of new fencing in close proximity to football oval - \$5 million.

Refurbishment of all existing club buildings - \$9 million.

Alternatively - refurbish Bowling and Croquet Club, but demolish existing Football Club buildings and replace with smaller, more efficient building - \$12 million.

**SWOT ANALYSIS  
VISION CONCEPT 1 - OPENING THE PARK**

<p><b>Vision Concept 1 Opening the Park</b></p>		<p><b>External</b></p>	
		<p><b>Threats</b></p> <p>Limited funding available for precinct revitalisation.</p> <p>Little community support for Town of East Fremantle funding to deliver upgrades of WAFL club facilities.</p>	<p><b>Opportunities</b></p> <p>Additional external funding, including Lotteries West, for community facilities.</p> <p>Strategic planning for Preston Point Recreation Precinct may identify additional co-location opportunities for local clubs.</p>
<p><b>Internal</b></p>	<p><b>Strengths</b></p> <p>Reflects a “soft start” to revitalisation, and does not require the same level of capital investment as Concept 2.</p> <p>Flexible design that does not tie revitalisation of individual elements to others.</p> <p>Enables greater community use and enjoyment of the precinct.</p>	<p><b>How can our strengths overcome the threats?</b></p> <p>Community and parkland facilities can be delivered independent of the East Fremantle Football facilities. This enables community revitalisation to commence whilst the EFFC, Town and other stakeholders explore appropriate funding options for WAFL standard training and/or home game facilities.</p> <p>Design is flexible to retain training-level WAFL facilities at the site for the East Fremantle Football Club in the undesirable event that external funding cannot be attracted to upgrade facilities to home game standard, forcing relocation of home games elsewhere.</p>	<p><b>How can we utilise our strengths to take advantage of opportunities?</b></p> <p>Opening up the precinct to enhanced use by the community justifies community investment into revitalisation by supporting use beyond club members.</p> <p>Delivering community facilities in the precinct opens up funding options beyond sporting grants, such as Lotteries West for community projects.</p>
	<p><b>Weaknesses</b></p> <p>Retention of rental housing and the depot within the precinct limits the opportunity to enhance public and visual access in that part of the precinct.</p> <p>Does not address later need for investment which will be needed later as croquet and bowls club buildings come to end of life.</p> <p>Separate club facilities do not achieve operational and cost efficiencies.</p> <p>High investment for less community facilities and opportunities compared to Concept 2.</p>	<p><b>How can we minimise weaknesses to avoid threats?</b></p> <p>Depot buildings and rental housing could in the future be re-purposed for community uses and potential peoples-sheds (depot buildings) at refurbishment rather than new-build costs.</p>	<p><b>How might we overcome weaknesses by taking advantage of opportunities?</b></p> <p>Opportunity for future colocation of facilities at end of life to other areas of Town without compromising investment (e.g. Bowls club).</p>

## VISION CONCEPT 2 COMMUNITY HUB

Concepts provide a broad spatial representation for how the revitalisation vision might be delivered within the precinct.

Vision Concept 2 creates a community hub in the heart of the precinct, surrounded by a parkland setting that maximises connectivity and visual aesthetic to all boundaries.

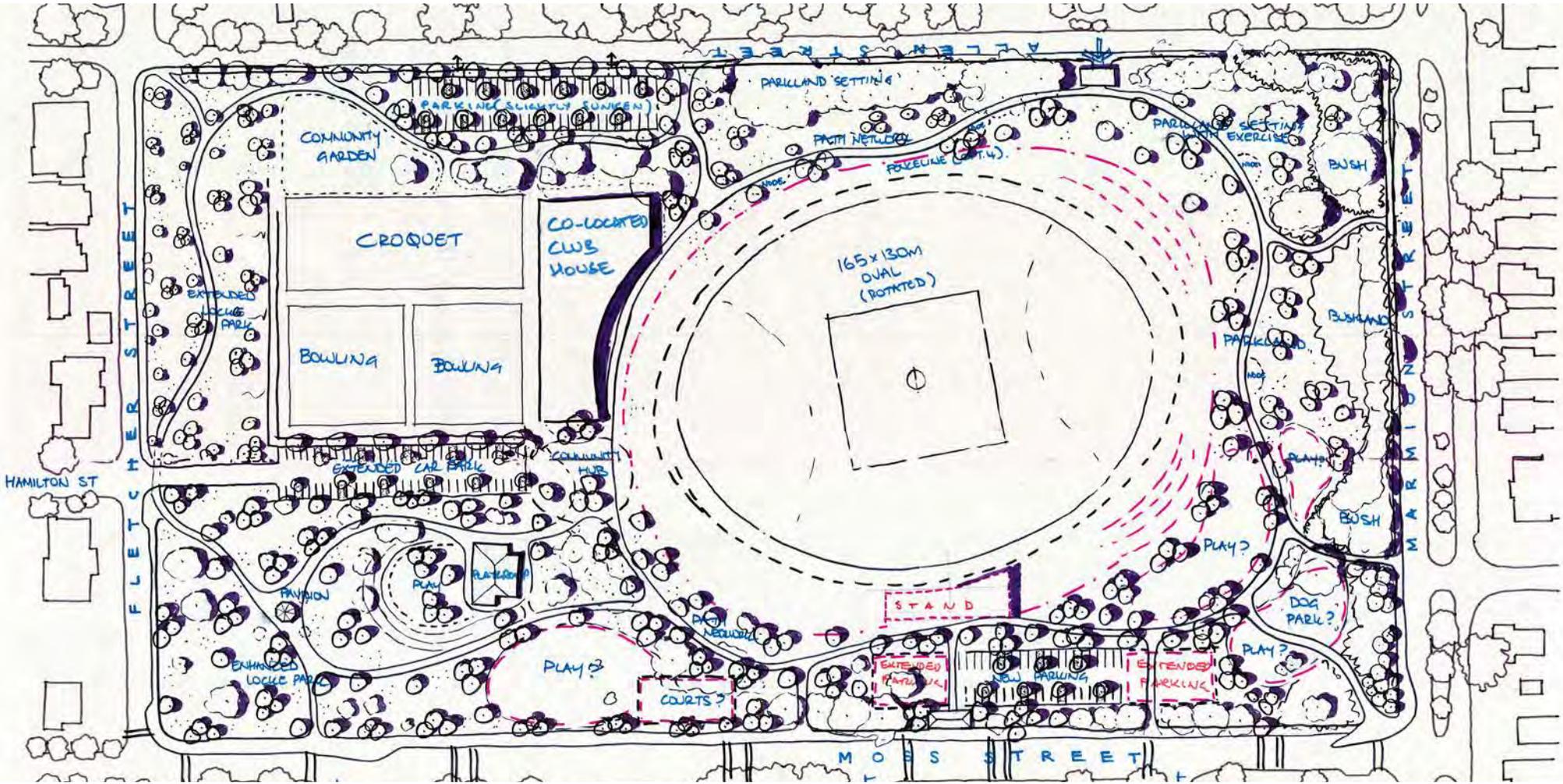
Vision Concept 2 was preferred by design forum participants, delivering a community hub surrounded by parkland.



**3D REPRESENTATION  
VISION CONCEPT 2 - COMMUNITY HUB**



INDICATIVE LAYOUT  
VISION CONCEPT 2 - COMMUNITY HUB





## COMMUNITY HUB

A central, multi-purpose community and sporting hub is the heart of Vision Concept 2. This would be designed as a flexible space, supporting the existing clubs and other community groups that would co-locate within the precinct. Shared meeting and function spaces would be included. The hub would include space for commercial tenancies to provide income streams for clubs. Uses within the precinct would focus on current interpretations of the Class A Reserve, with housing and the works depot relocated from the precinct. The relocation of the Town owned housing and the Town of East Fremantle depot require further detailed consideration, which is not within the scope of this project.

