

Fairfield City Plan Top 10 Priorities Issue Paper

Priority 2 - A Clean and Attractive Place

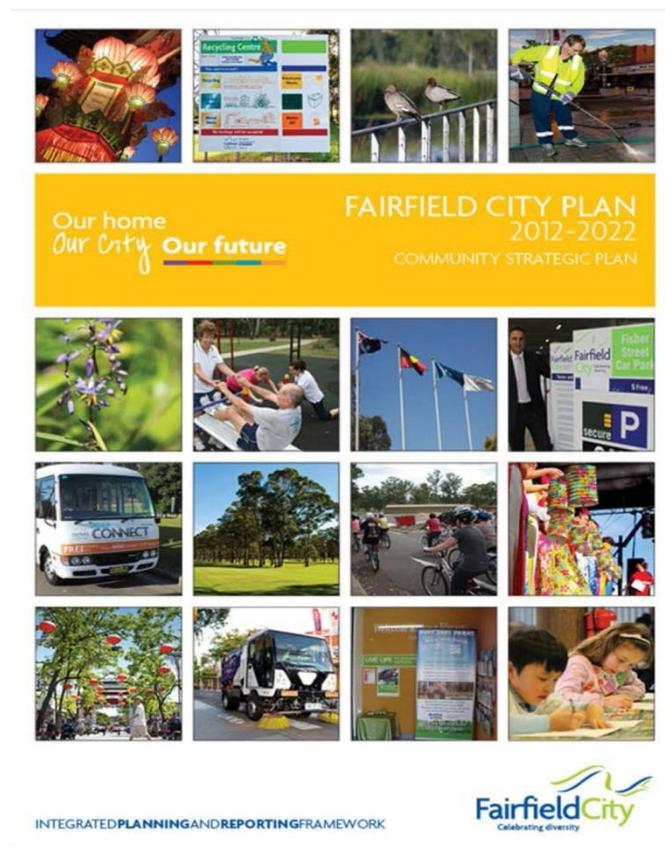


TABLE OF CONTENTS

Introduction	1
City Plan Goals & Strategies	1
Outline of Priority (definition)	3
Overview of Priority in Fairfield	3
Key Stakeholders	3
Fairfield City Council	3
State Government	3
Private owners and tenants	3
What has been implemented over past four years?	4
NSW State Government	4
NSW 2021	4
Premier's Priorities	4
Roads and Maritime Services	4
Railways	4
Western Sydney Parklands Trust	4
Fairfield City Council Services and Projects	5
Other Stakeholders	8
Georges River Combined Councils Committee	8
Sydney Water	8
Private Shopping Centres	8
Volunteer Groups	8
Questions for future engagement	9
References	10

INTRODUCTION

The Fairfield City Plan 2012-2022 is a compilation of the local community's vision, goals and priorities for Fairfield City over the next 10 years. It is important to stress that the City Plan is not the Council's plan – it belongs to the community and it summarises their views on what is important to them for the future of our City.

We all have an important role to play in delivering the future outcomes identified in the City Plan – all levels of government (Federal, State and Council), organisations, institutions, and agencies as well as every local resident and business operator.

The community came together in 2010 and again in 2012 to share their ideas about the future, and the City Plan includes a summary of that feedback in “The Top 10 Things We Would Like to See in Fairfield City by 2022”. Priority number 2 on that list is **a clean and attractive place**.

CITY PLAN GOALS & STRATEGIES

The City Plan defines Goal 1 – **Our City is a Clean and Attractive Place Where We Take Pride in our Diverse Character** (in Theme 2 – Places & Infrastructure) as:

Our City takes pride in the diversity of its built environment which is reflected in the quality of new buildings and facilities as well as the care and maintenance of existing places and infrastructure.

- 1.1 *Keep our local character and respect the City's heritage and cultural diversity*
- 1.2 *Places, infrastructure, lighting and buildings are clean, maintained and safe*
- 1.3 *Our diverse culture can be seen throughout our community's buildings, open spaces and art works*
- 1.4 *A clean City where litter, dumped rubbish and graffiti are minimised*

The City Plan identifies the following related strategies for achieving these goals –

- Design, landscaping and public art considers our diverse community and provides a clean and safe City
- Update older residential, commercial and industrial areas to meet changing community needs
- Reduce littering and illegal dumping through education and enforcement

The City Plan defines Goal 4 – **Our City has quality public spaces** as well as entertainment, leisure and recreation opportunities (in Theme 2 – Places & Infrastructure) as:

Our City has high quality and well used destinations that provide for a range of leisure and recreation opportunities.

