

# Implementation

## WHERE IS THE TOWN GOING?

The Concept Plan is the ideal long term aim or goal. It is not inflexible but modified with changing circumstances or increased knowledge. Alterations are not made lightly however and proposals contrary to the plan e.g. the new railway marshalling yards, can be accommodated by protecting the area for the time being without prejudicing the future. If the proposal eventuates the concept is changed but if it does not, the intended use of the area reverts to that shown in the concept plan.

## HOW QUICKLY?

Speed of implementation depends on finance available. Finance available depends largely on how important the Town thinks the improvements are.

## WHAT COST?

Cost depends on the quality of improvements and speed of installation.

Costs may appear large but....

1. The earlier the start, the cheaper the cost.
  2. Improvement can be undertaken at whatever speed the Town desires and can be spread over a period of years.
  3. The expenditure can be relied upon to bring substantial benefits and works will save more than they cost.
  4. Many of the works can be undertaken comparatively cheaply in association with new subdivisions or redevelopment which will take place anyway.
  5. The Town has a responsibility to future generations.
- Seen in this light, actual cost is not so important.

## WHO PAYS?

Some outside finance is available  
- by way of Commonwealth and State Government grants.

But basically the Town has to pay  
- collectively through general or special charges.  
- property owners individually also have responsibilities.

## WHAT PRIORITIES?

Once the goal is defined and accepted and decisions made as to the avenues of raising finance, priorities are then given to the implementation of various parts. The Town will decide the priorities.

## WHAT NEXT? - Implementation Plans

Staging plans are essential to a long term plan  
- to bridge the gap between the present and future concept.

They are revised as their objects are achieved.  
- probably every 3 to 5 years.

They should provide for the methodical improvement of the transport networks and the up-grading of environmental standards.

There should be "etching out" of the highway network with continuity of linkage, even if links and intersections are sub-standard or deviate from the concept plan. Existing and proposed main roads would be protected from encroaching development.

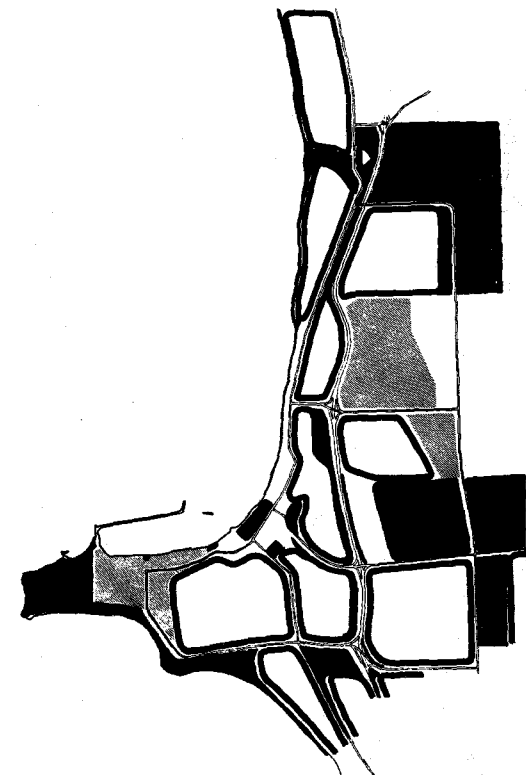
Environmental areas would be given some reality  
- low speed limits could be imposed  
- street closures and loop roads designed to exclude through traffic.

The Town Centre is most important and the first stage of suggested improvements has already been prepared.

First stage implementation plans for the remainder of the town, when prepared, will be exhibited at a further public exhibition.

9 June 1970

## Town Plan



## Spine Road

### WHY HAVE A SPINE ROAD?

By the year 2000, Rowe Street will be inadequate as the Coastal Highway.

### DISADVANTAGES OF ROWE STREET NOW

1. Disrupts Wonthella.
  2. Inconvenient to fronting properties.
  3. Reserve is too narrow to accommodate future traffic.
  4. Numerous intersections dangerous. Problems will increase. We must plan now.
- The earlier the start the cheaper the cost.

### ADVANTAGES OF NEW LOCATION:

Best value for money outlayed.

1. Follows existing barrier of ridge.
2. Only 18 to 25 buildings affected.
3. Least visual impact.
4. Minimum disturbance to natural vegetation along ridge.
5. Little road noise.
6. Easy to bridge.
7. All street closures along Rowe Street would be reopened.
8. Least disturbance to school and Fertilizer Works.
9. High standard road results.

### WHY NOT WIDEN ROWE STREET?

1. More disruption to Wonthella.
2. Twice as many buildings affected.
3. ALL minor streets would be cut off.
4. Difficult to bridge.
5. High speed road close to school.
6. Undesirable bends around Fertilizer Works.
7. Access problems from remaining properties.

### WHY NOT A BY-PASS OUTSIDE THE TOWN?

1. The Town would gain little benefit from a traffic by-pass.
2. Few vehicles would use it.
3. Relief of traffic congestion further delayed.