## MAXIMISED PARKLAND SETTING

Hardscape and fencing around the entire perimeter is redesigned to enable a fully accessible parkland. The parkland setting enhances the visual relationship between the precinct and its streetscape. This includes an enhanced bushland fringe along the southern Marmion Street frontage. A connected path provides accessibility around the entire precinct parkland. Greater useability is encouraged through playspaces and exercise equipment creating nodes of activity along the precinct pathway. Downsizing of the bowling green, using synthetic turf, frees up land for other opportunities such as a community garden.

## DECENTRALISED PARKING

Parking areas are decentralised around the precinct, therefore each streetscape shares the parking demand. Parking areas retain the same level of parking that is currently provided, with potential to expand if attendance at WAFL and AFL games increases.

## ADAPTABILITY

The croquet and bowling greens are brought onto a single level. This creates adaptability of the space over time, with the removal of accessibility challenges presented by the current retaining walls. This provides further adaptability over time should these uses choose to relocate to other precincts in the Town. This space becomes adaptive for other sporting and recreational uses, for example people's sheds or a junior oval, still co-located with the central community hub.

## COST ESTIMATES

Maximised parkland, including removal of perimeter security fence and provision of new fence in close proximity to football oval - \$6 million.

Demolition of all existing Club buildings and creation of single new co-located Club/Community/Commercial facility - \$16 million.

<p><b>Vision Concept 2 Community Hub</b></p>		<p><b>External</b></p>	
		<p><b>Threats</b></p> <p>Limited funding available for precinct revitalisation.</p> <p>Little community support for Town of East Fremantle funding to deliver upgrades of WAFL club facilities.</p>	<p><b>Opportunities</b></p> <p>Additional external funding, including Lotteries West, for community facilities.</p> <p>Strategic planning for Preston Point Recreation Precinct may identify additional co-location opportunities for local clubs.</p>
<p><b>Internal</b></p>	<p><b>Strengths</b></p> <p>Central community hub supports a range of sporting and community purposes.</p> <p>New building and shared facilities will achieve improved maintenance and operationing costs for clubs and groups.</p> <p>Enables greater community use and enjoyment of the precinct.</p> <p>New facility enables ability to design spaces for complementary commercial leases.</p>	<p><b>How can our strengths overcome the threats?</b></p> <p>Integrated, multi-purpose community and sporting hub has wider and more diverse beneficiaries than a single sporting club, therefore increasing likelihood of attracting funding at the state government level.</p> <p>Design is flexible to retain training-level WAFL facilities at the site for the East Fremantle Football Club in the undesirable event that external funding cannot be attracted to upgrade facilities to home game standard, forcing relocation of home games elsewhere.</p>	<p><b>How can we utilise our strengths to take advantage of opportunities?</b></p> <p>Opening up the precinct to enhanced use by the community justifies community investment into revitalisation by supporting use beyond club members.</p> <p>Delivering community facilities in the precinct opens up funding options beyond sporting grants, such as Lotteries West for community projects.</p> <p>Ability to reduce operational costs and increase operational income through leasing will support funding applications for capital costs.</p>
	<p><b>Weaknesses</b></p> <p>The community hub may result in overcapitalisation of the precinct if the key sporting groups relocate as a result of opportunities for better facilities elsewhere.</p> <p>Expensive capital option.</p> <p>Reliant on removal of depot and housing.</p> <p>An optimal location for the community hub for football spectators cannot be achieved without having it remote from other clubs. Requires refinement in detailed design to optimise orientation to manage natural conditions such as east-west sun and southwest winds.</p>	<p><b>How can we minimise weaknesses to avoid threats?</b></p> <p>If the dominant sporting group, the Football club, is responsible for obtaining a significant proportion of the funding for its share of the facilities, this will demonstrate a confident level of commitment to the future of the Precinct.</p> <p>The balance of the facilities associated with the Bowling and Croquet clubs are of a lesser scale and could be re-purposed for community uses or commercial leases in keeping with the Reserve should this be necessary.</p>	<p><b>How might we overcome weaknesses by taking advantage of opportunities?</b></p> <p>Greater ability to attract funding and provide upgraded facilities will encourage clubs to remain within the precinct.</p>

# MODIFIED COMMUNITY CONCEPT

Following the community design forum, more detailed design work was undertaken to prove the viability and functional suitability of the community's preferred concept arrangement.

This included developing more detailed concept drawings, based on a detailed understanding of floorspace and user requirements of the preferred community hub. The detailed concept drawings refined the specific location and size of the community hub, informed by design, functional, and user considerations.

More detailed landscape and architectural planning for the preferred concept will be directed by the community's vision, articulated through the consensus statements and moodboards.

As the development of the report evolved, so too did the following Additional Concept plans in relation to the form and location of the community hub and club rooms. Whilst this particular layout was not available or developed during the community design forum, the Consultant team have provided high level diagrams for what is potentially an acceptable layout of the Community Hub.

The form of the building curves around the existing oval and provides a less intrusive 'block' as drawn in the Community design forum preferred option. The longer building form extends to provide more suitable viewing of the football oval, more functionality for community and other use and negates the need to reposition the football oval. The building, which is two storeys high when viewed from Moss Street, makes use of the variety of ground levels associated with the Precinct's natural fall from east to west, and the height of the existing football oval and eventually tapers out to appear as one storey from the corner of Fletcher and Allen Street.

From a strategic perspective, any detailed floor plans would form part a comprehensive business plan, following consultation with existing and potential user groups.