- 4.1 *Town and neighbourhood centres are social meeting places as well as places for business*
- 4.2 *Open space, public spaces, shopping centres and streetscapes are accessible, well connected and well-designed places*

The City Plan identifies the following related strategies for achieving these goals –

- Revitalise town and neighbourhood centres through public domain works and a high standard of maintenance and renewal

The City Plan defines Goal 1 – **Protecting and improving our natural environment** (in Theme 3 – Environmental Sustainability) as:

Our City values its natural environment, especially its biodiversity and its waterways.

- 1.1 *Rehabilitate waterways and riparian zones*
- 1.2 *Improved water quality in our waterways*
- 1.3 *Significant habitats, biodiversity and native vegetation are protected*
- 1.4 *We value our vegetation and open space*
- 1.5 *The Western Sydney Parklands and the rural lands of the City are valued for their environmental and visual quality*

The City Plan identifies the following related strategies for achieving these goals –

- *Minimise pollution and undertake clean-ups where spills/emissions occur*
- *Increase tree cover and vegetation*
- *Regenerate local native plants*
- *Protect environmentally sensitive lands*

The City Plan defines Goal 2 – **Having vibrant, safe and attractive places for shopping and access to services** (in Theme 4 – Local Economy and Employment) as:

We have attractive, safe shopping centres that provide a range of retail, commercial and service opportunities to meet the needs of the community.

- 2.2 *Shopping centres are safe and attractive with good amenity*

The City Plan identifies the following related strategies for achieving these goals –

- Develop agreed improvements, cleaning and maintenance programs for public spaces
- Ensure good, clean, attractive and well maintained premises (shopkeepers and owners)
- Partner with Council to manage the public spaces around their buildings (shopkeepers and owners)

As we prepare to update the City Plan, it is timely to look back at what has changed with being clean and attractive over the last 4 years and to look forward and seek to clarify the community's future priorities.

OUTLINE OF PRIORITY (DEFINITION)

'A clean and attractive place' is a broad category that is made up of a number of different priorities within the community. Some of the comments made during the community consultations in 2010 and 2012 were –

- A cleaner and tidier City was one of the primary things people wanted to change – cleaner streets, public spaces and the overall appearance to be better, especially in our shopping centres
- There was also a desire for residents and businesses to take pride in their own properties
- Clean creeks and bushland and more street trees
- Litter control and rubbish dumping
- Maintenance of parks, footpaths and roads
- Improve public toilets

OVERVIEW OF PRIORITY IN FAIRFIELD

Clean and attractive places enhance community pride and perceptions of safety as well as discouraging anti-social activities such as littering, graffiti and vandalism. A holistic approach is needed from the planning and design of a building or place, the quality of its construction, how it is to be cleaned and maintenance, to finally how we replace the building or place facilities when they have worn out.

Fairfield City is made up of building and places we share (parks, streets, footpaths, community buildings, shopping centres) and those owned privately (houses, offices, shops).

Illegal rubbish dumping has been one of the most significant issues in Fairfield City over the past decade. Between 2005 and 2010, illegal dumping complaints more than doubled from 573 to 1,232.

KEY STAKEHOLDERS

FAIRFIELD CITY COUNCIL

Fairfield City Council is primarily responsible for the quality and maintenance of the majority of public spaces in our City.

STATE GOVERNMENT

The State Government is responsible for the maintenance and renewal of the facilities it owns in the City – railways and stations, schools, hospital, State roads, Western Sydney Parklands etc.

PRIVATE OWNERS AND TENANTS

Private owners and tenants are responsible for the look and upkeep of their premises.

WHAT HAS BEEN IMPLEMENTED OVER PAST FOUR YEARS?

NSW STATE GOVERNMENT

The NSW State Government's priorities are identified in NSW 2021 and South Western Sydney Regional Action Plan. The priorities related to clean and attractive places are stated below.

NSW 2021

→ **Renovate Infrastructure**

- *Build the infrastructure that makes a difference to both our economy and people's lives
 - Invest in critical infrastructure
 - Build liveable cities

→ **Strengthen Our Local Environment and Communities**

- *Improve people's lives by protecting natural environments and building a strong sense of community
 - Protect our natural environment
 - Increase opportunities for people to look after their own neighbourhoods and environments

→ **South Western Sydney Regional Action Plan**

- * Protect our environment and heritage
 - Improve river health
 - Improve air quality
 - Improve waste management
 - Protect natural habitats

In 2015, the State Government released *NSW Making It Happen* which identifies State and Premier's priorities.

