

Cable Beach
Development
Strategy
Part 1



Contents

1	Introduction	4
1.1	What is the Cable Beach Development Strategy	4
1.2	How Was the Strategy Developed?	4
2	Context.....	6
2.1	Historic Development	6
2.2	Geographic Context	8
2.2.1	Barriers.....	8
2.2.1.1	<i>Gubinge Road</i>	8
2.2.1.2	<i>Broome International Airport</i>	8
2.2.1.3	<i>Minyirr Park</i>	8
2.2.1.4	<i>Hidden Valley</i>	8
2.2.2	Connections.....	9
2.2.2.1	<i>Broome North</i>	9
2.2.2.2	<i>Chinatown</i>	9
2.3	Land Tenure	11
3	Development Strategy	12
3.1	Vision.....	12
3.2	Overarching Principles	12
3.3	Format of the Strategy.....	12
3.4	Definitions	14
3.5	Land Use.....	14
3.5.1	Development Control Provisions	14
3.5.2	Shire of Broome Direction	17
3.6	Built Form.....	18
3.6.1	Development Control Provisions	18
3.6.2	Shire of Broome Direction	20
3.7	Movement Network.....	21
3.7.1	Development Control Provisions	21
3.7.2	Shire of Broome Direction	22
3.8	Public Realm.....	23
3.8.1	Development Control Provisions	24
3.8.2	Shire of Broome Direction	24

4	Concept Plan	26
1	Formalise Main Entry to Cable Beach	26
2	Enhance Functionality and Amenity of the Drainage Sump	26
3	Manage Coastal Hazard Risk	26
4	Relocate Vehicle Access	27
5	Upgrades to Amphitheatre	27
6	Foreshore Enhancements	27
7	Pedestrian Links	28
8	Surf Club Redevelopment	28
9	Promote Public Trading Activities	28
10	Small Scale Retail Strip	29
11	Streetscape Enhancements	29
12	Road Realignments and Extensions	30
13	Formalise a Backpacker Camping Area	30
14	Encourage Tourist Development with Active Frontages	31
15	Sensitive Redevelopment of the Old Crocodile Park	31
16	Yawuru Tourist Development	31
17	Car Parking Analysis and Reconfiguration	31
5	Concept Plan Implementation	31

1 Introduction

1.1 What is the Cable Beach Development Strategy

The Cable Beach Development Strategy (the Strategy) is an Area Specific Strategy for the Shire of Broome which will function as an Informing Strategy under the Shire’s Integrated Planning and Reporting Framework. As an Informing Strategy, it will be considered in the future reviews of the Strategic Community Plan and Corporate Business Plan. The Strategy is also referenced in the Shire of Broome’s Local Planning Scheme No. 6, and it contains land use planning provisions which will guide new development in the precinct.

The Shire’s Local Planning Strategy identifies the Strategy area as ‘Precinct 11’ and sets out the following objective for the Precinct:

“to be the major leisure tourism area of the Shire, including hotels, restaurants, bars, tourist accommodation and leisure tourism activities on and around Cable Beach.”

Part 1 of the Strategy considers Cable Beach in the context of Broome and identifies strategies and actions for how the Shire and relevant partners can work together to achieve the objective of the Local Planning Strategy. Part 2 contains background information which has informed the recommendations of Part 1.

1.2 How Was the Strategy Developed?

The Shire has undertaken numerous planning studies and community engagement activities for the Cable Beach Precinct over many years, which are summarised in Part 2. To prepare the Strategy, Shire staff reviewed these documents to achieve a baseline understanding of what matters have been considered important over time. The common themes in previous planning studies for the Precinct include:



To supplement this research, the Shire conducted a preliminary community engagement process to ensure current issues and opportunities were identified and considered prior to the preparation of a draft Strategy. The preliminary community engagement was conducted over a six week period in 2015 and included one-on-one meetings with landowners and other key stakeholders, an online survey, a photo competition, and a ‘come and chat’ morning at Cable Beach where the general public could share what they liked, or did not like, about the area. The outcomes of the preliminary community engagement have been documented in Appendix 1 to Part 2 and have informed the content of the Strategy.

Further to the preliminary engagement program, officers undertook a detailed Context Analysis of the Precinct, and identified opportunities and constraints. The opportunities and constraints analysis is presented in Part 2. This work enabled officers to formulate ‘Objectives’, ‘Strategies’ and ‘Actions’ within the themes of:

- Land Use;
- Built Form;
- Public Realm; and
- Movement Network.

Finally, officers prepared a Concept Plan which identifies potential projects that Council and partners can undertake to enhance and enliven the Cable Beach Tourist Precinct.

2 Context

2.1 Historic Development

For 45,000 years Walmanyjun (Cable Beach) has been a public promenade for Aboriginal people, and is still today a place of cultural significance to the Yawuru Native Title holders. It is a gathering place, a sacred place, a place of celebration, a place of contemplation, and a provider of sustenance. The Yawuru Cultural Management Plan (2011) states that this area is the location of *Bugarrigarra* sites and tracks associated with the northern and southern Yawuru traditions, and the home of *Jurru*, metaphysical serpents and protectors of the country. Yawuru people camped and sheltered in the monsoon vine thickets in Minyirr Park and in Hidden Valley, behind the white sandy dunes. Over time, development of the area has caused disruption to practiced tradition and cultural ties.

The European settlement of Broome was prompted by the growth of the pearl shell industry, and the town initially established a few camps on the sand hills adjacent to Roebuck Bay. As access to the pearling grounds was obtained through the Bay, early development in Broome remained focussed on the eastern side of the peninsula, retaining a relatively pristine environment around Cable Beach to the west. The first European infrastructure to be installed at what would become known as 'Cable Beach' was an undersea telegraph cable that linked Broome to Java in the late 1880s. The cable was predominantly used to receive information on the fluctuating prices of pearls and shells.

The natural environment surrounding Cable Beach remained largely undeveloped until the early 1970s. An aerial photographic image from 1965 depicts the area as a series of informal dirt tracks and a few shacks under private ownership.

By the early 1970s, a caravan park had been developed on the land that would one day become the Cable Beach Club Resort, bringing formalised tourism to the area. The Malcolm Douglas Crocodile Park soon followed, as did the 60 hectare Pearl Coast Zoo which was developed by Lord Alistair McAlpine in the 1980s. Although the zoo ultimately closed and the tourism operations of the Crocodile Park relocated to a larger site out of town, some crocodiles remain on the old Crocodile Park site and add to the mystique of the area.

In the early 1980s, the Cable Beach precinct was subdivided into large rural living lots for the purposes of horticulture and the settlement pattern that is still evident today was adopted. However, landowners soon discovered that the groundwater supplies were not of a sufficient quantity or quality for large scale irrigation, and the focus of the precinct began to shift more towards tourism. Town Planning Scheme No. 2, which was gazetted in 1985, allowed for 'some additional resort and recreation facilities' to be permitted around Cable Beach, although the need to ensure these facilities were not 'incompatible with environmental good health' was stressed.

A watershed moment occurred in 1988 when Lord McAlpine further extended his resources and love for Broome and developed the Cable Beach Club Resort. Legend has it that the land on which the Cable Beach Club exists was bought by McAlpine with a contract signed on the back of a beer coaster in the Roebuck Bay Hotel. The Cable Beach Club introduced elements of built form and design commonly seen throughout Broome's town centre, Chinatown, into the Cable Beach Tourist Precinct.

The Cable Beach Tourist Precinct has since transformed into Broome's major tourist precinct and is now regarded by many, from all over the world, as a popular tourist destination. The larger lots once intended for horticulture have provided opportunities to establish a variety of tourist related land uses, particularly resorts and caravan parks. Stand alone residential development has also been established, with the former Pearl Coast Zoo site subdivided into the Sunset Park estate. The Beach itself remains a popular spot for both tourists and locals, and is one of the favourite venues for viewing the sunset in Broome.

The series of images below depict the growth of the Cable Beach Precinct over time.



Image 1:
Aerial Photo of Cable Beach Precinct, 1965



Image 2:
Aerial Photo of Cable Beach Precinct, 1990



Image 3:
Aerial Photo of Cable Beach Precinct, 2012



Image 4:
Aerial Photo of Cable Beach Precinct, 2014

2.2 Geographic Context

The Cable Beach Precinct has historically been geographically separated from the rest of Broome. Broome's commercial centre, 'Chinatown', was built along the foreshore of Roebuck Bay and remains the heart of retail and commercial activity in the town. Residential development extended from Chinatown, eventually transitioning into industrial development and the Broome Port in the southern part of the peninsula.

As a result of these historic development patterns, development in the Cable Beach Precinct has taken place somewhat in isolation from the remainder of the urban area. A number of barriers, geographic and man-made, remain which restrict connectivity. However, the Precinct's relationship to the remainder of Broome is evolving and opportunities to integrate the Precinct into the developing urban fabric are increasing. These barriers and connections are described below and depicted visually in Figure 1 – Context Plan.

2.2.1 Barriers

2.2.1.1 *Gubinge Road*

The Cable Beach Precinct sits on the northern side of Gubinge Road, a Main Roads WA controlled arterial road which provides the primary access to the Port. Gubinge Road in the vicinity of the Precinct is a moderate speed environment (70km/hour) that is frequently utilised by heavy haulage vehicles, including road trains, transporting goods to and from the Port. As such, it creates a physical barrier that separates the Cable Beach Precinct from the majority of the residential, commercial and industrial development to the south-east.

2.2.1.2 *Broome International Airport*

A further barrier is the location of the Broome International Airport which essentially bisects the town into northern and southern portions. The airport limits direct linkages – be they for vehicles, pedestrians, or fauna – across the peninsula from Cable Beach to Roebuck Bay and Chinatown. Navigating between the two areas is not straightforward, which (at least anecdotally) discourages tourists from leaving the Cable Beach Precinct to take advantage of what the Chinatown and adjacent Old Broome precincts have to offer. This disconnection not only has negative economic consequences and impacts on overall visitor experience, but it is inconsistent with the customs of the Yawuru people, who for centuries travelled across the peninsula based on the seasons to hunt, fish and gather bush foods.

2.2.1.3 *Minyirr Park*

Minyirr Park borders the southern edge of the Cable Beach Precinct and extends southwards, forming part of the Yawuru Conservation Estate. Minyirr Park is a 'Class C' reserve jointly managed by the Yawuru Registered Native Title Body Corporate (RNTBC), the Shire of Broome and Department of Parks and Wildlife, for the purpose of 'conservation, recreation and traditional customary Aboriginal use and enjoyment'. The majority of the area consists of bushland and it remains culturally significant to the Yawuru people, who visit Minyirr Park to undertake traditional practices. Contributing to the significance of Minyirr Park is the Monsoon Vine Thicket Threatened Ecological Community (TEC). The Monsoon Vine Thickets provide an important habitat for a number of plant species and are listed as a TEC under the *Environmental Protection and Biodiversity Act 1999*. Minyirr Park also acts as a drainage basin for the residential area on the eastern side of Gubinge Road.

2.2.1.4 *Hidden Valley*

Hidden Valley lies within the Yawuru Conservation Estate adjoining the north-western border of the Cable Beach Precinct. The area remains significant to Aboriginal culture. The area of Hidden Valley falls within the boundaries of registered site No. 12839 on the list of registered Aboriginal Sites maintained by the Department of Aboriginal Affairs. Further north, beyond Hidden Valley, lies Buckley's Plain – a significant natural, cultural and recreational wetland. This area is subject to the large tides experienced in Broome, with significant native flora and fauna, including pockets of the Monsoon Vine Thickets TEC. The significance of Buckley's Plain was recognised in the Waterbank Management Plan (2003-2005), which recommended the ongoing management of this wetland area.

2.2.2 Connections

2.2.2.1 Broome North

In 2010, new greenfield development sites were identified for Broome, including LandCorp's first major development known as Waranyjarri Estate. Waranyjarri Estate is located to the north of Gubinge Road, between the Blue Haze Industrial estate and the Cable Beach Precinct.

This residential subdivision will form part of a wider 'Broome North' Precinct that will ultimately provide approximately 4,500 houses as well as two primary schools, a high school, two local centres and various recreation and community facilities. As Broome North is situated to the north of Gubinge Road, it will be directly connected to the Cable Beach Precinct. Local Development Plan No. 3, which was endorsed by the Western Australian Planning Commission in 2016, proposes an extension of Tanami Drive to connect with Sanctuary Road. This will allow for more integration between Broome North and the Cable Beach Precinct.

The development of Broome North has also assisted in rebuilding connections across the peninsula through the establishment of an Environmental Cultural Corridor (ECC). The 150 metre wide ECC traverses Broome North and provides a link for people, plants and animals from Cable Beach to Roebuck Bay.

2.2.2.2 Chinatown

The Shire's Local Planning Strategy recognises the importance of connecting the Cable Beach Precinct to Chinatown and outlines two indicative alignments for a road that will help achieve this. The indicative alignments include an extension of Cable Beach Road West through the Broome International Airport to Old Broome Road (only possible when the airport relocates to a site out of town), or alternatively from Murray Road across to Spoonbill Avenue. The final location and design of a future road link will be subject to further discussions with landowners and Main Roads WA, however the connection should be multi-functional and designated as an Ecological Corridor, a cycle/walkway, a public transport route and a road. This connection will provide an opportunity to emphasise Broome's rich culture and heritage and re-establish traditional connections across the peninsula.

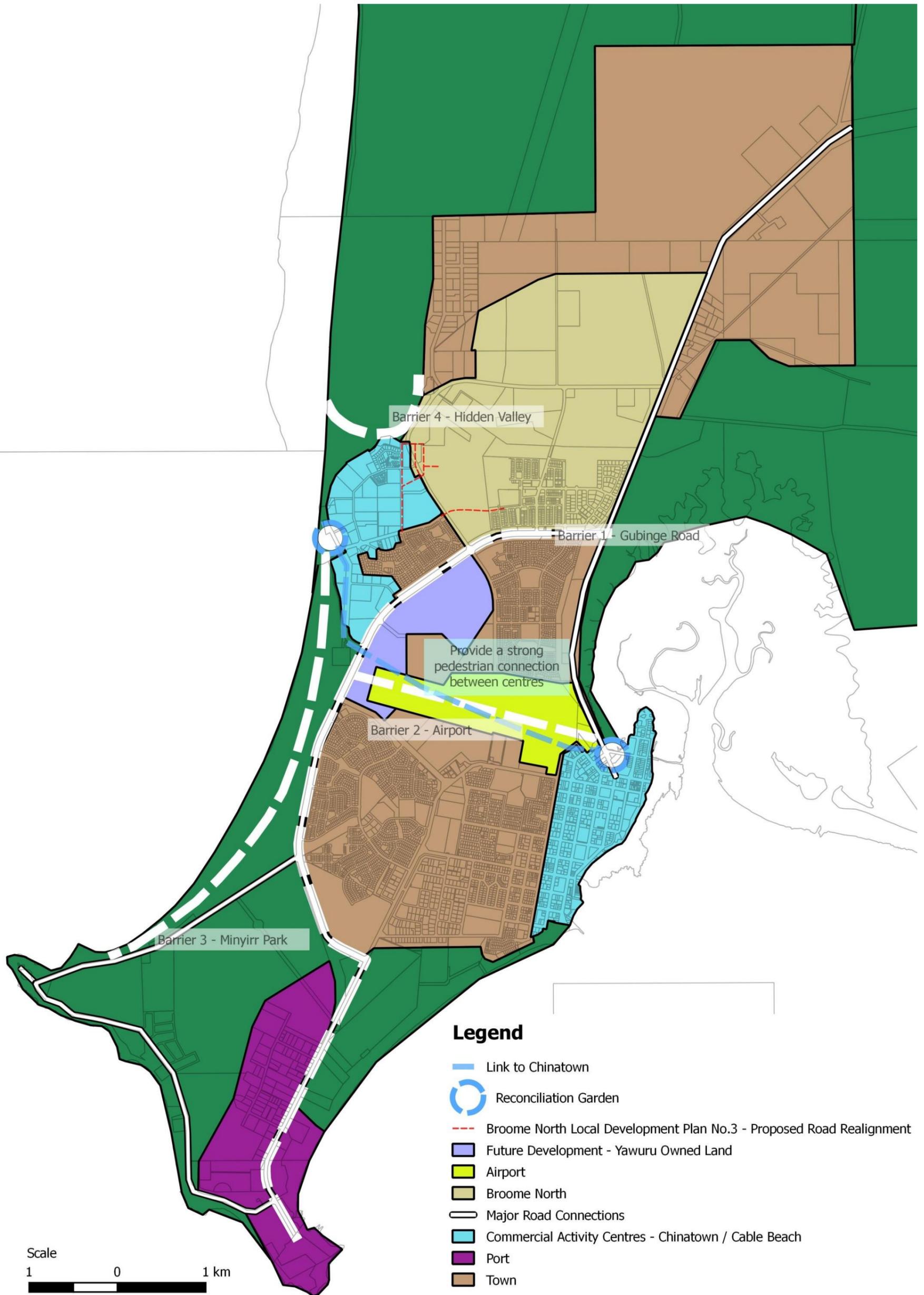


Figure 1 – Context Plan

2.3 Land Tenure

The land within the Cable Beach Precinct is comprised of public and private tenures. Figure 2 is a Land Tenure Plan that identifies land held in freehold title, land designated as Crown Reserves, land scheduled to be transferred to Yawuru RNTBC through the 2010 ILUA and Unallocated Crown Land.



Figure 2 – Land Tenure Plan

3 Development Strategy

3.1 Vision

The Cable Beach Tourist Precinct will continue to function as the major leisure tourism area of the Shire, including tourist accommodation, restaurants, bars and leisure activities on and around Cable Beach.



3.2 Overarching Principles

Feedback received during the preliminary community engagement process undertaken for the Cable Beach Development Strategy (refer to Appendix 1 in Part 2) as well as feedback received on previous versions of a Strategy for this precinct identified common attributes of the Precinct that are highly valued by both residents and visitors.

As a result, the following overarching principles have been developed for Cable Beach as “the major leisure tourist precinct” for Broome:

1. Respect, preserve, enhance and celebrate attributes of the natural environment and the area’s rich culture and heritage;
2. Encourage continued vibrancy through a tourist orientated product that allows for various activities and experiences to be enjoyed; and
3. Encourage continued enjoyment of recreational opportunities.

3.3 Format of the Strategy

The Strategy Plan (Figure 3) visually represents key spatial elements of the Strategy, and will be the reference plan for guiding development within the Cable Beach Precinct. The text below the Strategy Plan is separated into four key themes:

- Land Use;
- Built Form;
- Movement Network; and
- Public Realm.

Each theme contains two sections to reflect the dual intent of the Strategy as both a land use planning document and a Shire of Broome corporate planning document. These sections include:

- **Development Control Provisions** - which will be used by staff and Council when assessing Development Applications and subdivision referrals and will guide the exercise of discretion under Local Planning Scheme No. 6.
- **Shire of Broome Direction** - which will guide the Shire in undertaking strategic planning, future projects and investment in infrastructure



Legend

- | | |
|--|-------------------------------|
| Precinct 11 - Cable Beach Tourist Boundary | Priority Active Frontage |
| Pedestrian Links | Residential Zoned Land |
| Hidden Valley Visual Line | Tourist Zoned Land |
| Small Scale Retail Strip | Community / Recreational Uses |
| | Public Open Space |



Figure 3 – Strategy Plan

3.4 Definitions

The following terms are used in the sections below:

“integrated development” means a development that comprises both permanent residential and short stay tourist development.

“Priority Active Frontages” means streets that currently, or in the future, will accommodate the greatest amount of pedestrian traffic and consequently are where commercial activity is to be prioritised.

“permanent residential development” means development of either a single house, grouped dwelling, multiple dwelling or residential building which is occupied by the same person or group of persons for a period exceeding 3 months in any one 12 month period.

“self-contained” means development capable of independent human habitation which comprises no less than a kitchen, bathroom and habitable room.

3.5 Land Use

The Strategy Plan depicts the zones and reserves that are found within the Precinct. The majority of land is zoned ‘Tourism’ under Local Planning Scheme No. 6 (LPS6), with some land zoned ‘Residential.’ Land designated as ‘Public Open Space’ and ‘Community Recreational Uses’ on the Strategy Plan is classified into reserves under the local planning scheme, generally for the purpose of parks, recreation and/or drainage.

LPS6 states the purpose of the ‘Tourist’ zone is to *“contribute to a desirable tourist destination through provision of visitor accommodation including caravan parks and associated retail and service facilities.”*

As the ‘Tourism’ zoning allows for a range of uses to be contemplated within the Precinct, the Strategy Plan seeks to provide further guidance on where specific activities and land uses within the Precinct are encouraged. The ultimate intention is for the Precinct to remain attractive and engaging to both Broome residents and tourists, providing accommodation opportunities in conjunction with various tourist-related land uses that will not only service internal residents/visitors but add value to and help create a vibrant Cable Beach Precinct. However, it is important that commercial activity is of a scale that will not detract from Chinatown as the Shire’s main commercial and retail precinct.