# Modified Community Concept Plan



# Modified Community Concept Plan - Lower Level



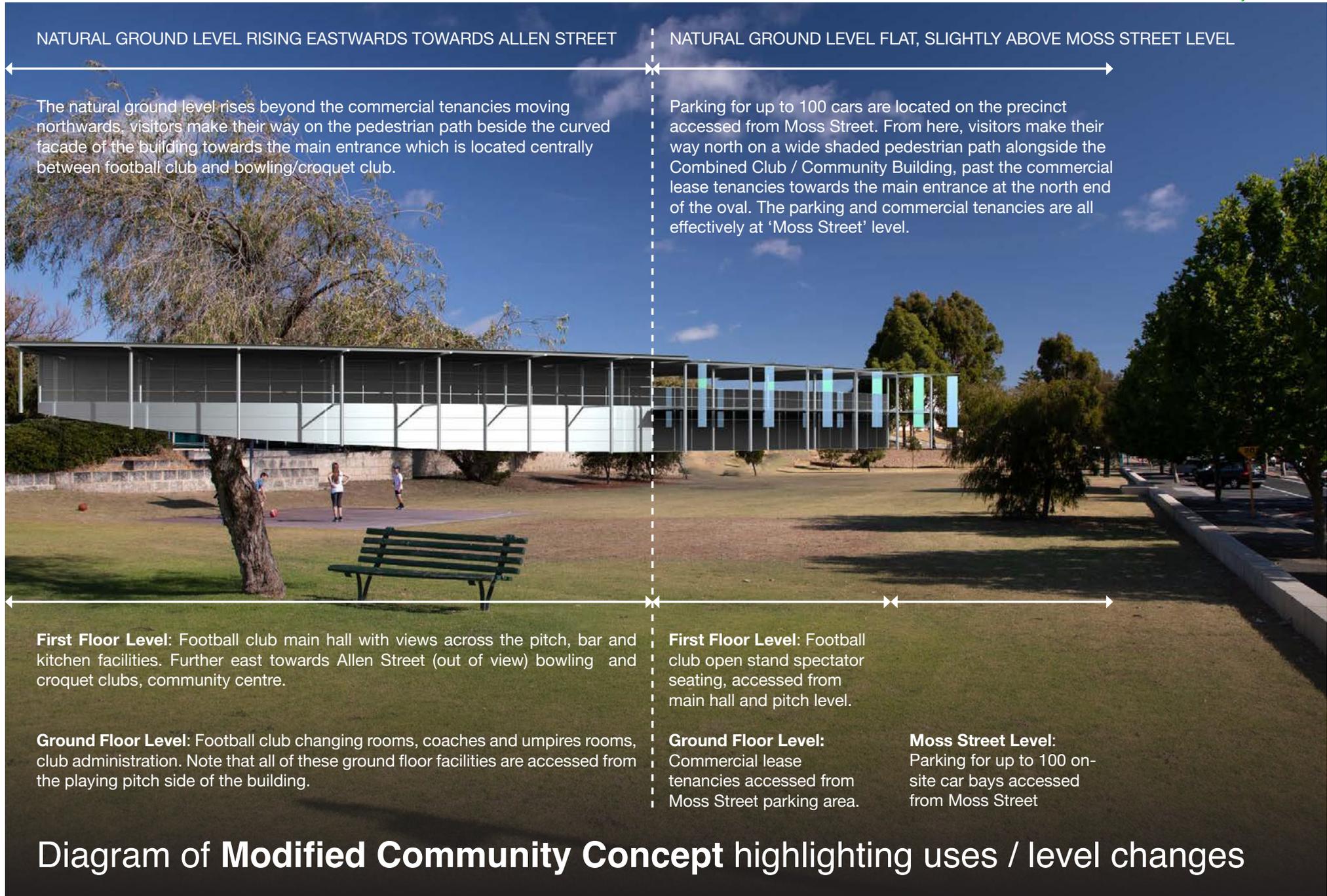
# Modified Community Concept Plan - Upper Level

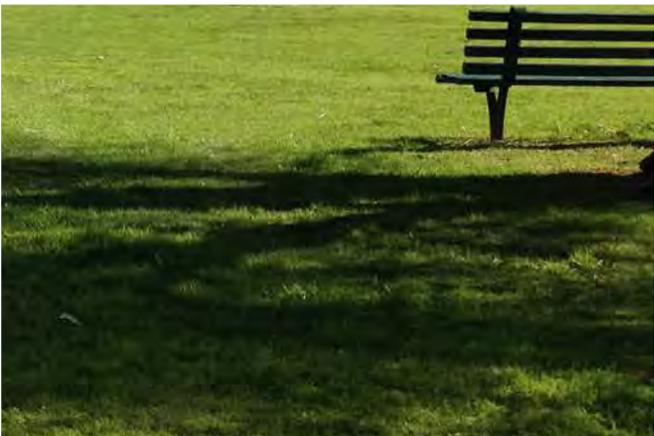


Precinct viewed from north west corner - Existing



Precinct viewed from north west corner - **Modified Community Concept**





# ADAPTABILITY OF THE PREFERRED CONCEPT

Adaptability is necessary to the success of a revitalisation vision.

The analysis of the community's preferred concept identifies that strategic planning for Preston Point Recreation Precinct may identify additional co-location opportunities for local clubs.

Further testing explored how the community's preferred concept could be adapted over time, if there are changes to users in the precinct.

On Page 50 of this report, Future User Scenarios notes that 'ongoing discussions with clubs in the precinct may identify opportunity to relocate if this were to result in a better level of facilities when co-located'.

The following design response provides an example of a potential future use in the event that the East Fremantle Bowling Club were to co-locate to another site. This concept was not discussed during the community design forum, however as part of possible scenarios the Town of East Fremantle was keen to provide an option as an example.

The sketch overleaf shows the Croquet Club at its present location. There are currently 2.5 croquet lawns and the opportunity has been taken to remove the half-court at the north end of the site to provide public access to the precinct at the corner of Allen and Fletcher Streets.

The semi-sunken parking from the original Concept 2 area has been retained on Allen Street.

With the Bowling Club located elsewhere, and the Croquet Club remaining as a stand-alone facility, the new Community/Clubhouse building will be reduced in size to accommodate the Football Club, the Community Facility, and People's Shed.

Most importantly, the large flat rectangular space previously occupied by bowling greens adjacent to the new building is liberated for use for a multiplicity of ball sports for the community.

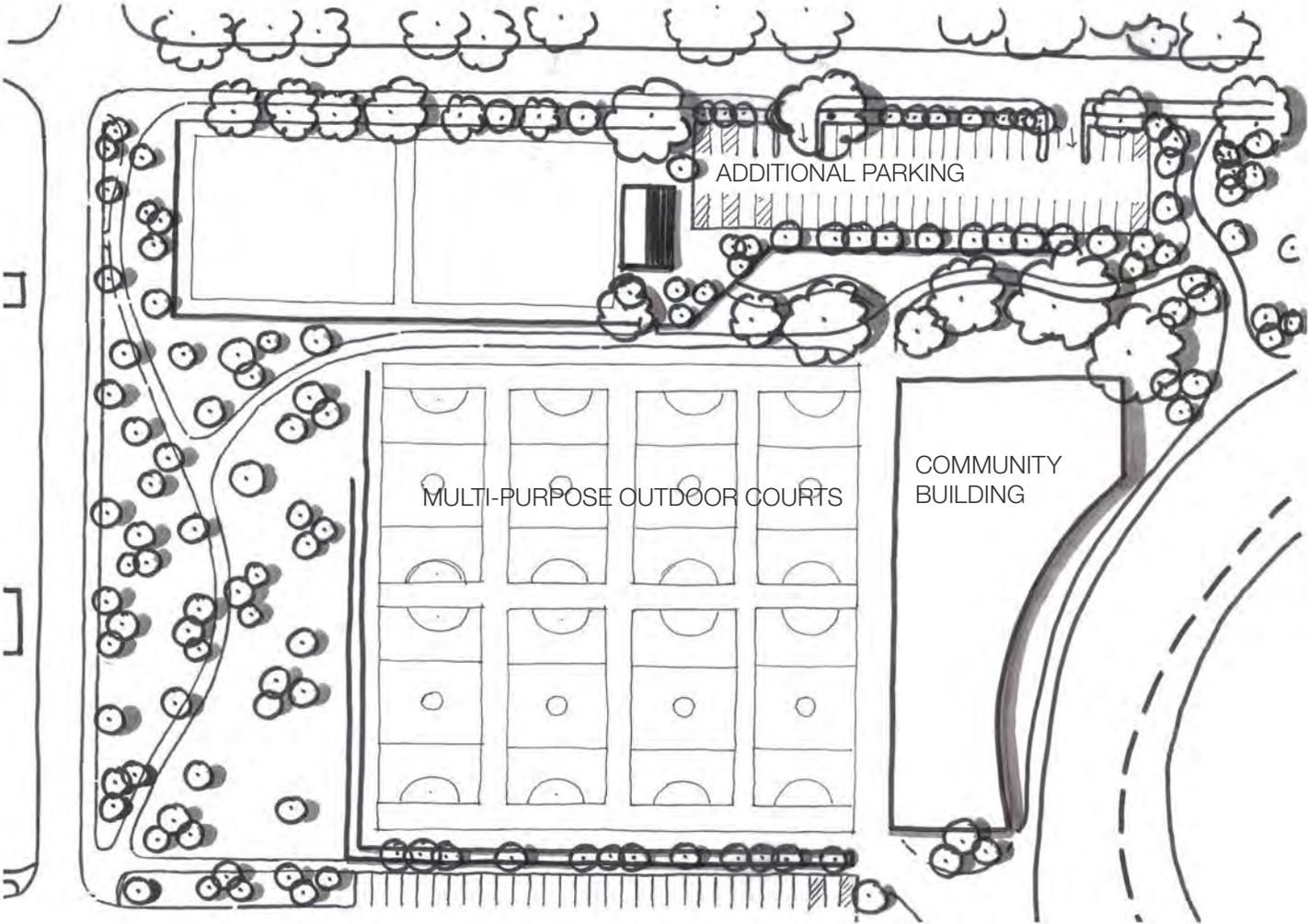
We have assessed the number of sports playing areas that could be accommodated in this space, and these are shown in the table below:

