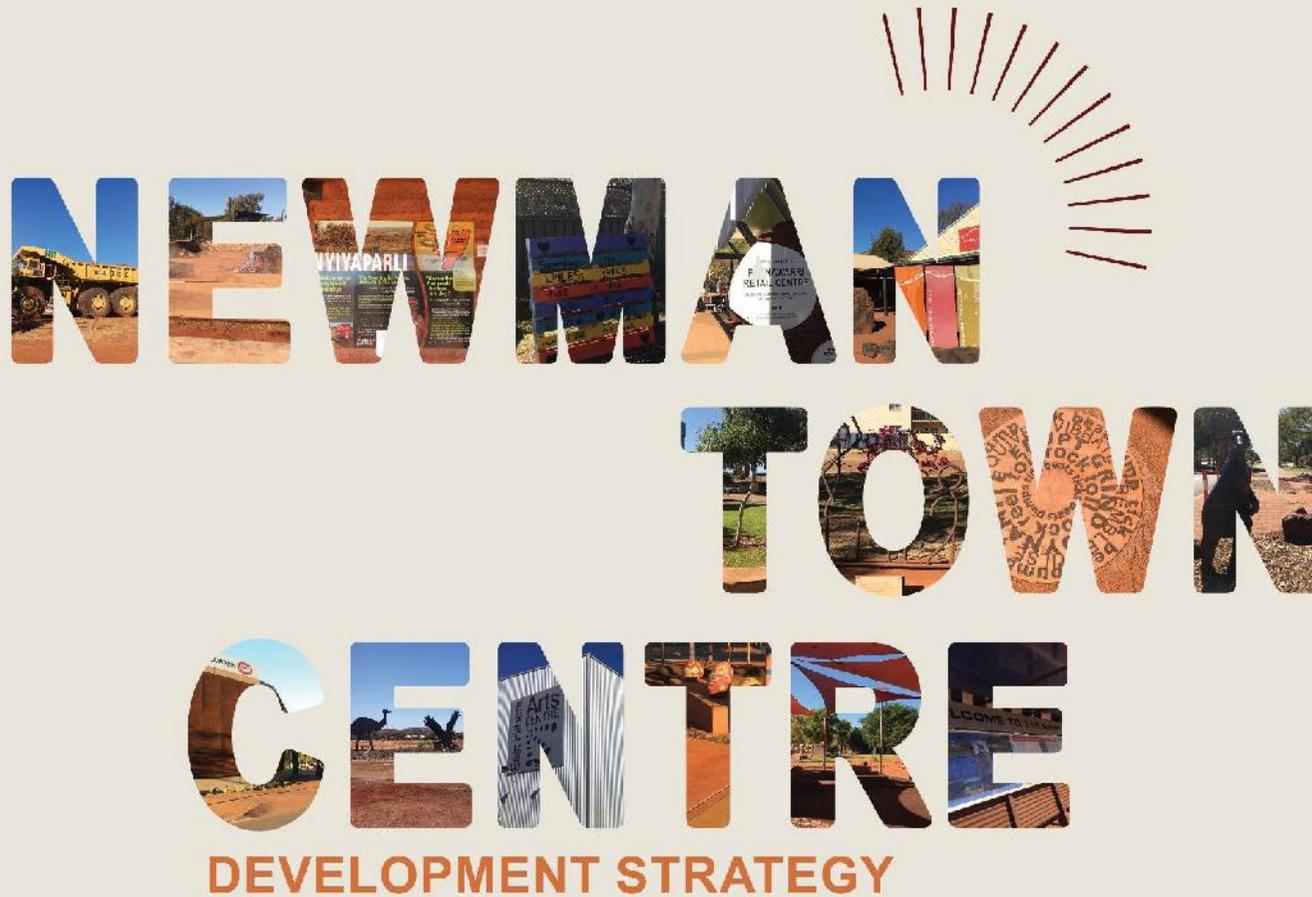


Newman Town Centre

Development Strategy - Concept Development Plan



Prepared for The Shire of East Pilbara
Prepared by Taylor Burrell Barnett in collaboration with Pracsys and EPCAD
July 2021



Document History & Status

Newman Town Centre

Development Strategy - Concept Development Plan

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1.0 Introduction

1.1 Purpose of the Project

Taylor Burrell Barnett (TBB), in collaboration with Pracsys and EPCAD, has been engaged by the Shire of East Pilbara, with Regional Economic Development Grant Funding, to prepare the Newman Town Centre Development Strategy (NTCDS), comprising of a Concept Development Plan and Incentivisation Plan.

With the Newman Revitalisation Plan 2010 (NRP) largely complete, it is necessary to continue to activate the Town Centre. The preparation of the NTCDS will seek to improve public areas and streetscape, parking and pedestrian access, built form outcomes and preferred land uses to deliver an attractive and activated town centre.

In addition to the NTCDS, the Shire of East Pilbara, with funding from the Pilbara Development Commission (PDC), has engaged Pracsys, with assistance from TBB, to develop an Economic Development and Tourism Strategy for the Shire to establish a clear vision and set of actions that will guide the Shire to support its aims of creating the conditions for a diverse and sustainable economy, providing valuable employment opportunities and improving living standards for local residents. The key opportunities and strategies of this report should be read in conjunction with the Economic Development and Tourism Strategy with respect to the Newman Town Centre.

1.2 Purpose of this Report

The purpose of the Concept Development Plan Report is to reflect the aspirational long-term vision for the Town Centre by exploring land use, built form, movement and public realm opportunities. The Concept Development Plan and supporting information contained within this report will be used to guide future growth and development of the Town Centre.

Acknowledging that the high-growth scenario of 15,000 permanent residents that was identified in the preceding NRP is now recognised as highly aspirational, it has become important for the Concept Development Plan to explore strategic opportunities for economic diversification to meet community needs acknowledging the changing nature of

the Town Centre. The NTCDS and Concept Development Plan therefore focus on relevant requirements to meet a population at 2035 of 10,398 which also aligns with the Local Planning Strategy medium growth scenario.

In support of this report, an Incentivisation Plan has been prepared to identify opportunities for quick wins, priority actions, implementation projects and innovative forms of development. This report should be read in conjunction with the Incentivisation Plan.

1.3 Project Objectives

The NTCDS and associated documentation is to provide a dynamic long-term planning document that provides conceptual layouts and details to guide future growth and development of the Town Centre. In response to these focus areas, the project aims to:

- Achieve community benefit through improving the attractiveness and liveability of the Town Centre.
- Seek to enhance public spaces and streetscapes.
- Improve built form outcomes and encourage innovative forms of developments.
- Facilitate diversification of land uses to activate the Town Centre and stimulate economic development and investment attractions.
- Evaluate and improve parking provision and access.

2.0 Stakeholder Engagement

2.1 Process

Community and stakeholder involvement has been critical in ensuring the creation of a vibrant town centre and to deliver maximum economic and social benefits for the town, region and local community.

There has been significant work previously undertaken by the Shire through the NRP. Given this past work, the focus should be on moving towards creating a sense of place that the community respect and embrace, encourage placemaking and place activation and provide for additional business opportunities.

TBB undertook an engagement process to inform the formulation of the Concept Development Plan and recommendations/actions, as follows:

- Meetings and phone calls with key stakeholders
- Introductory engagement with key stakeholders (June 2020)
- Online surveys (NTCDS & Economic Development and Tourism Strategy) (July/August 2020)
- Council Elected Members Briefing Sessions (October & November 2020)
- Community drop-in sessions ('Listening Posts') (August 2020 & June 2021)

The outcomes of the process are contained in the Community and Stakeholder Engagement Outcomes Report at **Appendix A**.

2.2 Key Messages

A summary of the outcomes of the engagement process are outlined below:

- Provision of signage for heritage/culture **interpretation and wayfinding**.

- Opportunity to consider **location of tourist office** or relocation of existing Visitor Centre in the Town Centre proper, in addition to improvements to availability of tourism information.
- Consider mechanisms to introduce **residential development** and encourage unique and diverse forms of development.
- Opportunity to **engage with traditional owners and custodians** to consider establishing an art and cultural centre/space/events.
- **Upgrades and beautification** of Lee Lane and Salmon Way to increase activation, 'life on the street' and more space for socialising and events.
- General upgrades and beautification of public spaces and streets to provide more **shade and legible connections** between Town Centre spaces and destinations.
- **Utilisation of currently vacant spaces**, particularly tenancies bounded by Hilditch Avenue, Salmon Way, Lee Lane and Iron Ore Parade.
- Implement '**quick-win**' **place activation projects** (e.g. community markets, night-time entertainment, 'pop-ups', spaces for work/study, closure of Lee Lane/Salmon Way).
- Opportunity for **diversity of F&B offerings** (e.g. cafes or pop-up kiosk as a quick win project).
- Improvements to existing **short-stay accommodation facilities** and provision of additional tourist accommodation options.
- Improvements to **vehicular and pedestrian circulation** through modifications to the existing movement network (e.g. closure/narrowing of Lee Lane, consolidation of car park entries and clarity of priority movement/shared spaces).
- General **upkeep and maintenance** of existing facilities and improvements to general cleanliness.
- Provide for **additional community facilities** (e.g. child care services).
- Improve the **quality of children's play equipment** within the Town Centre.
- Better utilisation of **The Square** and **incubator spaces**.

THE PROCESS SO FAR

16 x  stakeholder meetings/
phone calls

1 x  online survey

4 x  community
drop-in sessions

WHAT YOU LIKE ABOUT THE CENTRE

 Where you Ride:
Newman Drive

 Where you Walk:
Lee Lane/ Town Square

 Where you Shop:
Parnawarri Retail Centre
Newman Boulevard Shopping Centre

 Where you Drive:
Iron Ore Parade car park

 Your Favourite Meeting Place:
Dome Cafe

 Your Favourite Park:
Kiripirna Park

 Your Favourite Town Centre Space:
Town Square

THINGS YOU CARE ABOUT



WHAT YOU THOUGHT COULD BE IMPROVED



YOUR VISION FOR NEWMAN

SUPPORT FOR TOURISM **SHOP-TOP HOUSING**
MORE TREES ALONG FOOTPATHS **PARKLETS & POP-UP PARKS**
CHARACTER BUILT FORM **FINE-GRAIN LAND USES**
MIXED USE IN THE TOWN CENTRE **MULTI-PURPOSE SPACES**
IMPROVED TOWN CENTRE PUBLIC REALM
ACTIVE MAIN STREET **NIGHT TIME ENTERTAINMENT SPACE**
STREETS FOR CARS WITH FOOTPATHS **PARKS FOR ACTIVE PLAY**
SEATING FOR RELAXING **SPACES FOR FAMILIES**
MORE VARIETY OF SHOPS **SHADY MAIN STREET**
STREETS FOR PEOPLE & ACTIVITIES **DIVERSE LAND USES**
COMMUNITY SPACES **MULTICULTURAL MEETING SPACES**
MORE TREES

Image: What you've told us so far

3.0 Site and Context Analysis

This section provides a summary of the key issues, constraints and considerations for the Town Centre and immediate surrounds that have emerged through the analysis of the background reports and liaison with key stakeholders. The key outcomes of this analysis have informed the key elements and recommendations of the Concept Development Plan and Incentivisation Plan in order to achieve the desired vision for the Town Centre.

3.1 Study Area

The study area is defined as the Newman Town Centre depicted by the boundary as shown on **Figure 1** and is generally bounded by Mindarra Drive to the north, Newman Drive to the south, Boomerang Park to the east and Giles Avenue to the west.