PREMIER'S PRIORITIES

⇒ **Keeping our environment clean**

Reduce the volume of litter by 40% by 2020

Littering harms ecosystems and our natural environment, and is linked to anti-social behaviours. The NSW community consistently identifies littering as an area of environmental concern. NSW will overtake Victoria as the least littered state in Australia if we reduce our volume of litter by a further 40% by 2020. A new container deposit scheme and other waste management initiatives will reduce littering, increase recycling, and help us reach this target.

ROADS AND MARITIME SERVICES

Maintenance of the main road network and Transitways, including maintenance of landscaping provided on centre islands, sign posting and pavement surfaces.

RAILWAYS

Maintenance and cleaning of railway stations, commuter car parks and trains

WESTERN SYDNEY PARKLANDS TRUST

Maintenance and cleaning of the recreation and leisure facilities provided throughout the parklands.

FAIRFIELD CITY COUNCIL SERVICES AND PROJECTS

After the current Council was elected in September 2012, it adopted its Delivery Program 2013-2017 with commitments on what it would deliver over its 4 year term in office. This included how it would contribute to the community's "Top Ten" priorities.

The Council's review of service levels resulted in a number of increases to address improvements to 'clean and attractive places' –

- Street and Public Amenities Cleaning – increase the service to include a full-time attendant to service the Fairfield and Cabramatta town centres with cleaning and handyman services to ensure they are kept clean and maintained.
- Street and Public Amenities Cleaning – increase in the service level of scrubbing and steam cleaning of footpaths in major centres to be closer to all fixtures and fittings.
- Waste Enforcement Group – increase this service to permanently appoint a Waste Enforcement Group which includes four staff that are dedicated to reducing the amount of dumped rubbish throughout Fairfield City.

Council also committed to a number of new initiatives that have made the City more attractive –

Open Space:

- Construction of an Adventure Park in Fairfield Park
- Horsley Park Reserve upgrade
- Flying fox and play equipment in Bonnyrigg Town Centre Park
- Wilson Rd Reserve upgrade
- The Crescent Plaza in Fairfield city centre
- Waterpark at Prairiewood Leisure Centre
- Emerson St Reserve upgrade
- Adams Park upgrade
- Avenal tennis courts upgrade
- New circuit walking paths in Wilson Rd Reserve, Bosnjak Park, Emerson St Reserve, Stockdale Reserve
- Interwoven Arts Program in Fairfield City Centre
- 4 year street tree planting program

Town Centres:

- Upgrade at Hamilton Rd and The Crescent, Fairfield
- Upgrade at Smart St, Fairfield
- Upgrade at William St, Fairfield
- Canley Heights town centre upgrade
- Cabramatta footpath upgrades
- Upgrades to Fairfield multi-deck car parks
- Upgrades to Cabramatta town centre streetscape
- Dutton Lane redevelopment
- Gateway entrances in Horsley Park

Other:

- Suburb banners
- Street tree planting

The special rate variation works program which commenced in July 2014 will result in a number of new projects to improve the appearance and quality of public spaces across the City –

- Upgrades to sportsfields and sporting facilities
- Open space and park upgrades
- Landscaping park frontages
- Upgrades to community buildings
- Roads, kerb and gutter upgrades
- Fairfield Heights Town Centre upgrade
- Cabramatta Town Centre upgrade

Council also contributes to a clean and attractive City through the provision of the following on-going services –

→ Environmental and Public Health

- environmental management compliance including audits of industrial and commercial premises and operations; and
- water sampling and analysis of water courses within Fairfield City

→ Street and Public Amenities Cleaning

- town centre cleaning including removal of litter, scrubbing and washing of footpaths and street furniture, removal of bill posters, emptying and washing of litter bins;
- street sweeping and litter removal;
- cleaning public toilets;
- cleaning Council's community buildings

→ Waste Management

- garbage and recycling collection from 65,000 residential properties;
- domestic clean-up operations
- commercial waste bin service
- domestic mulching service

→ Community Enforcement and Regulation

- respond to community complaints relating to breaches of backyard burning, illegal street trading, overgrown vegetation on private premises and abandoned articles and vehicles