3.5.1 Development Control Provisions

OBJECTIVES	
1.	Support commercial activation along designated street frontages.
2.	Ensure the predominant use of ‘Tourist’ zoned land is for tourism.
STRATEGIES	
a)	Designate Sanctuary Road and Cable Beach Road West as ‘Priority Active Frontages’ and encourage development that engages pedestrians along the street frontage.
b)	Designate portions of Sanctuary Road as ‘Small Scale Retail Strip’ and support stand alone retail and commercial development in this location.
ACTIONS	

i. The following 'preferred' land uses are to be considered when assessing Development Applications for uses shown as 'D' or 'A' in the Zoning Table of LPS6 along land designated as 'Priority Active Frontages':

<i>Preferred</i>
Occasional Use - Open street stalls, portable market stalls or street vendors are encouraged
Art & Craft Centre
Cinema/Theatre
Civic Use
Caravan Park
Community Purposes
Dry Cleaning – small scale dry cleaning in the form of a Laundromat with no more than 10 machines.
Hotel
Motel
Museum
Tourist Development
Amusement Parlour
Liquor Store
Nightclub
Vehicle Hire
Exhibition Centre
Office – in association with a tourism purpose
Restaurant
Shop
Tourist Development (Low Impact)
Health Club

Market	
Reception Centre	
Recreation Indoor	
Recreation Private	
Grouped Dwelling – if incorporated into integrated development	
Multiple dwelling – if incorporated into integrated development	
Residential Building – if incorporated into integrated development	
Staff Accommodation – if incorporated into integrated development	
<p>ii. The following ‘preferred’ land uses are to be considered when assessing Development Applications for uses shown as ‘D’ or ‘A’ in the Zoning Table of LPS6 along land designated as ‘Small Scale Retail Strip’.</p>	
<i>Preferred</i>	
<p>Shop – tourist related shops are preferred and may include the following:</p> <ul style="list-style-type: none"> • Day spas • Hair dressing/beauty salons • Souvenir shops • Gourmet deli’s • Galleries 	
Restaurant	
Exhibition Centre	
Art & Craft Centre	

4.	Amend the Local Planning Strategy to remove the 'Local Centre' designation from Lot 6 Sanctuary Road.
5.	Amend LPS6 to remove the additional use designation for 'Service Station' from Lot 6 Sanctuary Road.
6.	Amend LPS6 to rezone properties along Frangipani Drive to 'Residential' as per Figure 3.

3.6 Built Form

Built form includes the height, mass, design and positioning of buildings. It helps frame the public realm and can promote activation and safety.

The built form of Cable Beach is disjointed, with the majority of existing development designed in a way that offers limited opportunities to provide interaction with the public realm. The existing building footprint is set back approximately 15m from the road in some areas, making it difficult to establish a direct connection between commercial/retail land uses and the public realm.

Design Guidelines formed part of the Cable Beach Development Plan in 2003. The guidelines included general provisions for development within the Cable Beach Tourist Precinct, which ultimately reflected a similar style to that in Chinatown. The provisions of the Design Guidelines were considered by some to be too prescriptive, and it is not recommended that they be carried forward. The Development Control provisions below incorporate relevant design principles and will influence the built form of future development in the Precinct.

Local Planning Scheme No. 6 (LPS6) allows for a maximum of 40% of the area of lots zoned 'Tourism' to be utilised for permanent residential use. The Development Control provisions outline what is required to ensure this component of the development is appropriate for residents' needs without compromising the predominant tourism use.

3.6.1 Development Control Provisions

OBJECTIVES	
1.	Use the design of development to promote a safe and active public realm during both day and night.
2.	Ensure the Precinct contains high quality tourist accommodation with sufficient on-site recreational facilities
3.	Enable permanent residential development to occur in a way that does not jeopardise the primary tourist function of the Precinct.
STRATEGIES	
a)	Require development along 'Priority Active Frontages' to address, and have a high level of interaction with, the primary street.
b)	Require tourist development adjacent to 'Residential' zoned land to be designed so as not to impact negatively on the privacy and amenity of adjoining residents.
c)	Require development along 'Priority Active Frontages' to incorporate Crime Prevention Through Environmental Design principles.
d)	Promote climate responsive building design.
e)	Require the permanent residential component of an integrated tourist development to be designed in such a way that it provides the level of functionality and amenity considered appropriate for permanent habitation.
ACTIONS	
i.	Resort-style development in the form of freestanding units will be considered 'grouped dwellings' and must be developed in accordance with the site area standards (R40) set out in Table 1 of the Residential Design Codes.
ii.	Rooms included in interconnected, multi-storey hotel/motel tourist development will be considered 'multiple dwellings' and must be developed in accordance with the plot ratio standards (R40) set out in Table 4 of the Residential Design Codes
iii.	The permanent residential component of an integrated development must be self-contained and:

<ul style="list-style-type: none"> • Meet the provisions of the Residential Design Codes with respect to vehicle parking, provision of a store room and provision of a clothes drying area; and • Contain a designated rubbish disposal area or supply a waste management plan outlining how rubbish will be disposed to the satisfaction of the Shire.
iv. Any tourist development transitioning to an integrated development must demonstrate that the provisions of this Strategy have been met for any units which will be utilised for permanent residential development.
v. Non-residential development that overlooks residential development must be set back to comply with the privacy provisions in Clause 5.4.1 of the Residential Design Codes for areas coded R50 or lower or screened in accordance with the R-Codes.
vi. Development must avoid blank walls presenting flat surfaces without openings or activity when viewed from all public spaces including the street.
vii. Development on corners must address both street frontages.
viii. Within the 'Tourist' zone, an area comprising a minimum of 5% of the total site area must be set aside for service/maintenance and storage, and this area is to be screened from view of streets and accommodation units.
ix. A management plan must be submitted with each Development Application in the 'Tourist' zone setting out how waste disposal will be managed and collected from the site, unless development is considered to be of a minor nature.
x. Service areas likely to emit strong odours (ie. bin storage) must be located away from pedestrian routes within or adjoining a development.
xi. Any roof mounted or freestanding plant or equipment such as air conditioning units, satellite dishes or radio masts must be located and screened so they are not visible from beyond the boundaries of the development site.
xii. Nil front setbacks are encouraged for commercial land uses on lots with frontage to streets identified on the Strategy Plan as 'priority active frontages' and 'small scale retail strip'.
xiii. The variation of the height provisions outlined in Clause 5.11 of LPS6 will be considered for development on Lots 1640 and 2212 Cable Beach Road West, with development not to exceed a wall height of 17 metres and an overall building height of 24 metres.
xiv. Solid fencing can only be erected where it is necessary to provide screened clothes drying areas, refuse bin enclosures or in the case of the caretaker's dwelling, a private yard area.
xv. Solid fencing is not permitted on street frontages.
xvi. Development on Lots 3, 50 and 51 Coucal Street and Lots 51, 11 and 985 Millington Road must be designed so as to avoid overlooking into Hidden Valley, and must not be visible from Hidden Valley.
xvii. All development used to accommodate tourists must incorporate a minimum of 45% of the site area for open space. This 45% must include an area of open space equal to 20% of the site area, which is useable for active or passive recreational pursuits. The location of the recreational area must give due regard to the amenity of any permanent residential development and ease of access for children.
xviii. Every application for Development Approval must be submitted with a detailed landscaping plan for the development and adjacent road reserve. Planting of the landscaping and reticulation must be carried out in accordance with the approved landscaping plan prior to occupation of the development.
<p>xix. Landscaping plans must be drawn to a scale of 1:100 and show the following:</p> <ol style="list-style-type: none"> a. The location and type of existing and proposed trees, shrubs, lawns, water features and verge planting; b. The location and type of existing and proposed trees, and shrubs within the car park area; c. Any lawns to be established; d. Any natural landscape areas to be retained; and e. Those areas to be reticulated or irrigated.
xx. Landscaping along the primary street frontage must soften the appearance of buildings and provide shade.
xxi. Unless the development is located along a 'Priority Active Frontage' and developed at a nil setback, landscaping must be provided and maintained abutting the boundary of all street frontages to a minimum depth of 3 metres from the boundary.

3.6.2 Shire of Broome Direction

SHIRE OF BROOME DIRECTION – BUILT FORM

1. Review Local Planning Policy 8.28 – Tourist Accommodation Developments (Excluding Caravan Parks) within the Tourist Zone to ensure consistency with this Strategy.

3.7 Movement Network

The term ‘Movement Networks’ refers to the physical infrastructure that allows people to navigate between destinations. Movement networks play a significant role in shaping social interaction, public safety and amenity and promote physical activity and health. They include the roads, pedestrian footpaths or sidewalks, cycle paths and public transport routes. Connectivity is the degree to which the movement networks interconnect. It refers to the directness or ease of moving between origins (eg. households) and destinations along the movement network.

The hierarchy of movement networks is interchangeable depending on the location. Roads generally tend to dominate in most movement networks, however alternative modes of transport such as walking, cycling and public transport are gaining in importance. The Cable Beach Tourist Precinct is currently well served by an established road hierarchy. Road access to the foreshore is gained via Cable Beach Road West for the southern portion of the study area and via Sanctuary Road for the northern portion. Both roads terminate in a cul-de-sac in front of the Cable Beach Club which is currently perceived as the main car park and formalised entry to Cable Beach. Given the distance of Cable Beach from Broome’s ‘Town Centre’ these roads will remain as the primary movement option for individuals travelling to and from the Precinct. As the area continues to grow, emphasis should be placed on establishing connections beyond the Precinct boundary and into neighbouring areas (ie. Broome North, Gantheaume Point).

Broome allows individuals to drive their vehicles onto Cable Beach. At present, vehicles are accessing the beach via a ramp located between the Cable Beach Amphitheatre and the rest of the foreshore area. This is not ideal as it creates a division between the foreshore area and the Cable Beach Amphitheatre, which at times makes it very difficult for individuals to move from one area to another.

Footpaths are currently provided on one side of every road within the Precinct, with pedestrians and cyclists expected to share these paths. These footpaths are pivotal in creating the connection between land uses and the public realm. However at present some of these are insufficiently landscaped, lacking in shade and basic infrastructure such as seating, bike racks, water bubblers and wayfinding signage.

Broome currently does not have a publicly operated public transport service. A private operator provides a daily service with nine stops at a variety of locations around the Precinct.

3.7.1 Development Control Provisions

OBJECTIVES	
1.	Create a pedestrian and cyclist friendly multi-purpose movement network within the Precinct.
2.	Strengthen connectivity between the Precinct and the remainder of Broome.
STRATEGIES	
a)	Create and maintain a pedestrian environment which is safe and comfortable for all users at all times of the day.
b)	Accommodate vehicle parking without allowing it to become a dominant feature of the streetscape.
c)	Ensure a legible motoring environment with good directional signage.
d)	Maximise the efficiency and amenity of car parking on public land.
e)	Require new tourist development to accommodate parking, vehicle queuing and any other associated operations on site with the exception of parking related to active land uses along ‘Priority Active Frontages.’
ACTIONS	
i.	Internal roadways within a development must have a minimum width of 6.0 metres, except where traffic circulation is clearly marked as “one-way” or where development occurs only on one side of the road, in which case the road width may be reduced to 4.0 metres.
ii.	Car parking for all new tourist and permanent residential development must be provided within the property boundary and not be visible from the street. The use of the road reserve for car parking will

	only be allowed for ancillary uses along 'Priority Active Frontages', visitors' parking and guest check-in areas.
iii.	Exclusive staff parking areas must be provided on site and clearly delineated on development plans.
iv.	A drop off point designed for tour buses must be provided adjoining any reception area and located on site unless exceptional circumstances prevent this from occurring.
v.	Any driveway must be set back a minimum of 1 metre from a side boundary to allow for sufficient area for landscaping.
vi.	A financial contribution may be required by the Shire to upgrade and maintain the road reserve abutting a development. Elements funded by this contribution may include planting, reticulation, footpaths, dual use paths, street lighting and street furniture.
vii.	New development along the 'primary retail strip' must incorporate short term, high turnover car parking in the adjoining road reserve.
viii.	Informal parking is allowed along Sanctuary Road until formalised parking is established to cater for new development.

3.7.2 Shire of Broome Direction

SHIRE OF BROOME DIRECTION – MOVEMENT NETWORK	
1.	Provide dual use paths along both sides of every street identified as 'Priority Active Frontages.'
2.	Lobby for public transport to be readily available and accessible for tourists and residents travelling to, from and within the Cable Beach Precinct.
3.	Provide appropriately sited and well maintained seating, shade, lighting and rest points along pedestrian networks, particularly along 'Priority Active Frontages.'
4.	Undertake an audit of the existing infrastructure located within proximity to pedestrian networks in the Cable Beach Precinct and identify shortcomings. Using the results of the audit, identify and prioritise specific projects to improve universal access, safety and amenity which may inform the requirement for development contributions.
5.	Investigate traffic calming methods (ie different road surfaces such as pavement) surrounding the proposed new entry statement to Cable Beach.
6.	Investigate the relocation of road access onto Cable Beach to a location north of the Cable Beach Amphitheatre.

3.8 Public Realm

The 'public realm' is defined as any publicly owned streets, pathways, right of ways, parks, publicly accessible open spaces and any public and civic buildings and facilities (ARC, 2016). As the street and path network are discussed above, this section focuses primarily on Public Open Space and community buildings and facilities.

Public Open Space (POS) generally takes the form of parks and other outdoor spaces, and can contain community facilities and/or drainage infrastructure. Under the Western Australian Planning Commission policy, *Liveable Neighbourhoods*, 10% of a residential area must be developed as POS. *Liveable Neighbourhoods* also establishes that the maximum distance a person should have to travel to access POS is 300 metres.

The Cable Beach Precinct contains one 'District' Park (grassed sections of Cable Beach Foreshore), one 'Neighbourhood' Park (Sayonara Park) and one 'Local' park (Maritana Park). Visitors to the area regularly use the Cable Beach Foreshore and amphitheatre for recreational purposes, with the amphitheatre also used as a venue for organised events, particularly during peak tourist season. Feedback received during the preliminary community engagement process revealed that both residents and visitors enjoy the availability of POS in the Precinct, however commented on the lack of facilities such as shade, tables, seating, water fountains and barbeques.

Also featured along the Cable Beach Foreshore is the Surf Life Saving Club. The Surf Life Saving Club is one of Broome's largest attended sporting clubs, offering a range of community events as part of their yearly calendar. Residents also have the opportunity to hire and use the venue for functions throughout the year. Concepts for replacing the existing infrastructure with a multi-purpose facility have been discussed.

In 2015 Council accepted a Sport, Recreation and Leisure Plan and adopted a 'Framework for the Development of Sport and Recreation Facilities 2016-2025', which identified 'Improvements to the Cable Beach Foreshore area' as one of several core priorities for 2021-2025. The Sport, Recreation and Leisure Plan outlines that this should take the form of improving public amenity, in addition to the redevelopment of the Surf Lifesaving Club.

As the Cable Beach Foreshore is located adjacent to a coastal dune system it is vulnerable to coastal hazards, namely erosion. The Shire of Broome has undertaken a Coastal Vulnerability Study (CVS) which identified areas that are vulnerable to coastal processes such as erosion and inundation, including the projected impacts of future sea level rise. The Shire is currently undertaking a Coastal Hazard Risk Management and Adaptation Plan (CHRMAP) to identify and prioritise methods to mitigate or adapt to coastal hazards. The outcomes of the CHRMAP will influence how development of the public realm proceeds in the affected areas.

The CVS and previous studies undertaken have identified that some portions of the Precinct experience periodic inundation from stormwater runoff. Appropriate drainage infrastructure is needed to reduce the impacts of inundation. A large portion of stormwater runoff collects in the drainage sump located between the car park in front of the Cable Beach Club and the Surf Life Saving Club car park.

The need to provide suitable drainage infrastructure within the public realm will need to be considered as part of any foreshore redevelopment, and also when private development is proposed in portions of the precinct where this infrastructure has not been established or is inadequate.

The Concept Plan (Section 4) provides further guidance on how the public realm could be enhanced.



Image 5 – Examples of community infrastructure.

3.8.1 Development Control Provisions

OBJECTIVES

1. Public Open Space is multifunctional and allows for a range of passive and active recreation uses.
2. Community infrastructure and facilities are vibrant and provide for a variety of activities that attract both tourists and residents.
3. The public realm demonstrates respect for, and interpretation of, the natural environment.

STRATEGIES

- a) Ensure the availability of infrastructure and services to support public traders and large events.
- b) Encourage signage, landscaping, built form and public art that interprets, respects and celebrate the natural environment and Broome's rich heritage and culture.
- c) Infrastructure and activities located within the Shire's foreshore reserve do not detract from the primary purpose of the reserve, being 'recreation and parking'.

ACTIONS

- i. New development should consider opportunities to expand the existing green network that intersects the Sunset Park estate through to Cable Beach.
- ii. Consider coastal hazard risk in the design and siting of new development and infrastructure.
- iii. Use the Cable Beach Amphitheatre as the primary location for large events in the Precinct.
- iv. Landscaping of the adjacent road reserve is required for all new development in the 'Tourist' zone. Prior to occupation of the development, a deed of agreement between the landowner and the Shire must be prepared at the landowner's cost, under which the owner agrees to maintain the road reserve landscaping. The landowner must also lodge a caveat on the Certification of Title to notify prospective landowners of this requirement.
- vii. Where new development proposes to discharge stormwater into the Shire's drainage system, a headworks charge will be imposed as a condition of Development Approval.

3.8.2 Shire of Broome Direction

SHIRE OF BROOME DIRECTION – PUBLIC REALM

1. Prepare a Foreshore Master Plan for the Cable Beach Foreshore (Reserve 36477) that explores the concepts outlined in the Concept Plan (Figure 5) and provides a detailed basis for undertaking improvements to the public realm.
2. Investigate the relocation of road access onto Cable Beach to a location north of the Cable Beach Amphitheatre.
3. Review the Shire's regulatory framework for public trading, including the 'Trading, Outdoor Dining and Street Entertainment' Local Law, the 'Trading in Public Places' policy, the 'Commercial Camel Activities on Cable Beach' policy and the 'Commercial Activities on Cable Beach' policy.
4. Identify locations for public art.

5. Develop landscaping themes for streetscapes in the Cable Beach Precinct, including Sanctuary Road, Cable Beach Road West and Murray Road.



Image 6:

Interactive Signage

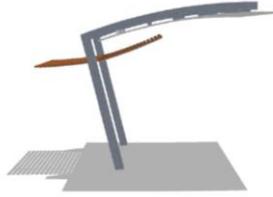


Image 7

Attractive Structures



Image 8:

Concept Design – Cable Beach Walkway

4 Concept Plan

A Concept Plan (Figure 4) has been prepared for the Cable Beach Precinct outlining how key elements of the Strategy could be realised. These concepts are intended to be indicative and will be used to establish the strategic direction for preparation of a detailed Foreshore Master Plan, and, where relevant, in the consideration of Development Applications.

The elements on the Concept Plan are explained in detail below. Each number corresponds with the numbers annotated on the plan.

1 Formalise Main Entry to Cable Beach

Currently, there is a lack of clarity as to where the main entry into Cable Beach is located. Visitors travelling up Cable Beach Road West receive limited visual clues that they are within 100 metres of one of the world's most iconic beaches. First time visitors are drawn to the car park outside Zanders restaurant simply because that is where the road terminates. It is also the location of the Town Bus stop. As a result, the Zanders' car park is full in peak season, whilst the Surf Club car park is often largely vacant.

Once visitors have arrived at Cable Beach, there is no clear pathway to direct them to the beach. A variety of access points are provided, including 3 sets of stairs that are not universally accessible, a ramp near the Surf Club that is primarily intended for emergency 4-wheel drive access, and an informal path adjacent to the vehicle access ramp near the amphitheatre.

To remedy this, work should be undertaken to create a formalised main entry onto Cable Beach, which may be located in the area between the Zanders car park and the Surf Club car park. Public realm improvements may include, but are not limited to, an entry statement on the Cable Beach Road West / Sanctuary Road roundabout, interpretative signage, public art and improved access to the beach. The bus stop could also be relocated to outside the Surf Club.

It is envisaged that these improvements would be undertaken in conjunction with those in Element 2, below.

2 Enhance Functionality and Amenity of the Drainage Sump

At present, the area north of the Surf Club car park functions as a drainage basin which detains stormwater runoff from a wide catchment. This drainage function is important, however the area is unsightly and not used by the public. As part of the main entry into Cable Beach, this area can be enhanced to provide an engaging and attractive welcome to the foreshore.

A potential solution is to reconfigure the drainage basin into a landscaping feature with native plants, similar to 'Reconciliation Park' outside the Visitor's Centre in Chinatown. A promenade can be incorporated into the design. This feature would serve as a continuation of the green corridor already constructed within the Precinct (refer Element 8), and symbolically link Cable Beach to Chinatown through the repetition of similar landscape elements. It will also present the opportunity to integrate elements of Yawuru cultural heritage into the public realm.

