

# Chapman Road Tactical Activation PILOT

The Chapman Road Tactical Activation Pilot is a 12 month long trial that will look at how the existing road width between Cathedral Avenue and Durlacher Street could be reconfigured to activate the street by attracting more pedestrians and cyclists into the area, turning it into a place for people, not just cars to encourage visitation and support economic vibrancy.

The City of Greater Geraldton will deliver the project in partnership with RAC through its Reconnect WA initiative which aims to create vibrant streets and public spaces for Western Australians to interact and connect.

The pilot is part of the Geraldton City Centre Revitalisation Plan which involves ongoing works to expand the CBD's role beyond a business district, to become the tourist and entertainment precinct on the Midwest and a core residential, innovation and community hub.

Tactical activation or urbanism, is about repurposing underutilised spaces by creating comfortable and exciting places and streets for people to enjoy using low-cost temporary materials such as tree planters, parklets, art, widened footpaths, pop-up bike lanes and improved crossing opportunities to create a safer, more pedestrian friendly streetscape that adds vibrancy to the area. After all, the CBD is the entry point for tourists and a place for the community to meet, do business or enjoy events.

## So what's the plan to 'activate' Chapman Road?

### How can I get involved?

We've got some initial thoughts for temporary changes, but we want you to share your ideas with us and then together come up with the plan.

There are two opportunities to take part in the pilot.

- Submit your ideas to activate the street via our digital ideas competition using the QR code on page 2.
- Nominate to be part of the Working Party which will learn the ins and outs of making great places for people and then use the ideas generated by the community to create the plan. You can nominate to be part of the working group by using the QR code located on page 2.
- You'll also be able to share your feedback once the project is live to help inform potential plans for the future!



Brought to you by



## Is there much community support to revitalise the CBD?

Yes! Recent engagement with the community regarding the future of the City prioritises economic development which includes the revitalisation of the CBD.

Economic development including the revitalisation of the CBD was the top ranking future priority in the Community Voice Survey conducted in 2020.

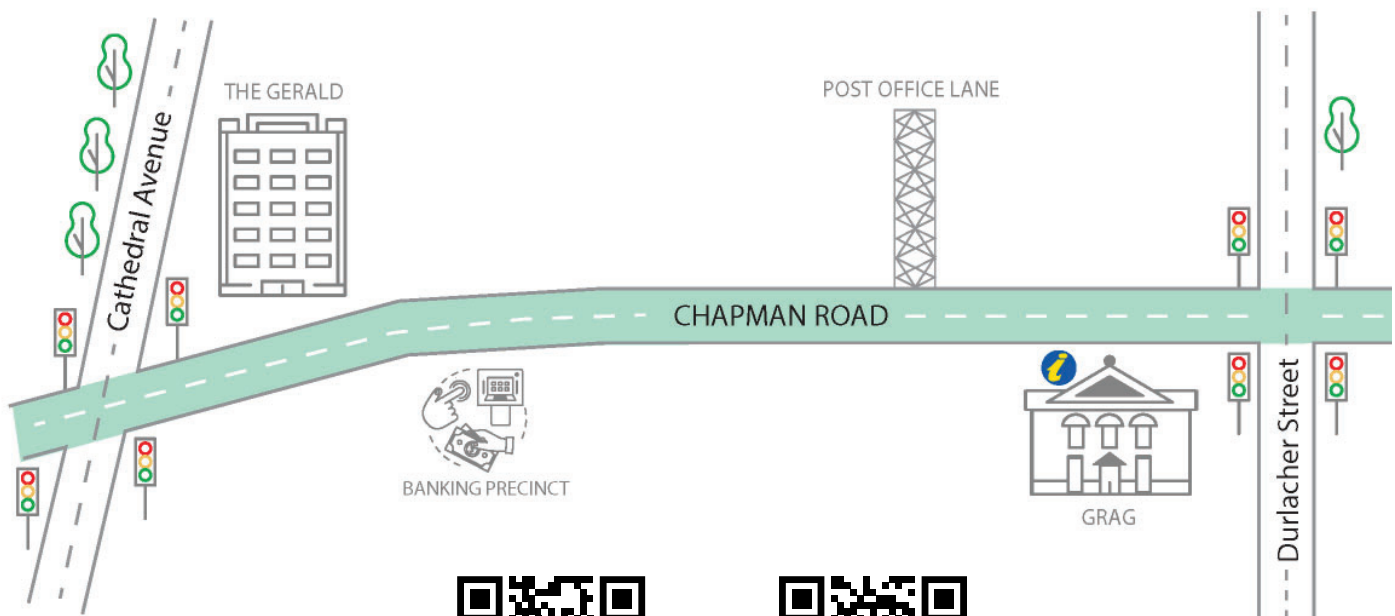
According to youth who participated in a series of World Cafés over the last 14 months, creating a vibrant retail and restaurant sector in the CBD was the second best way the City could be made an even better place to live.

## Have any revitalisation works been done yet?

The transformation of the CBD began shortly after the Revitalisation Plan was adopted by Council in June 2017. Projects already completed include CBD Underground Power, the Rocks Laneway, Durlacher Street Roundabout, Art-Covered Bollards and the Parklet Trail.

For more information on these projects visit the City's website [www.cgg.wa.gov.au](http://www.cgg.wa.gov.au)

### MAP OF PILOT AREA



Working Party  
nominations



Digital ideas  
competition  
submissions

Brought to you by