## POSSIBLE USES:

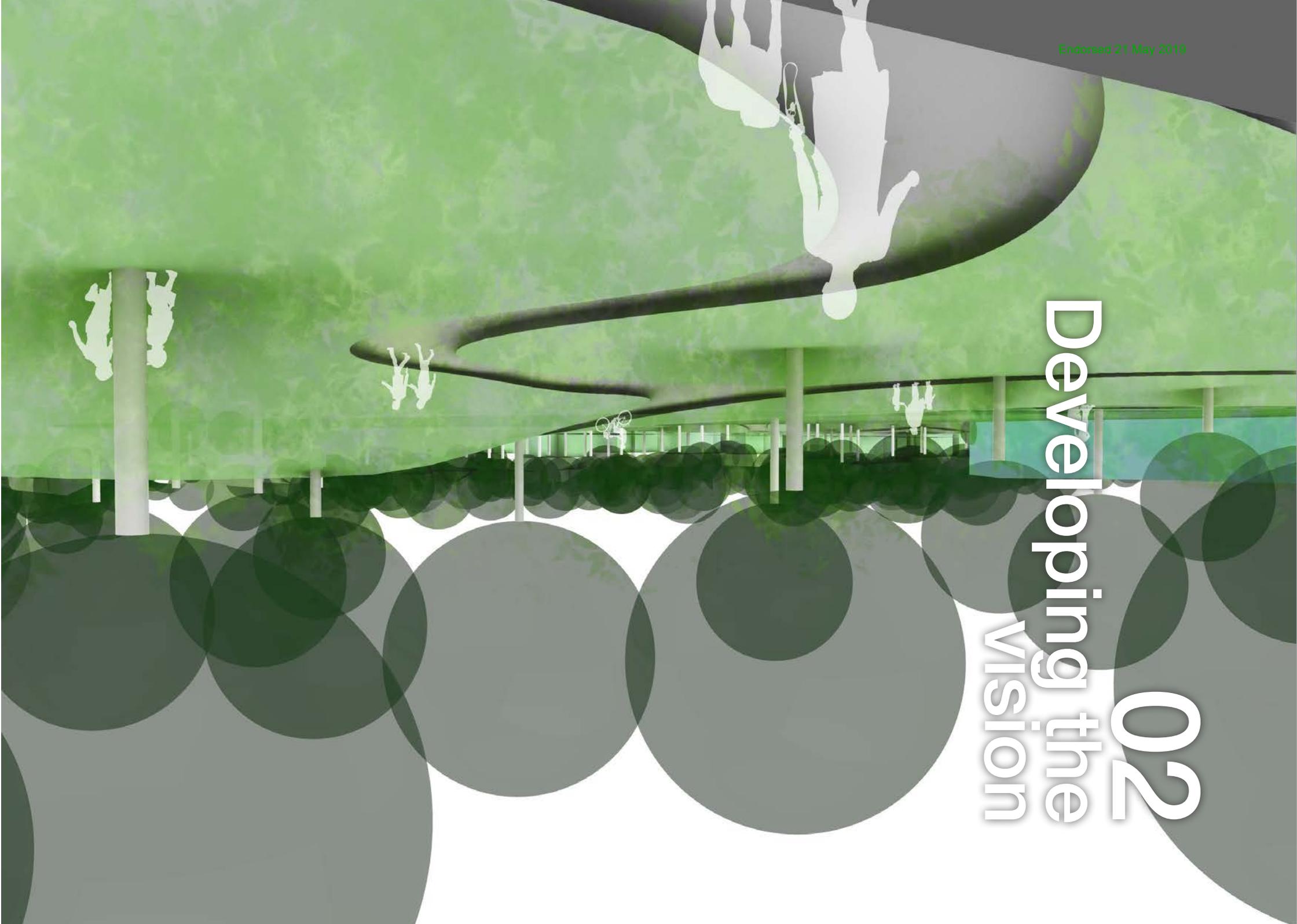
Court	Dimension	Run-off	Total Court
Netball	30.5m L x 15.25m W	3.05m for single court; 3.65m for multiple court	8
Basketball	28m L x 15m W	2m	8
Tennis	23.77m L x 8.23m W	5.48m back of court; 3.05m side of court to fence; 3.66m min between 2 courts	12
Bocce Bowls	26.5m L x 4m W	-	24
Multi-purpose Courts (Futsal)	38m L x 20m W	Includes 1 Netball, 1 Basketball, 1 Tennis and 1 Futsal courts)	4



**ADAPTABILITY OF USE  
VISION CONCEPT 2 - COMMUNITY HUB**



# 02 Developing the vision







### OPEN SESSION 1

Session 1 included a walking tour to discuss and understand the context and key issues for the precinct.

This was followed by a short, intensive workshop session to gain priority feedback regarding key issues and ideas for the precinct.

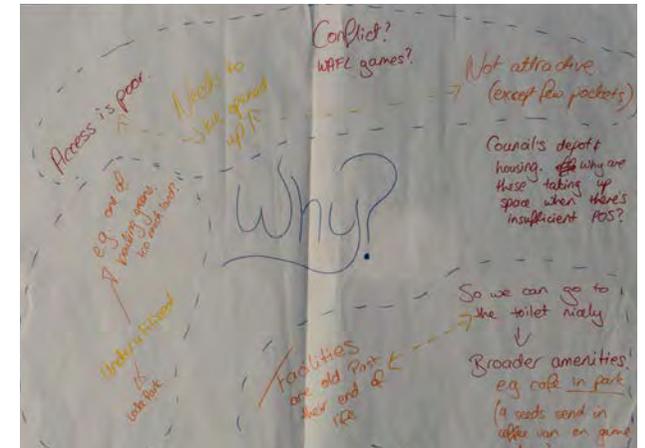
The session was repeated. A breakfast session was held on Saturday, 13 September and an afternoon session on Sunday, 16 September.



## INVITED SESSION

A day-long invited attendees workshop was held with government stakeholders, club representatives (including within and beyond the precinct) and nearby residents.

The session involved a contextual presentation followed by in depth facilitated discussions to discover themes of consensus that became the consensus statements. The session ended with a design exercise to commence generation of the concept vision options.





## OPEN SESSION 2

Session 2 involved similar activities as the invited attendee sessions, but for a wider audience during an evening workshop.

