

Background and Survey Methodology

The Western Australian Government is developing an overall plan for the Cockburn Coast to bring together all the individual projects occurring in the area, in order to maximise the quality and sustainability of planning along the coast. The views of people living in suburbs around Cockburn Coast need to be incorporated into this planning, and the processes to allow this to happen include a day-long community forum called the *Cockburn Vision Dialogue* and a complementary community survey, which is reported here.

The survey was conducted in April 2005. A questionnaire was developed by an independent research consultant in collaboration with the Department for Planning and Infrastructure and LandCorp, and mailed to 4,000 residents of the suburbs inland as far as the Kwinana Freeway, north to the Swan River and south to Henderson, Hope Valley and The Spectacles. To reflect the relatively higher importance of the development of the coast on the closer suburbs, 70% of the survey sample was drawn from the suburbs immediately inland and north of Cockburn Coast, and 30% from the remainder of this total area.

A total of 674 responses (17% response rate) were received by the due date, and these were weighted on age and location to match the age profiles of the region and to ensure the desired 70:30 location balance.

Overall Conclusions

The survey strongly supported the rezoning of the Robb Jetty industrial park from 'industrial' to 'residential / mixed use' and it being developed as a modern urban area (87%).

91% of respondents felt that an area of mixed residential, business and / or entertainment was preferable to a purely residential area; and 66% preferred to see a variety of housing types rather than a single dominant type.

91% of respondents also wanted to see a mixed-use pathway run along the foreshore for the entire length of the Cockburn Coast, and 85% wanted to see the new community deliberately linked into the surrounding areas at the time it is developed.

A variety of uses were considered desirable for the old Power Station building – cafes, restaurants and takeaway food outlets (55%); a gallery, museum or theatre (54%); short stay accommodation (42%) and retail shops (37%) being the most common. Respondents mainly wanted to see landscaped public areas (78%) and direct beach access (65%) in the areas surrounding the old station.

There was no dominant view on how the beach and surrounding areas should be linked, with 51% preferring a substantial buffer and 49% preferring a closer linkage.

There were a variety of opinions and also currently no dominant community view on the preferred road and rail connections north and south of the Robb Jetty area. The most popular option for a road link was to upgrade Cockburn Road and realign it to the western edge of Beeliar Regional Park (43%), but substantial proportions also preferred options to upgrade the existing route and to develop additional new roads.

The preferred option for the freight rail route in the area was to sink it into a tunnel. If this option is ultimately not viable, this issue will need to be explored further as it is not clear whether people who currently prefer this option would then favour the existing route to be retained or the track realigned.



Summary of Results

Should the Robb Jetty area be Rezoned

The vast majority of respondents felt that the Robb Jetty industrial park should be rezoned from 'industrial' to 'residential / mixed use'.

Overall, are you in favour of the Robb Jetty industrial park being rezoned from 'industrial' to 'residential / mixed use' and developed as a modern urban area?		
Yes 87%	No 7%	Unsure 6%

Purely Residential VS Mixed Use Area

Respondents were also very strongly in favour of the Robb Jetty area being developed as a mixed-use area as opposed to a purely residential area, with restaurants and cafes, and retail shops being considered particularly appropriate in the area.

Would you prefer to see the Robb Jetty area developed as:											
9%	A purely residential area										
Or											
91%	A mixed residential, business and /or entertainment area										
↓											
<table border="1"> <thead> <tr> <th colspan="2">What types of activity would you feel were appropriate to be mixed with residential areas in Robb Jetty?</th> </tr> </thead> <tbody> <tr> <td>Offices</td> <td style="text-align: right;">37%</td> </tr> <tr> <td>Retail shops</td> <td style="text-align: right;">65%</td> </tr> <tr> <td>Restaurants and cafes</td> <td style="text-align: right;">84%</td> </tr> <tr> <td>Licensed venues (pubs or nightclubs)</td> <td style="text-align: right;">36%</td> </tr> </tbody> </table>		What types of activity would you feel were appropriate to be mixed with residential areas in Robb Jetty?		Offices	37%	Retail shops	65%	Restaurants and cafes	84%	Licensed venues (pubs or nightclubs)	36%
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Note: Percentages for activities are of the total pop'n											

How to use the Old Power Station site

Respondents were clearer about how they preferred to see the areas surrounding the Old Power Station used than the building itself.

The old South Fremantle Power Station is a heritage listed building, and will be renovated and restored during the development of the Robb Jetty community. What would you like to see the building used for, and what you would like to see in the areas <i>around</i> the old Power Station building?		
	Old Power Station	Surrounding areas
Predominantly residential	15%	39%
Shops and other retail activities	37%	31%
Offices and professional suites	20%	16%
Cafes, restaurants and take-away food outlets	55%	39%
Licensed premises (eg: Pubs and / or nightclubs)	26%	14%
Tourist or short stay accommodation (eg: Hotel)	42%	18%
Landscaped public areas (eg: gardens, grass areas, BBQ facilities etc)	38%	78%
Tourism related businesses	27%	24%
Art Gallery / Museum / Performing Arts Theatre	54%	14%
Direct access way to the beach	44%	65%



Connecting to the Beach

Two models of connecting the beach into the surrounding developed areas were considered. Option 1 was a 'buffer' model such as is the case at Scarborough Beach. Option 2 was a more integrated model such as is the case at Cottesloe beach. Respondents were evenly split in their preferences for these options.