The NTC provides for local level conveniences through the primary shopping precinct at the Boulevard Shopping Centre, which provides a Woolworths supermarket, in addition to other small retail and convenience services. The recent development of the Town Square and shopping precinct (comprising IGA supermarket) have been key pieces of infrastructure delivered through the NRP.

Newman is planned to function as the primary regional centre in the Shire with an estimated population of 10,398 persons by 2035 [Source: Draft LPS, 2020; 2035 Medium Scenario].



Figure 1: NTCDS Study Area

3.2 Planning Framework and Background Review

A desktop review and analysis of key background information was undertaken to identify considerations likely to have a bearing on the preparation of the NTCDS, particularly the significant body of work previously undertaken by the Shire through the NRP which has been used to inform and guide the NTCDS.

To inform the preparation of the NTCDS, the literature review has provided an analysis of information relating to:

- An overview of the Planning Framework, including local strategic and statutory planning framework documents and current status of commercial and retail development applicable to the study area;
- An overview of the key considerations contained within relevant background documents and studies relevant to the study area;
- Previous consultation and engagement outcomes relating to the NRP project; and

A copy of this report is contained at **Appendix B**.

3.2.1 Draft Local Planning Strategy (2020)

The Shire has commenced a review of the relevant aspects of the statutory and strategic planning framework including the Local Planning Strategy which provides context, objectives and directions to inform the incentivisation of development in the Town Centre. A key objective of the Draft Local Planning Strategy, 2020 is:

- *To facilitate development of Newman as the primary regional centre in the Shire for an estimated population of 15000 persons by 2030.*

Furthermore, the Draft Local Planning Strategy highlights the potential to review the Planning Scheme zones to support commercial and mixed-use development including but not limited to;

- To provide for a range of shops, offices, restaurants and other commercial outlets.
- To provide for a wide variety of active uses on street level which are compatible with residential and other non-active uses on upper levels.

- To allow for the development of a mix of varied but compatible land uses such as housing, offices, showrooms, amusement centres, eating establishments.

The draft Local Planning Strategy 2020 provides a strong direction to diversify land uses and built form typologies in the Town Centre through the Local Planning Scheme review.

3.3 SWOT Analysis

A Strengths, Weakness, Opportunities and Threats (SWOT) analysis was undertaken to represent an understanding of the background history and current status of planning, revitalisation and place development within the Town Centre.

Being mindful of the significant body of work already undertaken as part of the NRP, the information contained on the SWOT plans builds upon the work previously undertaken by the Shire. The strengths, weaknesses, opportunities and threats identified have been aimed at continuing the momentum achieved through the revitalisation of the Town Centre to date by further exploring and embracing opportunities such as transformational and innovative initiatives, place activation and investment attraction.

Some of the key observations and considerations as identified through the analysis of the background reports and information above have also been spatially identified through the SWOT analysis. Many of these issues equally represent opportunities that have been tested and explored through the stakeholder and community engagement and scenario development phases of the project. As such, some of the information presented on these plans may not necessarily be reflected on the preferred Concept Development Plan.

A summary of the key considerations as they relate to land use, built form, movement and public realm are provided in **Figures 2-5** below.

3.3.1 Public Realm

Whilst the Town Centre features a number of urban green spaces for opportunities to sit/meet/play, these spaces are generally devoid of shaded areas. Pedestrian paths and car parking areas also lack appropriate street trees and landscaping that provides shade. Key opportunities include public realm improvements and pedestrianisation of Lee Lane and improvements to wayfinding and signage, including the various public art sculptures dispersed within the Town Centre.

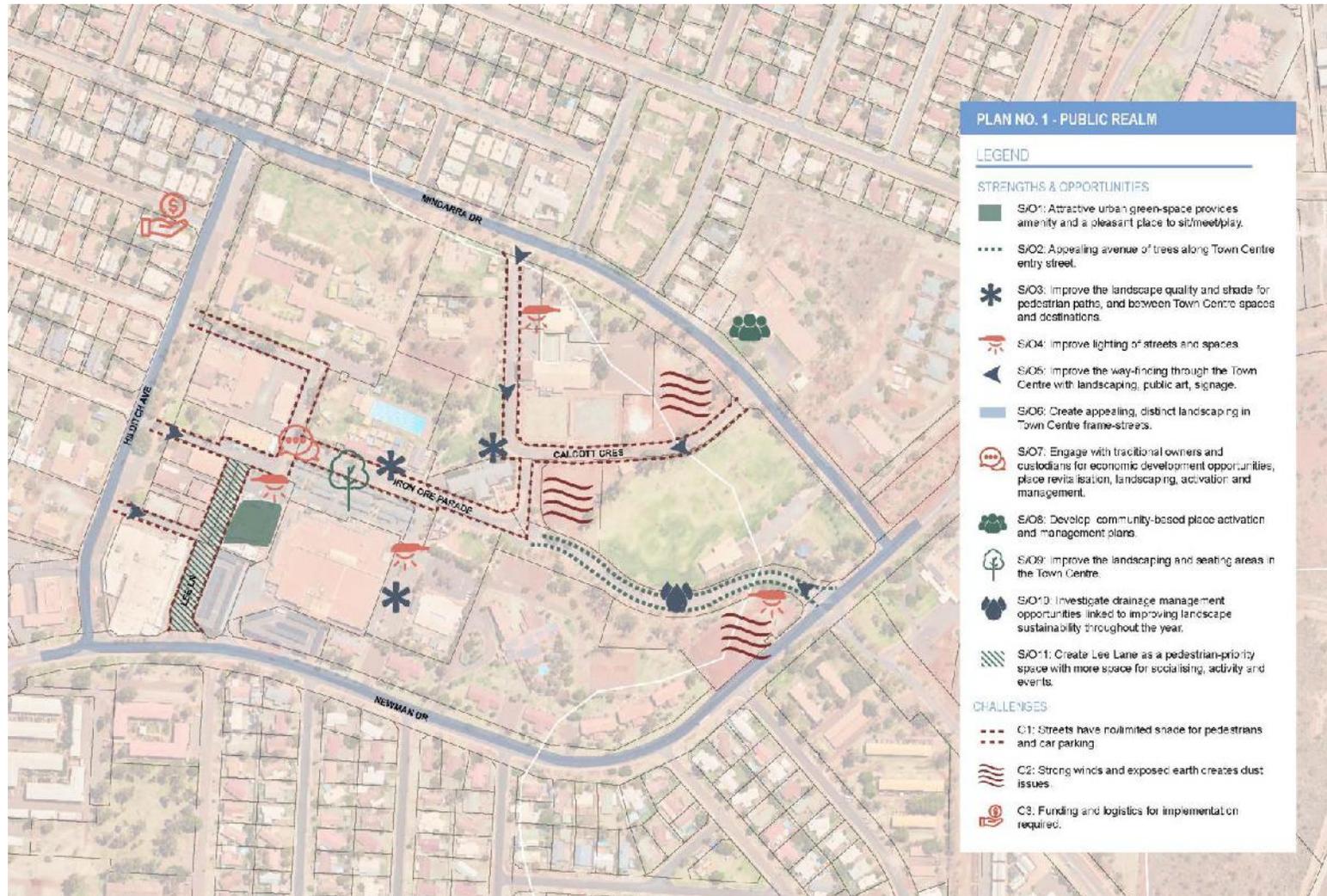


Figure 2: Public Realm SWOT Analysis

3.3.2 Built Form

There are significant opportunities to enhance the quality of built form through a focus on high-quality design and street-presence, particularly for buildings in key locations, guided through design principles and controls. Innovative built form and development outcomes should be supported to enhance the appeal for, and amenity of, the Town Centre.

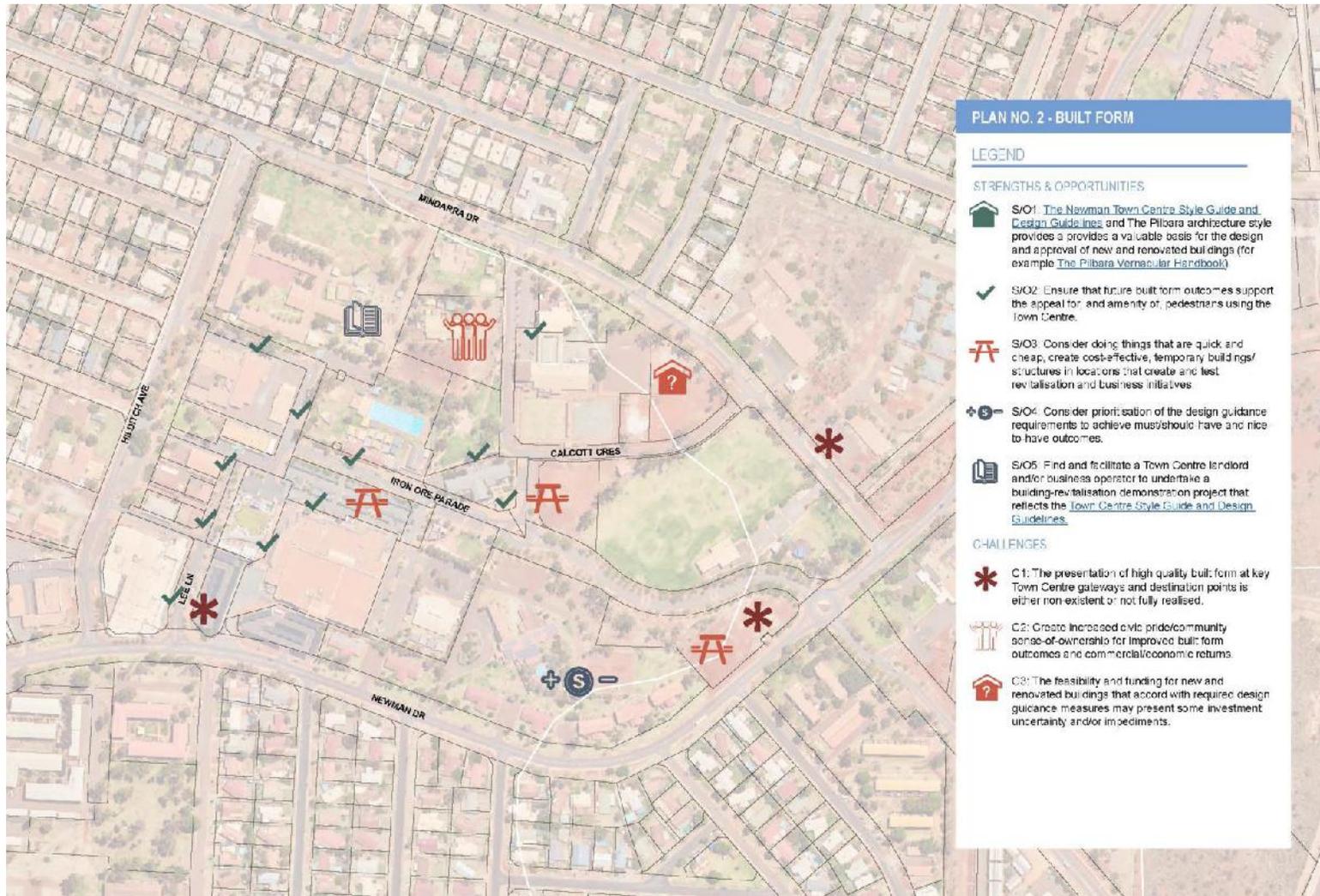


Figure 3: Built Form SWOT Analysis

3.3.3 Movement

Car parking and back-of-house areas dominate much of the Town Centre which limits opportunities for place activation and creation of memorable experiences. Improvements to the clarity and legibility of pedestrian spaces, particularly Lee Lane, and the provision of shaded pedestrian paths has the potential to enhance the place experience

