



Council Project Brief

Jerramungup Town Centre Revitalisation Project

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1.0 Executive Summary

The central area of the Jerramungup town site is poorly presented from a functional and visual perspective.

Although Council appreciates the importance of a vibrant and visually appealing town centre, the funding available for a revitalisation project has not received priority over road construction and road maintenance activities. The introduction of the Country Local Government Fund and the Great Southern Regional Grants Scheme under the Royalties for Regions Program provides a unique opportunity for the Shire of Jerramungup to invest significant resources into a town centre revitalisation project. It is envisaged that this proposed project will deliver enhanced economic development, local investment and increased visual amenity.

The central zone of the Jerramungup town site is defined by South Coast Highway, Vasey Street, Memorial Road (incorporating Roe Park) and Tobruk Road. From a town planning perspective, this central zone is a mix of Town Centre, Service Commercial, Public Purpose, Light Industry, Recreation and Open Space.

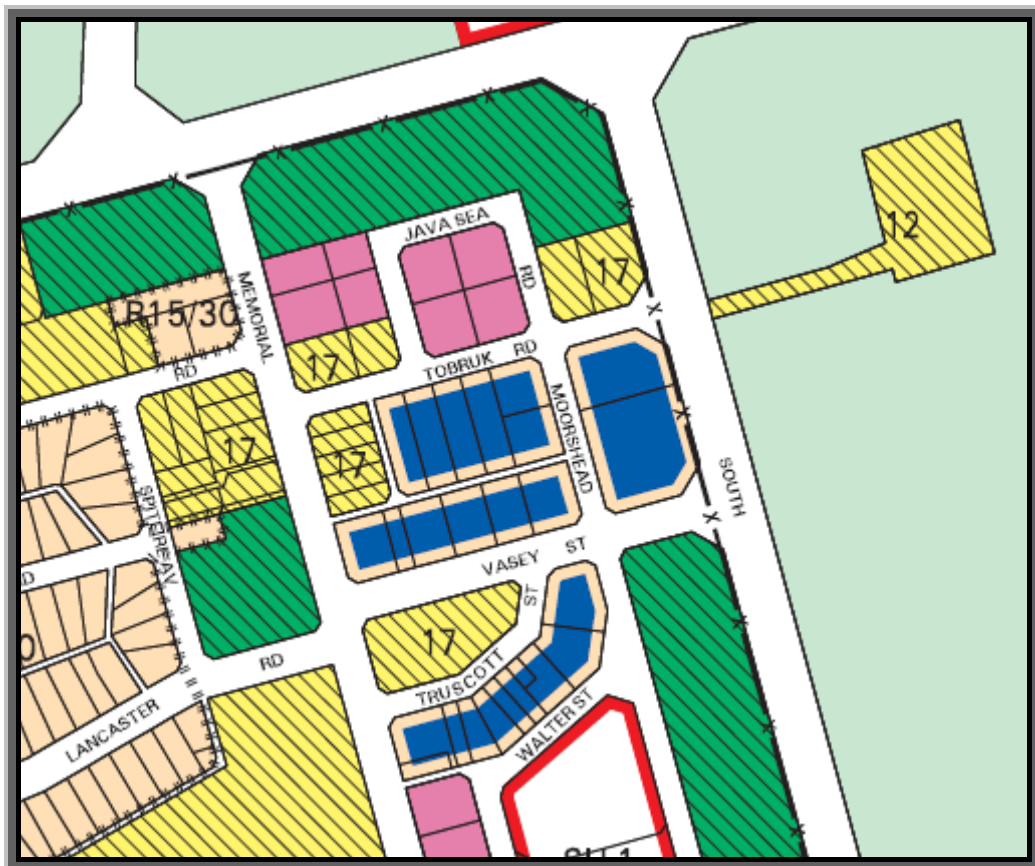


Image 1: Central area of the Jerramungup town site

2.0 Historical Context

The town of Jerramungup was established in 1953 as a war service settlement area. It was gazetted in 1957 at a time when the Government was active in opening up land in the area for agriculture. Though only a relatively young farming and agriculture region, the area is rich in history and proud of its heritage.



Image 2: Images from South Coast Highway depicting poor visual appeal.