3 Manage Coastal Hazard Risk

The cliffs along the Cable Beach Foreshore are badly eroded and have not experienced substantial recovery since Cyclone Rosita in 2000. Coastal protection works are likely to be required to stabilise the cliffs should Council wish to preserve existing assets.

The preferred method of managing coastal hazard risk along the foreshore will be developed through the Broome Townsite CHRMAP and will need to be integrated into any public realm improvements.

4 Relocate Vehicle Access

The current location of the vehicle access ramp onto Cable Beach is not ideal as vehicles have to drive over the exposed rocks which are sacred to the Yawuru people. It also creates a division between the foreshore area and the Cable Beach Amphitheatre, which at times makes it very difficult for individuals to move from one area to another.

The Concept Plan proposes the relocation of the vehicle access ramp to a more suitable location. The relocated access should allow for two-way vehicle traffic to minimise user conflict.

Initial options have been identified and will require further exploration

- (a) The stormwater drainage easement located on the northern portion of the Broome Camp School (Reserve 31354) could be utilised. The easement is located on Department of Education land, is approximately 20m wide, and in some areas stretches out to 30m, allowing for sufficient space to accommodate two vehicle lanes and a multi-use path wide enough to cater for pedestrians. Matters to be considered for this option include potential adverse impacts on the amenity of the Camp School and adjoining private property.
- (b) An access track could be created from the northern end of Lullfitz Drive. Informal tracks already exist in this location. Matters to be considered for this option include potential traffic impacts in the adjoining Rural Residential area, adverse environmental and cultural impacts associated with crossing over 1 kilometre of the dune system, and seasonal flooding and 'boggy' sands experienced in the area which may restrict access.
- (c) An access track could be created to the south of Coconut Well, off McGuigan Road. This is consistent with what is considered in the draft Yawuru Conservation Estate Recreation Master Plan, which proposes two alternatives for the 'Niyamarri' medium day use site. Both locations are accessible through informal tracks. Matters to be considered for this option include the distance of this access location from the heart of the tourist precinct, which may dissuade some users who are unfamiliar with the area.
- (d) Other access points can be considered north of the existing access ramp but south of Coconut Well.

5 Upgrades to Amphitheatre

The northern end of the amphitheatre could be contoured to provide a user-friendly space, and there is potential to install a basic stage facility to cater for public performances, buskers, etc. A reconfigured space could also cater for other community activities, such as night markets. The existing footpaths could be improved and public amenities such as tables and seating could be installed in strategic locations. Future relocation of the vehicle access ramp would mean the loop road at the northern edge of the car park will not longer be required and could be removed, allowing for additional parkland to be created.

6 Foreshore Enhancements

a) Pedestrian Path

The existing pedestrian path at the top of the cliffs requires improvements. A Disability Access Audit undertaken by the Shire in 2014 indicated that the path is not wide enough for comfortable passing and had no rest areas or seating. Furthermore, some of the pavers used to construct the path have eroded, moved, or subsided resulting in gaps which make wheelchair travel difficult. The timber handrail is dated and not an appropriate height to lean against. A conceptual new path and handrail has been designed and can be integrated into the Foreshore Master Plan.

b) Public Amenities

The Disability Access Audit noted that amenities provided along the foreshore such as drinking fountains, seating and picnic tables are not universally accessible. This should be rectified through any foreshore improvements. There is also opportunity to provide more aesthetically pleasing seating with shade, a barbeque for public use, functional public art and exercise equipment.

7 Pedestrian Links

Pedestrian connections from the Cable Beach Precinct to the beach should be provided. These connections will improve permeability and encourage travel to the beach by means other than private car.

Key locations for pedestrian access have been identified on the Strategy Plan. In addition to the proposed main entry onto Cable Beach, these include the drainage easement north of the Camp School, (regardless of whether the vehicle access ramp is relocated to that location), and the existing pedestrian link (Pt. Reserve 41767) through the Yawuru land to the south of the Surf Club, which should be retained when this land is developed.

The area immediately south of the emergency access ramp adjacent to the surf club contains stands of Monsoon Vine Thickets. There is currently a trail through the vine thickets which could be strengthened and enhanced with interpretative material as part of the improved pedestrian network.

8 Surf Club Redevelopment

The existing surf club building is aged and does not present an appealing frontage to the car park area. An audit done as part of the Shire's Sport, Recreation and Leisure Plan (2015) rated the existing building '7C' on the Moloney Asset Condition Scale, which means 'very poor' with 'serious limitations' to serviceability. Redevelopment of the surf club is required. Such redevelopment should enable the creation of a multi-purpose facility with a commercial kitchen and potentially a small commercial enterprise such as a cafe to increase usage by the general public. The building should be designed to have active frontages facing both Cable Beach and the car park, and the design should consider any coastal adaptation or mitigation actions proposed in the Broome townsite CHRMAP.

9 Promote Public Trading Activities

The seasonal nature of Broome's tourism industry is a barrier to encouraging enterprise development in the Precinct. Allowing dedicated areas for mobile public traders, who can activate the area in the peak season and cease or scale back operations in the off-peak season, is one way to address this constraint. A number of locations may be suitable for public traders.

a) Kiosk /Mobile Trader on Cable Beach

There is an opportunity for a mobile trader to be established on Cable Beach selling snack food and beverages. Opportunities to serve alcohol in a designated area can also be considered. A review of the Shire's policy 4.5.3 – Commercial Activities on Cable Beach will need to be undertaken for this to occur.

b) Adventure Activities on Cable Beach

Opportunities to undertake commercial activities of an adventurous nature on Cable Beach can capitalise on an identified market opportunity. The Shire's current policy 4.5.3 – Commercial Activities on Cable Beach restricts the number of commercial activities on Cable Beach to six and limits the types of permissible activities to those specified in the policy. A review of this policy should consider the removal

of the restriction on types of activities, as some of these activities are not currently operating and the restrictions limit innovation and the identification of new business opportunities.

The policy review should also consider broadening the area where activities can be permitted to the extents of the waters that are managed by the Shire. Activities that have the potential to conflict with casual beach goers (such as jet skis, fly boarding etc.) could then be located a sufficient distance to the north or south of the main swimming area.

c) *Trading Hub – Surf Club Car Park*

There is an opportunity to create a permanent trading hub in the Surf Club car park. The south-western corner of the car park is a potential location as this area is largely underutilised at present. This would allow for increased commercial activity in the area without erecting permanent buildings to maintain the low-key atmosphere of Cable Beach.

d) *Temporary Trading Hub – Cable Beach Road West Road Reserve*

Prior to large scale redevelopment of the old Crocodile Park site and/or the establishment of a permanent trading hub in the Cable Beach Foreshore Reserve, the road verge from the intersection of Cable Beach Road West and Sanctuary Road to the southern boundary of Lot 2212 Cable Beach Road West can be used as a hub for public traders. This location is considered suitable as the verge is wide (approximately 37 metres between the property boundary and the road carriageway), informal car parking facilities are already present, and a trader has successfully operated from that location for some time.

10 Small Scale Retail Strip

Providing tourist-orientated retail will enhance the liveliness of the area and the experience of tourists staying in the Cable Beach Precinct. However it will be necessary to carefully control the amount of retail present in the precinct, so not to detract from Chinatown as the primary retail activity centre of the Shire. Furthermore, it is considered that the day-to-day retail needs of the residential catchment within the Precinct will be met through the development of a Local Centre in Broome North, within 1 kilometre of the Precinct's boundary.

The Strategy Plan and Concept Plan propose a retail strip extending approximately 200m along both sides of Sanctuary Road. This strip will encompass the existing retail cluster on Lot 301 Challenor Drive (Willie Creek Pearls) and extend to Lot 1 Sanctuary Road (Ray White). The retail strip will also include the Sanctuary Road frontage of Lot 6 Sanctuary Road on the northern side of the street.

11 Streetscape Enhancements

Improvements are required to the following streets to enhance functionality and amenity. The design of improvements will be finalised with input from the Shire's Infrastructure and Parks and Gardens teams.

a) *Cable Beach Road West*

As the main entry into the Cable Beach Precinct, the Concept Plan proposes that Cable Beach Road West will transform to highlight the cultural connection between the Precinct and Chinatown. It is envisaged that the roundabout at the intersection of Cable Beach Road West and Gubinge Road will ultimately connect directly to Chinatown once the Broome International Airport relocates (Refer Element 12). Improvements to this road will include dual use paths with adequate shading on both sides of the road and provision of street trees, attractive street lighting, landscaping, rubbish bins, and, in suitable locations, on-street parking. As Yawuru owns a substantial amount of land with undeveloped frontage to this road, there is the opportunity to work together and incorporate cultural elements and storytelling into the design of the streetscape.

b) Sanctuary Road

Sanctuary Road is currently the main thoroughfare for tourists and residents in the Cable Beach Precinct to access the foreshore. Similar to the above, the Concept Plan proposes improvements such as dual use paths with adequate shading on both sides of the road and provision of street trees, attractive street lighting, landscaping, rubbish bins and on-street parking. It is envisaged that the landscaping along Sanctuary Road will be tropical themed, in keeping with what exists at present.

c) Murray Road

Whilst Murray Road has not been designated as a 'Priority Active Frontage' in the Strategy Plan, there is the opportunity for new / redeveloped tourist accommodation on this street to contain an active component such as a restaurant or spa that addresses the street frontage and is accessible to the public. Improvements to the streetscape along Murray Road should be more understated than what is proposed for Cable Beach Road West and Sanctuary Road.

12 Road Realignments and Extensions

a) Fairway Drive

The Broome North District Development Plan and Local Development Plan No. 3 propose realignment of the road network in the eastern portion of the Precinct. The unconstructed Fairway Drive road reserve north of Sanctuary Road will be closed and converted into a Multiple Use Corridor. Oryx Drive / Coucal Street will be realigned across Lot 3129 Coucal Street and will reconnect to the existing Fairway Drive at Lullfitz Drive. The portion of Fairway Drive between Coucal Street and Lullfitz Drive will be closed and the land incorporated into the adjacent 'A' Class Reserve 50994 which will be utilised for conservation purposes.

b) Djiagween Road to Spoonbill Avenue

The Local Planning Strategy indicates that Djiagween Road can be extended to Spoonbill Avenue, to provide an additional connection across the peninsula and access for the future Yawuru development on Lot 502 Gubinge Road.

c) Cable Beach Road West to Chinatown

Future relocation of the Broome International Airport will allow for the construction of a direct road link between the Cable Beach Precinct and Chinatown. Such a connection should be multi-functional and designed as an Ecological Cultural Corridor, a cycle/walkway, a public transport route and road. The final alignment will be subject to negotiations with the landowners and Main Roads WA.

13 Formalise a Backpacker Camping Area

Broome is widely known as a popular destination for backpackers, however backpacker accommodation within Broome is limited, and public car parks in Cable Beach are often used illegally as camp grounds. This detracts from the existing amenity and leads to complaints from both residents and tourists.

To address this issue, a space should be identified as a formalised area for backpacker camping. This area should be separated from the public car park and recreation space and provided with suitable facilities such as hardstand parking and ablutions. It is envisaged that such an area would be controlled by a permit system, with length of stay, hours of operation and number of users limited to ensure the amenity of the Cable Beach foreshore is not compromised.

In the short term, this may occur within the Cable Beach Reserve. In the long term, such an area could form a component of a Shire owned caravan park at Lot 3130 Sanctuary Road (Reserve 51028).

14 Encourage Tourist Development with Active Frontages

Along streets that are designated as 'Priority Active Frontages' on the Strategy Plan, new / redeveloped tourist accommodation is encouraged to contain an active component such as a restaurant, spa, or tour office that addresses the street frontage and is accessible to the public. A plot ratio bonus for the number of short stay units and the ability to build at a nil front setback will incentivise developers to consider this option.

15 Sensitive Redevelopment of the Old Crocodile Park

Situated at the main entry into the Cable Beach Precinct with frontage to two 'Priority Active Frontages,' the old crocodile park site has the potential to transform into an iconic tourism development. Any redevelopment proposal should have a high level of interaction with the streetscape promoting public access and address the intersection of Sanctuary Road and Cable Beach Road West. An increase in height to no more than 5 storeys can be considered for this site.

16 Yawuru Tourist Development

As the only development site west of Cable Beach Road West, it will be important that the development of tourist accommodation on this site is done in an environmentally sensitive manner that recognises and respects the dune environment and the adjacent Monsoon Vine Thickets. In accordance with the provisions of Local Planning Scheme No. 6, a maximum height of 3 storeys will be supported.

17 Car Parking Analysis and Reconfiguration

There are currently two large expanses of car parking located within proximity to Cable Beach. The car parking located in front of the Cable Beach Club serves people using Zanders Restaurant and the Sunset Bar as well as the Cable Beach Amphitheatre and Foreshore area. This car park is more frequently used than the car parking provided at the bottom of the Surf Life Saving Club.

An analysis of car parking needs should be undertaken as part of the Foreshore Master Plan, to determine whether the current level of parking is required to meet current and future rates of usage. Consideration should also be given to enhancing the visual amenity of the car parking areas. Reconfiguration and/or relocation of car parking may be considered as part of this process.

18 Ecological and Cultural Tourism

As many visitors to WA are seeking Aboriginal tourism experiences, there is the opportunity for Yawuru to develop commercial businesses to cater for this desire. Parts of the Yawuru Conservation Estate such as Minyirr Park are easily accessible from the Cable Beach Tourist Precinct and cultural and ecological tourism activities can be developed in these areas to further enhance the tourist experience. Opportunities could include cultural and ecological tours, cultural awareness training, cultural workshops, excursions and field programs which can offer insight into the unique natural values of this area and Yawuru culture.

5 Concept Plan Implementation

Most of the actions in the Concept Plan sit outside the influence of the land use planning framework and will require a whole of Shire approach to carry them forward. In many cases, collaboration between the Shire, the

State, Native Title Holders, local businesses and the community will be necessary to achieve the desired outcomes.

The Strategy recommends that a Foreshore Master Plan be prepared for Reserve 36477, which will consider the elements identified in the Concept Plan and provide a vision for the area at a sufficient level of detail to seek funding for its implementation.

As this Strategy is intended to be adopted as an Informing Strategy under the Shire's Integrated Planning Framework, the Concept Plan will also feed into revisions of the Corporate Business Plan and the Long Term Financial Plan.



Figure 4 – Concept Plan

Cable Beach
Development
Strategy
Part 2



Contents

1	Introduction	37
1.1	Previous Planning for Cable Beach	37
1.2	Preliminary Community Engagement	39
2	Opportunities and Constraints.....	40
2.1	Opportunities	40
2.1.1	Increased support for community events.....	40
2.1.2	Established tourist market with dedicated operators	40
2.1.3	Increased support for alternative commercial options	40
2.1.4	State initiatives towards tourism in Broome and the Kimberley.....	41
2.1.5	Improved Connections to Chinatown”	43
2.1.6	Existing high quality built environment and Green Corridors	43
2.1.7	Undeveloped land	43
2.1.8	Growing Connections with Yawuru.....	43
2.1.9	Access to the Beach	44
2.	Constraints	44
2.2.1	Seasonality	44
2.2.2	Breaking the trend - Embrace Change	44
2.2.3	Tourist/Residential Mix.....	44
2.2.4	Illegal camping	45
2.2.5	Natural Hazards.....	45
2.2.6	Lack of a Legible and Appealing Pedestrian Network.....	46
2.2.7	Protection of Sacred Sites	46
3	Tourism Trends	48
3.1	Tourism Visitation	48
3.1.1	Visitor Numbers	48
3.1.2	Visitor Characteristics	49
3.1.3	Length of Stay	49
3.1.4	Activities.....	50
3.2	Implications of Tourism Trends on the Cable Beach Development Strategy	50
4	Retail Needs Assessment	51
4.1	Projected Demand	51
4.2	Current Available Floor Space.....	52

4.3	Future Floor Space Outside Cable Beach	52
4.3.1	Chinatown	52
4.3.2	Broome North	53
4.3.3	Other Areas – Broome International Airport Land and Old Broome	53
4.4	Implications for Retail Development in the Cable Beach Precinct	53
4.4.1	Future Provision of Retail Floor Space in Cable Beach	54

Appendix 1 – Preliminary Community Engagement Outcomes Report



1 Introduction

Part 2 of the Cable Beach Development Strategy contains background information and analysis which have informed Part 1.

1.1 Previous Planning for Cable Beach

The Shire has undertaken numerous planning studies for the Cable Beach Precinct over many years. Since 1998, all of these studies have visualised the area as predominantly a tourist precinct, and attempted to establish objectives, strategies and actions to guide development throughout the area. The timeline below summarises the previous studies that have been undertaken. The items on the left outline community consultation that was conducted to assist in the planning process, and the items on the right list the documents that were produced.

Each of these previous studies were reviewed by officers to provide a baseline indication of what matters have been considered important over time, with common themes discussed in Part 1.



**CABLE BEACH TOURIST NODE STRUCTURE PLAN
HAMES SHARLEY**

Community Consultation - Questionnaire

1998 1998



**CABLE BEACH TOURIST NODE STRUCTURE PLAN
HAMES SHARLEY**

The Shire of Broome Planning Strategy 1993 recognised that the growth in the tourism industry needed a framework to assist in guiding future land use development in the Cable Beach Tourist Node. In April 1999, Council adopted the CB Tourist Node Structure Plan and forwarded it to the WAPC for endorsement.

**CABLE BEACH PLANNING STRATEGY
GHD CONSULTANTS**

The Cable Beach Planning Strategy received a lot of criticism and as a result Council resolved to facilitate a workshop with interested landowners to initiate the process for preparing a Development Plan.

2001 2001



**CABLE BEACH PLANNING STRATEGY
GHD CONSULTANTS**

The Cable Beach Planning Strategy was criticised because it lacked a strong vision for the Cable Beach Tourist Node. Council resolved at the June 2001 Ordinary Meeting of Council that the Cable Beach Planning Strategy be received and used to form the basis for an Enquiry-By-Design Workshop process.

**CABLE BEACH TOURIST NODE STAKEHOLDER ENQUIRY – BY – DESIGN
TAYLOR BURRELL TOWN PLANNING AND DESIGN**

Workshop held for the duration of 2 days

2002 2002



**CABLE BEACH OUTCOMES REPORT (CABLE BEACH TOURIST NODE STRUCTURE PLAN 2002)
TAYLOR BURRELL TOWN PLANNING AND DESIGN**

This report provides a summary of the Cable Beach Tourist Node Stakeholder Enquiry-By-Design workshop outcomes. The resolution points or outcomes have been used as the basis for the design of the recommended Cable Beach Tourist Node Structure Plan (2002). The 2002 Plan was to replace the 1998 (Hames Sharley) Structure Plan and be read in conjunction with the Cable Beach Planning Strategy.

2003



**CABLE BEACH DEVELOPMENT PLAN
SMEC AUSTRALIA PTY LTD**

The Cable Beach Development Plan was adopted by Council in April 2003 and forwarded onto the WAPC for consideration. Concerns over disparity between the Cable Beach Development Plan and WAPC's recently drafted Ministerial Tourism Taskforce Report resulted in withdrawal. The Plan is yet to be considered by WAPC, however it is currently used to assess subdivision and development applications in the precinct.

**MILLINGTON ROAD DEVELOPMENT PLAN
TAYLOR BURRELL BARNETT**

Design Workshop held for the duration of 2 days

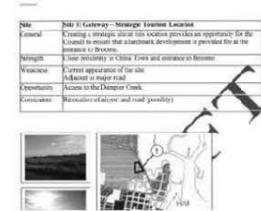
2006



**CABLE BEACH MASTER PLAN
SMEC AUSTRALIA PTY LTD**

The Cable Beach Master Plan was prepared to help direct how the locality will present itself visually and how it is used functionally. The Cable Beach Master Plan builds on the objectives, strategies and actions proposed for several elements under the Cable Beach Development Plan 2003 and mainly addresses streetscape, car parking, pedestrian access & landscaping.

2007



**BROOME LOCAL TOURISM PLANNING STRATEGY
TPG TOWN PLANNING AND URBAN DESIGN**

The Draft Local Tourism Planning Strategy provides recommendations for suitable areas within the Townsite of Broome to be reserved for tourist uses, in light of the review of several strategic and statutory initiatives led by State Government and Tourism WA. Outcomes of the recommended assessment under this Strategy will inform strategic planning for the Cable Beach Precinct.

**MILLINGTON ROAD DEVELOPMENT PLAN
TAYLOR BURRELL BARNETT**

Public consultation for a period of 42 days

2008



**MILLINGTON ROAD DEVELOPMENT PLAN
TAYLOR BURRELL BARNETT**

Council adopted the Millington Road Development Plan in February 2009. Taylor Burrell Barnett was commissioned by Hawaiian Group, the owners of Cable Beach Club and adjoining properties, to prepare the Millington Road Development Plan. The Development Plan focuses mainly on Millington Road and its surrounds rather than the whole Cable Beach Tourist Node. The Millington Road Development Plan was adopted by the WAPC in September 2009.