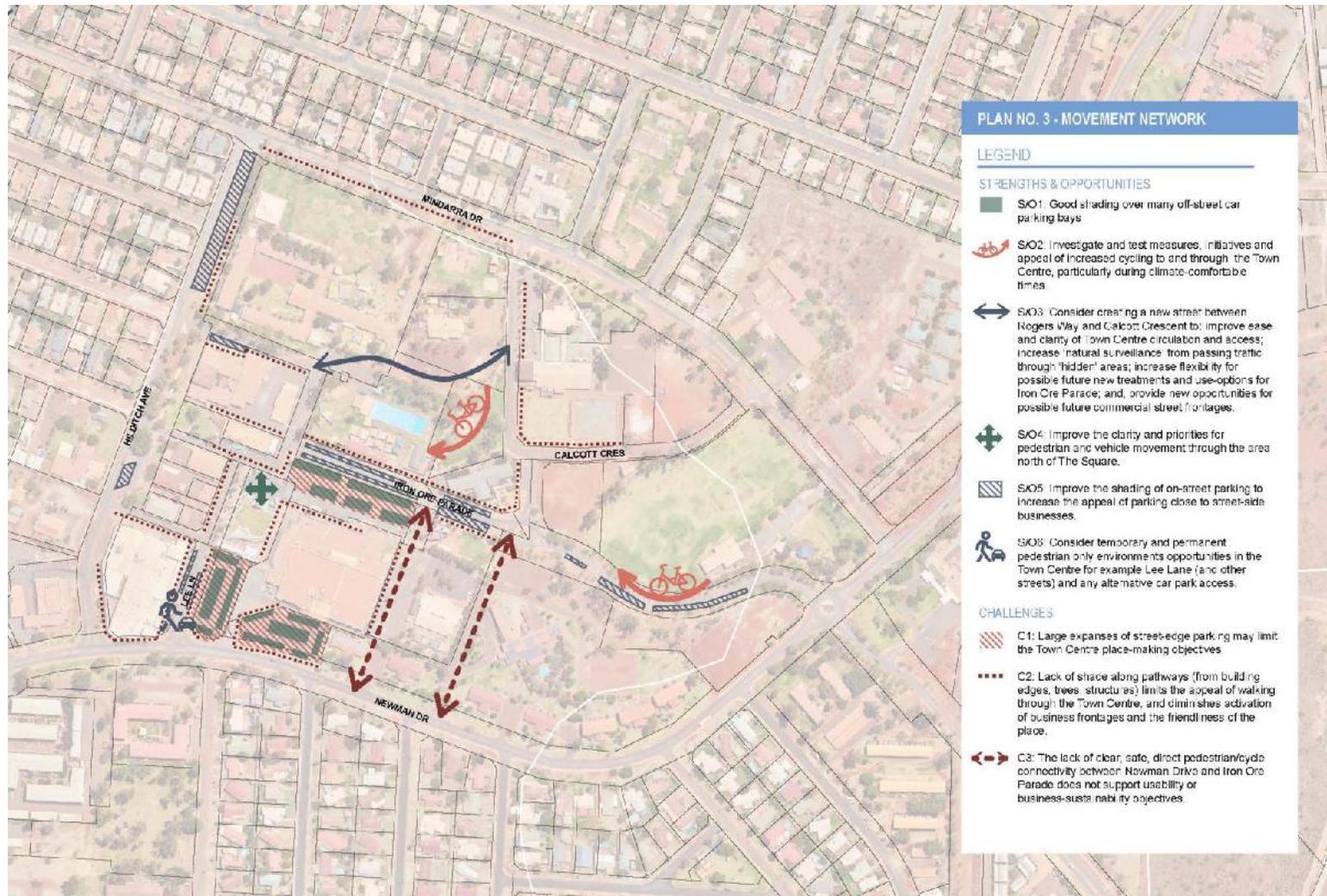


Figure 4: Movement SWOT Analysis

3.3.4 Land Use

Opportunities exist to redevelop a number of vacant properties and sites to support land uses that activate the streets and spaces and enhance the appeal of the Town Centre. Mixed-use forms of development, such as shop-top housing, the introduction of residential land uses within the Town Centre and development of short-term accommodation facilities should be considered.

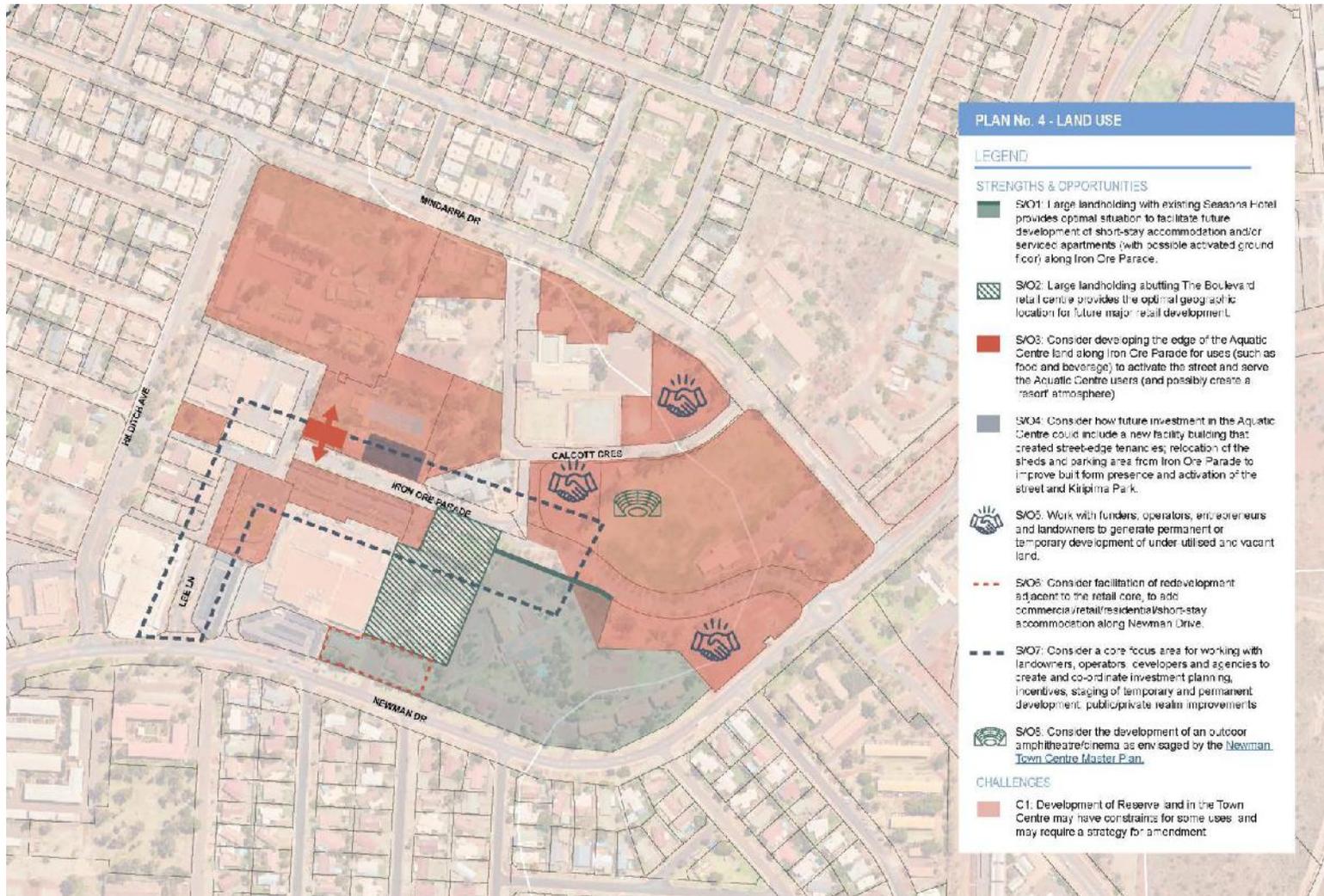


Figure 5: Land Use SWOT Analysis

3.4 Place Audit

3.4.1 Place Audit Process

TBB undertook a place audit of the Town Centre on 5 August 2020, from 11.00am. Through observation, the audit ranks factors supporting the key attributes which define “place”, being:

- Uses and activities;
- Sociability;
- Access and linkages; and
- Comfort and image.

The audit focussed on seven key areas within the study area as depicted on **Figure 6**:

- Town Square
- Lee Lane/Salmon Way
- Iron Ore Parade to Boomerang Oval
- McCarthy Park
- Iron Ore Parade (West)
- Kiripirna Park
- Newman Road (Lee Lane to Purple Pub)

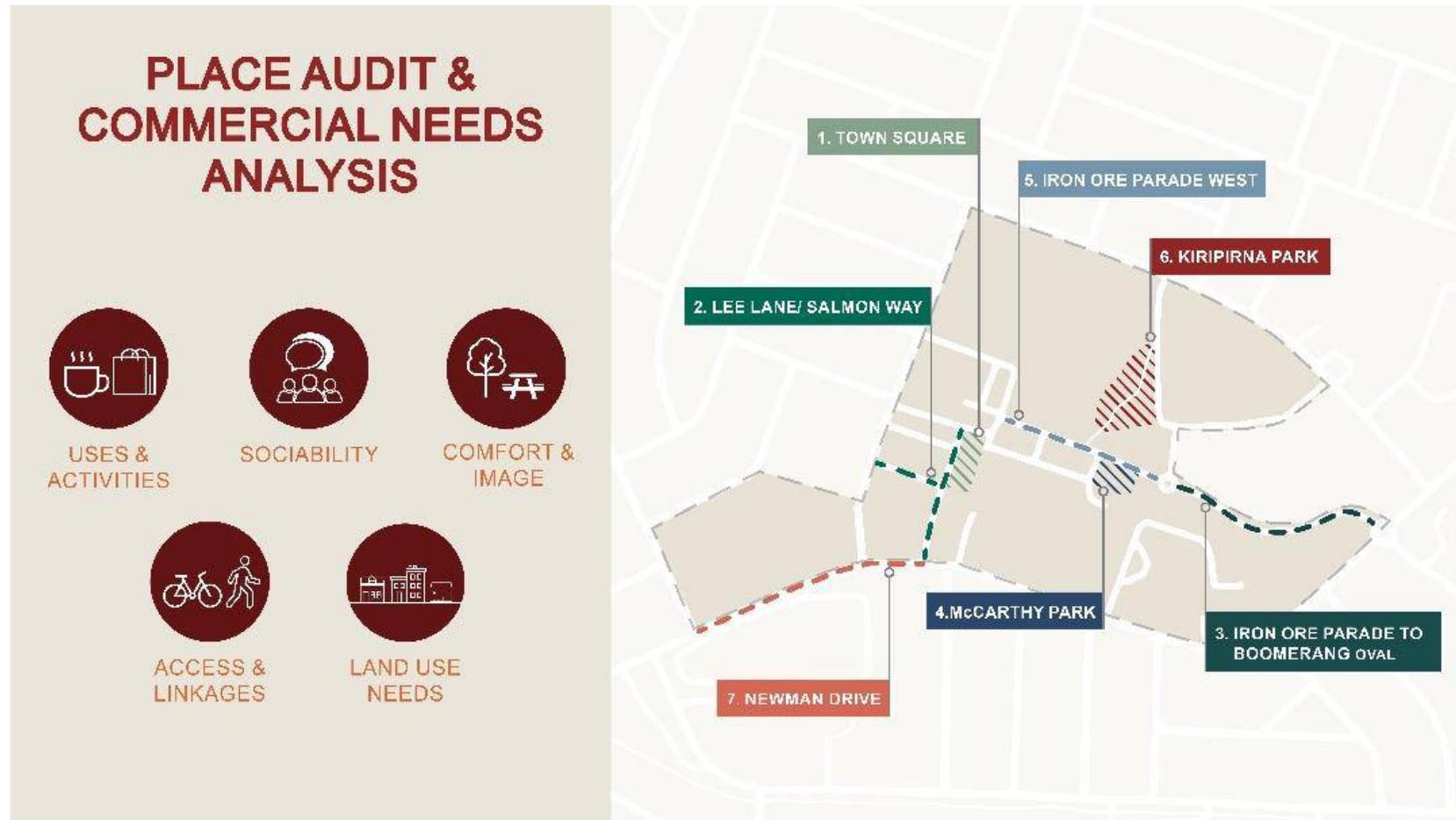


Figure 6: Place Audit Observation Areas

3.4.2 Summary of Findings

The results of the place audit were used to guide the preparation of the concept plan scenarios/options and preferred Concept Development Plan. The results determine the existing level of service and existing streetscape amenity and will help to influence future demand and enhancement of public realm areas.