Over a number of years, the visual amenity of the town has decreased as the distribution of funding has been skewed towards road construction and maintenance programs. The Shire is now in a unique position whereby funding has become available under the Country Local Government Fund and the Great Southern Regional Grants Scheme. It is proposed that this funding is invested in a Town Centre Revitalisation Project that will result in local investment, economic development and improved visual amenity.

3.0 Town Revitalisation Creating Economic & Social Development

Recent research from the UK and New Zealand indicates that a strong correlation exists between good urban design and positive economic and social development. Although good urban design is expensive, the benefits to community from an economic and social perspective are significant.



Image 3: View on Derrick Street towards Sports Centre

Economic Benefits

Good urban design and enhanced streetscapes will provide the town of Jerramungup with a point of difference or sustainable competitive advantage over other rural towns in Western Australia. This advantage applies when developers and/or investors are considering investing in one of many small towns in rural Western Australia. Good urban design and visually appealing streetscapes may provide Jerramungup with an advantage over other towns being considered by developers and investors.

The proposed revitalisation project will raise investor and community confidence in Jerramungup. In consultation with the CEO from the Shire of Plantagenet, the Mt Barker revitalisation project demonstrated Shire confidence in the local economy that had a significant flow on affect into private enterprise. Private business owners embraced the revitalisation project and improved their own premises in response to the Shires investment.



Image 4: Image from Moorshead Road towards Tobruk Road

4.0 Scope of Works

The Jerramungup Town Centre Revitalisation Project will incorporate a number of design elements including road surfacing, drainage, footpath construction, kerbing, medium strips, soft and hard landscaping.

Road Surfacing

The road network in Jerramungup was constructed a number of years ago. Due to substandard construction and insufficient maintenance a significant construction program is required.



Image 5: Pavement failures on Moorshead Road

It is envisaged that the road network comprising Vasey, Memorial, Tobruk and Moorshead Roads are reconstructed with an asphalt overlay.

Drainage

A number of open and unsightly drains remain within the Jerramungup town site. It is envisaged that this drainage system is reconstructed.

Additionally, existing underground drainage systems within the town site require significant upgrades to alleviate future pavement failures.

Footpaths

A sound footpath network exists within the town site. Recent upgrades have occurred on Tobruk Road, Kokoda and Memorial Road. An analysis will be required to establish if the existing network is sufficient and if future expansion is required.

Kerbing

Certain roads within the town site require kerbing. An analysis will be required to establish if the existing kerbing is sufficient and if future expansion is required.



Image 6: Open and unsightly drains on South Coast Highway

Soft & Hard Landscaping

The entry into the town of Jerramungup including the road reserve adjoining the hotel and roadhouse are less than desirable. This untidy and visually unappealing streetscape display does not reflect positively on the town.

It is envisaged that within the road reserve along South Cost Highway from Memorial Road will be significantly upgraded with soft and hard landscaping options. This landscaping will also incorporate the area adjacent to the hotel, roadhouse and Lion's Park.

The landscaping will continue throughout the town centre precinct.

Public Art

Potentially, this project could incorporate a significant public art component. Public art contributes to greater community engagement within public spaces. Various options include public art that recognises the Shire's heritage and the contribution that war settlement and indigenous people have made to the community.

Civic Precinct

The area incorporating the new Police Station, Shire Office and Community Church requires significant soft and hard landscaping improvements.



Image 7: Current civic precinct

Roe Park

The park is central to the town centre and requires resurfacing to improve the usage and visually amenity. Sound parking does provide opportunities to attract visitors to stop within the town site therefore presenting secondary spending opportunities.

5.0 Land Tenure Implications

A majority of the proposed works will occur on reserves that the Shire has control and management over. The road reserve on South Coast Highway is the exception, as this is a Main Roads controlled reserve. In this instance, Main Roads are essentially supportive of local authorities improving streetscapes within town sites within their controlled and managed reserves.

The land tenure aspect of this project becomes complicated as a significant component of this project is the presentation of privately held businesses within the town site. The Shire has no control nor can it enforce a private landholder to

improve the aesthetics of a building. However, research suggests that in this instance the likelihood of landholders improving the appeal of their buildings increases when resources are invested in streetscapes by local authorities.