**CABLE BEACH 20 YEAR DEVELOPMENT PLAN & FORESHORE RESERVE STYLE GUIDE
BLACKWELL & ASSOCIATES PTY LTD**

Public consultation for a period of 28 days

2009



**CABLE BEACH 20 YEAR DEVELOPMENT PLAN & FORESHORE RESERVE STYLE GUIDE
BLACKWELL & ASSOCIATES PTY LTD**

The Cable Beach Foreshore Master Plan focuses on the area extending from the car parking at Cable Beach Surf Life Saving Club along the foreshore to the boundary of the Camp School – including the amphitheatre, Zanders and all other public car parking. Council endorsed the 20 Year Development Plan for public comment, but never formally adopted the plan.

**CABLE BEACH DEVELOPMENT PLAN
ROBERTS DAY**

Workshop – review of 2003 Cable Beach Development Plan and current tourism related legislation.

2011

2012



**A SUMMARY OF WORKSHOP AND PRESENTATION FOR CABLE BEACH
COMMON GROUND STUDIO**

This is a short report summarising the outcomes of workshops, design sessions and a presentation undertaken between 20 April and 26 April 2012. It is a one week snapshot of Cable Beach from an urban design point of view.

**SHIRE OF BROOME LOCAL PLANNING STRATEGY
SHIRE OF BROOME**

Extensive community consultation – exceeding the minimum duration of 90 days

2013

2014



**SHIRE OF BROOME LOCAL PLANNING STRATEGY
SHIRE OF BROOME**

The LPS sets out a vision for planning and development of the Shire of Broome, including a strategic spatial plan, strategies and actions by which set objectives will be pursued and the strategic plan implemented. Under the Strategy, Cable Beach is identified as 'Precinct 11 – Cable Beach Tourist' with specific objectives and strategies outlined for the area. The LPS was endorsed by the WAPC in July 2014.

1.2 Preliminary Community Engagement

To supplement the background research, the Shire conducted a preliminary community engagement process to ensure relevant and current issues and opportunities were identified and considered prior to the preparation of a draft Strategy. The preliminary community engagement was conducted over a six week period and included one-on-one meetings with landowners and other key stakeholders, an online survey, a photo competition and a 'come and chat' morning at Cable Beach where the general public could share what they liked, or did not like, about the area. The outcomes of this preliminary community engagement have been documented in Appendix 1 of Part 2 of the Strategy.

2 Opportunities and Constraints

Based on the literature review, preliminary engagement and a contextual analysis (contained in Part 1), Officers identified Opportunities and Constraints associated with the development of the Precinct which are set out in the sections below. Future development of the Cable Beach Precinct should have a sound appreciation of these factors.

2.1 Opportunities

2.1.1 Increased support for community events

Cable Beach and the amphitheatre are regularly used for community events such as Shinju Matsuri, A View to Asia, Opera under the Stars, Cable Beach Polo and various music concerts. Statistics from events held in 2015 demonstrated high attendance numbers for events such as:

- A View to Asia, 4,000 people; and
- Cable Sounds; 2,500 people.

Smaller community arranged events such as the Broome Marathon, Kyle Andrews Walk and Expo, and the KTI Corporate Challenge all recorded over 100 attendees. There are also a number of venues within the Precinct that lend space to individuals for private events. The Shire of Broome is playing an active role in coordinating and publicising events and there is an opportunity for the number of activities and events held in the area to increase over time.

2.1.2 Established tourist market with dedicated operators

Tourism has been one of the most important economic drivers for Broome since the 1970s. An economic profile of Broome prepared by AEC Group (2012) stated that Broome's economy is reliant on tourism, with retail trade, transport, accommodation and food services contributing roughly 30% to GRP and employment in the area. There have been significant fluctuations in the number of visitors to Broome between 2001 and 2012, with the total number of visitors ranging from a low of 200,883 visitors in 2010, and a high of 338,203 visitors in 2003¹. Further studies undertaken by Australian Venture Consultants Pty Ltd revealed that Broome attracted an annual average of 180,000 visitors across a three year period to December 2013². Section 3 of this report discusses recent tourism trends.

The local tourism industry is active in seeking ways to quantify and qualify the attributes of Broome and its "brand." There is the opportunity for operators to build on existing strengths, as well as to implement innovative initiatives to capture the attention and investment of tourism growth markets, such as Asia.

2.1.3 Increased support for alternative commercial options

Much has been said about the decline of bricks-and-mortar retail shops, with this usually attributed to the increase in internet shopping and in some places high rents³. However, in tandem with this decline there has been an increase in mobile, temporary commercial enterprises. Temporary markets have always been popular in Broome, and are held at the Court House each weekend and at Town Beach during the Staircase to the Moon.

¹ Shire of Broome Economic Profile, AEC Group, 2012.

² Unlocking the Door – A study into the feasibility of Broome as a commercial and logistics hub for the Kimberley Region, Australian Venture Consultants Pty Ltd, 2015.

³ Youn-Kyung Kim, (2002) "Consumer value: an application to mall and Internet shopping", International Journal of Retail & Distribution Management, Vol. 30 Iss: 12, pp.595 - 602

Markets are increasingly being viewed favourably as part of ‘place-making’ strategies as a ‘Lighter, Quicker, Cheaper’⁴ way to activate the public realm, and they often feature in projects to revitalise underused spaces.

Additionally, there has been a surge in the popularity of mobile food vans. Many Councils are now actively supporting this kind of trading as it promotes activation, community interaction and opportunity for local micro-businesses. For example, in February 2015 the City of Perth instigated a ‘food truck trial’ where nine operators were permitted to set up in designated locations. The trial was recently extended in August 2015 for an additional year. A number of Broome residents are currently operating mobile food vans, and there has been considerable interest in increasing locations where these businesses can operate. The temporary and mobile nature of such businesses is well suited to seasonal tourism. An opportunity therefore presents itself for Council to consider an increased number of temporary traders within the Cable Beach Tourist Precinct.

2.1.4 Unique Natural Environment

The most well known feature of the Cable Beach Tourist Precinct is Cable Beach itself. Consistently described as one of the best beaches in the world, Cable Beach stretches for 22 kilometres of uninterrupted white sand and is a major drawcard for tourists as well as a beloved recreation space for locals. The natural environment surrounding Cable Beach is also noteworthy. Marine turtles, predominantly the flatback turtle (*Natator depressus*) nest along Cable Beach between October and February, and the waters adjoining Cable Beach are part of the migration route for the world’s largest Humpback whale (*Megaptera novaeangliae*) population.

The terrestrial environment adjacent to Cable Beach is characterised by a Holocene dune system. Monsoon Vine Thickets, a Threatened Ecological Community listed on the Commonwealth *Environmental Protection and Biodiversity Conservation Act 1999*, are located landward of the dunes. These semi-deciduous vine thickets are culturally significant, a source of bush foods such as gubinge, and provide important habitat for fauna including migratory birds.

With the exception of Reserve 36477 which is managed by the Shire of Broome and extends approximately 650 metres, the majority of Cable Beach Foreshore forms part of Yawuru Conservation Estate, comprising relatively undisturbed bushland with limited infrastructure. This adds to the character of Cable Beach which is often described as ‘pristine’.

2.1.5 State initiatives towards tourism in Broome and the Kimberley

2.1.5.1 2036 and Beyond: A Regional Blueprint for the Kimberley (draft) 2014

This study envisages that the Kimberley could have a population of 92,000 by 2036, sustained by an economy led by agriculture and food production, minerals and energy production and tourism visitation. The study places a strong focus on tourism within Broome, and therefore it presents an opportunity to secure funding for initiatives that are in support of the growth of this industry.

2.1.5.2 State Planning Strategy 2014

The State Planning Strategy (SPS) provides the strategic context for planning and development decisions throughout the State. The SPS identifies Broome as a significant regional population centre, an air transit hub for the region and a gateway to South East Asia. One of the Government’s ‘State Tourism Development Priorities’ includes the redevelopment of and improved aviation access at Perth, Busselton and Broome airports. An expanded International Airport in Broome would not only facilitate flights to established international hubs (such as Singapore), but also significantly improve international tourism visitation to the Region. Together, these strategies help determine priority projects within regions and the allocation of resources and funding.

⁴ Project for Public Spaces. www.pps.org.

2.1.5.3 Regional Growth Centre

Broome's ability to access government funding has been further strengthened recently, with the town designated one of four 'Regional Growth Centres' in WA. The Regional Growth Centres will share in \$7.5 million through Royalties for Regions to be used to plan for economic growth.

2.1.6 Improved Connections to Chinatown”

Part 1 of the Strategy discusses the physical barriers that have traditionally separated the Cable Beach Precinct from the rest of Broome. An opportunity now exists to overcome these barriers. The Shire’s Local Planning Strategy included two indicative alignments for a road connection providing a direct route to the existing Town Centre of Chinatown. These options included an extension of Cable Beach Road West through the Broome Airport to Old Broome Road (only possible once the Airport relocates out of town) or alternatively from Murray Road across to Spoonbill Avenue. The exact location and design of a future road connection will be subject to further discussions with landowners and Main Roads WA.

2.1.7 Existing high quality built environment and Green Corridors

The residential area bounded by Sanctuary Road, Fairway Drive and Gubinge Road is largely developed with high quality built form and is generally considered one of the premiere residential areas in Broome. The open space network in this area is also of a high quality, and contains a linear green corridor which offers passive and active recreational opportunities. There is an opportunity to extend the green corridor through the old Crocodile Park and the Yawuru-owned beachside land to give residents direct access to the dune environment and Cable Beach.

2.1.8 Undeveloped land

Considerable land within the precinct is undeveloped or underdeveloped, presenting an opportunity to create a vibrant, high quality built environment with a mix of uses that will appeal to both the tourist market and Broome residents.

2.1.9 Growing Connections with Yawuru

The Cable Beach Precinct is rich in history and culture, both of which are extremely valued and would help add to the character of the Precinct if properly shared. Since ILUAs were signed in 2010, the Shire has worked closely with the Yawuru RNTBC and the Department of Parks and Wildlife to jointly manage the Yawuru Conservation Estate (YCE) through the Yawuru Park Council. Working together to plan for and manage the YCE has strengthened the relationships between all parties, presenting the opportunity for these partnerships to continue into the future. Future development in Cable Beach has the opportunity to build on the area’s unique mixture of Aboriginal, European and Asian heritage and to better interpret this through landscaping and built form, for the benefit of residents and visitors.



Image 1: Surf Life Saving Club - unused space



Image 2: Sanctuary Road, Bus Stop, Cable Beach



Image 3: Cable Beach, The Beach Hut Trader



Image 4: Blue Seas Resort, Cable Beach

2.1.10 Access to the Beach

Vehicle access to Cable Beach is gained via the ramp located at the amphitheatre on the Cable Beach Foreshore. The ability to drive vehicles on Cable Beach has been a controversial topic between Broome locals for some time, however the ongoing freedom to drive personal vehicles onto Cable Beach is considered a great opportunity by many, including tourists who visit the area. Broome is one of the last places in Australia where vehicle access onto the beach has not been restricted.

2.2 Constraints

2.2.1 Seasonality

Broome is commonly perceived as having two distinct seasons, wet and dry. The 'dry' aligns with the peak tourist season – generally from the end of March to mid-October – as people from the southern parts of Australia visit Broome to escape a cold winter. Tourist visitation is low in the wet season, as conditions are considered uncomfortable and the southern regions of Australia are experiencing pleasant summer weather which is attractive to tourists and residents. The wet season also corresponds to the northern hemisphere winter when European travellers prefer to visit Australia, limiting potential visitation from this sector.

Given the above, for tourism and many of the sectors that support tourism (such as retail and hospitality) the six month peak tourism season underwrites the business for the rest of the year. Statistics from Tourism WA indicate that in the period between 2010 and 2012 there was up to 80% occupancy in Broome tourist accommodation in July and August, which fell to 45% in January.

As income is generated predominantly in one half of the year, seasonality presents a number of challenges to the tourism sector. It affects accommodation pricing, staff continuity and overall regional employment, as well as the economic viability for new accommodation and other supporting development.

2.2.2 Breaking the trend - Embrace Change

Residents from the eastern states of Australia occasionally refer to Western Australia as 'wait awhile' due to the perception that the state is behind the rest of country in adapting to change. Although the laid back, casual atmosphere of WA, and particularly Broome, is a fundamental part of the town's character, it can also have a negative effect when reluctance to examine new ideas leads to stagnation. Whilst Broome is a world-recognised tourist destination, it faces stiff competition from other Australian destinations with similar attributes and target markets, as well as from overseas destinations such as Bali. The Broome Tourism Strategy (2014) noted that Google travel searches for Broome dropped by 8% in the period between 2006 and 2013, whilst searches for Darwin increased by 3% and Bali increased by 25%.

It is a fundamental assumption of this Strategy that growth needs to respect the existing environment, character, heritage and culture. However, this Strategy also considers whether some long held views regarding matters such as building height, activities and development control are still current. It should be realised that change is inevitable and, if done in a sustainable manner, it will help contribute towards the continued growth and success of Broome.

2.2.3 Tourist/Residential Mix

The mix of permanent and temporary residents in the Cable Beach Precinct presents challenges for both Council and land owners within the Precinct. Whilst the area is zoned 'Tourist' under Local Planning Scheme No. 6 and its objectives are to accommodate 'predominantly tourist related development', the implementation of this is complicated by increasing pressure to develop the area for permanent residents because this is perceived by the development industry as being a more reliable investment. The reluctance of banks to lend money for purely tourist development is often cited as a fundamental constraint to developing additional tourist accommodation within the precinct. Local Planning Scheme No. 6 allows permanent residential development to take up a maximum of 40% of the site area and 40% of the number of

units, which is more generous than what is allowed by many other Councils. However, as this can only be undertaken in conjunction with, or further to, the development of short-stay accommodation on the site, concerns regarding the ability to secure financing remain. Once a development has been constructed, permanent residents and tourists may have differing expectations regarding amenity and potential user conflicts must be considered during the design phase of development

2.2.4 Illegal camping

The majority of Broome's seasonal employment during the peak tourist months is sourced from the sizeable backpacker population that visits the town. Backpacker accommodation within Broome is limited and insufficient to cater for the number of backpackers visiting Broome, particularly those who remain in town for an extended period. Public car parks in Cable Beach are often used illegally as camp grounds, full of backpackers cooking, cleaning and sleeping in their vehicles. This detracts from the existing amenity and leads to complaints from both residents and tourists.

2.2.5 Natural Hazards

Cable Beach and the surrounding foreshore is unlikely to be immune from a changing climate and the commensurate rise in sea level that is predicted to occur. The Shire of Broome has undertaken a Coastal Vulnerability Study (CVS) to consider the risk of coastal processes, including coastal inundation and erosion, to existing and future development. The risk of inundation from stormwater run-off was also considered.

The CVS is yet to be considered by Council, however draft versions of the document indicate that Cable Beach will be vulnerable to erosion, particularly during storm events. In some locations the impacts of this will be minimised by the dune vegetation which helps stabilise the shoreline. However, the cliff face between the vehicle access ramp and the Surf Club stairs is not protected by vegetated dunes, as they were eroded during cyclone Rosita in 2000 and have not experienced the same level of re-colonisation evident to the north and south. As a result, a future 1 in 100 year Annual Recurrence Interval (ARI) event will likely exacerbate erosion in this location and may impact upon public infrastructure such as Zanders Cafe and the Surf Club. Future improvements to the foreshore area must take this into account and mitigation actions such as dune rehabilitation will need to be considered.

The CVS further indicates that localised flooding is likely to be experienced in portions of the Precinct, predominantly from overflow of the existing drainage network. This is likely to affect the larger properties to the north-west of Millington Road, adjacent to Hidden Valley. New developments in locations where



Image 5:

Cable Beach coastal processes, large tides



Image 6:

Cable Beach Backpackers, approx \$35/night



Image 7:

Surf Life Saving Club - unused space

overland flooding is predicted must consider the potential impacts and include mitigation measures in their site design.

2.2.6 Lack of a Legible and Appealing Pedestrian Network

A tourist precinct requires a high level of permeability and legibility for pedestrians and cyclists, as many 'fly-in' tourists may not have access to a car and are unfamiliar with the layout of the area. The path network in the Cable Beach Precinct does not provide either at present. There is currently a lack of wayfinding signage, leading visitors to stop at private properties to enquire where the beach is. Neither the beach access via the Surf Life Saving Club Car Park nor the beach access next to Zanders restaurant is appropriately signed.

Lack of shade and amenity along the path network was often referenced in the preliminary community engagement, with Sanctuary Road seen as being particularly barren. There is no footpath at all on Onyx Road / Coucal Street north of the Oaks Resort. Additionally it was raised that tourists staying in accommodation in the north-eastern part of the precinct have a long way to travel to access Cable Beach. Although the beach is only 500 metres east 'as the crow flies,' visitors have to walk over a kilometre down Millington Road, and a further 500 metres west (at minimum) to the beach if using the surf club entrance. Upgrades to the path network are necessary to enhance the Precinct's attractiveness and improve the visitor experience.

2.2.7 Protection of Sacred Sites

The Cable Beach Precinct has a high level of cultural significance for the Yawuru people. The Department of Aboriginal Affairs' Registered Sites database shows that the northern part of Cable Beach is contained in the 'Billingurru' registered site (the red rectangle depicted in Figure 1 below), which has both ceremonial and mythological significance. The southern part of Cable Beach, in a portion of Minyirr Park, is the location of a registered site known as 'Cable Beach 4' (the yellow circle depicted in Figure 1 below), which is significant as the location of artefacts and middens. Hidden Valley which borders the northern part of the Precinct is also highly significant and contains registered sites (the blue square depicted in Figure 1 below).

As the Precinct has grown, the beach and dune areas have seen an increased level of human usage, which can negatively impact significant places. In particular, the exposed rocks immediately north of the vehicle access ramp are constantly disturbed by vehicles driving over them. This has been a longstanding issue and the Strategy considers how it can be remedied, whilst still providing a space for vehicle access to the beach.

The need to limit views into Hidden Valley has implications for development bordering the valley, and will prohibit higher buildings in that location. Furthermore, as access to Hidden Valley is restricted, there are limitations to providing pedestrian connections to the beach in the northern part of the Precinct.

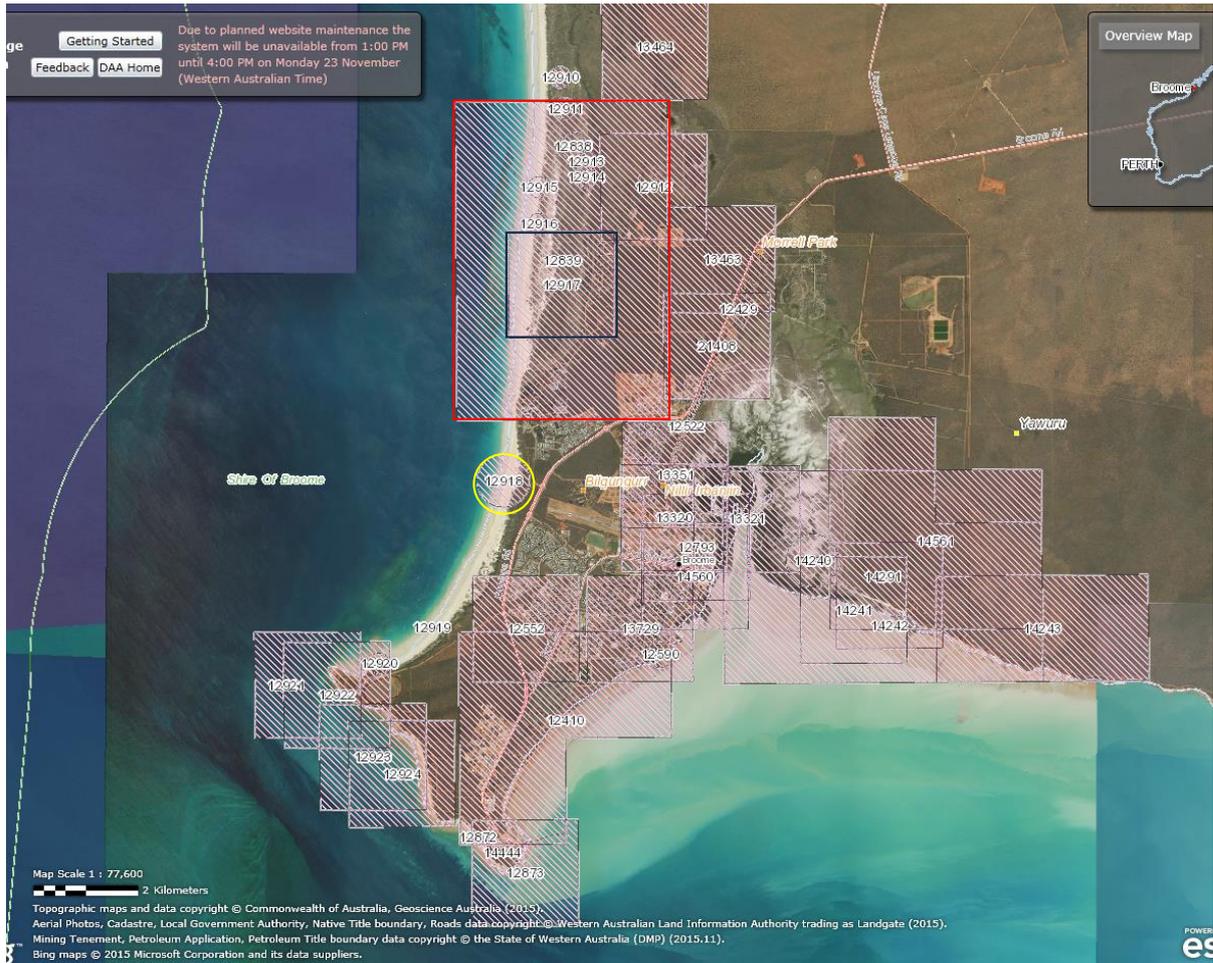


Figure 1 - Registered Sites with the Department of Aboriginal Affairs

3 Tourism Trends

This section summarises recent research conducted into tourism in the Kimberley and Broome in particular, which has informed the preparation of the Cable Beach Development Strategy.