A summary of the general observations is provided below and performance ratings for each of the seven key areas summarised in **Figure 7**.

- Potential for **strong visual and physical networks** between key places, however:
 - Limited level of comfort and amenity in **linkages and connections** between key places, particularly for pedestrians
 - Lack of positive, **place reinforcing information** at key parks, public spaces and connections, particularly for visitors
- Potential for **increased activity** including al fresco in public spaces and greater diversity of land use mix and scale, however:
 - Limited **mix of land uses and street activation** in key central streets and public places
 - Points of connection, key view corridors and **local character** needs strengthening
 - **General upgrade** of public realm, footpaths, landscape would improve image and comfort
- Potential for **increased visitation and sociability**, however:
 - Opportunities for attractions and destinations need to be explored for **visitors and families**
 - Increased **diversity of accommodation in Town Centre** would be beneficial

A copy of the Place Audit Report is contained at **Appendix C**.

PERFORMANCE RATING				
	USES & ACTIVITIES	SOCIABILITY	ACCESS & LINKAGES	COMFORT & IMAGE
1. Town Square	✗	✓✓	✓	✓✓
2. Lee Lane / Salmon Way	✗✗	✓✓	✓✓	✓✓
3. Iron Ore Parade to Boomerang Oval	✗✗	✗✗✗	✗✗	✓✓✓
4. McCarthy Park	✗✗	✓✓	✓	✓✓✓
5. Iron Ore Parade (West)	✗✗	✗	✗✗	✗✗
6. Kiripirna Park	✓	✓✓	✗	✓✓
7. Newman Drive (Lee Lane to Purple Pub)	✗✗✗	✗✗	✗	✗✗

Figure 7: Summary of Place Audit Performance Ratings



Image: Example of poor activation



Image: Example of limited activation



Image: Example of streets with no trees



Image: Example of streets for cars and footpaths



Image: Example of seating for convenience



Image: Example of shady sheltered parks

4.0 Concept Development Plan

4.1 Vision

Part of the revitalisation process has involved the formulation of a vision statement based on stakeholder and community feedback to guide the principles, strategies and actions for the project. The vision for the Newman Town Centre is:

Newman – the gateway to the Pilbara, valued for its country town feel, and with possibilities for everyone.

4.2 Principles

The vision and rationale for the planning and design of the Development Concept Plan is based on a guiding principle that the Town Centre should be **ACTIVATED** and **ATTRACTIVE**. The principles to support the proposals that are either inherent in the Plan or provide direction for future considerations associated with implementing the Development Concept Plan through incentives are as follows.

- Encourage a diversity of land uses including residential development, home/work accommodation combinations
- Promote a diversity of experiences through family and tourist friendly events and activities
- Enhance accessibility, particularly pedestrian flows
- Promote environmental quality through sustainability considerations
- Prioritise public realm improvements
- Mitigate safety and crime issues through increased passive surveillance
- Encourage ground floor activation
- Ensure built form character enhancements

4.3 Development Concept Plan Strategies

Strategies for the Development Concept Plan have been developed under each of the themes/elements (land use, built form, movement and public realm) supported by actions which are designed to guide overall implementation of the project as identified in the Incentivisation Plan.

4.3.1 Land Use

- Increase floorspace and services to support small offices/business
- Encourage diverse food and beverage outlets
- Support residential and combined home/business development
- Support tourist attractions and facilities
- Investigate needs for community and recreation facilities



Image: Example of laneway activation

4.3.2 Built Form

- Enhance architectural character
- Support flexible and adaptable building
- Support environmental sustainability



Image: Example of fine-grain shop-top housing

4.3.3 Movement

- Improve footpath comfort and pedestrian accessibility
- Review parking and road design



Images: Examples of shady active main streets



4.3.4 Public Realm

- Increase landscape/tree planting in streets
- Activate public spaces
- Encourage appropriate public art
- Improve wayfinding
- Support family friendly activities



Images: Examples of opportunities to gather and socialise and spaces for community events

4.4 Concept Plan Scenario Development

The concept plan process has involved the preparation of two concept plan scenarios/options that were explored with the Shire's Executive Team and Elected Members as shown in **Figures 8-10**. The concept plan development process focused on exploring the appropriate structure, preferred land uses and activities and enhancement of the public realm.

Acknowledging the work implemented under the NRP (2010) and the high-growth scenario predicted under that plan, the concept plan scenarios focused on short-term and quick win solutions to activate and make more attractive places and public spaces in the Town Centre core (400 metre walkable catchment and gateway locations).

The concept plan options (**Figures 8 & 9**) investigated the opportunity to realign Iron Ore Parade to create a more direct and legible movement network structure, however due to impacts on private landholdings and associated acquisition costs and implementation complexities this proposal was omitted from the scenarios and alternate connections to link Hilditch Avenue were considered. This process has led to the preparation of the Concept Development Plan that achieves the recommendations of the Shire.

This scenario evaluation process led to the refined Draft Concept Plan (**Figure 10**) that is largely an amalgamation of Concept Plan Scenarios 1 and 2 as requested by the Executive Team and Elected Members. The Draft Concept Plan was presented to the community and stakeholders at the Listening Post in June 2021.

The preferred Concept Development Plan as presented in this report was informed by community and stakeholder response to the draft plan. Minor refinements were made to the plan in response to this feedback, which relate to additional land uses (mixed business and community/tourism facilities). Mixed business opportunities to encourage better use of these spaces as incubator spaces for start-up businesses, with an emphasis on encouraging creative industries/arts and also celebrating indigenous heritage and culture and community/tourism facilities that respond to a perceived lack of child care facilities within Newman. Opportunity for a high quality children's play area (adventure-play/nature-play) at the northern, undeveloped area of the Aquatic Centre has also been incorporated in response to consistent feedback from the community