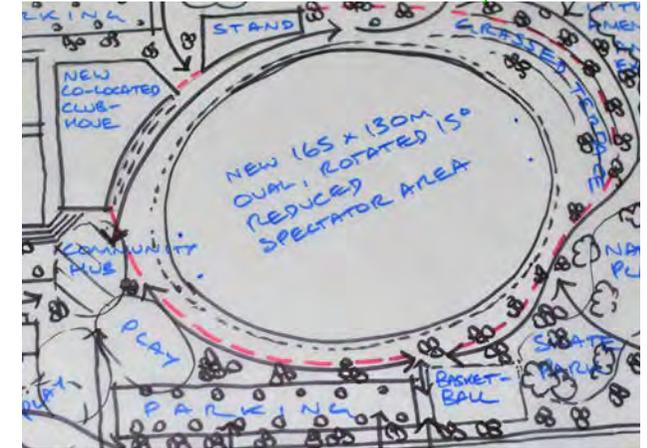
The session involved the same contextual presentation followed by small-table discussions on key elements that formed the consensus statements. The session ended with a design exercise to generate community-led concept vision options.



## INTERNAL DESIGN SESSIONS

Using the consensus statements and community design outcomes, the precinct designs prepared by the community were synthesised into four preliminary concept options.

As the options were prepared, they were workshopped with technical specialists including a Quantity surveyor to confirm their feasibility. A discussion was held with elected members to confirm consistency with the direction supported at the community design forum.





## OPEN SESSION 4

Session 4 presented the final two concept options for revitalisation, based on feedback during session 3.



## ONLINE DESIGN FORUM

An online design forum, hosted within a Facebook page, provided opportunity for community members not able to attend workshop sessions to be involved in the visioning process.

Information, videos, and ideas were posted for comment and consideration during the community design workshop.

**East Fremantle Oval Project - Online Design Forum**  
September 17 at 11:20 AM · 🌐

Which of these images best represents your future vision for the precinct?

**Get More Likes, Comments and Shares**  
Boost this post for \$7 to reach up to 1,500 people.

118 People Reached    5 Engagements    85 Clicks    **Boost Post**

Esther Wellingham    4 Comments

Like    Comment    Share

Oldest ▾

**Kate Hampson** "Sport" option, meaning it's a great community asset just as it is 😊  
Like Reply Message 2w

**Jo Humphreys** All of the above! So much space for multiple uses  
Like Reply Message 2w

**Maureen Flynn** So many great ideas to make the precinct a fantastic recreation resource for the whole community.  
Like Reply Message 2w

**Rhys Davies** A happy medium between a few of them. In particular Community, Sport and Play.  
Like Reply Message 2w

**East Fremantle Oval Project - Online Design Forum**  
September 18 at 11:06 PM · 🌐

Using your ideas and vision for the East Fremantle Oval Precinct we compiled all designs from the workshops that resulted in four key design options.

What are your thoughts on the four options? Let us know by commenting on the photos or via email at: [efoval@eastfremantle.wa.gov.au](mailto:efoval@eastfremantle.wa.gov.au)

**Get More Likes, Comments and Shares**  
Boost this post for \$7 to reach up to 1,500 people.

1,036 People Reached    29 Engagements    428 Clicks    **Boost Post**

Wendy Cooke, Jo Humphreys and 6 others    2 Comments 7 Shares

Like    Comment    Share

Oldest ▾

**Jo Humphreys** I like number 3 or 4 (dependent on whether EFFF are planning on staying. My only concern would be the size of the structures, the shared club house and the stand and how it would affect residents on Allen st. I would be interested to find out the suggested size and design of these structures  
Like Reply Message 2w

**Sanne Butterfield** The current playgroup/midwife centre and playground is a huge part of the local community. The playgroup has daily sessions lots of members and their small children using this area, every day! It's currently in a safe, quiet and shaded spot and should not be moved to a what looks like busy and small street side area or moved altogether!  
Like Reply Message 1w



# CONVERSATIONS

Over four days, many conversations were had about the various elements that influence the revitalisation of the precinct.

The outcome of these key conversations reflects the journey of achieving consensus on how the precinct should be revitalised, and provide much of the context for the consensus statements and vision concepts.

## EXCISION OF LAND FOR RESIDENTIAL OR COMMERCIAL PURPOSES

Previous concept plans for the precinct identified potential sale of land for commercial purposes as a funding option for delivering revitalisation. As a funding option that had been given strong consideration in the past, it was important to explore it as part of the visioning process.

The community design forum specifically tested the desirability and feasibility of the option of selling land within the precinct on several occasions. Outside of these specific questions and the appreciative inquiry, several participants took the opportunity to provide their thoughts on the excision option as part of other workshop activities.

Through the community design forum, two overall positions on the potential for excision and sale of land formed amongst participants:

- An absolute rejection of the option; and
- A preference to retain the precinct as is, but acceptance as a trade-off if necessary to deliver community outcomes within the precinct.

The community design forum did not result in a strong position that excision of land should be part of the vision; most support for the option was considered a last resort if there was no other funding available.

Options prepared through the community design forum present the vision for the precinct. On the basis that excision of land was, at best, tolerated as a last resort, it cannot be said that this is part of the community's vision. The vision articulated by the overwhelming majority of participants is that the precinct should be retained as a sporting facility and public open space. Furthermore, the objective of the community design forum was to achieve consensus on the vision for revitalisation. With a strong position of numerous participants being an absolute rejection of any excision of land, consensus cannot be achieved if an excision option were to be part of the vision concepts.

Despite the lack of consensus precluding excision of land being proposed, the vision concepts maintain flexibility. To recognise the position that excision of land be considered if no other funding is available, both concept options prepared allow for land along Marmion Street to be made available for alternative uses should all alternative funding sources be exhausted and there is a future shift in the community perception regarding excision of land.



## PARKING

Parking was discussed as part of questions regarding access modes and within context and design principle conversations. Parking was an important part of the conversation, however it was not a comparatively passionate topic of the community design forum.

There was no dominant view on parking within the precinct. Many participants identified that additional parking was necessary, many others suggested that whilst there should not be a reduction, they did not consider there was a need for more parking.

Peak parking demand occurs during football matches, resulting in onstreet parking on many access roads to the precinct. Many participants suggested that this is not an issue, particularly as illegal parking is actively policed by the Town of East Fremantle ranger services.

Many participants also recommended consolidation and rationalisation of parking areas.





## FUTURE HOME OF THE EAST FREMANTLE FOOTBALL CLUB

Conversations regarding future uses and revitalisation were strongly influenced by perceived uncertainty regarding the home of the East Fremantle Football Club. Representatives of the East Fremantle Football Club clearly stated that their preference is to retain their club home within the precinct.

East Fremantle Football Club representatives articulated the need for co-located facilities that support a diversity of community and sporting users to attract funding for capital costs and achieve greater sustainability for operational costs.

Participants overwhelmingly support the East Fremantle Football Club staying within the precinct. However, concerns were raised by some community members regarding the level of financial support provided by ratepayers of the Town to a club with membership and players beyond its borders. Many conversations related to who should be responsible for funding capital and operational requirements of the club, and how much of that funding should come from the Town and local ratepayers. Many community participants saw a greater role for the WAFL and AFL in funding the club's facilities. Overwhelmingly, community participants did not support sale of local public open space to pay for WAFL club facilities.

It will be important for a diversity of funding options to be explored to establish upgraded facilities for the East Fremantle Football Club within the precinct, recognising the wider, regional role of the club within the WAFL. The vision responds by confirming the sporting role of the precinct, with adaptive options should it be a home or training ground for the East Fremantle Football Club.



## CLASS A RESERVE

Retaining the precinct as a Class A Reserve was a dominant theme of the community design forum. The dominant view was that the current purpose of the Class A Reserve (Recreation - East Fremantle Oval) is appropriate.

Conversation surrounding the importance of the Class A Reserve was strongly suggestive that the high level of reserve protection is a key part of the perceived identity of the place. A strong part of the precinct's history and identity from the perspective of many community users relates to land within the precinct having been donated of the community from the Pearce family.

