

BUSSELTON FORESHORE REDEVELOPMENT: STATEMENT OF INTENT

(Adopted by the former Busselton Shire Council on 8 June 2011)

Vision for the Development

The Council of the Shire of Busselton holds a vision for the Busselton Foreshore Development to become "Busselton's Playground" - it will be a unique water's edge playground to be enjoyed by all.

A Balanced Approach: The Foreshore will be developed in a manner that respects Busselton's identity and heritage whilst providing economic, social, environmental and cultural benefits to the Shire and the South West region.

Protecting Your Environment

As with any new development, a sustainable approach will be encouraged:

- We will encourage a sustainable approach to urban design;
- We will balance development and open space;
- We will encourage the use of sustainable building methods and techniques;
- We will identify and develop strategies for coastal erosion/impacts;
- We will optimise the interaction with the water and foreshore;
- We will conserve and enhance the growth of native flora species;
- We will conserve and enhance the population growth of native fauna; and,
- We will seek to attract and develop sustainable commercial developments which are sympathetic to the aesthetics of the foreshore

Viability for the Community

The Shire of Busselton is committed to facilitating commercial development in the area that is self sustainable and contributes towards the ongoing operations of the Foreshore whilst ensuring the vision and principles that Council have expressed are met:

- We will proactively seek Government support for the development;
- We will seek a partnership with levels of Government to fulfil the Foreshore development;
- We will seek to develop economically viable lease areas which deliver sustainable revenue;
- We will ensure all development on the Foreshore is complimentary and sympathetic to existing infrastructure;
- We will ensure commercial developments benefit the community and business; and,
- We will ensure an allocation of funds from the leased sites developed on the foreshore are used to fund the maintenance and upkeep of the foreshore

Economic Benefits

The Shire of Busselton recognises the significant economic opportunities associated with the development of the Busselton Foreshore:

- We will promote the Busselton Foreshore as a destination for visitors, nationally and internationally;
- We will investigate and pursue business opportunities;
- We will attract commercial developments that are conducive to the growth and development of existing businesses;
- We will ensure the future development actively encourages and facilitates the further development and attraction of events to the region; and,
- We will encourage the training of youth in both the development and the operation of the Foreshore

Social Benefits

The Shire of Busselton seeks to develop the Busselton Foreshore to be a water front playground which is enjoyed by all:

- We will seek to provide a space accessible to all;
- We will seek to develop a place for locals to own and visitors to frequently enjoy;
- We will seek to optimise the use and enjoyment of different places through quality experience and access; and,
- We will ensure the integration of the Busselton Cultural Precinct and the Foreshore, maximising cultural experiences

Governance

The Busselton Foreshore Redevelopment will be managed by the Shire of Busselton in a manner that gives the highest regard to relevant regulations and safety, is responsible and progressive:

- We will have the highest regard for Urban design, Engineering and Place making regulations and standards;
- We will continuously improve and review where necessary management principles and practices; and,
- We will manage the development to maximise benefits to the community

Community Involvement

The Shire of Busselton recognises it is managing the Busselton Foreshore Development on behalf of its community and will therefore involve the community in decision-making:

- We will be consultative, informative and responsive;
- We will regularly report on development activities supporting the highest levels of transparency and visibility; and,
- We will support a community consultation program which engages and seeks advice from members of the community;
- We will ensure to develop a space that is owned by the community