Thinking about the way the beach and the surrounding areas are connected with each other, would you prefer:

<p>51% That the beach was separated from residential areas, cafes and other parts of the area by a defined "buffer" area (such as at Scarborough Beach where the beach is separated from the developed area by a wide strip of grass and dunes)</p>	<p>Or</p>	<p>49% That the beach was quite closely linked into the residential areas, cafes and other parts of the area (such as at Cottesloe Beach, where the developed areas are quite close by the beach and the foreshore is a part of both)</p>
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Site North of the Switchyard

There was also no clear consensus on how to use the area north of the existing electrical switchyard. By far the most popular usage of this land is for landscaped public open space, but even this was only chosen by around half of all respondents.

There is an opportunity to create a mixed residential and café area with close access to the beach in a region just north of the power station, which is currently partly revegetated industrial land. Would you prefer to see that area is...

<p>Allowed to totally revegetate and then left as dunes 24%</p>	<p>Used to create a carpark for beach users 18%</p>
<p>Used for a café and residential area 26%</p>	<p>Used for landscaped public open space 48%</p>

Note: % does not add to 100% due to multiple responses

Preferred Types of Housing

There was a clear preference for the Robb Jetty community to offer a mix of different types of housing, rather than having a single dominant style. Of those people who preferred a single style, the preference was for low-to-medium density. Only 2% of respondents favoured a dominant high-density model.

In terms of the types of housing to be available in the new Robb Jetty community, would you prefer to see:

<p>34% Housing which is mainly of a single type, as is the case in many existing suburbs</p> <p style="text-align: center;">↓</p>	<p>Or</p>	<p>66% Housing which offers a mix of different types of houses, townhouses and units in order to appeal a wider range of potential residents of the area</p>
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If you prefer this option, which type of housing would you like to see as the dominant type?

Traditional 'detached' suburban houses	16%
Townhouses and villas set on smaller blocks	13%
Blocks and complexes of units or apartments	2%

Note: Percentages for types are of the total pop'n.

Does not add to 34% due to missing data.



Connecting Robb Jetty into the surrounding community

There was no overriding preference for the future of north-south road links from Cockburn Coast, nor for the route of the freight rail line - although in both cases there was a 'more preferred' option.

Presently Cockburn Road is the only major road link north to Fremantle and south to Kwinana and Rockingham through this area. How would you like to see Cockburn Coast's north-south road links developed in the future?	
Cockburn Road is upgraded to a major arterial route and continues to follow its existing route, which includes sections that cut through planned residential areas	30%
Cockburn Road is upgraded to a major arterial route, but a section is moved to run down the west edge of the Beelii Regional Park rather than through future residential areas	43%
Cockburn Road is left as a main road on its existing route, and alternative major roads are developed, impacting surrounding areas	27%

There is a freight rail link that runs south from Fremantle and through Cockburn Coast. This rail link will be retained in the future, but there are several options about its specific route. Would you prefer:	
The freight rail route stays as is, running along the edge of the coastal foreshore reserve and with future residential areas on one side.	37%
The freight rail route is moved away from the coast, freeing up some additional coastal land, but taking the route through more residential areas	10%
The freight rail route stays the same, but the line is sunk into a tunnel allowing development of the areas above and better access to the coast	53%

Respondents were clearer about preferring a mixed-use path to run the full length of Cockburn Coast; that the new community be linked into the existing one; and for there to be an emphasis on public transport rather than car parking. However, given the lack of clear preferences for road and rail routes, it is not surprising that nor was there a clear position on whether developing a single transport corridor should be given a high priority.

Which is your preferred option for the new Robb Jetty community:			
63%	More and better public transport to and from the Robb Jetty community	Or	37% More parking available in the main Robb Jetty community
85%	The Robb Jetty community should be deliberately linked into the existing suburbs and communities at the time that it is developed	Or	15% The Robb Jetty community is developed relatively independently of the existing communities, and linkages are then developed over time
91%	There is a mixed-use bike and pedestrian pathway along the foreshore that runs the length of the Robb Jetty area	Or	9% Mixed-use bike and pedestrian pathways are provided in specific areas, but not necessarily linked along the entire length of Robb Jetty community
44%	Funding for moving rail routes and major roads into a single transport corridor wherever possible is a high priority	Or	56% Rail routes and major roads are left essentially where they are, and the money that would be used to fund moving them used for other areas of infrastructure development in the area