### PROPERTY OWNERS

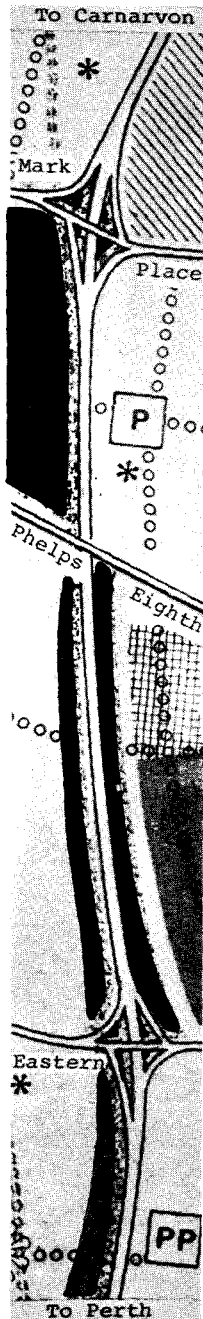
You could stay right up until the time the road is needed.  
Estimated construction time - year 2000.  
If you wished to sell, Council would pay full market value.  
No property would be compulsorily acquired immediately.

If the road is accepted, a detailed plan of the exact properties affected will be included in a further public exhibition.

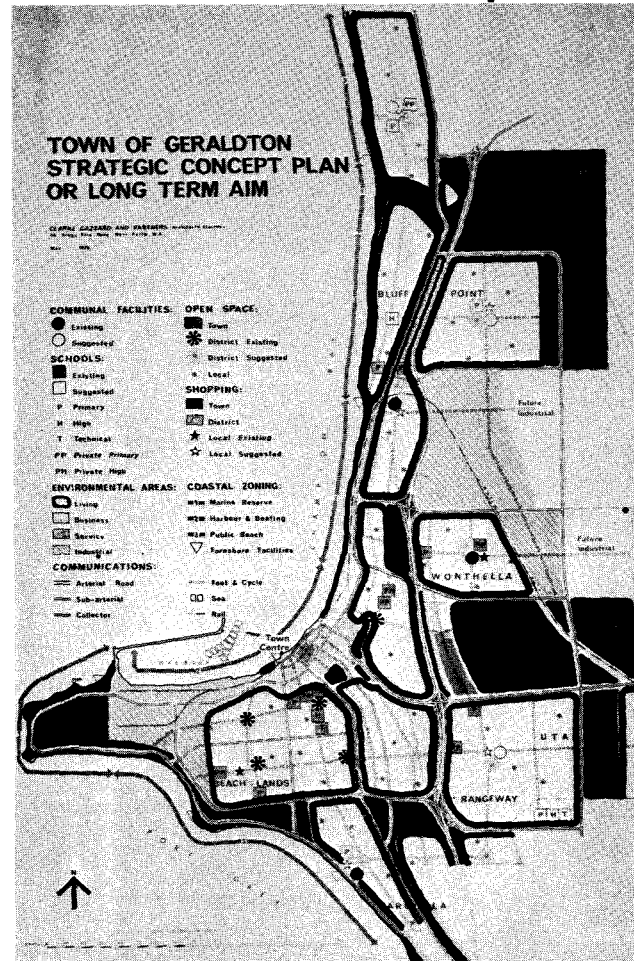
### PROGRESS TO DATE

Main Roads Dept., Town Planning Dept., and Council's Town Planners all agree that the new main road route should be safeguarded.

THIS PROJECT HAS BEEN ENDORSED BY THE REGIONAL PLANNING COMMITTEE AND THE TOWN COUNCIL HAS GIVEN PRELIMINARY APPROVAL FOR THE PURPOSE OF PUBLIC DISCUSSION.



## Concept Plan



The basic concept is the creation of environmental areas with a transportation network. The main objectives are desirable environmental conditions and convenient movement of people and goods.

The road system is hierarchial with fast through traffic on wide roads reducing to slower moving traffic on narrower local roads. The pattern is flexible so sections can be up-graded or extended as needs arise. Existing and proposed main roads are safeguarded so improvements can be made later.

The land use pattern is determined by firstly excluding valuable natural areas from development, particularly the coast, then concentrating major industrial uses, leaving the remainder of land available for living and required services. Living areas have communal facilities centrally located on a footpath system and contain a wide variety of non-residential uses, controlled by building setbacks, landscaping, carparking and other means.

## Town Centre



Increasing regional development will bring new pressures. For Geraldton to maintain its position as a leading town in the State, a new up-dated image is required. The town centre could be more attractive and efficient.

Problems now include through traffic in Marine Terrace disturbing shoppers, delays from traffic congestion, carparking inadequate and poorly located, deliveries to shops difficult, little open space and no rest areas, the street is barren and unattractive.

Improvements suggested are Marine Terrace a shopping mall, creation of open space and rest areas, appearance of the street improved, approach roads widened, carparks provided where needed, service access to properties improved.

Not only would the environment and access be better but the improvements would attract tourists and industrialists to the Town.

Comments and suggestions on the plan and its implementation are welcomed.