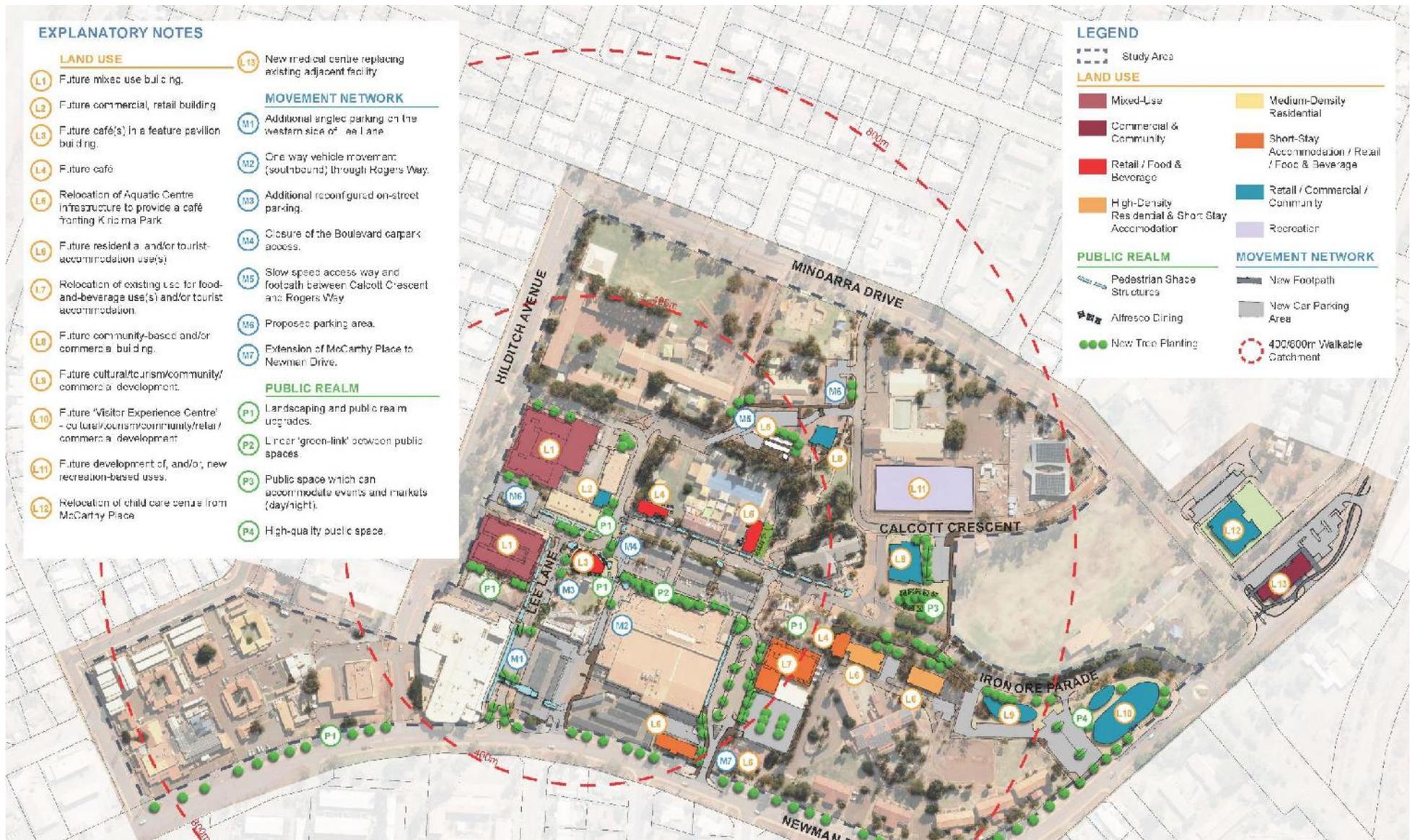


Figure 8: Concept Plan Scenario 1

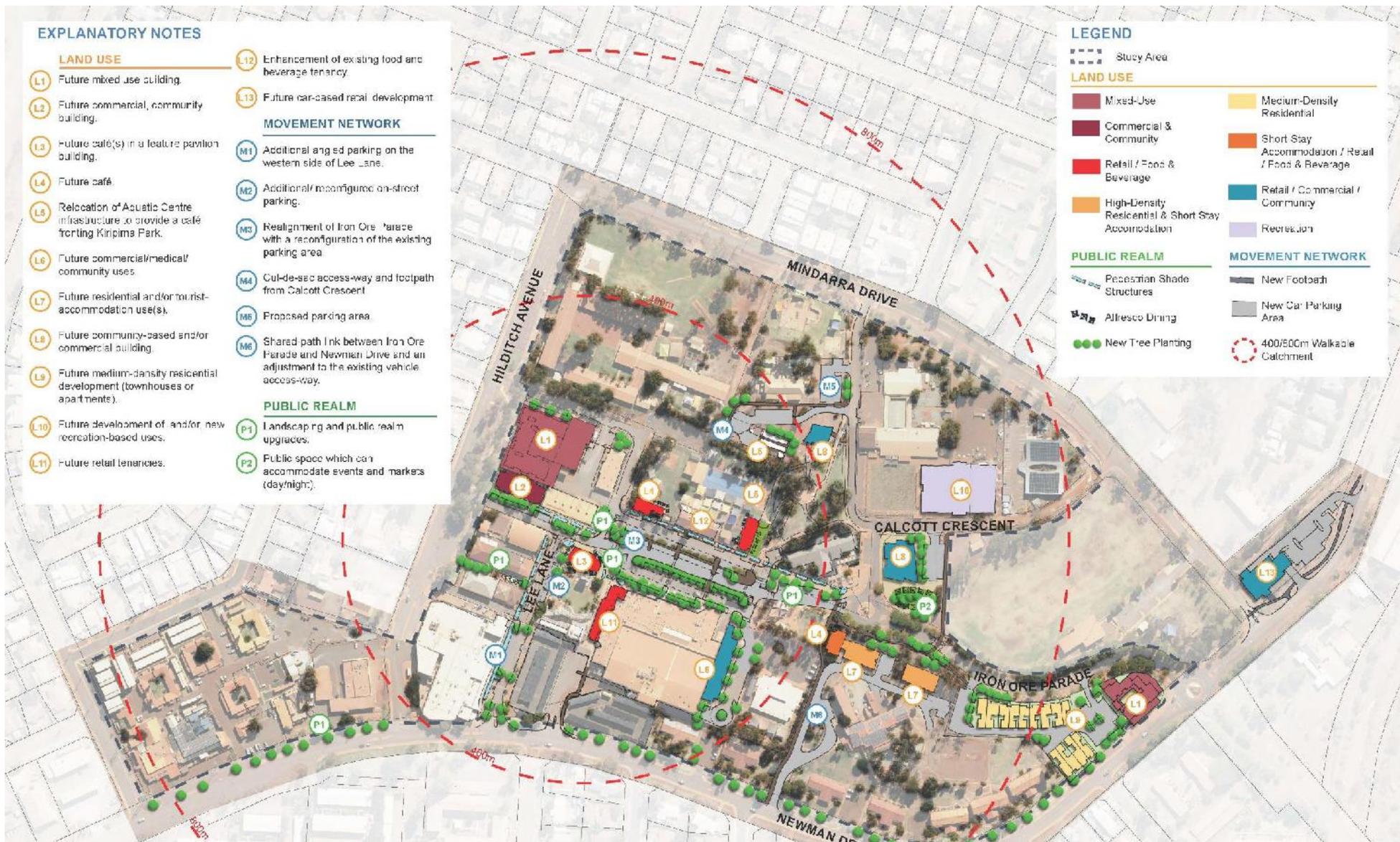


Figure 9: Concept Plan Scenario 2

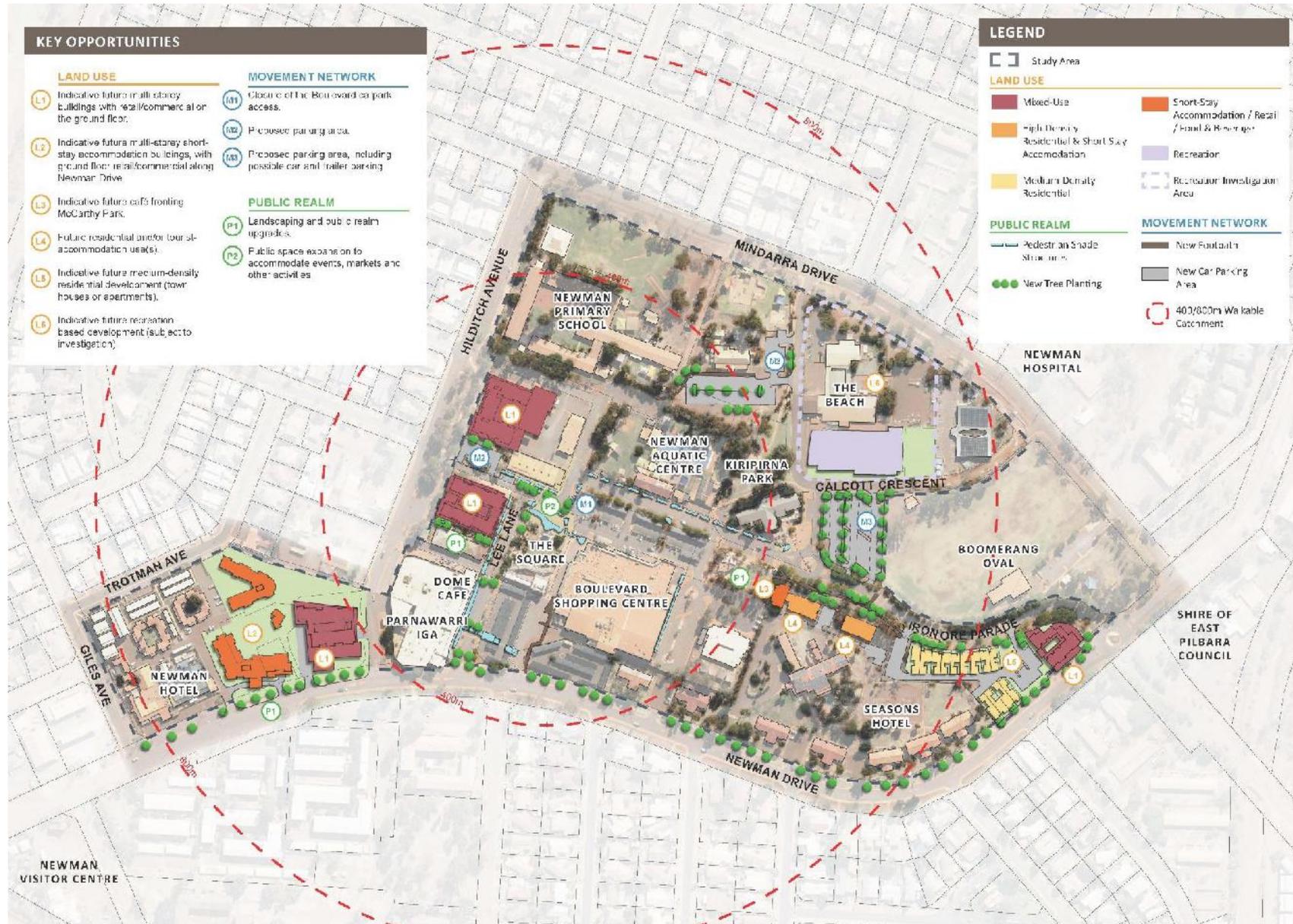


Figure 10: Draft Concept Plan

4.5 Concept Development Plan Summary

The Concept Development Plan (**Figure 11**) has been developed from the outcomes of the engagement process, understanding the character of the place and the opportunity to create a vibrant and active Town Centre.

The key planning and design proposals and opportunities for each precinct of the Concept Development Plan are outlined in the following sections.

EXPLANATORY NOTES

LAND USE

- L1** Indicative future multi-storey buildings with retail/commercial on the ground floor.
- L2** Indicative future multi-storey short-stay accommodation buildings, with ground floor retail/commercial along Newman Drive.
- L3** Indicative future café fronting McCarthy Park.
- L4** Future residential and/or tourist-accommodation use(s).
- L5** Indicative future medium-density residential development (town houses or apartments).
- L6** Indicative future recreation-based development (subject to investigation).
- L7** Future creative industries/arts start-up office spaces.
- L8** Community/tourism-related development opportunity associated with short stay accommodation development.

PUBLIC REALM

- P1** Landscaping and public realm upgrades, including opportunities for cultural heritage trail / interpretation.
- P2** Public space expansion to accommodate events, markets and other activities.
- P3** High quality children's play area (adventure-play/nature-play) at northern, undeveloped area of Aquatic Centre.
- P4** New/upgrade shared path/pedestrian link to improve the pedestrian environment and movement legibility.
- P5** Extend the public realm qualities around any future redevelopment of short-stay accommodation.

MOVEMENT NETWORK

- M1** Closure of the Boulevard carpark access.
- M2** Proposed parking area.
- M3** Proposed parking area, including possible car-and-trailer parking.
- M4** Slow-speed shared space to prioritise pedestrian movement and improve legibility.

BUILT FORM

- B1** Building scale and articulation of new development at the edges of streets and spaces to create an interesting and welcoming experience for people, integrating well with, and contributing to the public realm.
- B2** Redevelopment of buildings needs to ensure a better presentation to, and surveillance of, the public realm to activate the laneway space and provide finegrain 'shop front' character.
- B3** Support innovative built form outcomes that create high-quality experiences for users and increase the amenity and passive surveillance of the Town Centre.
- B4** Capitalise on underutilised spaces by creating more functional co-working and flexible workspace environments that are uncomplicated in their design, simpler to deliver and provide good public realm interface/ street-presence.
- B5** Ensure existing and future community and recreation uses have a strong architectural presence and provide an excellent contribution to the character, amenity and enjoyment of the Newman experience.
- B6** Buildings at gateway to the town centre to demonstrate design quality, articulation of the façade, material selection and detailing, and an entry statement that is distinct to Newman.