The importance of the Class A Reserve to the community saw this as a key consensus statement to underpin future revitalisation. This has a key influence of the nature of development of use in the precinct, with all future use and development to be consistent with the purpose of the Class A Reserve (Recreation - East Fremantle Oval).

*Right - addressing undesirable access, streetscape, and activating use of underutilised spaces are key design principles raised by participants*

## LOOK AND FEEL

Participants shared a wealth of ideas to improve the look and feel of the precinct. The dominant enhancements desired by participants include:

- Interconnectivity into and within the precinct - currently precluded by perimeter fencing and large banks around the oval;
- Protection of existing trees, and more planting and greening throughout the precinct;
- Improving the streetscape and visual relationship with all boundary roads, in particular Marmion and Moss Streets; and
- Activating underutilised spaces.

The vision captures the preferred look and feel of the precinct through the moodboards and the vision concepts. The moodboards provide a visual benchmark for future revitalisation, with a strong visual focus on greening. Both vision concepts focus on achieving the design vision, with the full parkland setting of Vision Concept 2 in particular focussed on improving an enhanced streetscape and connectivity into the precinct.





## FUTURE USER SCENARIOS

A key consensus statement reflected the importance of social heritage and maintaining existing clubs within the precinct.

During design activities, participants were presented with the opportunity to consider alternative use scenarios - including relocating existing clubs to other sporting precincts in the Town. None of the community's design responses chose to explore this scenario and it was therefore not considered in the vision concepts.

However, it is noted that ongoing discussions with sporting clubs in the precinct, such as the East Fremantle Bowls Club and the Croquet Club, may identify opportunity to relocate if it was to result in better level of facilities when co-located with other community sporting clubs in the vicinity of Preston Point. This may be further explored by clubs as the Town prepares strategic plans for these localities.

The vision concept options afford flexibility in the future use and development of these areas should co-location occur. In particular, Concept 2 plans for a reduction and regrading of the current area used for greens, that would enable this area to support other recreation and community uses, such as People's Sheds, a junior football oval, or other recreation uses consistent with the consensus statements that form part of the revitalisation vision.





Left - representative facilities viewed as highly desirable within the precinct by many participants.



## FUTURE FACILITIES

A number of conversations were had in respect to future facilities within the precinct, and this was the topic of several workshop activities during the community design forum.

Three key themes arose and were explored by participants in relation to facilities:

- The opportunity for clubs to share facilities for greater sustainability;
- Demand for more community and passive recreation facilities in the precinct; and
- Future of the works depot and housing.

The relocation of the Town owned housing and the Town of East Fremantle depot require further detailed consideration, which is not within the scope of this project.

The opportunity for club facilities to be co-located within a single, multi-purpose facility was raised by many participants. This commonly raised view became the key design principle of Concept 2 - Community Hub. Conversation identified challenges that will need to be met in delivery, in particular the need to retain individual club memberships, history and identity, and the need for management frameworks that provide equity across the clubs, as many of the clubs rely on alcohol sales as a major income source.

Outside of club facilities, conversation suggests there is strong demand for additional recreational facilities, associated with play and passive rather than additional organised sports. Key user groups were children, youth, and dog walkers. Providing public toilets was a strong theme. Several participants raised the opportunity for a second oval for non-WAFL sports. Facilities were prioritised by participants through design activities, which informed the concept plans. In addition to facilities, participants identified the need for spaces to be activated through programming and events.

Removing housing and the depot was a common theme, though not a passionate one. Participants noted that these developments were potentially reflective of their time, with caretaker/staff housing and depot to manage the oval and reserve. However, the majority of participants did not consider these facilities appropriate for inclusion in the precinct in the longer term. The alternate view presented by some participants was that the depot might be retained, depending on how it is integrated into the reserve.



## FUNDING AND DELIVERY

Much of the conversation surrounding funding related to the potential sale of land from within the precinct, and concerns of local ratepayers funding the East Fremantle Football Club facilities. These were described earlier in this section because they accounted for much of the funding conversation.

There were two key views presented in relation to the proposed scale of development. On one side, some participants recommended that more visionary approaches would be more likely to achieve larger funding opportunities. On the other side, many participants recommended a smaller scale of revitalisation so there is a greater possibility of it being delivered. When the scale of development was compared through discussions on preliminary options, the dominant view was that greater investment to achieve the community hub is preferred, as the cost of achieving the revitalisation vision with less intervention (Option 1) was still considerable, and for some participants did not reflect value considering the lesser community benefit.

Other key themes in relation to funding included the need for diversity, staging, and the importance of a user-pays approach. The need to exploit all possible funding options (with the exception of sale of land from within the precinct) based on staging

development tied to funding opportunities was seen by many participants as the key way to deliver the community's vision. A dominant theme was that it is not reasonable for ratepayers to fund a multimillion dollar project, and it must be funded by external parties (state and federal government and grants).

There were varied views in relation to the Town of East Fremantle funding revitalisation through either rate increases (to save up) or loan funding. Several participants drew a link between loan funding (where future users effectively pay the cost of revitalisation through interest payments) and a user-pays system. This was a reason for many participants to support that option. Other participants preferred to avoid debt. Similarly, there was no dominant position in relation to rate increases to pay for revitalisation. However, these views were not as strong as the overwhelming preference to avoid the sale of land from within the precinct.

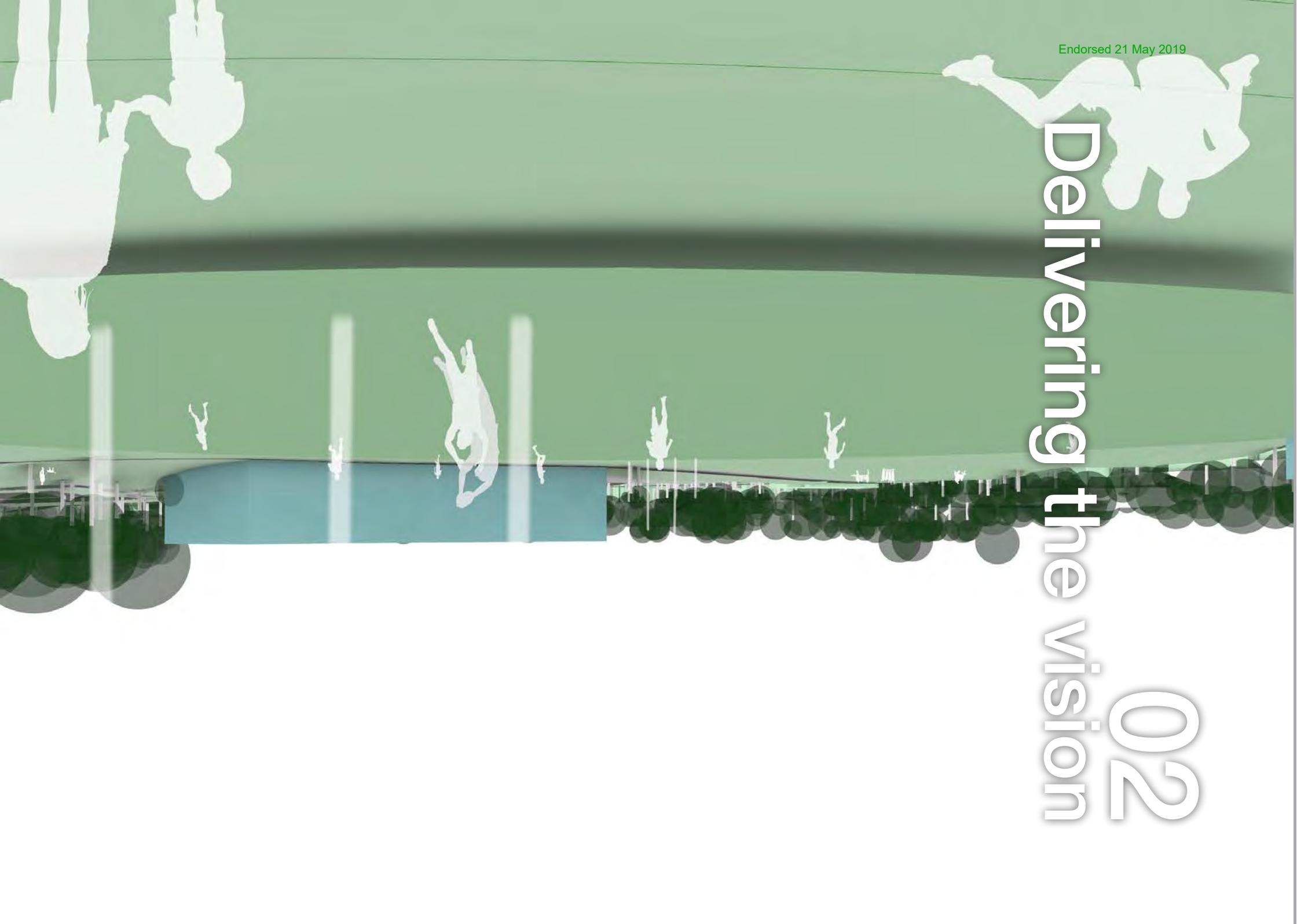
Operational funding was viewed as also being important. Commercial leases within club buildings to support operational costs was generally supported.