3.1 Tourism Visitation

Broome is already an established tourism destination with a relatively strong brand in the market place. However, in the context of overall Australian tourism, it is considered a niche market. A recent study published by Broome Future Limited states that Western Australia accounts for approximately 2.5% of the revenues of the national tourism industry. In 2013/2014, 22 million people visited the state, with 9% of those staying in the North West region, including Broome.⁵

A comprehensive analysis of data regarding visitor types (place of origin, age, gender, families) and any associated trends (eg. spending, duration of stay, activities undertaken whilst visiting, reasons for visiting) is important to help define Broome’s target market needs. The performance of the Broome tourism market is determined by the intersection of target market needs and the ability/capacity of Broome’s tourism market to deliver on promises made to these markets, in comparison to other competitors. A summary of visitation trends specific to Broome and the Kimberley has been provided below.

3.1.1 Visitor Numbers

In the three years preceding 2013, approximately 180,000 people visited Broome per annum – 84% of which were domestic travellers typically originating from Perth, Sydney and Melbourne. The remainder were international visitors typically originating from New Zealand, United Kingdom and Germany. Figure 2 below represents this graphically.

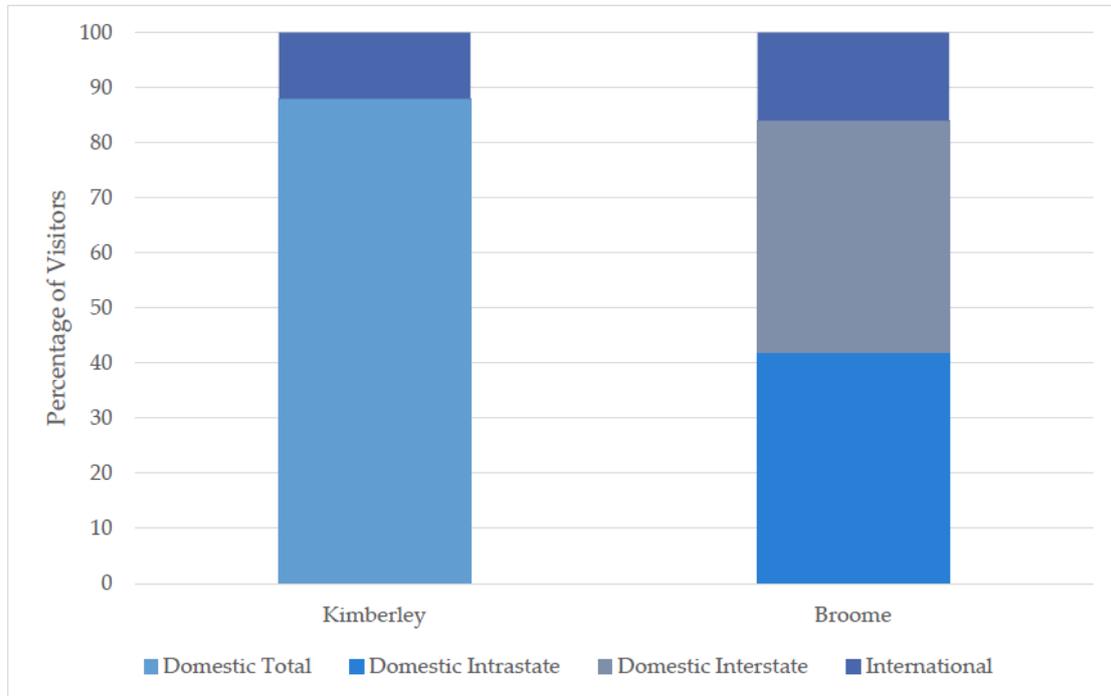


Figure 2 – Visitor Origin

⁵ Australian Venture Consultants Pty Ltd. Unlocking the Door: A Study into the Feasibility of Broome as commercial and logistics hub for the Kimberley Region (April 2015).

The majority of visitors (79%) are holiday or leisure tourists, with the remaining 21% travelling for business purposes. Tourist numbers have been falling in recent years, with leisure tourist numbers dropping by 4% and business tourist numbers dropping 2% between 2007 and 2013.⁶

3.1.2 Visitor Characteristics

The Broome tourist market can be broadly segmented into the low value segments of backpacker and caravan travellers and the high value segment of resort and high-end experience travellers. High income earning couples make up majority of domestic visitors to Broome, with the 45 years to 64 years old demographic accounting for 42% of domestic travellers.⁷ For international travellers, approximately 40% of international visitors are between the age of 25 and 44 years old⁸. Family market tourism makes up 16% of the domestic visitation, and these travellers are faced with a number of limitations including timing of school holidays, cost of transportation, and distance between Broome and major population centres which makes mid-year driving holidays difficult

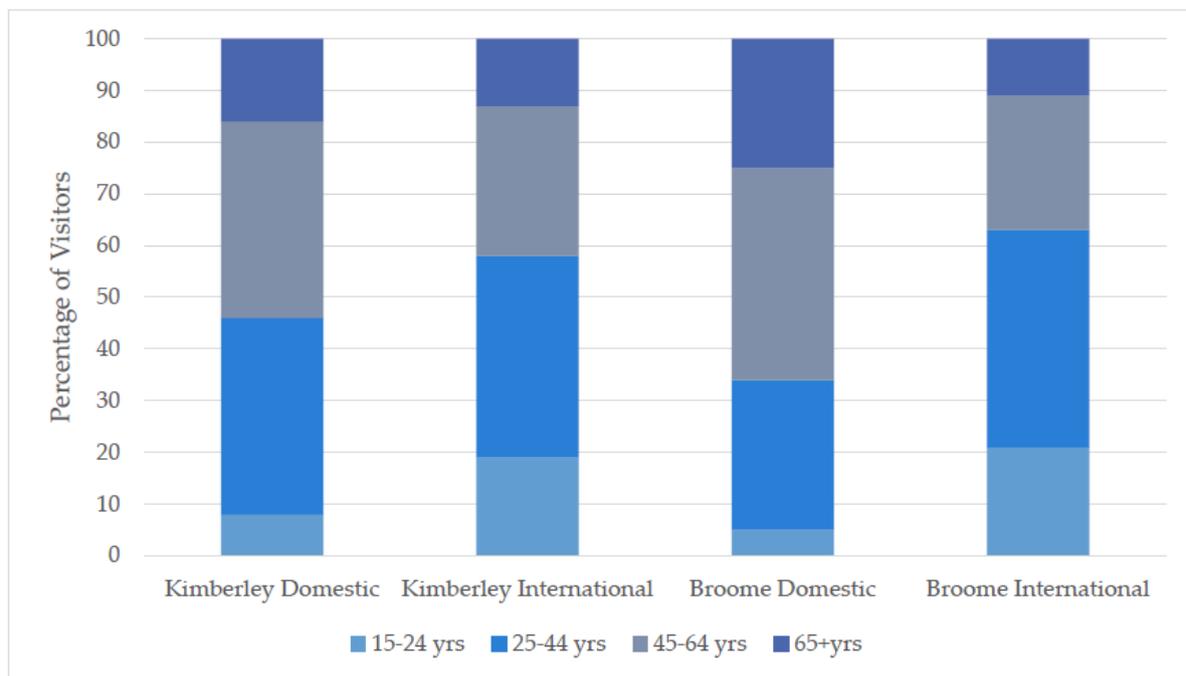


Figure 3 – Age of Visitors

3.1.3 Length of Stay

Domestic visitors to Broome stay on average approximately 6.4 days, and international visitors stay on average approximately 11.8 days. The ‘Resort’ or ‘Fly and Flop’ segments who utilise the tourist accommodation in Cable Beach typically stay for an ‘extended long weekend,’ with the average stay at the Cable Beach Club Resort being 3.5 to 4 days.⁹ The Broome Tourism Study (2014) reports that visitors are spending less time in Broome (3 days

⁶ Haberlin Consulting. Broome Tourism Strategy. (September 2014).

⁷ Ibid.

⁸ Australian Venture Consultants Pty Ltd. Unlocking the Door: A Study into the Feasibility of Broome as commercial and logistics hub for the Kimberley Region (April 2015).

⁹ Australian Venture Consultants Pty Ltd. Unlocking the Door: A Study into the Feasibility of Broome as commercial and logistics hub for the Kimberley Region (April 2015).

as opposed to 1 week) and doing fewer activities compared to previous years because they are more price conscious.

3.1.4 Activities

Tourism WA in conjunction with Tourism Research Australia has identified potential growth markets in the Kimberley region as eco-tourism, adventure tourism, cruise ships and cultural tourism, with improvement of caravan and camping facilities required to service the existing mature market.¹⁰

Some of these markets, such as eco-tourism, are unlikely to thrive in the Cable Beach precinct and are better suited to the remote areas of the Shire. However, there is the potential to provide a diversity of activities within the Precinct to cater to those seeking adventurous and cultural experiences.

According to the recent research, stakeholders generally agree that Cable Beach and the coastline are the key strengths of the Broome tourism market. However there needs to be a greater focus on other strengths such as nature-based experiences and Aboriginal heritage. Tourism WA states the 83% of international and 66% of domestic visitors to WA are seeking Aboriginal tourism experiences, but most are unsuccessful in doing so.¹¹

Research also indicates that travellers to the North West are spending less money per day compared to other regions of WA such as Perth and the South-West. Domestic visitors spend an average of \$118 per day in Broome, whilst international visitors spend \$51 a day. This is in comparison to the South West (\$167 a day domestic and \$67 per day international) and Perth (\$225 a day domestic and \$88 per day international). This is interesting considering that Broome is generally perceived to be an expensive destination, with identified weaknesses being competition with other 'value for money' destinations with similar strengths (Cairns, Darwin, Port Douglas) and price for hospitality.

3.2 Implications of Tourism Trends on the Cable Beach Development Strategy

The above sections provide a brief overview of tourist demographics and trends, which have informed the recommendations of the Strategy.

Recent research confirms that Cable Beach is Broome's major tourist drawcard, and that this aspect of the tourist experience is living up to expectations. It appears however, that tourists to Broome are staying for a shorter length of time than they used to, and spending less money compared to other WA destinations. There could be numerous explanations for why this is occurring. For instance, impacts from the Global Financial Crisis have resulted in a more price-conscious public, and a large number of tourists are backpackers and self-drive 'caravanners' who tend to spend less money than other market segments. However this could also indicate that there is a shortage of products and experiences for tourists to spend their money on. Increasing tourist-friendly activities, dining and entertainment options and to a small degree, retail, may result in a larger spend and potentially a longer stay.

Research also indicates that whilst Broome is doing well in promoting its beaches and natural assets, it is not doing as well as promoting other desirable aspects such as Aboriginal and other cultural heritage. At present, the Cable Beach precinct is devoid of any promotion or even acknowledgement of the Yawuru story, despite the area being rich in cultural significance. Integrating cultural tourism into the experience offered in the Precinct will lead to a more authentic and unspolixperience that caters to the market demand. Further strengthening the linkage with Chinatown will also enhance visitors' exposure to the pearling story and the melting pot of Aboriginal, Asian and European cultures that signifies Broome.

¹⁰ Ibid.

¹¹ Kimberley Development Commission. Draft 2036 and Beyond – A Regional Blueprint for the Kimberley

The majority of travellers to Broome do so for leisure purposes, and it is this market that the Cable Beach Precinct predominantly caters for. However, seasonality is a major challenge to a sustainable tourism industry. Continuing to make the area appealing to business travellers and offering a variety of events and activities that will encourage these travellers to extend a business stay into a leisure stay may help mitigate this issue.

4 Retail Needs Assessment

The need for additional tourist-orientated commercial and retail opportunities that will enhance the visitor experience within the Cable Beach Precinct was a common theme identified in the preliminary community engagement and may assist in stemming some of the downward tourism trends discussed above. However it is also acknowledged that such businesses may not be economically viable given the seasonality of the tourism industry in Broome. Furthermore, the Shire has a clear strategic intention that the majority of new retail development is to occur in Chinatown, with the Broome Boulevard to serve as a secondary 'Neighbourhood Centre.' It is important then to consider new retail development in Cable Beach in the context of the entire townsite.

This section examines the current provision of commercial floor space in Broome, projected future demand and how this Strategy can assist in meeting the demand. It provides the rationale for the extent of 'Priority Active Frontages' and 'Small Scale Retail Strip' designations in the Strategy Plan.

4.1 Projected Demand

In 2012, AEC Group prepared a Community Profile for the Shire of Broome to inform the preparation of the Local Planning Strategy (LPS) and Local Planning Scheme No. 6 (LPS6). The Community Profile used four different scenarios to estimate population growth in Broome through to 2031, taking into account a range of factors. Table 1 describes the four scenarios:

Population Scenario	Description	Average Annual Change
Scenario 1 (permanent residential population only)	<ul style="list-style-type: none"> • WA Tomorrow medium population projections • No inclusion of visitors or transient workers 	2.1%
Scenario 2 (permanent residents and visitors)	<ul style="list-style-type: none"> • WA Tomorrow medium population projections • Projected future visitors (i.e. tourists) 	2.3%
Scenario 3 (permanent residents, visitors and 35 Mtpa LNG operations at James Price Point)	<ul style="list-style-type: none"> • WA Tomorrow medium population projections • 35 Mtpa LNG operations, running up to 10 LNG trains • Projected future visitors (both leisure and business travellers) 	2.6%
Scenario 4 (permanent residents, visitors and maximum LNG operations at James Price Point)	<ul style="list-style-type: none"> • WA Tomorrow high population projections • 50 Mtpa LNG operations, running up to 14 LNG trains • Doubling of expected growth in future leisure visitation and increases business visitation from LNG activities 	3.0%

Table 1 – AEC Group Population Projections (2012)

AEC Group also prepared an Economic Profile, which used the above scenarios to estimate future demand for, amongst other things, retail and commercial office floor space. Table 2 outlines the predicted amount of retail floor space required until 2031 under the four scenarios.

The figures for Scenarios 2 and 3 are highlighted as they are considered to be the most likely to occur within the life of this Strategy. With respect to Scenario 3, whilst onshore processing of LNG at James Price Point is unlikely to proceed, an average annual growth of 2.6% is not considered unreasonable, and is indeed lower than the aspirational population growth rates of 3%, 4% and 5% per annum contained in the Western Australian Planning Commission's (WAPC's) draft Kimberley Regional Planning and Infrastructure Framework.

Population Scenario	2011	2016	2021	2026	2031
Scenario 1	28,471 m ²	34,743 m ²	40,912 m ²	47,911 m ²	56,680 m ²
Scenario 2	37,755 m ²	46,098 m ²	52,541 m ²	59,744 m ²	68,764 m ²
Scenario 3	37,755 m ²	48,640 m ²	56,577 m ²	62,182 m ²	72,067 m ²
Scenario 4	37,755 m ²	49,134 m ²	57,636 m ²	62,745 m ²	73,366 m ²

Table 2 – Retail Floor Space Requirements

4.2 Current Available Floor Space

In 2007, the Shire of Broome prepared a Local Commercial Strategy which estimated a total of 70,000m² of commercial floor space in the Broome townsite. The Local Commercial Strategy stated that 40,000m² of the total floor space was used for retail. Further research has revealed that these totals were based on the Broome Commercial & Industrial Land Use Survey which was undertaken by the WAPC in 2003/04, and as such they did not reflect development that had been undertaken since that time, including the expansion of the Broome Boulevard. It is estimated that the developments which have occurred since the WAPC study was undertaken have yielded approximately 9,200m² of additional retail floor space (including large format retail), bringing the total amount available closer to 49,200m². It is noted that approximately 2,000m² of this additional retail has been constructed in the Light Industrial Area, which houses at least 14,260m² of current retail floor space.

Based on this total, there is currently an oversupply in retail floor space under the Scenario 2 and 3 projections, meaning the current supply is sufficient until beyond 2016. There is anecdotal evidence of this oversupply with a number of vacant retail tenancies in Chinatown, the area immediately to the west, and in the Broome Boulevard, although some of this vacant space could also be used for offices.

4.3 Future Floor Space Outside Cable Beach

4.3.1 Chinatown

It can be difficult to estimate the future amount of retail floor space in established areas such as Chinatown where the majority of development will be redevelopment rather than 'greenfield' development. To try to address this difficulty, the authors of the Chinatown Development Strategy focussed on larger vacant land parcels in single ownership as the most likely sites to be developed. Whilst this approach has some drawbacks as it does not fully account for other constraints (for instance, coastal setbacks and inundation risk) which may limit the form of development on a vacant site, it can be used as an indicator of potential yield.

Using this method, the Chinatown Development Strategy identified two vacant or largely vacant areas in single ownership. They are Lots 160 and 161 Carnarvon Street and Lot 43 Dampier Terrace which have a combined area of 1.013 ha; and Lot 3067 Dampier Terrace which has a total area of 1.0358 ha. These areas are shown in the Chinatown Development Strategy Concept Plan as being suitable for infill retail and commercial development. The Chinatown Development Strategy then used the 2003 Chinatown Design Guidelines to estimate the total floor space that could be provided should these sites be developed to their full potential.

In 2013 Council adopted amended Design Guidelines for Chinatown which allow 75% site coverage and three storey development with a plot ratio of 1. Applying a plot ratio of 1 to the two sites described above would provide a maximum floor space of 10,130m² and 10,358m² respectively. Put together, this additional 20,488m² (if split evenly between commercial office and retail) would provide an additional 10,244m² retail floor space and 10,244m² commercial office floor space. These figures do not account for additional redevelopment in Chinatown which may take place over the life of this Strategy and as such are considered to be a reasonably conservative estimate of future floor space, however the development of these sites alone would provide enough additional retail floor space to meet the needs of the Broome population until 2026 using Scenario 2.

4.3.2 Broome North

It can also be difficult to speculate where, and how much, commercial development can be anticipated in other parts of Broome. One way of doing this is to look at adopted structure plans, such as the Broome North District Development Plan (2010). The Broome North District Development Plan allows for the creation of two Local Centres each with a total retail floor space of 3,000m² with 1,500m² of that devoted to an anchor tenant such as a supermarket. The first of these Local Centres, to be located on Lot 9007 Magabala Road, has been planned for through Local Development Plan 1 and is subject to a Local Development Plan endorsed in 2015 to control built form. In conjunction with development of vacant land in Chinatown as outlined above, this would provide enough additional retail floor space to meet the needs of the Broome population until 2026, using Scenario 3.

The second Local Centre in Broome North has not been considered in detail as it will be part of subsequent stages of subdivision and is unlikely to be developed over the life of this Strategy.

4.3.3 Other Areas – Broome International Airport Land and Old Broome

There is also the potential for new commercial development to take place on the land directly to the east of the Broome Boulevard Neighbourhood Centre (Lot 1468 and Pt. Lot 1653 MacPherson Street), as these lots have a 21 lot subdivision approval in place. This land is zoned 'Service Commercial' under LPS6. If development to the maximum plot ratio allowed under LPS6 occurs, this land will potentially have the capacity to accommodate all the retail currently located in the 'Light and Service Industry' zone, as well approximately 8,000m² of new large format development. Taken in conjunction with the proposals outlined for Chinatown and Broome North, this would result in approximately 69,700m² of total retail floor space in the Broome townsite, which would exceed the projected floor space requirements until 2031 under Scenario 2, although result in a shortfall of around 2,300m² under Scenario 3.

In 2014, the Shire adopted an Old Broome Development Strategy which focuses on the area generally south of Frederick Street and east of Herbert Street. The Old Broome Development Strategy designates 'Priority Active Frontages' where mixed use development, including a retail component, is to be encouraged. Along the 'Priority Active Frontages' there is currently approximately 8,879m² of vacant land that is zoned 'Mixed Use' with a density of R40. Under LPS6, a maximum plot ratio of 0.5 is proposed for sites zoned 'Mixed Use'. If this land were developed fully for retail purposes, it could supply 4,439m² of additional floor space. However this is somewhat unlikely as new development is likely to include a residential component and potential other commercial development such as offices. Nevertheless, this land is 'shovel ready' to provide additional opportunities to address the remaining shortfall in retail floor space until 2031, using Scenario 3.