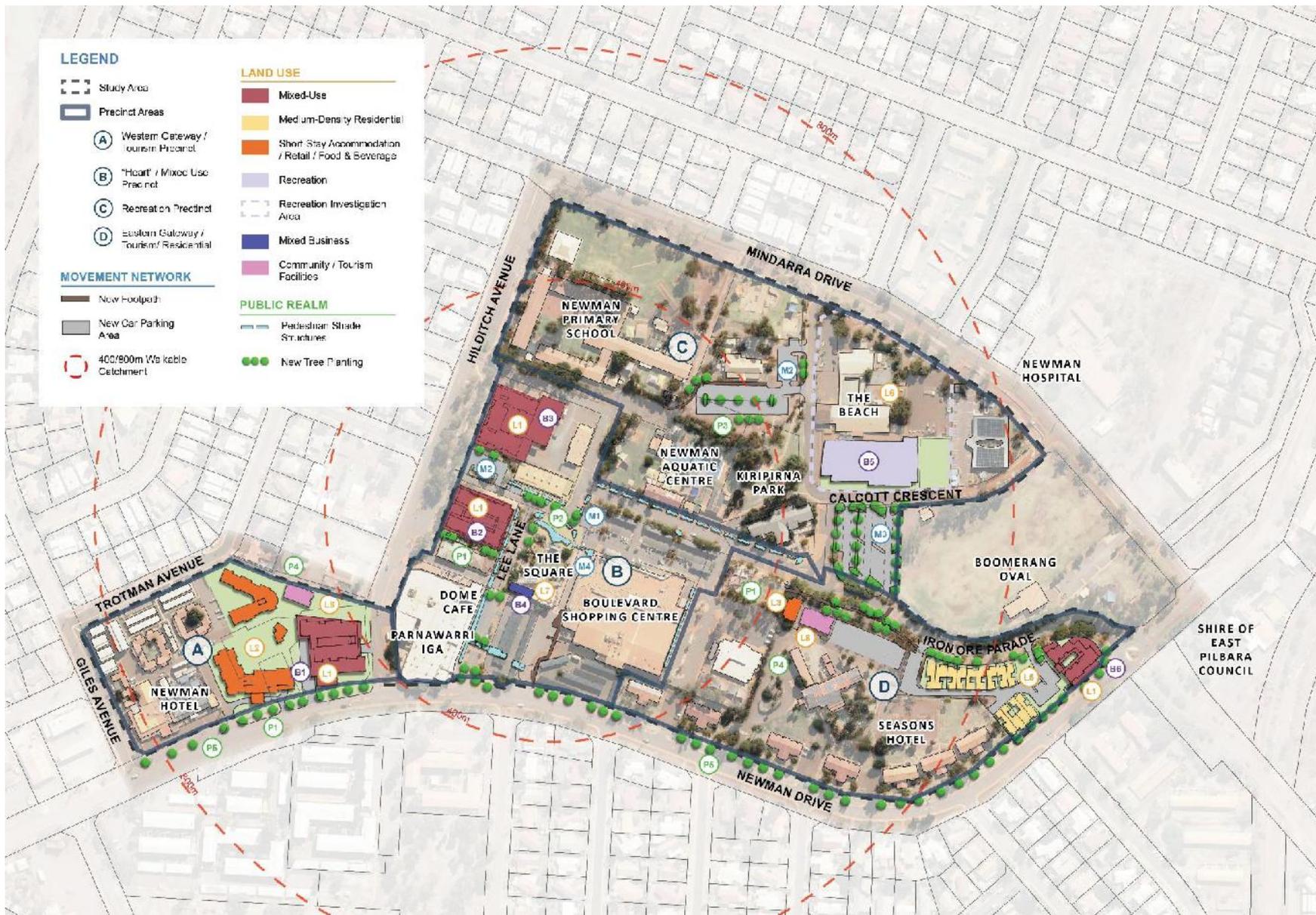


Figure 11: Concept Development Plan

4.6 Concept Development Plan Precincts

The Concept Development Plan has been divided into precincts to acknowledge their differing characteristics in terms of:

- Street character
- Land use mix
- Development scale

A character statement for each precinct is described below together with key opportunities to ensure that the intent of the precinct is achieved.

4.6.1 Precinct A - Eastern Gateway / Tourism Precinct

Character Statement: Established tourism area at the western gateway of the Town Centre with opportunities to support redevelopment for additional short-stay accommodation purposes and a diversity of supporting retail and commercial uses.

Key Opportunities:

- L1: Indicative future multi-storey buildings with retail/commercial on the ground floor.
- L2: Indicative future multi-storey short-stay accommodation buildings, with ground floor retail/commercial along Newman Drive.
- L8: Community/tourism-related development opportunity associated with short-stay accommodation development.
- P1: Landscaping and public realm upgrades, including opportunities for cultural heritage trail / interpretation.
- P4: New/upgrade shared path/pedestrian link to improve the pedestrian environment and movement legibility.
- P5: Extend the public realm qualities around any future redevelopment of short-stay accommodation.

- B1: Building scale and articulation of new development at the edges of streets and spaces to create an interesting and welcoming experience for people, integrating well with and contributing to the public realm.



Figure 12: Precinct A - Eastern Gateway / Tourism Precinct



4.6.2 Precinct B - “Heart” / Mixed Use Precinct

Character Statement: Revitalisation of the Town Centre core including improved public realm to create a connected and pedestrian friendly environment supported by a mix of active land uses at the “heart” of the centre.

Key Opportunities:

- L1: Indicative future multi-storey buildings with retail/commercial on the ground floor.
- L7: Future creative industries/arts start-up office spaces.
- M1: Closure of the Boulevard carpark access.
- M2: Proposed parking area.
- M4: Slow-speed shared space to prioritise pedestrian movement and improve legibility.
- P1: Landscaping and public realm upgrades, including opportunities for cultural heritage trail / interpretation.
- P2: Public space expansion to accommodate events, markets and other activities.
- B2: Redevelopment of buildings needs to ensure a better presentation to, and surveillance of the public realm to activate the laneway space and provide finegrain and shop front character.
- B3: Support innovative built form outcomes that create high-quality experiences for users and increase the amenity and passive surveillance of the Town Centre.
- B4: Capitalise on underutilised spaces by creating more functional co-working and flexible workspace environments that are uncomplicated in their design, simpler to deliver and provide good public realm interface/street-presence.

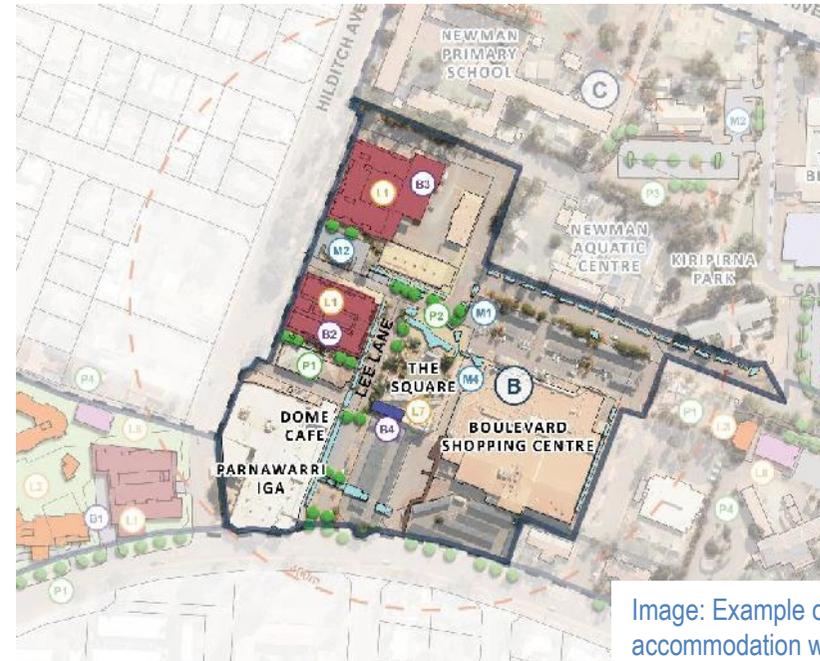


Image: Example of short-term accommodation within a landscaped setting

Figure 13: Precinct B - "Heart" / Mixed Use Precinct



Image: Examples of night time entertainment spaces and mixed use development with opportunities for retail/food and beverage at ground level

4.6.3 Precinct C - Recreation Precinct

Character Statement: Create a northern setting which revitalises the existing recreational and community uses consistent with the East Pilbara Strategic Recreation Master Plan.

Key Opportunities:

- L6: Indicative future recreation-based development (subject to investigation).
- M2: Proposed parking area.
- M3: Proposed parking area, including possible car-and-trailer parking.
- P3: High quality children's play area (adventure-play/nature-play) at northern, undeveloped area of Aquatic Centre.
- B5: Ensure existing and future community and recreation uses have a strong architectural presence and provide an excellent contribution to the character, amenity and enjoyment of the Newman experience.

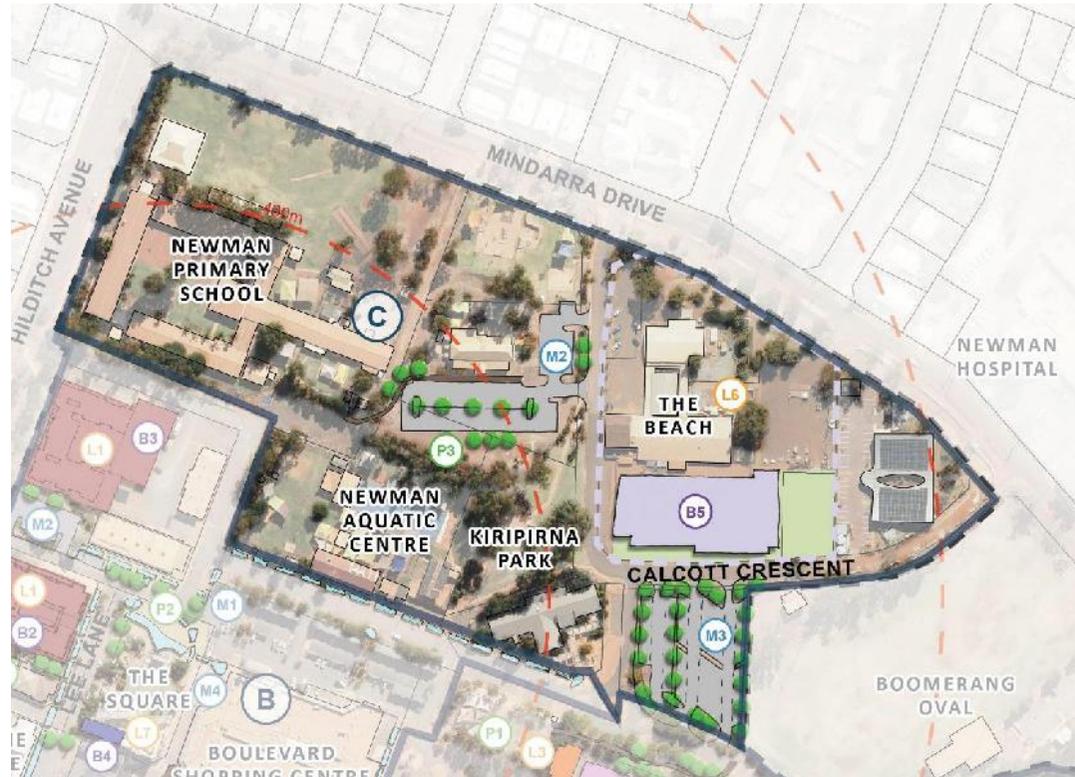


Figure 14: Precinct C - Recreation Precinct



Image: Examples of adventure and water play co-located with other recreational uses

4.6.4 Precinct D - Western Gateway / Tourism / Residential Precinct

Character Statement: Create a “gateway” arrival at the western end of the Town Centre that supports the future redevelopment for short-stay and residential purposes appropriate to the existing context and enhances the connectivity and walkability to the Town Centre.

Key Opportunities:

- L1: Indicative future multi-storey buildings with retail/commercial on the ground floor.
- L3: Indicative future café fronting McCarthy Park.
- L5: Indicative future medium-density residential development (town houses or apartments).
- L8: Community/tourism-related development opportunity associated with short-stay accommodation development.
- P1: Landscaping and public realm upgrades, including opportunities for cultural heritage trail / interpretation.
- P4: New/upgrade shared path/pedestrian link to improve the pedestrian environment and movement legibility.
- P5: Extend the public realm qualities around any future redevelopment of short-stay accommodation.
- B6: Buildings at Gateway to centre to demonstrate design quality, articulation of the façade, material selection and detailing, and an entry statement that is distinct to Newman.



Figure 15: Precinct D - Western Gateway / Tourism / Residential Precinct



Image: Example of townhouse ‘terrace-style’ development with rear vehicle access providing surveillance of the street



Image: Example of café / food and beverage outlet in a feature pavilion building

4.7 Land Uses

The Concept Development Plan will provide a diverse range of land uses that are consistent with the existing character of the Town Centre and preferred land uses to support activation, attraction and economic performance. The proposed land uses will include residential, tourism/short-stay accommodation, commercial, retail, recreation and community/civic uses, supplemented by public realm enhancements.