Endorsed 21 May 2019

# Delivering the vision

# 02





## WHERE TO FROM HERE?

A community-led delivery model can foster community and club ownership through involving these stakeholders in delivering the vision.

The Town of East Fremantle may consider supporting two delivery groups and bring them together to foster an aligned, collaborative approach to delivering the vision. This empowers the beneficiaries of funding to be responsible for obtaining it.

### EAST FREMANTLE OVAL PRECINCT PROJECT WORKING GROUP

A Project Control Group, comprising representatives of precinct clubs and users, and the Department of Sport and Recreation as a key funder, was established to provide input into the development of the East Fremantle Oval Precinct Revitalisation Vision.

The Town may now consider developing a new project group, with specific terms of reference to focus on attracting large-scale, external funding to deliver the community hub concept, and required shared facilities to support a diversity of community and sporting clubs within the precinct. This group, comprising Town staff and elected members, would predominantly oversee the detailed design and delivery of the community hub, to ensure the detailed design serves the needs of all precinct users.

### COMMUNITY REFERENCE GROUPS

Alongside the project working group, the Town of East Fremantle may consider establishing community reference groups as required, to focus on delivering community and parkland aspects of the developing project. These groups could be established, with developed appropriate terms of reference and by selecting diverse membership from the community. The aim of the group(s) would be to focus on identifying key aspects of particular projects to deliver parkland and community elements of the vision, and prioritise these elements in line with community aspirations. This will empower the local community in the delivery of their vision.



## WHERE TO FROM HERE

The East Fremantle Oval Precinct Revitalisation Vision Plan Community Design Forum (Charrette) is the first of many processes to work towards opening the precinct to the community and activate the precinct with passive as well as organised recreation pursuits. The Vision Concepts within this document have been developed from the Charrette and are the start of what will now become a staged implementation of improvement for the precinct.

There will be a number of processes to follow. This Vision Plan is not a stagnant nor static document. Over time, priorities for recreation activities will inevitably change. The Vision Plan outlined herein aims to be flexible to accommodate forthcoming changes and scenarios.

Further conversations will be undertaken. New ideas may arise. This is an articulation of what could be possible. The Town of East Fremantle is committed to ensuring the precinct is revitalised and utilised by the community.

The essence of this Vision Plan is to be retained, however it is acknowledged that future ideas, concepts and plans will evolve. Future conversations will be undertaken through community, stakeholders and government engagement.

## TIMEFRAME

The Town of East Fremantle is committed to ensuring the Revitalisation of the Precinct is undertaken in a timely manner.

It is envisaged that a project on the scale outlined herein will be staged over a period of 10-20 years. Further business planning outlining details of costs, funding sources and stages will be undertaken.

The Town of East Fremantle will accumulate funding over time to ensure reserves are provided in its Long Term Financial Plan and may consider loan funding options.

## STAGE ONE RECOMMENDATION

Priority – landscaping, streetscapes and fencing.

To work towards maximising open spaces, and accessible to the community.

- Remove the permanent fencing;
- Work with the East Fremantle Football Club to develop temporary removable fencing for game days and other Club specific events; and
- Establish a Community Reference Group to assist the Town to develop Stage One landscaping and beautification projects.



# A DIVERSE FUNDING STRATEGY

Delivering the vision will require a staged approach, with various elements tied to a diversity of funding opportunities.

It will be important for the Town of East Fremantle, clubs, and community to work together to attract funding from a diversity of sources.

Delivery of the preferred vision concept will require staging over several years, based on when grants or other funding becomes available to deliver individual components.

Development stages should be defined and prioritised. These stages then become individual projects subject to various funding applications, and delivered over 10-20 years.

Appendix A presents a list of grants that may be applicable for the delivery of the revitalisation vision.

For WA projects the majority of the grants available are related to programs that aid social inclusion, training and job creation as well as encouraging participation in the arts and sports. There are numerous tourism events and initiative grants which would be applicable after the redevelopment has taken place.

Regular reviews of grant funding should be undertaken as opportunities change over time.

## COMMUNITY HUB

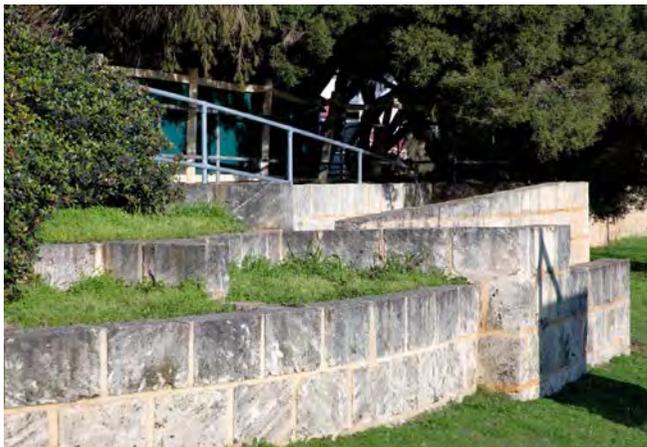
The scale and diversity of beneficiaries for a community hub within the precinct makes direct funding through state government a potential opportunity to be explored. Attracting commitment from State Government, in particular in the lead up to election cycles, will require collaboration by the Town of East Fremantle, and local members of Parliament.

A business case should be prepared as the basis for engaging with State Government and other potential funding partners to deliver the community's preferred vision of an integrated, multi-purpose community and sporting hub in the precinct.

The business case should include provision for associated modifications to the playing greens for the croquet and bowls club, as well as the relocation of the works depot to an alternative location.

Grant programs that might also support the community hub include:

- Community & Workplace Buildings (Lotterywest);
- Community Sporting and Recreation Facilities Fund (Department of Sport and Recreation); and
- Big Ideas (Lotterywest).



## PARKLAND AND PASSIVE RECREATION FACILITIES

It is expected that much of the funding for these elements will be provided by the Town of East Fremantle.

However, the additional community benefit provided by community facilities within parkland opens up the opportunity to apply for community related grants.