4.4 Implications for Retail Development in the Cable Beach Precinct

It is clear from the above analysis that there is not a shortage of land that could be developed for retail purposes in Broome. Existing retail development and a conservative estimate of future development based on 'shovel ready' parcels (i.e. without any substantial redevelopment) will provide a sufficient supply of retail floor space to meet the needs of the Broome community until 2031 under the medium growth scenarios contained in the Economic Profile.

Given this, it is evident that retail land use in the Cable Beach Precinct is not required to cater for the permanent resident population of Broome. The need for these uses arises from the tourist population that visits the area,

to maximise their enjoyment of the Precinct. However, in accordance with the principles of place making, the key to a vibrant tourist precinct is the development of a multi-purpose space that involves the permanent community in creating an authentic place they are comfortable using, which in turns attracts the outside world.¹² The challenge is how to do this in a way that does not detract from the role of Chinatown.

4.4.1 Future Provision of Retail Floor Space in Cable Beach

The 2003 Cable Beach Development Plan introduced a 'Tourist Based Commercial Neighbourhood Centre' on the corner of Sanctuary and Millington Roads (Lot 6 Sanctuary Road) and specified that this Centre is to have a maximum net lettable area of 1000m², incorporating a 'village square.' It further allows for a 'commercial strip' along portions of Sanctuary Road, Cable Beach Road West and Millington Road. In total, the area shown as the commercial strip contains over 2100m of street frontage. The Cable Beach Development Plan did not make any recommendations about the amount of commercial development that could be accommodated along this strip, however it did state that it should be developed in a way that is 'simple and relaxed,' and that the streets should be encouraged to incorporate 'open street stalls, portable market stalls or street vendors, al fresco cafes and the like.'

It is noted that under LPS6, Lot 6 Sanctuary Road has an 'Additional Use' for the purpose of 'retail of convenience goods and service station.' This was carried over from Town Planning Scheme No. 4. This Strategy recommends that the 'Additional Use' notation should be removed from this lot as a 'Service Station' is not consistent with the intention of the 'Priority Active Frontages' designation and the zoning table already allows for a 'shop' as a discretionary use within the Tourist zone.

In 2010 the Shire adopted a Development Plan over 8.5 hectares of land on Millington Road, comprising parts of Lot 6 Sanctuary Road, Lot 500 Cable Beach Road West and parts of Lots 2245 and 2246 Millington Road. The Millington Road Development Plan separated this area into 'Tourist Commercial,' 'Tourist' and 'Open Space.' The aim of the 'Tourist Commercial' area was to develop a mixed use area with retail and commercial uses on the ground floor with residential and short stay tourist accommodation above. Similar to the Cable Beach Development Plan, the Millington Road Development Plan did not specify a total amount of commercial floor space that could be developed. However preliminary versions of the plan (that were not adopted by Council) contemplate up to 5,240m² of retail / commercial floor space, predominantly broken down into tenancies of 80m². This amount of floor space is equivalent to nearly 60% of the Paspaley Shopping Centre in Chinatown and in light of the analysis above is far in excess of demand. Therefore this Strategy revisits the Millington Road Development Plan, with the intention of scaling back the amount of retail floor space that is to be encouraged in the Cable Beach Precinct.

When the Cable Beach Development Plan was prepared in 2002, the future of the land which has now become the Broome North residential area was uncertain. Therefore the Plan envisages the 'Local Centre' on the corner of Lot 6 Sanctuary Road would predominantly provide 'convenience goods to serve the day to day needs of the adjoining residential neighbourhood as well as the increasing number of tourists accommodated in the area.'

As discussed in previous sections, the Broome North District Development Plan (2010) provides for two Local Centres in Broome North. The first Local Centre will be located on the corner of Magabala Road and Tanami Drive and will accommodate 3,000m² of floor space, including a small supermarket. The Broome North Local Centre is within 950 metres of the easternmost residential lots in the Precinct, and will become more easily accessible when Tanami Drive is connected to Sanctuary Drive through Local Development Plan No.3. Whilst 950 metres is generally considered outside the walkable catchment for a local centre, it is within easy driving distance from the Precinct, particularly from the proposed caravan park on Sanctuary Road and the existing

¹² Billington, R.D., Carter, N & Kayamba, L. (2008). The practical application of sustainable tourism development principles: A case study of creating innovative place-making tourism strategies. *Tourism and Hospitality Research*, 8(1), 37-43.

Cable Beach Caravan Park. It is envisaged that the Broome North Local Centre will be able to adequately cater for the day-to-day convenience needs of residents and visitors in the Cable Beach tourist precinct, without the need for another Local Centre within the Precinct. The risk of two Local Centres with similar functions in proximity to each other is that they will compete with each other to the extent that one or both becomes unviable. This is a concern particularly in light of the oversupply of retail floor space in Broome at present. Therefore, this Strategy does not designate a dedicated Local Centre site and focuses instead on a small scale retail strip to provide a limited amount of tourist-orientated retail opportunities.

**Appendix 1
Preliminary
Community
Engagement
Outcomes Report**



1. Introduction

1.1. Background

The Shire's Corporate Business Plan 2015-2019 contains the following outcome, strategy, and action regarding Cable Beach:

Outcome	Strategy	Action
2.1 Realistic and sustainable land use strategies for the Shire within the state and national frameworks and in consultation with the community.	2.1.2 Develop and implement precinct based Strategies.	2.1.2.4 Develop a Cable Beach Development Plan Strategy and incorporate the review of the 2003 Cable Beach Development Plan.

On 6 May 2015, Officers briefed Council on the proposed public consultation process recommended for the Cable Beach Development Strategy. The Strategy sets out a vision for Cable Beach and establishes the land use planning framework and Shire of Broome corporate priorities for the area.

Given the complexity of the project, Officers recommended splitting the community engagement process into two separate phases:

- Phase one – Preliminary Community Engagement – to involve background research and analysis prior to the preparation of a draft strategy; and
- Phase two – Formal Advertising – public advertising to be undertaken in accordance with the Shire's Community Development Policy 5.1.10 – Community Engagement (CE Policy).

A level of engagement was selected for each phase of consultation, based on the CE Policy. The CE Policy identifies five levels of engagement: Inform; Consult; Involve; Collaborate and Empower. The levels of engagement allocated for the Cable Beach Development Strategy include:

- Phase one – Preliminary Community Engagement – **Involve**
- Phase two – Formal Advertising – **Consult**

The CE Policy sets out the following promise Council makes to members of the public, where engagement is required:

Involve: *We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.*

Consult: *We will keep you informed, listen to and acknowledge concerns and provide feedback on how public input influenced the decision.*

This report documents the preliminary community engagement undertaken for the Cable Beach Development Strategy which commenced in late May 2015 and concluded mid July 2015.

Preliminary engagement involved one-on-one informal discussions within the organisation and with key stakeholders and landowners within the Cable Beach Precinct. An informal 'come-and-chat' session was held at Cable Beach, along with a community photo competition and survey. The number of responses received from the survey was considerable and suggests that the community were pleased to be engaged about the future of Cable Beach.

1.2. The Cable Beach Development Strategy

The Cable Beach Development Strategy (the Strategy) will be considered as an 'Informing Strategy' under the Shire's Integrated Planning and Reporting Framework. It will help to set out medium to long term strategic planning objectives for Cable Beach and its surrounds, articulate development control provisions for new land use and development and identify actions the Shire can take to achieve its stated objectives.

In the Local Planning Strategy, Cable Beach has been identified as Precinct 11 – 'Cable Beach Tourist' and comprises the tourist accommodation area at Cable Beach, adjoining coastal land fronting Cable Beach Road West and the adjacent residential area (commonly referred to as Sunset Park). The LPS sets out the following objective for Precinct 11 – Cable Beach Tourist:

Establish Cable Beach as the major leisure tourism area of the Shire, including hotels, restaurants, bars, tourist accommodation and leisure tourism.

The Strategy seeks to ensure that an acceptable balance between permanent and temporary land uses, accommodation types and activities is maintained throughout the Precinct. 'Objectives', 'Strategies' and 'Actions' for four key strategy areas aim to help achieve these outcomes. Section 4 of the Strategy includes a Concept Plan, identifying a number of aspirational concepts for public realm improvements, primarily along the Cable Beach Foreshore.

2. Engagement Methods

Preliminary Engagement undertaken for the Strategy was in accordance with a Community Engagement Plan presented to Council in a workshop in May 2015, and included the following:

1. Mail Out – **Refer to Attachment 1**

Letters were sent out to landowners within ‘Precinct 11 – Cable Beach Tourist.’ The letter included an overview of the project; contact details for further information; and an invitation to participate in various engagement processes including:

- one-one-one discussions;
- a community survey;
- a photo competition; and
- a public ‘come-and-chat’ session (event details included below).

2. Community Survey – **Refer to Attachment 2**

A survey was made available via a link on the Shire of Broome’s website. Paper copies were also available from the Shire’s Administration Office for residents who do not have access to a computer. The survey asked a suite of questions relating to the Cable Beach Precinct.

3. Website –

A brief summary of the project was displayed on the Shire of Broome’s website (Home Page). Links to the community survey, a media release and a flyer providing information on the photo competition were also provided.

4. One-on-one Discussions –

Officers met with key stakeholders to discuss the Strategy. Conversation was kept informal. Key stakeholders were asked to share their thoughts, ideas, aspirations and concerns for the Cable Beach Precinct. A record of each conversation was kept and reviewed when officers began preparing the draft Strategy.

5. Photo Competition – **Refer to Attachment 3**

Flyers containing the details of a photo competition for the Strategy were displayed in the Shire’s Administration Office, the Library notice board, on the Shire’s website (Home Page) and in the Broome Advertiser. People were asked to capture their favourite aspect of Cable Beach in a creative way for a chance to win a gift voucher.

6. Come and Chat –

Planning Officers were available at Cable Beach on 4 July 2015 from 9 am until 12 pm. Details of the information session were provided in letters sent to key stakeholders, on the Shire of Broome’s website (Home Page), and in the Broome Advertiser. Visitors and residents passing by the display were encouraged to share their views on the Cable Beach Precinct.

7. Advertising – **Refer to Attachment 4**

Details regarding the project and preliminary engagement opportunities were advertised via the following means:

Media Source

Date

Media Release	22 May 2015
Broome Advertiser – Shire News	28 May 2015
Broome Advertiser – Shire News	11 June 2015
Broome Advertiser – Shire News	25 June 2015
Shire of Broome Website	May / June / July / August

8. Public Enquiries –
 Planning staff responded to phone and front counter enquiries regarding the Strategy.

3. Feedback

3.1. Feedback – One-on-one Stakeholder Discussions

Land owners and business operators within the Cable Beach Precinct were the targeted key stakeholders for this preliminary community engagement process. Letters were sent to all key stakeholders inviting them to participate in one-on-one meetings with the Shire’s Planning staff. Officers began follow up calls in early June 2015 when a poor response was received in response to the letters that were sent out. Several one-on-one discussions were scheduled and attended by various interested parties. Conversations were recorded but have been kept confidential due to the informal nature of the discussions. Notwithstanding this, common themes emerged and have been summarised below:

- Foreshore/pedestrian network improvements and revitalisation. Required improvements to the following elements were raised by various key stakeholders:
 - Signage;
 - Footpaths;
 - Foreshore furniture – tables, seating and shade;
 - Amenities block; and
 - Water bubblers and BBQs.
- Broome’s tourist market needs to be boosted through appropriate branding. There is a strong desire within the community to develop a suitable and attractive brand to capture a greater share of the tourist market.
- Future redevelopment potential of the former Crocodile Park site.
- 40/60 tourist/residential split restrictions make it impossible for development to occur.
- Some expressed frustration with having to provide comment on a plan for Cable Beach yet again.
- Need for better convenience shopping.
- Millington Road Development Plan restricts future growth opportunities for adjacent/neighbouring landowners.
- Cultural significance of Cable Beach and surrounding areas.
- Pop-up traders within the precinct supported in principle, but must not detract from existing businesses.
- Continue to allow cars on the beach – increase Ranger presence.

3.2. Feedback – Come and Chat

On 4 July 2015, a display at was set up at Cable Beach and manned by Shire Officers from 9am to 12pm. Various community members and visitors approached the display. Officers were available to engage with members of the public, responding to questions and discussing matters raised. While not comprehensive, the following summarises the feedback and information received during the ‘come and chat’ session held at Cable Beach.

The public were asked to write down the views/opinions on Cable Beach providing specific emphasis on what they liked about Cable Beach and what they think could improve.

What do people like about Cable Beach?

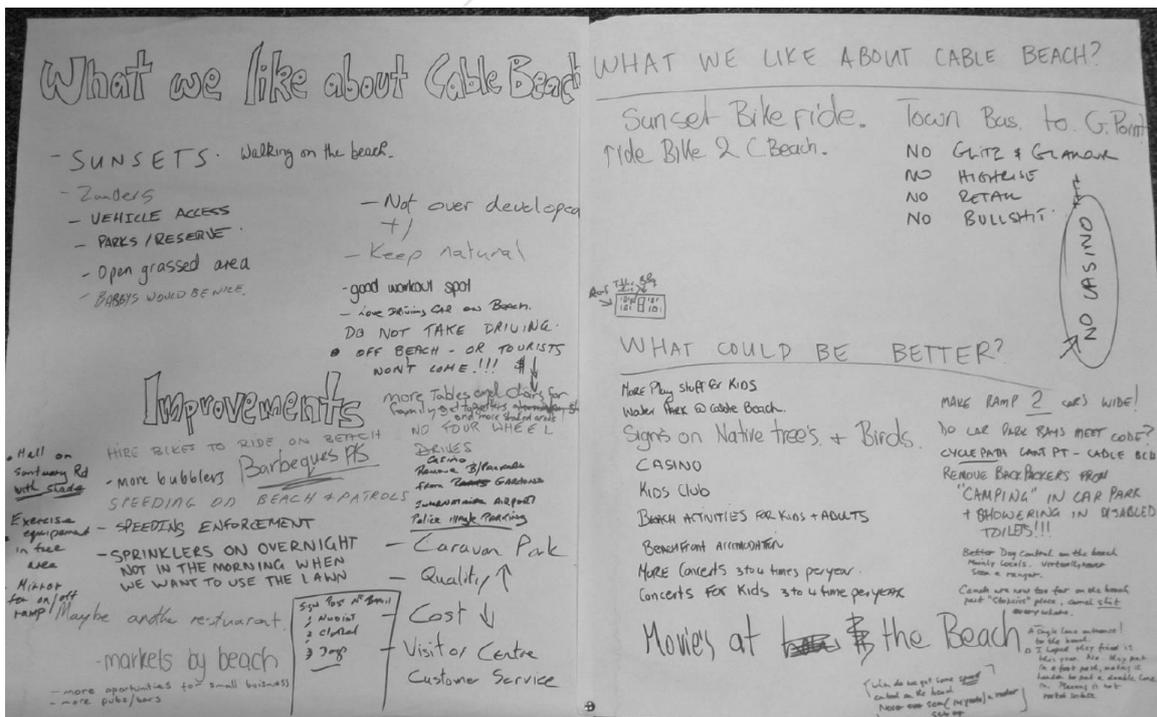
<ul style="list-style-type: none"> ▪ Sunsets ▪ Zanders ▪ Parks / reserves ▪ Not over developed ▪ Good workout spot ▪ Do not take driving off the beach or else tourists won't come ▪ Sunset bike ride 	<ul style="list-style-type: none"> ▪ Walking on the beach ▪ Vehicle access ▪ Open grassed area ▪ Kept natural ▪ Love driving cars on the beach ▪ Town bus to Gantheaume Point
--	---

What improvements do you suggest for the Cable Beach Precinct?

<ul style="list-style-type: none"> ▪ Mall on Sanctuary Road with shade ▪ Mirror for the vehicle ramp access to the beach ▪ More water bubblers ▪ Speeding on the beach – this needs to be better patrolled ▪ Sprinklers on overnight not in the morning when we want to use the lawn for exercise ▪ Markets by the beach ▪ More pubs/bars ▪ More shaded areas ▪ Casino ▪ International airport ▪ Caravan parks are poor quality and high cost ▪ Reintroduce signs on Cable Beach: nudists, clothed, dogs, etc 	<ul style="list-style-type: none"> ▪ Exercise equipment in a free area ▪ Bike hire for bikes that can be ridden on the beach ▪ Barbeques please ▪ Speeding enforcement ▪ Maybe another restaurant ▪ More opportunities for small businesses ▪ More tables and chairs for family get togethers ▪ No four wheel drives on the beach ▪ Remove backpackers from gardens ▪ Police illegal parking ▪ Visitor centre – customer service needs to improve ▪ Barbeques would be nice
---	---

- More play stuff for kids
- Signs providing information on native trees and birds
- Kids club
- Beach front accommodation
- Concerts for kids 3 – 4 times per year
- Make the ramp 2 cars wide
- Sunset bike ride – bike path from Zanders to Gantheaume – provide bus service to pick people up at either end – provide bike lock up infrastructure at either end for people to store bikes.
- Better dog control on the beach – mainly locals – never seen a Ranger
- A single lane entrance to the beach. I hoped they'd fixed it this year. No. They put in a footpath making it harder to put a double lane in. Planning is not rocket science.
- No glitz and glamour
- No retail
- No casino

- Water park at cable beach
- Casino
- Beach activities for kids and adults
- More concerts – 3 to 4 times per year
- Movies at the beach
- Do car park bays meet the code?
- Remove backpackers from camping in the car park and showering in the disabled toilets
- Camels are now too far along the beach (past Mr Stokes' property) – camel poo everywhere
- When do we get some speed control on the beach – never ever seen (14 years) a radar set up.
- No high rise
- No bulls***



3.3. Feedback – Community Survey

3.3.1. Overview

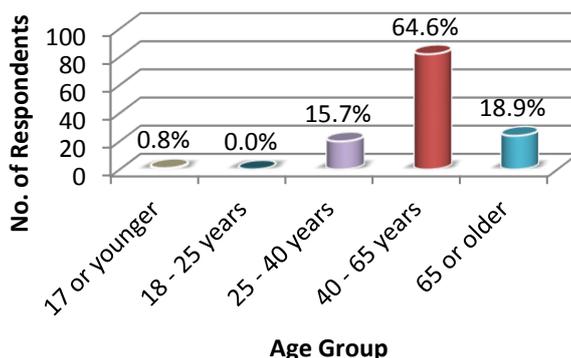
A considerable amount of work and resources have been focused over several years on the preparation of a document that outlines the aspirations and vision for Cable Beach as a ‘Tourist Precinct’ and furthermore sets out clear ‘Objectives’, ‘Strategies’ and ‘Actions’ to help guide development throughout the area. Attempts to prepare such a document have generally included extensive community consultation but have not resulted in a positive outcome, as the feedback received was never revisited in future processes. The community survey was prepared to help officers understand and gauge whether people’s aspirations, concerns and/or ideas for the future of Cable Beach remained similar to what has been previously recorded through various engagement processes carried out in the past. The survey was available both online via a link on the Shire of Broome’s website (Home Page) and in hard copy from the Shire’s Administration Office.

A total of 128 online surveys were returned. The majority of the surveys completed and returned were by residents who had lived in Broome for more than 5 years (approx 62%) and/or holiday makers (approx 23%).

3.3.1.1. Survey Monkey Results

Q2. How old are you?

Answered: 128



The majority of survey participants (65%) were between the age of 40 and 60 years old.

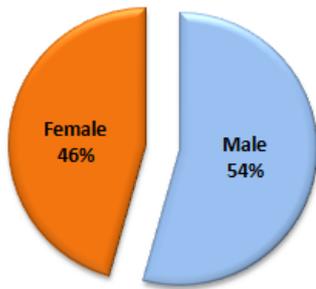
Q3. What is your gender?

Answered: 128

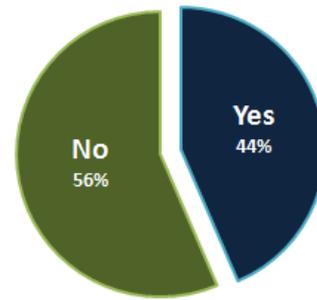
Q4. Do you currently reside in the Cable Beach Precinct?

Answered: 124

Skipped: 4



Results indicate a fairly even split between female and male survey participants.