→ Asset Management

- Monitor and maintain community assets (roads, footpaths, car parks, kerb & gutter, traffic facilities, bus shelters, buildings, street signs, bridges, cycleways, drains, open space, sportsfields, play equipment) to an agreed standard by undertaking condition inspections to identify and program any required maintenance and renewal works
- graffiti removal on Council owned assets
- tree preservation, maintenance and street tree planting
- open space acquisition

→ Place Management

- Manage and coordinate initiatives, activities and project opportunities in business centres and industrial lands with particular attention to public domain improvements
- Centres Improvement Program which upgrades public domain in smaller neighbourhood shopping strips
- Fabulous Fairfield Program which recognises beautiful gardens and front yards throughout the City

→ Building Control and Compliance

- investigate community complaints, serve legal orders/directions and manage court prosecutions/appeals in relation to building and land use compliance

→ Built Systems

- scope, design and manage civil, urban and landscape projects

→ Construction and Maintenance

- provide the construction, maintenance, repair, inspection and testing of Council assets including fleet, plant, roads, signs, footpaths, drainage, kerbs, gutters, car parks, parks, sportsfields and community buildings

→ Strategic Land Use Planning

- develop and implement planning controls and policies for residential, commercial, industrial and agricultural land uses across the City
- protect and enhance heritage items across the City

→ Development Planning

- Assess and process all development applications and engineering construction certificates for new development across the City

→ Waste Education & Environmental Sustainability

- conduct community education programs
- participate in the Regional Illegal Dumping Squad
- organise chemical waste collection events and e-waste collections
- investigate and enforce illegal waste dumping (building and demolition) including domestic, commercial and industrial
- reduce illegally dumped rubbish on the streets and public space
- Creek Care Program – planting and maintenance of creeks and their surrounds
- cleaning of litter from creeks and stormwater devices (such as gross pollutant traps and booms along the creeks)
- establish and promote native plants from Council's Community Nursery

Council has proposed as part of the 16/17 Operational Plan an additional contribution to a clean and attractive City through the provision for a one year trial –

Main Roads Beautification Program

Special street cleaning program slashing overgrown verges, pruning trees, tidying up our roundabouts, weeding, cleaning up rubbish and increasing street-sweeping on major thoroughfares.

OTHER STAKEHOLDERS

GEORGES RIVER COMBINED COUNCILS COMMITTEE

Monitors the health of the Georges River, including programs for the removal of litter and improvements to the habitat along the river banks and tributaries

SYDNEY WATER

Manages the sewerage network across the city, including pumping stations, odours, overflows, water recycling, network improvements and spill management response and recovery

PRIVATE SHOPPING CENTRES

The large centres manage their own sites including waste disposal, odours, littering and presentation.

VOLUNTEER GROUPS

Indigenous Flora Park Group and Cabramatta Creek Flying-Fox Committee.

QUESTIONS FOR FUTURE ENGAGEMENT

We all need more information about the community's priorities for a clean and attractive City to help advocate for the right improvements and implement the right projects. Feedback from the community will be included in the next update of the Fairfield City Plan.

Questions about a 'clean and attractive place' –

Where are improvements to a clean and attractive City needed?

- | | |
|---|---|
| <input type="radio"/> Fairfield City centre | <input type="radio"/> Near railway stations |
| <input type="radio"/> Cabramatta Town centre | <input type="radio"/> Near T-way stations |
| <input type="radio"/> Canley Heights town centre | <input type="radio"/> Playgrounds and Parks |
| <input type="radio"/> Canley Vale town centre | <input type="radio"/> Smithfield/Wetherill Park industrial area |
| <input type="radio"/> Fairfield Heights town centre | <input type="radio"/> Near schools |
| <input type="radio"/> Other shopping centres | <input type="radio"/> Playgrounds |
| <input type="radio"/> Car parks | <input type="radio"/> Near and in our waterways |

Other/Comments

Why is the improvement needed?

- the place looks messy and unloved
- I feel unsafe
- it affects my health
- it stops me enjoying the place
- it shows a lack of pride in the place we live

Other/Comments

Are you willing to pay increased rates to fund an improved level of clean and attractive?

- Yes
- No

What are your top 3 improvements for a clean and attractive place?

1.

2.

3.

REFERENCES

For more information on the issues raised in this paper -

Council's 2013-2017 Delivery Program

<http://www.fairfieldcity.nsw.gov.au/default.asp?iDocID=10835&iNavCatID=47&iSubCatID=3478>

Council's 2015-16 Operational Plan

http://www.fairfieldcity.nsw.gov.au/upload/file/2015-2016_Operational_Plan_FINAL.pdf