Grant funding to support delivery might be achieved through:

- Smart Cities and Suburbs Program (Department of Infrastructure, Regional Development and Cities);
- Community Spaces Outdoor (Lotterywest);
- Community Sporting and Recreation Facilities Fund (Department of Sport and Recreation); and
- Big Ideas (Lotterywest).

These grants require co-contribution, therefore direct funding by the Town of East Fremantle will be required for at least part of the capital costs.



## INDIVIDUAL CLUB FACILITIES

It is likely that individual club facility upgrades and new buildings, associated with Vision Concept 1 - Opening the Park - will be subject to available grant funding over time.

There is no immediate priority for upgrades for the East Freo Playgroup, East Fremantle Bowls Club, or East Fremantle Croquet Club. However, the facilities used by the East Fremantle Football Club are in a state of disarray and require prioritised upgrading or replacement.

The outcome of a community hub, outlined in the preferred concept for revitalisation, with integrated WAFL facilities is preferred. However, if there are considerable delays in external funding to achieve that outcome, then grants for dedicated facilities in line with Vision Concept 1 might be prioritised.

Potential grant funding might be attracted via the Community Sporting and Recreation Facilities Fund (Department of Sport and Recreation), however this funding program prefers co-located and shared facilities. Supporting funding might be sought from the WAFL and AFL.

# Appendix A

## Grant Opportunities



# GRANT FUNDING

The table overleaf provides a list of grants that may assist in revitalising the East Fremantle Oval Precinct.

For WA projects the majority of the grants available are related to programs that aid social inclusion, training and job creation as well as encouraging participation in the arts and sports. There are numerous tourism events and initiative grants which would be applicable to fund programming, after revitalisation has occurred.

The referenced websites opposite have been perused to produce the table and are a great source of information for grants.

Grants are listed if they have recently or currently open for applications, have more than one round of funding or have progressed to round two.

<https://www.grants.gov.au> - Australian government grants

<https://www.thegrantshub.com.au> - membership required for on-going use – database of grants

<https://grantguru.com.au> - membership required for on-going use – database of grants

<http://www.australiacouncil.gov.au/funding> - funding for arts programs

<https://www.communitygrants.gov.au> - Commonwealth Government grant opportunities and helpful information to support organizations seeking or managing grants to deliver community services and support.

<http://www.dsr.wa.gov.au/funding> - Department of Local Government, Sport and Cultural Industries

<https://www.lotterywest.wa.gov.au/grants/grant-types> - Lotterywest



Name of Grant	Provider	Grant covers	Criteria
Community Spaces Outdoor	Lotterywest	<ul style="list-style-type: none"> <li>• Creation of skate parks</li> <li>• Development of playgrounds</li> <li>• Memorials marking our culture, heritage and community sentiment</li> <li>• Design of community gardens to promote sustainable living</li> <li>• Earthworks, play equipment and shade facilities</li> <li>• Temporary infrastructure that may make public spaces more welcoming for people</li> </ul> <p>Does not support the ongoing operation and maintenance of community spaces.</p>	<p>Co-contribution required</p> <p>The main assessment criteria include:</p> <ul style="list-style-type: none"> <li>• Community and stakeholder support including any foreseeable increases in community involvement resulting from the grant project.</li> <li>• Planning that demonstrates the facility will meet community need.</li> <li>• Ability of the organisation to manage and maintain the outdoor space.</li> <li>• Long term viability of the space and their organisation.</li> <li>• Contributions from relevant sources. The grants are intended to be complementary.</li> <li>• Safe, secure and affordable spaces that are open to the whole community and are accessible and usable for people with disability.</li> <li>• Planning and building approvals and compliance to relevant codes, standards and legislation.</li> <li>• Consideration of heritage and environmental factors.</li> </ul>
Community and workplace buildings	Lotterywest	<p>Purchase of a building or, construction, fit-out and/or renovations to a building. This can be to house organisations delivering services to the community or providing community meeting places or to co-locate multiple community service organisations</p>	<p>Co-contribution required</p> <p>The main assessment criteria include:</p> <p>Details of the accommodation need/s and the options explored to most effectively meet the need to deliver your service to the community</p> <ul style="list-style-type: none"> <li>• Exploration of opportunities for shared accommodation with other organisations</li> <li>• The feasibility of the proposed accommodation solution to support your organisation's or community's current and future work</li> <li>• Safe, secure and affordable buildings that are open to the whole community and are accessible and usable for people with disabilities</li> <li>• Community and stakeholder support including any foreseeable increases in community involvement through events/programs held in the space</li> <li>• Details of other building users or uses</li> <li>• Details of who owns the building – if it won't be your organisation please explain what arrangements are in place and provide any supporting documentation</li> <li>• Ability of your organisation to manage and maintain the building</li> <li>• Long term viability of the building and your organisation</li> <li>• Contributions from relevant sources</li> <li>• Details of what will happen if the building grant request is not supported by Lotterywest</li> <li>• Planning and building approvals and compliance to relevant codes, standards and legislation Consideration of heritage and environmental factors</li> </ul>

Name of Grant	Provider	Grant covers	Criteria
Community Sporting and Recreation Facilities Fund	Department of Sport and Recreation	<p>Develop or upgrade facilities which will maintain or increase physical activity, or result in a more rational use of facilities. Priority will be given to projects that lead to facility sharing and rationalisation.</p> <p>Small Grant \$2500-\$66,666 Annual Grants \$66,667-\$166,666 Forward Planning Grant \$166,667-\$2,000,000</p>	<p>Small Grant: basic level of planning. Total project cost &lt;\$200,000.</p> <p>Annual Grants: planning and construction process to be completed within 12 months. Total project cost \$200,001-\$500,000.</p> <p>Forward Planning Grant: large scale project, implementation period between 1-3 years. Total project cost &gt;\$500,000.</p>
Big Ideas	Lotterywest	<p>•Assets that will significantly add to WA's social, natural, and built features that add value to WA and benefits many people over a long period of time</p> <p>•Large scale projects that have a major community impact</p> <p>Past examples of big ideas include:</p> <ul style="list-style-type: none"> <li>•Support to broadcast 'Opera in the Park' to regional communities</li> <li>•Development of Scitech Discover Centre</li> <li>•Support towards development of the WA Data Linkage System</li> <li>•A world class health resource used for the ultimate benefit of all Western Australians</li> </ul>	<ul style="list-style-type: none"> <li>•Widespread community involvement</li> <li>•Significant, enduring impact</li> <li>•Unique and world-class projects/events</li> <li>•Major support from a number of sources (whether financial or in-kind)</li> <li>•Partnership between government, community and the private sector</li> <li>•Sustainability of the asset, project or event</li> <li>•Ability of your organisation to deliver the project</li> <li>•Feasibility of the proposal (we may provide a grant towards this)</li> </ul> <p>The revitalisation of the East Fremantle Oval Precinct may not meet the criteria in terms of the significance of the project.</p>



# ACKNOWLEDGEMENTS

## PROJECT PARTNERS

Town of East Fremantle

Department of Local Government, Sport and Cultural Industries – Local Projects Local Jobs

GHD Pty Ltd

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Brett Treby – Sport & Recreation, Department of Local Government, Sport and Cultural Industries

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Lisa O’Malley, Member for Bicton

## ELECTED MEMBERS

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Cr Michael McPhail, Deputy Mayor

Cr Jenny Harrington

Cr Cliff Collinson

Cr Dean Nardi

Cr Tony Natale

Cr Andrew McPhail

Cr Andrew White

Cr Tony Watkins

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Thank you to the many community members and residents, stakeholders, user groups and interested people for their involvement, time and commitment in the production of this document and the vision for revitalising this important community and public space within the Town of East Fremantle.



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