6.0 Strategic Alignment

This project plan relates to the following components from the Shire of Jerramungup's Strategic Plan;

Key Focus Area Two: Service Delivery & the Environment

The Shire of Jerramungup will deliver a range of excellent community services whilst minimising our impact on the environment by;

2.1 Ensuring that growth occurs in a controlled and sustainable manner.

7.0 Financial Projections

	Successful Grant	Unsuccessful Grant
INCOME		
Country Local Government Fund	\$450,000.00	\$450,000.00
Great Southern Regional Grants Scheme	\$300,000.00	\$0.00
Stronger Rural Communities	\$300,000.00	\$0.00
SoJ Cash Contribution	\$100,000.00	\$100,000.00
2010/11 Budget Income (R2R)	\$280,000.00	\$280,000.00
2009/10 Budget Income (Fed Infrastructure)	\$30,000.00	\$30,000.00
Lotteries Commission	\$260,000.00	\$260,000.00
Budget Income - Entry Statement	\$5,000.00	\$5,000.00
Gross Income	\$1,725,000.00	\$1,125,000.00
EXPENSES		
Consultant/Designer	\$70,000.00	\$70,000.00
Roads	\$410,000.00	\$410,000.00
Drainage	\$100,000.00	\$60,000.00
Footpaths	\$100,000.00	\$20,000.00
Kerbing	\$100,000.00	\$0.00
Landscaping	\$350,000.00	\$300,000.00
Public Art	\$5,000.00	\$5,000.00
Roe Park	\$590,000.00	\$260,000.00
Total Expenses	\$1,725,000.00	\$1,125,000.00
NET PROFIT/(LOSS)	\$0.00	\$0.00

8.0 Financial Management and Risk Impact Statement

As this is funding that has been received outside of the 10 year financial management plan, no net impact is anticipated.

Based on the financial modeling completed a qualitative risk assessment has been undertaken. This risk assessment broadly qualifies and ranks various factors that could impact on the projects profitability and performance.

This qualitative analysis indicates the likely probability of various risk factors occurring and states the associated risk to the financial performance of the business unit.

The probability rating ranges from most to least likely in the following order:

- Almost certain
- Likely
- Possible
- Unlikely
- Rare

The risk to financial performance ranges from high to low in the following order:

- Catastrophic
- Major
- Moderate
- Minor
- Insignificant

Risk: Project cost increases as a result of poor estimating

Likelihood = Moderate

Consequence = Moderate

Risk Assessment = High (7) Attention Required

A scenario whereby the cost of this project exceeds the Shire's estimations is a high risk. Using the risk assessment matrix, attention is required.

A process by which an architect is appointed to design and document the proposed project will significantly increase the accuracy of the financial projections and therefore reduce risk from an escalation perspective. This process will result in detailed drawings and specifications that the Shire can then tender under a fixed price contract.

Risk: Variations from the original plans
Likelihood = Possible
Consequence = Minor
Risk Assessment = Moderate (5)

All construction programs contain an element of risk with regard to variations from the original plans. These variations will usually incur an additional cost during the construction works.

Risk: Identification and engagement of suitable tradespeople & coordination and continuity of work
Likelihood = Possible
Consequence = Minor
Risk Assessment = Moderate (5)

The timely appointment of suitable professional people throughout the construction program is critical to ensuring that the project remains on time and on budget.

Given that Jerramungup is a relatively small community with limited trade's people, the correct programming would be difficult for the Shire to coordinate in house.

In response to this risk, the construction program should be tendered out under a fixed price contract. This will increase the chances of the project being delivered on time and on budget.

Conclusion

The major risk associated with this project is cost increases as a result of poor estimating and/or the engagement of suitable tradespeople to ensure continuity of work. Both risks are significant from a cost perspective and do require mitigation.

For this reason, it is recommended that the Shire tender the full project under a fixed price contract.

9.0 Review Position and Date

Chief Executive Officer to review on or before 01/01/2011

10.0 Associated Documents

- The Value of Urban Design NZ
- The Value of Urban Design UK
- Department of Main Road Support
- Master Plan Concepts

CEO Authorisation:



Date: 15 June 2010