4.7.1 Residential Development

The Concept Development Plan provides for a variety of housing choices through the possible future redevelopment of key sites for a range of medium and high density residential opportunities.

The residential and mixed use areas identified on the Concept Development Plan are intended to offer a variety of living opportunities in a form and density appropriate to the Town Centre context. The form of development could include single 'terrace-style' housing, grouped dwellings or multiple dwellings / apartments. Innovative housing typologies in the form of 'shop-top' housing are encouraged to enable people to live/work from the same premises in a cost-effective and efficient manner.

Mixed use / higher density residential development, with a potential residential density of R60-R80 is located within the central portion ("heart") of the Town Centre and at key landmark locations. This form of development will comprise multiple dwellings and 'shop-top' housing to contribute to the desired scale and density of the centre and will help to achieve a critical population mass to support non-residential uses and activate the Town Centre after hours.

Medium density residential development, with a potential residential density of R40-R60 is proposed for development outside of the central portion towards the periphery of the Town Centre to ensure an appropriate transition to other uses. This form of development will likely comprise single 'terrace-style' housing and grouped dwellings.

Innovative housing typologies may be achieved via a variety of elements including dwelling size, design, cost or ownership structure to accommodate different household types and composition.

The Concept Development Plan suggests a potential yield of approximately 100 dwellings. The estimated yield is indicative only, based on the build-out potential under the Concept Development Plan. With respect to multiple and grouped dwellings, the ultimate yield and product mix will be determined by the type of development pursued by proponents and will be subject to the market conditions at the time.

Residential development does not currently exist within the Town Centre, therefore the Plan provides a unique opportunity for people to live close to where they work, close to conveniences and services and close to other areas of higher amenity. Creation of a community in the Town Centre will in turn contribute to the safety, vibrancy and activation of the place. Enabling residential development to occur within an activated and attractive setting will ultimately assist with retaining existing residents in Newman and create a long-standing community.

4.7.2 Short-Stay Accommodation

Tourism plays an important role for the Shire and Newman in boosting the local economy and providing an external source of income.

There are a number of existing short-stay accommodation facilities within the study area and within close proximity to the Town Centre such as the following:

- Newman Hotel
- Seasons Hotel
- Mia Mia House in the Desert
- Newman Visitor Centre Chalets
- Yurlu Caravan Park
- Red Sands

Short-stay accommodation providers and other general retailers and service-based industries in Newman benefit from tourism, however there is significant opportunity to boost the local economy and community benefits.

The Concept Development Plan identifies opportunities for the possible future redevelopment of existing short-stay accommodation uses, in addition to associated tourism and community facilities (e.g. diversification of retail and food and beverage options, festivals and events, child minding services, tourism experiences) to generate important cultural, tourism and economic benefits for the town and region.

Expansion of short-stay accommodation facilities within the Town Centre will also generate additional employment and entertainment opportunities and showcase the region's rich history and unique cultural and heritage qualities.

Further tourism opportunities for the Town Centre that would support sustainable economic growth for the benefit of the local economy and employment are identified in the Shire of East Pilbara Economic Development and Tourism Strategy (Draft 2020, Pracsys).

4.7.3 Commercial and Retail Development

The mixed use and retail/food and beverage areas identified on the Concept Development Plan are intended to accommodate a mix of commercial, retail, food and beverage and entertainment uses that contribute to the vibrancy, activation and economic development of the Town Centre. The anticipated yield proposed under the Concept Development Plan estimates a total of 900m² of additional non-residential (commercial/retail) floorspace (GFA).

Commercial and retail development has been concentrated around the central portion ("heart") of the Town Centre to complement the existing retail and food and beverage uses and create an impetus for pedestrian movement between through the Town Centre, particularly along Iron Ore Parade and support more active frontages. Retail and food and beverage uses will assist in activating the Town Centre after hours and create a night-time economy that is safe and appealing for the community and tourists.

Non-residential uses at ground level are encouraged within the mixed use areas of the Concept Development Plan and the design of mixed use buildings should be capable of adaptative re-use to enable land use to change over time.

4.7.4 Recreation and Community/Civic Uses

There are a number of existing recreation and community/civic uses within the study area and within close proximity to the Town Centre such as the following:

- Newman Primary School
- Newman Aquatic Centre
- The Beach
- Kiripima Park and Skate Park
- Boomerang Oval and Dingo Park
- Puntukurnu Aboriginal Medical Service (PAMS)
- Newman Hospital
- WA Police
- Newman House
- Shire of East Pilbara Council Offices
- Newman Library
- North Regional TAFE (Newman Campus)
- Newman Visitor Centre

Revitalisation and enhancement of these uses, particularly within the Recreation Precinct (Precinct C) have the potential to be key attractors for the Town Centre. The Concept Development Plan provides the opportunity to enhance these spaces through the possible provision of hard courts, youth facilities, play and skate equipment, particularly given the synergies with the Aquatic Club, The Beach, Kiripima Park and Boomerang Oval.

In addition to the NTCDS, the Shire of East Pilbara has engaged consultants CCS Strategic Management, to develop the East Pilbara Strategic Recreation Master Plan for all three towns of Newman, Marble Bar and Nullagine.

The vision is to develop a Master Plan that has practicable levels of service and facility provision across our towns, which includes the introduction and renewal of required infrastructure based on community need and the Shire's resourcing capacity.

The Concept Development Plan has been prepared in consultation with CCS Strategic to ensure that the two projects are aligned and plans can be integrated.

The Draft Strategic Recreation Master Plan was submitted to the Shire in early 2021 and is awaiting finalisation and adoption.

4.8 Non-Residential Floorspace

A Commercial and Retail Needs Assessment has been prepared by Pracsys in support of the Concept Development Plan (refer **Appendix D**). The assessment provides an understanding of the quantum and mix of non-residential floorspace that could be supported in the Town Centre and has been used to inform the land use mix and key opportunities proposed under the Concept Development Plan.

The forecast increase in floorspace (NLA) based on WA Tomorrow estimates to 2031 Band E is as follows. These estimates are additional to the current floorspace estimates of approximately 45,000sqm (GFA) within the Town Centre.

- 2021: 1151 sqm (NLA)
- 2026: 2006 sqm (NLA)
- 2031: 2605 sqm (NLA)

A benchmark analysis was undertaken which suggests potential gaps in office, health and bulky goods retailing floorspace within the Town Centre. As such, there are greater opportunities to diversify the floorspace uses to meet the needs of different users (i.e. tourists), largely through adaptation and redevelopment of current underutilised space as

opposed to large increases in floorspace (e.g. better accommodation, flexible and multi-use spaces, shop-top retail). The location of bulky goods/showroom uses is considered to be better-located outside of the Town Centre close to the Newman Light Industrial Area to allow for more active, finer-grain uses such as retail, food and beverage and offices that contribute to a more active Town Centre.

4.9 Built Form Strategies

The Newman Town Centre Style Guide and Design Guidelines (2012) were adopted as a Local Planning Policy (LPP 9) to develop best-practice building design guidelines for the Town Centre to embrace and deliver feasible and sustainable built form development outcomes consistent with Main Street, Climate Responsive and Environmentally Sensitive Design (ESD) principles.

In addition to the requirements of LPP 9, the Concept Development Plan identifies the following built form opportunities/strategies for the Town Centre:

- Building scale and articulation of new development at the edges of streets and spaces to create an interesting and welcoming experience for people, integrating well with, and contributing to the public realm.
- Redevelopment of buildings needs to ensure a better presentation to, and surveillance of, the public realm to activate the laneway space and provide finegrain 'shop front' character.
- Support innovative built form outcomes that create high-quality experiences for users and increase the amenity and passive surveillance of the Town Centre.
- Capitalise on underutilised spaces by creating more functional co-working and flexible workspace environments that are uncomplicated in their design, simpler to deliver and provide good public realm interface/street-presence.
- Ensure existing and future community and recreation uses have a strong architectural presence and provide an excellent contribution to the character, amenity and enjoyment of the Newman experience.

- Buildings at gateway to the Town Centre to demonstrate design quality, articulation of the façade, material selection and detailing, and an entry statement that is distinct to Newman.

Additional to this NTCDS, a review of LPP 9 will be required to consider the appropriateness and overall effectiveness of the built form guidance contained within the documents in order to deliver the vision and to facilitate desired outcomes under this Concept Development Plan.

More detailed and specific built form requirements and development standards may be required in the form of an update to LPP 9 or new LPP (Design Guidelines). The purpose of the LPP would be to guide development within Town Centre, providing sufficient detail to ensure comprehensive control over development (via a performance-based approach) to achieve high quality built form outcomes.

The document will need to define the proposed character of the various streetscapes and public spaces and illustrate how the interface between the built form and the street should be treated in order to create high quality public spaces.

The following matters should be considered in the preparation of the modified or new LPP:

- Land use
- Minimum number of dwellings and dwelling diversity
- Building height, form and typology
- Building envelopes
- Setbacks
- Activation
- Form and mass of buildings
- Relationship between buildings and the public realm
- Landmark buildings
- Public art

- Climate responsive design
- Overshadowing, overlooking and privacy
- Vehicular access, parking and service areas

Development applications received should be assessed by the Responsible Authority against the provisions of the LPP, in addition to any other relevant provisions, standards or requirements.

4.10 Landscaping and Public Realm

4.10.1 Landscaping Design and Public Realm Enhancements

In addition to LPP 9, DevelopmentWA (formerly LandCorp) developed the Pilbara Vernacular Handbook (2015). The key design values and principles as they relate to future growth in the Town Centre include:

- Respond to the climate through controlling solar heat gain; minimise heat island effect; respond to local conditions
- Build on the Pilbara character and identity through celebrating local character and culture and identifying tourism development opportunities
- Enhance liveability through creating and connecting a diversity of built form and open spaces that encourage outdoor gatherings

The Handbook outlines key strategies and built form guidance to achieve specific design values and activate town centres as they relate to Newman.

The public realm enhancements proposed under the Concept Development Plan have been designed to respond to local knowledge and issues of the Pilbara Vernacular through achieving key design values and principles such as climate responsive design, creation of a sense of place reflecting the local character and creating a cohesive public realm.

The overall landscape design objectives and opportunities for the public realm are set out below:

- Enhance spaces that encourage and accommodate local community and tourist use and engagement through events, markets and other activities.
- Celebrate the cultural and heritage significance of the place and established connections in terms of tourism and local employment opportunities.
- Reduce urban heat sink characteristics and create a durable urban landscape cognisant of the harsh Pilbara climate.
- Promote the use of low water demand plants.
- Shading for both pedestrians and vehicles with consideration of shading devices that incorporate local artwork and innovations in sustainability and technology (e.g. power generation).
- Utilise tree species from local projects such as the Transforming Agriculture in the Pilbara (TAP) Project.

4.10.2 Public Realm Spaces

The Town Centre comprises a variety of streets, small pocket parks and play areas, however at present, there is minimal cohesion that connects the existing public spaces.

The Town Centre generally presents as a transient place that is passed through. 'The Square' is a defining location within the public realm and central focal point for the Town Centre, however can be considered as underutilised and lacking activity particularly after hours.

A key challenge for the Town Centre public realm is responding to the extreme climatic conditions. The harshness of the sun, windborne dust and sand and Pindan (clay) soils is a constraint for establishing green infrastructure and good filtration.