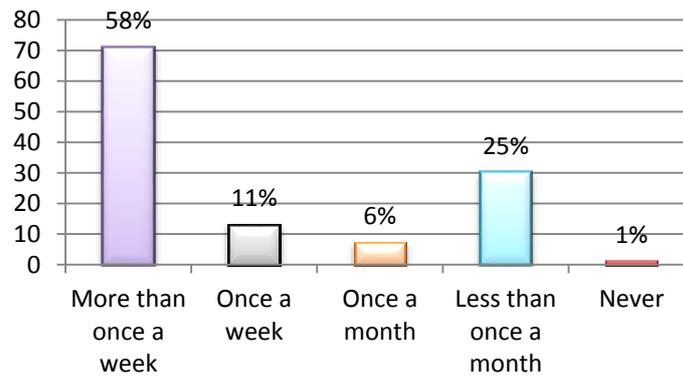


Although the majority (56%) of survey participants do not currently reside within the Cable Beach Precinct, a good response was received from people who were currently residing in the Cable Beach Precinct (43%).

Q5. How often to you visit the Cable Beach Precinct?

Answered: 122

Skipped: 6



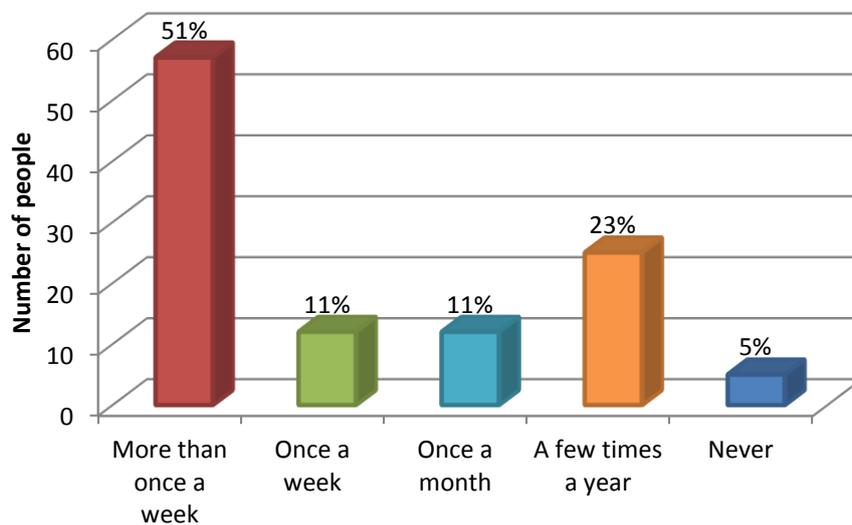
Survey participants had the opportunity to further express what attracts them to the Cable Beach Precinct in an open ended response. Out of 128 online survey participants, 122 responded to this question. Character numbers were not restricted, allowing for the ability to provide detailed responses. Recurring themes have been highlighted below and indicate similar attractions that draw people back to Cable Beach time and time again.

Precinct Reside Holiday Access the Beach Live
 Cafes Walk Drive Cable Beach
 Recreation Restaurants Park Surf Club
 Investment Property North of the Rocks Grassed Area

Q6. How often do you visit the Cable Beach Foreshore?

Answered: 111

Skipped: 17

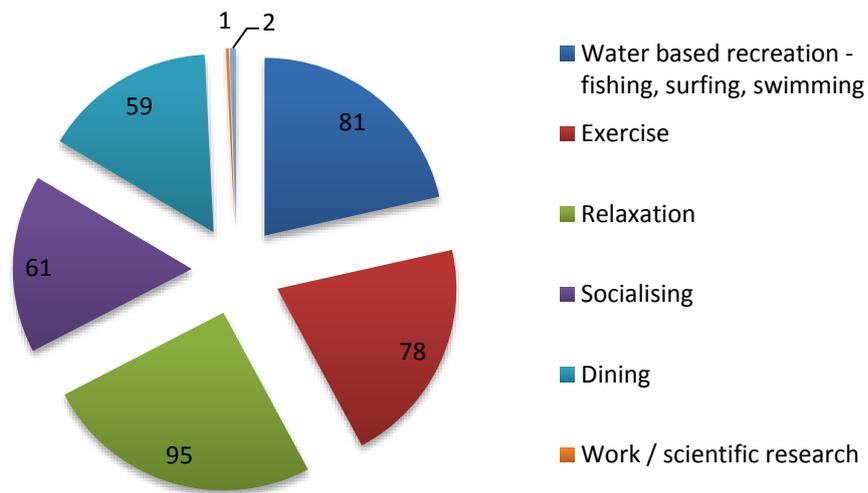


Keeping in mind that 62% of survey participants have resided in Broome for more than five years, it is extremely common for survey participants to visit Cable Beach on more than one occasion during the week. It can be assumed that the survey participants who indicated they only visit Cable Beach a few times a year are not Broome residents and visit Broome once a year.

Q7. What do you mainly use Cable Beach Foreshore for?

Answered: 114

Skipped: 14



The three main reasons people use Cable Beach are for relaxation (83%), water based recreation – fishing, surfing, swimming (71%) and exercise (68%). Survey participants were also given an opportunity to expand on their answers. A word analysis of the answers given revealed the following common themes relating to what people mainly use Cable beach for.

Swim Friends Foreshore Answer Sunset Enjoy
 Walk Broome Beach Daily Surf Club
 Relax North of the Rocks Holidays
 Recreation Dining Exercise

Q8. Describe what it is you love about Cable Beach?

Answered: 106

Skipped: 22

Unspoilt Reasons Feeling Australia Space Ocean
Clean Cable Beach Water Cleanliness Drive
Broome Beautiful Tourists Access Far
Sunsets Development Relaxing White Sand
Expanse Pristine Ambience Nice Place

Survey participants were given an opportunity to use as many characters as possible to describe what it is they loved most about Cable Beach. A word analysis of the answers given revealed the common themes relating to what people love about Cable Beach. A strong theme around maintaining the peaceful and relaxing ambience that people currently experience when visiting Cable Beach was evident through the majority of responses.

Q9 – Q13. Rate elements of the existing community facilities and infrastructure within Cable Beach

The following five questions asked survey participants to rate the current status of public facilities; pedestrian/cycle network; car parking; landscaping; and way finding infrastructure within the Cable Beach Precinct. A rating of poor, acceptable, good or excellent could be selected to rate the following components:

- Level of maintenance – are existing public facilities clean and unbroken?
- Availability – do you regularly have to queue to use existing public facilities?
- Variety – do you enjoy the range of public facilities currently available?
- Safety – are public facilities lit up appropriately at night and located in areas with increased public surveillance?

Provided below is a summary of the ratings. The highest rating for each component has been highlighted and can be used to draw upon conclusions as to how satisfied people really are with existing infrastructure in the Precinct.

Q9. Public facilities – Ablution Blocks, Children’s Playgrounds, Public Furniture

	Maintenance	Availability	Variety	Safety
Poor	7	3	12	12
Acceptable	48	34	50	41
Good	39	47	27	37
Excellent	4	11	9	5
No. of people who provided a response	98	95	98	95

- Telescopes for whale watching
- Toilets open after 7pm
- More benches overlooking the sunset
- BBQ facilities
- Shade and seating – plaques teaching the history

Q10. Pedestrian /Cycle Network

	Maintenance	Availability	Variety	Safety
Poor	6	8	12	18
Acceptable	26	16	17	29
Good	19	23	19	21
Excellent	3	8	3	6
No. of people who provided a response	54	55	51	74

- Wider paths
- Need to be cater for a mix of pedestrians and cyclists
- More bike racks
- More lighting needed on the pathway along Gubinge Road

Q11. Car Parking

	Availability	Siting	Safety
Poor	8	5	14
Acceptable	45	34	42
Good	40	46	38
Excellent	8	16	3
No. of people who provided a response	101	101	97

- Get rid of the back packers camping in the car parks
- More ACROD parking

- Water taps

Q12. Landscaping			
	Maintenance	Variety	Safety
Poor	7	10	1
Acceptable	37	34	32
Good	38	45	50
Excellent	19	9	14
No. of people who provided a response	101	98	97

- Names on the native plants
- More native species to provide shade
- No entry statement – enhance the roundabout

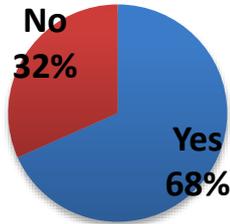
Q13. Way Finding				
	Maintenance	Availability	Variety	Safety
Poor	3	9	8	3
Acceptable	47	46	46	42
Good	44	40	41	43
Excellent	4	2	1	6
No. of people who provided a response	98	97	96	94

- I think we have too many signs telling people what not to do. If we have to have signs, can't we use them to sell Broome?
- Some Yawuru signage would be nice – some signed in other languages to give tourists important safety information

Q14. Have you ever paid a fee for you or someone else (child/friend) to participate in an activity/event within the Cable Beach Foreshore?

Answered: 101

Skipped: 27



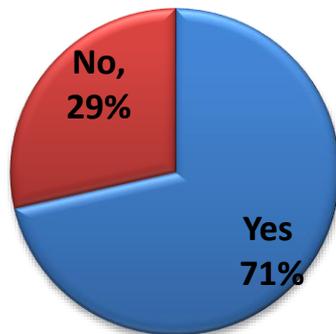
Various activities along the foreshore request a small fee for either goods or services. The majority of survey participants had previously paid for either themselves or someone else to participate in one or more of the activities on offer. Provided below is a summary of common activities survey participants have paid money to participate in previously:

- Pedicabs
- Umbrellas
- Concerts
- Surf Board Hire
- Camel Rides
- Food

Q15. Are you satisfied with the variety and availability of activities/events provided within the Cable Beach Foreshore?

Answered: 98

Skipped: 30



"I think Broome is making a mistake. What makes this town special is the natural environment, but the focus for tourists is now on organised events and activities instead of encouraging people to explore the natural world. Soon it will look like anywhere else in Thailand or Bali. Its bad policy".

"More entertainment would be great. The amphitheatre is not used enough. Get back the Opera, bring back the ballet and host some additional concerts. Using this space once a year for Cable Sounds is inadequate. Look at the Kimberley Moon Concert - a fantastic concert, reasonably priced tickets for performers of that calibre, you can take an esky in. Broome needs events like this - maybe not on such a grand scale - a more simple concept. Sick of going to events that cost a fortune to attend then we get ripped off at the bars because the event is "raising money" for someone/thing. It makes for an extremely expensive night out. Simplify things and, you know what, more people might actually attend these events"

Q16. Can you suggest alternative activities/events you would like to see within the Cable Beach Foreshore? If possible, provide reason as to why?

Answered: 51

Skipped: 77

- Just look at what other beachside locations offer to attract the wide range of age groups.
- Surf board hire - used to be done well by Darryl but not there anymore. I think other services for tourists would all be welcome so long as they are not imposing.
- Beach Volleyball,
- Beach Massage,
- The only food options are pricey and I think there's a lost opportunity to make it more of a lively evening venue beyond that offered by the sunset bar and zanders. Perhaps food trucks and toilets open after 7pm. A few nights a week? It seems a shame to funnel all the activity to just a couple of businesses.
- The more free to the public, community events the better: Art on the beach, bush tucker walks, yoga on the beach.
- Open the area to **traders** - should be food outlets, water sports of all varieties, beach businesses like massage, eating/drinking at the top where the view is - not just the surf club and Zanders. It is boring and gives nothing to tourists or locals - it should be a vibrant locale commensurate with a tourist town.
- Community not commercial interests are my preference, but concerts or arts should be part of the future, not building structures though **keeping it natural**, the kids love rolling down the amphitheatre while you enjoy a sundowner etc
- Smaller scale musical events at the amphitheatre. I think one event the size of Cable Sounds is enough each year. But something similar on a much smaller scale - a local act with a couple of hundred attendees - would be lovely on a more regular basis. why this has never been installed at Cable Beach
- Markets, live music (preferably free), beach based activities, sand sculptures etc
- **Exercise equipment** would be good.
- Is there an annual Cable beach festival?
- More entertainment activities at dusk, such as buskers or carnivals etc.
- More on **water activities** would be good i.e. hobby cats.
- None!
- No more, especially no noisy ones (jetskis etc). Please keep a good portion of the beach unused by those activities for walkers and peace lovers.
- No
- Exercise equipment, stations or better running tracks. This would promote healthier living. **More live music.**
- Would not like to see any more beach based activities, particularly those which restrict access to the beach.
- Circuit Training Equipment.
- Bubble Taps

- More food vans and variety of ice creams etc. Ice creams and the beach go hand in hand. There is a lack of basic supplies.
- Kite flying? Anything community related.
- Why: What happened to previous businesses that operated this type of activity - Shire has made it uneconomical to run.
- Jet Skis, Parasailing, Water Skiing, Wake Boarding, Biscuit Riding, Kayak Hire
- A water park and more cycle paths stretching along the foreshore to the south of the surf club.
- I believe there is more room for water activities like the tube rides, parasailing and/or fly-boarding. It is a huge stretch of beach and not hard to find a quiet spot if that is what you are looking for but I think many people are looking for a bit of fun too.
- I believe the area between the surf life saving hut and zanders could be better developed into a boardwalk style area that would make available space for further restaurants and shops to create a better environment for people to enjoy the cable beach area.
- I believe more options to hire water sport equipment, **places to eat** and other activities would benefit the area by not only creating competition but giving both tourists and locals a wider variety to choose from while they are spending time down at the beach. It is frustrating that there isn't enough variety down there to keep people entertained for more than a couple of hours.
- I believe the area would also benefit from some sort of children's water park or playground (similar to town beach) but better than the current facilities so parents can also entertain their children. At this stage there is very little variety available.
- **Allowing small operators** to come in and set up day beds, hammocks for hire etc
- I feel Broome is fast falling behind the times when it comes to utilising one of its main tourist draw cards by not offering variety to tourists and locals alike. Why should we just be known for having camels on the beach? The idea of this is dated and something needs to change to create further interest **and put us back on the tourist map** with people who are willing to inject money into our local economy and not rely on caravans to come to town who are largely self sufficient and wont spend as much as a family on a weeks vacation.
- Not really! The changing tides would affect many activities on the beach.
- Reduction of vehicles allowed on beach during the turtle nesting season.
- Should establish large wide deck above beach between surf club ramp and Zanders steps to house micro businesses selling food, cool drinks, beer and wine with seating on deck level and below on adjacent beach. Time to end Zanders monopoly!
- Encourage facilitate **seasonal hire business for surf cats, jet skis and other water based sports** by minimizing regulatory requirements/costs to a minimum.
- More inclusive, community type events - for example Carols by Candlelight (seeing kids ride three camels - awesome), Concerts and Plays.
- More organised sporting activities which don't impact the environment. For example beach volley ball and beach soccer.

- I think that there is enough now.

- Beach cleanup events.
- The grassed area around the Surf Club and Zanders should be improved so that it becomes more of a sunset look out and a place to have picnics etc.
- Beach dining as in Bali.
- Electric bus to take people north of the rocks so they can walk back. A signed walk route behind the dunes. Guided early morning walks in Minyirr Park. Talks on whale migration, bird migration etc.
- Jet skies, any thing that helps get people down there.
- Carols by Candlelight and any other community related event.
- Sculpture by the sea on a yearly basis - like in Cottesloe and Sydney.
- The area needs a major fun water park (smaller scale to Qld Sunshine Coast) to attract young families.
- None. What I want is a relaxing beach day without fancy trimmings. Just the basics.
- More concerts, Better use of the amphitheatre.
- As the name suggests a beach and foreshore should be open to all, limited development and infrastructure. Simple community events but not the big shows like the Commonwealth Bank joke.
- No.
- The possibility of a limited number of **vendors on the beach** serving drinks etc. Although not to be like Bali.
- Outdoor movies running through the dry season at the Amphitheatre would be a huge hit. Perhaps different community groups could use it as fundraisers? More outdoor art exhibitions - Sculpture by the Sea etc.
- I would definitely like to see exercise equipment like many other beach areas have.
- More concerts.
- Beach restaurants/cafes. This is an accepted part of life in Europe and Asia. If we are serious about Broome being a tourist Mecca we need to think outside the square and cater to lifestyle choices.
- Rangers apprehending people in breach of the dog act would be a great activity. More Tourism activities and concerts.
- More designated exercise areas with permanent equipment. A water spray park for stinger season.

Q17. What type of land uses would you like to see more of in the Cable Beach Precinct?

Answered: 67

Skipped: 61

The following reveals a snapshot of land uses survey participants would like to see more of in the Cable Beach Tourist precinct. Some participants identified land uses they would not like to see multiply or become established within Cable Beach. These have also been included below:

- Beach front development
- Markets
- Leisure and entertainment
- No more shops on the foreshore
- Bike hire
- Tour operators
- Small bars
- Public Open Space
- Casino
- Retail
- More food outlets – Cafes, Restaurants, etc
- Residential
- Anything other than industrial
- More family activities (parks, water parks, bouncy castles)
- Smaller scale tourist accommodation – eg. bed and breakfast accommodation
- More tourist related activities
- Small shopping centre with a supermarket
- No more cafes/shops along the foreshore
- No high rise building
- More activities for children to be involved in

4. Overarching Issues

The consultation process revealed that both residents and visitors are reasonably satisfied with the Cable Beach Precinct overall. Support for general improvements to the area that will not incur huge costs and be detrimental to the existing character and environment was significant. Common themes that emerged have been categorised and summarised below.

4.1. Keep Broome on the map

The vision for Cable Beach as Broome's major leisure tourist precinct has remained constant through previous strategies and plans. More recently, this concept has become tangible through the recognition of 'Precincts' within the Shire's Local Planning Strategy (Part 1 – Section 3.3). Feedback received during the preliminary engagement process revealed that people have accepted that the primary function of the area is a tourist precinct. They would now like to see the space transform in line with a strong identity (brand) that is recognised all over the world. The majority of participants commented on the importance of creating a useable space for a range of visitors and locals, however the idea of what constitutes as a 'useable space' within not only a tourist precinct but also within the entire Broome context is controversial. Whilst it will be impossible for all residents to agree on a way forward, a strong common identity / brand will not only help keep Broome on the map as a world recognised tourist destination, but also help support new development and infrastructure that aligns with this shared identity.

4.2. Cable Beach Character

Feedback received both recently, through the preliminary community engagement process and previously, through engagement processes undertaken by various consultants revealed a contrast between people's views on the future of Cable Beach. Results from the community survey revealed that the three most common reasons as to why people visit the Cable Beach Precinct are for relaxation, water-based recreation and exercise. Comments made in the open ended responses uncovered people's appreciation for the extent of the largely natural beach and dune system; with some referring to the area as unspoilt, magic and healing. Although the majority would like to see the area enhanced, it has been strongly communicated that any enhancement to the area must not interrupt the existing and underlying cultural, natural and recreational values that people presently enjoy. Notwithstanding this, feedback received during the preliminary community engagement process revealed that people would like to see more development and activities for people to use when visiting the Cable Beach Precinct. Comments provided in the community survey

reference the various tourist activities that used to be available on Cable Beach and those that are present in other popular beachside tourist destinations around the world.

4.3. Backpackers

The recurrent backpacker population experienced in the car park located next to Zanders and the Cable Beach Foreshore is an ongoing challenge for the area. During the peak tourist season, this car park is occupied by back packers camping in their vehicles, recreating in car parking spaces and using existing public ablution blocks as kitchen facilities. This issue was raised by many during the preliminary community engagement process and has been reported to the Shire on a number of other separate occasions. Residents have expressed their concern for the safety of their children and believe the backpacker population diminishes the amenity of Cable Beach.

4.4. Cars on the beach

The majority of the feedback revealed that the ability to drive your car on the beach is a novelty for tourists and a right for residents. People expressed their concern over the possibility of removing the vehicle access ramp and restricting vehicle access north of the rocks on Cable Beach.

5. Conclusion

Overall the response received during the preliminary community engagement process was considered successful, given the number of previous incomplete attempts to develop a similar Strategy. Representatives from local businesses, key stakeholders and Nyamba Buru Yawuru Ltd were also consulted through a series of one-on-one discussions. A total number of 128 surveys were completed, indicating the enthusiasm people had towards alternate opportunities to provide feedback. An analysis of all feedback received saw a number of common themes emerge. These themes have been elaborated upon in the recommendations of the Strategy.

ATTACHMENT 1
MAIL OUT EXAMPLE LETTER



Our Ref: PLA 80
Contact: Haylee Mlikota



02/06/2015

Shire of Broome
ABN 94 526 654 007

27 Weld Street
PO Box 44
Broome, WA, 6725
Phone: (08) 9191 3456
Fax: (08) 9191 3455
shire@broome.wa.gov.au
www.broome.wa.gov.au

NAME
ORGANISATION
ADDRESS 1
ADDRESS 2

Dear Sir / Madam,

RE: CABLE BEACH DEVELOPMENT STRATEGY – INVITATION TO PARTICIPATE IN PRELIMINARY COMMUNITY ENGAGEMENT

The Shire of Broome has identified you as an existing landowner within the Cable Beach Precinct and would like to invite you to participate in preliminary community engagement which will inform the preparation of a Draft Cable Beach Development Strategy (CBDS).

Your participation during the preliminary phase is strongly encouraged, as this will give you the opportunity to share your aspirations and concerns in relation to the Precinct prior to a draft CBDS being prepared.

You will have the opportunity to provide your comment and feedback through the followings means:

- Online Survey – survey link is available on the Shire of Broome’s website (survey closes 10 July 2015).
- Interactive Community Competition - details on how to enter are available on the Shire of Broome’s website (competition closes 10 July 2015).
- Come and chat – shire officers will be available at Cable Beach on the 4th July to discuss the future of the Cable Beach Precinct.

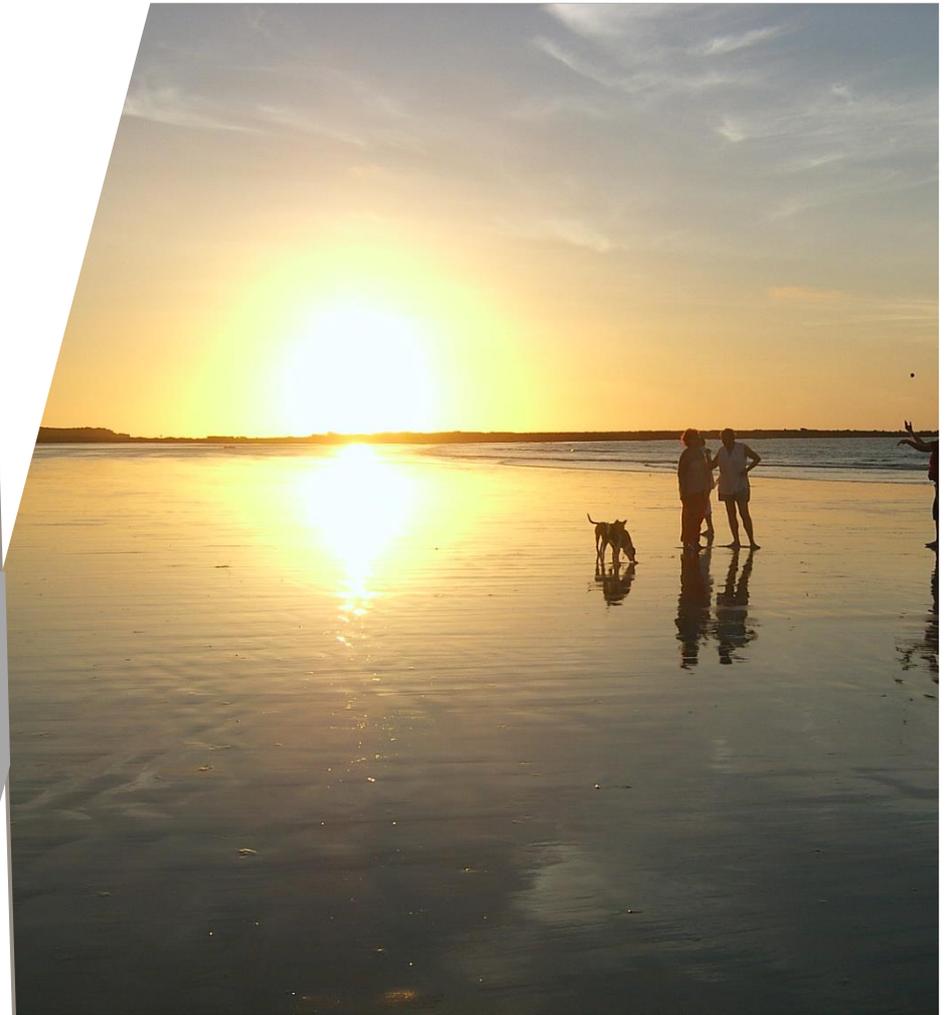
If you wish to discuss the matters enclosed in greater detail, or schedule a time to meet with Shire officers, please do not hesitate to contact Haylee Mlikota on 08 9191 3454.

We look forward to hearing from you and having you as part of this important project.

Yours sincerely

Andre Schonfeldt
Director of Development Services

ATTACHMENT 2
COMMUNITY SURVEY



Have Your Say - Cable Beach Development Strategy

Each year, residents and tourists flock to the white sands of Cable Beach. The amphitheater's green open spaces, and local restaurants along the foreshore provide visitors with an alternative to the Beach Hotel.

The Office of Economic Development is seeking your view ahead of reviewing the Cable Beach Development Plan (DBP) and preparing a draft Cable Beach Development Strategy.

Your answers to the questions in this survey will be recorded and used to inform the preparation of the draft Cable Beach Development Strategy.

1. How long have you lived in Broome?

Less than 2 years
 Less than 5 years
 Between 5 years
 10 years
 15 years or more

2. How old are you?

17 or younger
 18-24 years
 25-34 years
 35-44 years
 45 or older

3. What is your gender?

Male
 Female

Have Your Say - Cable Beach Development Strategy

Cable Beach Precinct

The Local Planning Strategy recognizes the tourism accommodation area at Cable Beach Road West and the adjacent residential area as 'Precinct 11 - Cable Beach Tourist'. The image below depicts the area captured in the Cable Beach Precinct.



4. Do you currently reside in the Cable Beach Precinct?

Yes
 No

5. How often do you visit the Cable Beach Precinct?

More than once a week
 Once a week
 Once a month
 Less than once a month
 Never

Please specify why (provide examples of places you visit)

Have Your Say - Cable Beach Development Strategy

Cable Beach Foreshore

The Foreshore area falls within the extents of the Cable Beach Precinct. The Cable Beach Foreshore encompasses the Surf Life Saving Club's beach access and car parking, extending north to the southern boundary of the Camp School.



6. How often do you visit the Cable Beach Foreshore?

More than once a week
 Once a week
 Once a month
 A few times a year
 Never

Please specify why

7. What do you mainly see Cable Beach Foreshore for? You may choose more than one option.

Water based recreation - fishing, surfing, swimming
 Recreation
 Relaxation
 Dining
 Work / scientific research
 Other

Other (please specify)

8. Describe what it is you love about Cable Beach?

Have Your Say - Cable Beach Development Strategy

There are a number of key components that help contribute to the public realm of Cable Beach. These include:

- Public Facilities
- Pedestrian / Cycle Network
- Car Parking
- Landscaping
- Way Finding

The following questions allow you to rank the elements of each component from Poor to Excellent. If you would like to include additional comments, please do so in the space provided.

9. Public Facilities - Adulton Stools, Children's Playgrounds, Public Furniture

	Poor	Acceptable	Good	Excellent
Level of maintenance - are existing public facilities clean and undamaged	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Availability - do you regularly have to come to use existing public facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Variety - do you enjoy the range of public facilities currently available	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Safety - are public facilities fit for accessibility at night and located in areas with increased public surveillance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Additional Comments

10. Pedestrian / Cycle Network

	Poor	Acceptable	Good	Excellent
Level of maintenance - are designated pedestrian pathways in good condition	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Availability - can reach a range of destinations within the Cable Beach Precinct by using the existing pedestrian / cycle path	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Variety - existing pedestrian routes are interesting and provide ease of movement through the Cable Beach Precinct	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Safety - sufficient public surveillance and lighting throughout network	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Additional Comments

11. Car Parking

	Poor	Acceptable	Good	Excellent
Availability - sufficient number of car parks within the Cable Beach Precinct	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sting - car parking is located equitably and within close proximity to facilities and/or businesses within the Cable Beach Precinct	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Safety - car parking is appropriately lit at night	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Additional Comments

12. Landscaping

	Poor	Acceptable	Good	Excellent
Level of maintenance - landscaping within the Cable Beach Precinct is kept in excellent condition to enhance the visual appeal of the area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Variety - species used for landscaping within the Cable Beach Precinct are appropriate and suitable to the location and setting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Safety - landscaping does not obstruct traffic visibility and/or public surveillance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Additional Comments

13. Way Finding

	Poor	Acceptable	Good	Excellent
Level of maintenance - signs throughout the Cable Beach Precinct remain legible (clear and upright at all times)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Availability - signs are located in appropriate locations that allow for ease of location and navigation throughout the Cable Beach Precinct	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Variety - different signs used to offer different directions eg. road signs, public facility signs, business signs, etc.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Safety - signs do not interfere with traffic and/or pedestrian routes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Additional Comments

Have Your Say - Cable Beach Development Strategy

Currently there are a range of foreshore activities and events available to the public for a small fee. These activities are generally privately owned and operated. Examples include (but may not be limited to) Surf Bait, The Beach Hut, Camel Safari Rides, Trolly Taxis, Bicycle Hire, Kyle Andrews Walk, and organised concerts.

Within the Precinct itself there are also a variety of land uses, ranging from tourist accommodation, residential accommodation, commercial (eg. bars, restaurants, real estate) and retail.

14. Have you ever paid a fee for you or someone else (child/parent) to participate in an activity/event within the Cable Beach Foreshore?

Yes
 No

Please indicate why

15. Are you satisfied with the variety and availability of activities/events provided within the Cable Beach Foreshore?

Yes
 No

Additional Comments

16. Can you suggest alternative activities/events you would like to see within the Cable Beach Foreshore? If possible, provide reason as to why?

17. What type of land uses would you like to see more of in the Cable Beach Precinct?

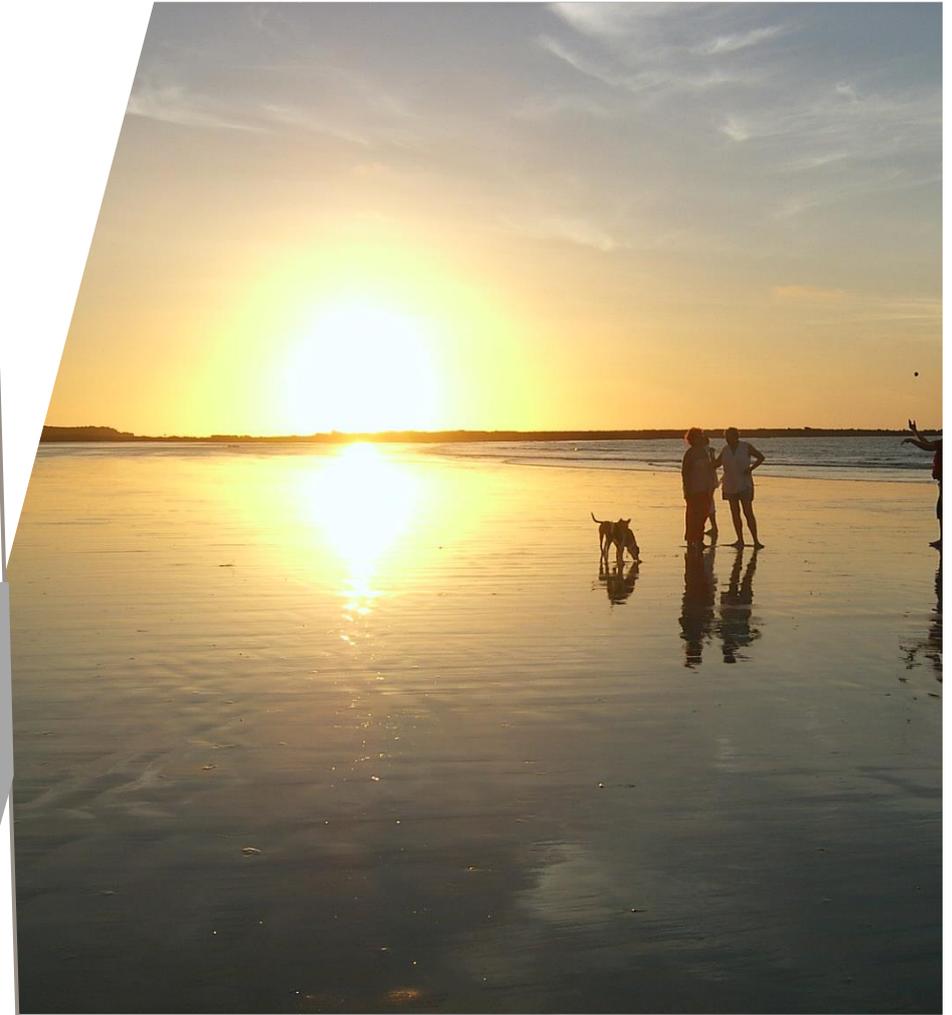
Have Your Say - Cable Beach Development Strategy

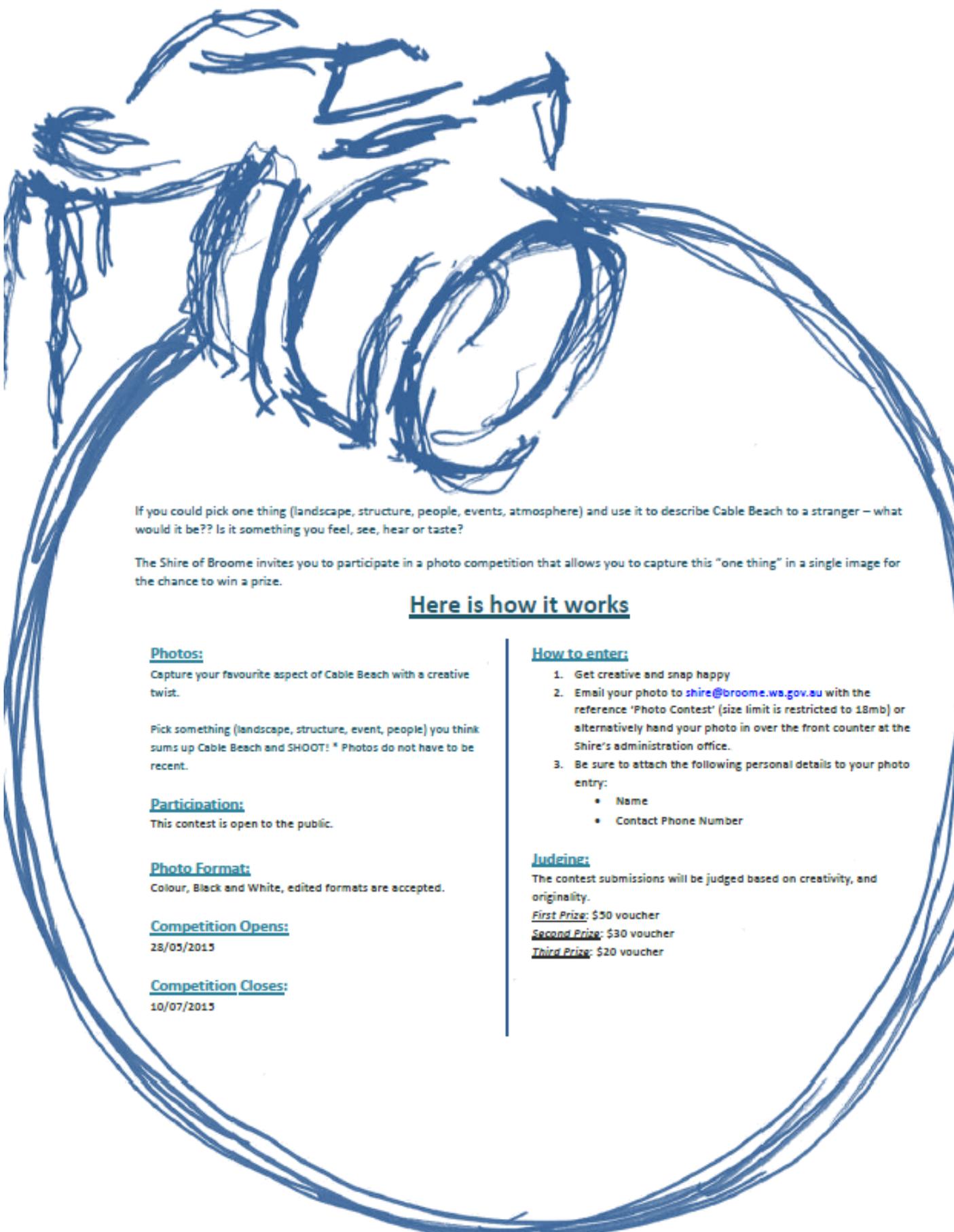
If you wish to receive an update on the draft Cable Beach Development Strategy please provide your contact details below. You will be notified by letter when the draft 'Strategy' has been adopted by Council for public advertising.

St. Stakeholder Contact Details

Name:	<input type="text"/>
Address 1:	<input type="text"/>
Address 2:	<input type="text"/>
City/Town:	<input type="text"/>
State/Province:	<input type="text"/>
ZIP/Postal Code:	<input type="text"/>
E-mail Address:	<input type="text"/>
Phone Number:	<input type="text"/>

ATTACHMENT 3
PHOTO COMPETITION





If you could pick one thing (landscape, structure, people, events, atmosphere) and use it to describe Cable Beach to a stranger – what would it be?? Is it something you feel, see, hear or taste?

The Shire of Broome invites you to participate in a photo competition that allows you to capture this "one thing" in a single image for the chance to win a prize.

Here is how it works

Photos:

Capture your favourite aspect of Cable Beach with a creative twist.

Pick something (landscape, structure, event, people) you think sums up Cable Beach and SHOOT! * Photos do not have to be recent.

Participation:

This contest is open to the public.

Photo Format:

Colour, Black and White, edited formats are accepted.

Competition Opens:

28/05/2015

Competition Closes:

10/07/2015

How to enter:

1. Get creative and snap happy
2. Email your photo to shire@broome.wa.gov.au with the reference 'Photo Contest' (size limit is restricted to 18mb) or alternatively hand your photo in over the front counter at the Shire's administration office.
3. Be sure to attach the following personal details to your photo entry:
 - Name
 - Contact Phone Number

Judging:

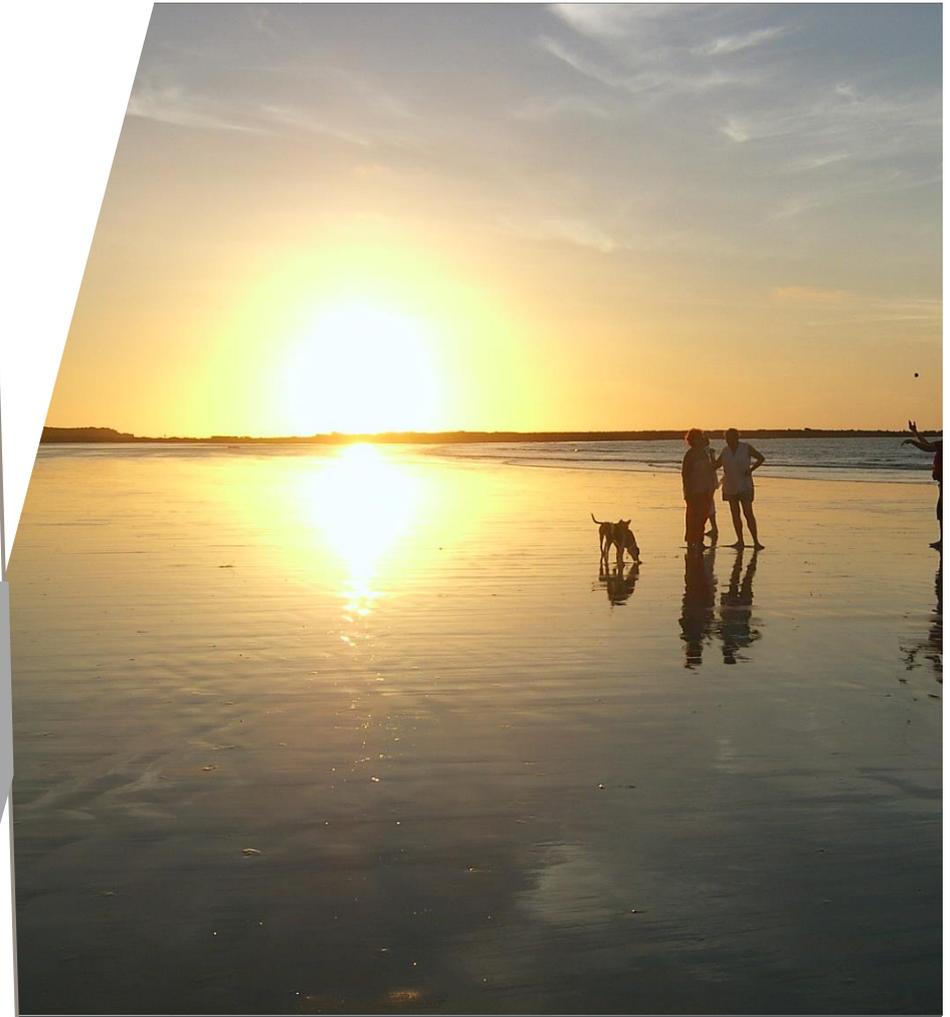
The contest submissions will be judged based on creativity, and originality.

First Prize: \$30 voucher

Second Prize: \$30 voucher

Third Prize: \$20 voucher

ATTACHMENT 4
ADVERTISING





What does Cable Beach mean to you?

The Shire is seeking the community's views ahead of reviewing the Cable Beach Development Plan (2003) and preparing a draft Cable Beach Development Strategy.

A community survey, opportunities to speak with Shire staff, and a photo competition will help capture the aspirations and concerns of the community as the Shire plans the development of the Cable Beach precinct into the future.

Full details are available on the Shire website [here](#), or contact Shire Planning Officers directly on 9191 3456 or email shire@broome.wa.gov.au.