The Concept Development Plan presents opportunities to enhance the existing elements of the public realm to create places that are enjoyed by users, employees and future

residents. The design of the public realm should create a cohesive and comfortable pedestrian network for all to experience.

The key public realm spaces and enhancements as proposed under the Concept Development Plan are as follows:

- Pedestrian spaces to be sheltered by substantial tree planting to provide shade and a 'softness' to the pedestrian and cyclist environment that is otherwise dominated by vehicles.
- Public spaces and pedestrian circulation to create safe pedestrian movement through improvement to sight and desire lines, lighting and activity.
- Enhancement of the movement network and public spaces that will facilitate clear passive surveillance from buildings, activation from surrounding spaces and well lit at night.
- Unified paving design and materials for pedestrian areas connecting the Newman Boulevard Shopping Centre and The Square and diminish the role of vehicles.
- Expansion of The Square to accommodate events, markets and other activities to reactivate as a safe meeting and gathering space with a high level of surveillance and activity.
- Adventure nature playground to provide high-quality play equipment for the community and complement existing recreational facilities and act as a key attractor for families to the Town Centre.
- Public art trails to celebrate the rich culture and history of Newman and the Pilbara and assist wayfinding for local residents and tourists.
- Significant tree planting at key gateway locations to announce the arrival point to the Town Centre, create character and aid wayfinding.

4.10.3 Car and Caravan Parking

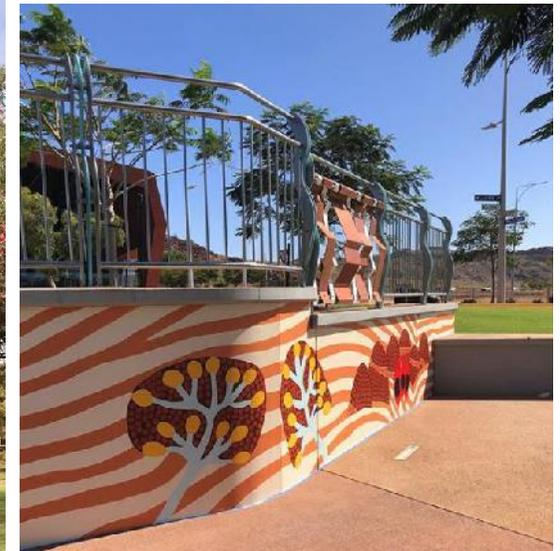
Public parking bays within the Town Centre are located primarily within the central portion associated with the Parnawarri and Newman Boulevard Shopping Centres and other retail

uses. Parking is typically located within discrete areas within the front setback of development sites.

It is understood from the Shire that there is a perceived demand for car and caravan parking within the Town Centre. As such, the Concept Development Plan provides for a number of new parking areas and expansion of existing parking areas. Additional parking has been identified in locations in support of retail, food and beverage and recreational uses.

The dominance of car parking within the Town Centre requires careful consideration as to not detract from the vibrancy of the town centre and compromise activation and place making opportunities. Tree planting within parking areas is encouraged to offer shading, softening of the urban environment and to create a canopied streetscape

The quantity, location and design of parking areas will be determined at the detailed design stage by individual proponents.



Images: Examples of public art that create visual interest and soften the landscape



Image: Example of pedestrian shade structures (Wedge Street, Port Hedland)



Image: Example of tree-lined entry statement

5.0 Implementation

The Concept Development Plan establishes a framework to guide, coordinate and facilitate the revitalisation of the Town Centre in line with the established vision, principles and strategies.

The needs of the Town will vary based on the transient nature of the Town's population and be responsive to economic conditions so the opportunities of the Concept Development Plan will need to unfold and be implemented accordingly. Delivery of the Plan will rely on the cooperation of stakeholders including the Shire of East Pilbara, the resource/mining industry, key landowners and the community. The implementation timeframe will commence in the short term, with 'quick-win' opportunities, but will then continue to evolve with longer term actions and opportunities.

This section outlines a strategy for implementation of the Concept Development Plan in the form of a delivery structure which includes a governance framework, planning framework, staging and public works delivery/implementation and place activation and management. This implementation section should be read in conjunction with the NTCDS Incentivisation Plan.

5.1 Governance Framework

Placemaking and place activation of the Town Centre requires a clear governance framework and the Shire to take on a key role in ensuring the place-based approach recommended through the previous NRP of 2010 is strengthened. The significance of a regional town centre in retaining and revitalising a community requires a framework that promotes, efficiency and transparent, integrated and considered decision making and coordinated implementation of actions.

As documented in the NTCDS Incentivisation Plan, the governance framework targets actions at five incentivisation streams:

1. Regulation & Planning Scheme and Design Guidelines
2. Placemaking and Leadership
3. Infrastructure Investment and Management
4. Advocacy and Partnerships
5. Monitoring and Reviewing

5.2 Planning Framework

There are various statutory processes required to deliver and facilitate development of the Town Centre as envisaged by the Concept Development Plan, including amendments to the Local Planning Scheme.

Local Planning Policy 9 - Newman Town Centre Guide and Design Guidelines (LPP 9) includes the built form and public realm guidance relating to the Town Centre and as such, it is recommended that the Shire review or revoke LPP 9 in accordance with Clause 6, Schedule 2, Part 2 of the Planning and Development (Local Planning Scheme) Regulations 2015. Revocation of Local Planning Policy 5 Newman Revitalisation Strategy (LPP 5) should also be considered in light of the NTCDS.

Subdivision and development of significant land parcels and development sites will be reliant on land assembly and rationalisation where fragmented landownership exists.

5.3 Staging and Delivery

Some initiatives of the Concept Development Plan will be implemented more readily than others. Delivery of public realm improvements and infrastructure may occur in the shorter term dependent on available budget and funding commitments, however redevelopment opportunities by individual landowners will be more gradual over a longer period of time.

The following provides the basis for future decision-making, staging and delivery of key opportunities under the Concept Development Plan:

- The actual timing and sequence of redevelopment of fragmented and privately owned land will be subject to market demand, individual development intentions and the ability for landowners to work together to achieve development consistent with the Concept Development Plan.
- Subdivision and development of land less reliant on land assembly and rationalisation such as Shire-owned land can occur in the shorter term.
- Public realm and infrastructure items and upgrades will be subject to funding mechanisms and delivery timeframes of the Shire and other authorities.
- Some upgrades to servicing infrastructure, such as power upgrades, will be required to support significant redevelopment, however it is not regarded as an impediment to staging or delivery.
- A number of opportunities and initiatives may need an accumulation of funds to commence those works, which may influence their degree of prioritisation and staging.

5.4 Place Activation and Management

The NTCDS Incentivisation Plan accompanies this Concept Development Plan. The purpose of this report is:

“To include social and economic considerations in assessing the suitability or otherwise of innovative methods resulting in attracting business to the study area. Further it will identify opportunities for alternative land uses and contemporary town centre design. E.g. including residential living in the town centre design through residential/commercial, lot amalgamation. The Shire seeks ways to implement the overall Strategy by encouraging private and public investment to improve both liveability and prosperity.”

This report provides recommendations and actions for incentivising development in order to retain and grow local investment in the Town Centre and guide the activation and development opportunities and the strategies of this Concept Development Plan.

5.5 Monitoring and Review

The success of a place can only be realised by understanding and measuring the performance of the place. It is essential to build capacity within a place to allow a community to feel like they belong and empower them to continue to the momentum in revitalising and improving this place.

As witnessed through the unfolding of the previous NRP of 2010, it is essential to test and monitor the success of any project and to build upon a project's weaknesses. In this way investment, policy and opportunities can be refined and adjusted to improve outcomes. As documented in the NTCDS Incentivisation Plan, these evaluation tools can be qualitative and quantitative.

APPENDIX A

Community and Stakeholder Engagement Outcomes Report

Newman Town Centre Development Strategy and Economic & Tourism Development Strategy

Community and Stakeholder Engagement Outcomes Report



Prepared for Shire of East Pilbara
Prepared by Taylor Burrell Barnett
July 2021



Shire of **EAST
Pilbara**
THE HEART OF THE PILBARA



Document History & Status

**Newman Town Centre Development
Strategy and Economic & Tourism
Development Strategy**

**Community and Stakeholder
Engagement Outcomes Report**

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Section

1.0

Introduction



1.0 Introduction

1.1 Project Scope

Taylor Burrell Barnett (TBB) has been commissioned by the Shire of East Pilbara (the Shire) to engage with the community and stakeholders in the development of a Development Strategy for the Newman Town Centre (NTC) and Economic & Tourism Development Strategy (EDS) for the whole of the Shire. The scope of services comprises the following tasks:

NTC Development Strategy (NTCDS)

- Task 1 – Project Inception and Background Review
- Task 2A – Commercial and Retail Needs Assessment (RNA)
- Task 2B – Community Engagement
- Task 2C – Concept Development Plan
- Task 3 – Incentivisation Plan

EDS

- Task 1 – Project Inception
- Task 2 – Economic Review
- Task 3 – SWOT Analysis
- Task 4 – Current State Briefing Note
- Task 5 – Consultation
- Task 6 – Develop Actions
- Task 7 – Draft EDS
- Task 8 – Final EDS

1.2 Project Team

Name	Role	Organisation
Steven Harding (formerly Jeremy Edwards)	Chief Executive Officer	Shire of East Pilbara
Lisa Edwards	Manager Land Use and Strategy	Shire of East Pilbara
Chris MacNamara (formerly Sian Appleton)	Manager Economic Development	Shire of East Pilbara
Karen Hyde	Principal (Project Coordinator and Manager)	Taylor Burrell Barnett
Katherine Shirley	Associate (Planner and Engagement Support)	Taylor Burrell Barnett
Ben De Marchi	Director (Lead Urban Design - NTCDS)	Taylor Burrell Barnett
Dawson Demassiet-Huning	Senior Consultant (Project Lead - NTCDS)	Pracsys
Lucy Heales	Senior Consultant (Project Lead - EDS)	Pracsys
Howard Mitchell	Director (Lead Landscape Architect - NTCDS)	EPCAD

1.3 Engagement Process

TBB has been commissioned to conduct stakeholder and community engagement during the preparation of the NTCDS and EDS. The engagement process for both studies is detailed in the project's Consultation and Engagement Strategy, and includes meetings and phone calls with key stakeholders, online surveys and community drop-in sessions ('Listening Posts'). The outcomes of the process are contained in this report.

1.4 Structure of this Report

This report is presented in seven sections:

- **Section 1** provides the introduction;
- **Section 2** provides the background to the project which has been presented through the background review phases of the projects, stakeholder engagement, online surveys and listening posts;
- **Section 3** explains the purpose and format of the engagement tasks;
- **Section 4** contains the explanation, description and outcomes summary for the online surveys and Listening Post sessions, and an analysis of the feedback received and outlines the key considerations emerging from the engagement tasks for further examination during the next phases of the projects. The full original scans of the feedback received through the online surveys and provided at the Listening Posts are contained in the appendices;
- **Section 5** contains information on the next steps.

The appendices to this report contain the Stakeholder Interview Sheets/Minutes, completed Online Surveys, PowerPoint Presentation to the Newman Chamber of Commerce and Industry (NCCI) and Listening Post Materials (display boards, feedback forms, completed exercise sheets/boards). Personal information has been redacted from the completed surveys and feedback forms.

Section

2.0

Project Background



2.0 Project Background

2.1 Project Overview

TBB, in collaboration with Pracsys and EPCAD, has been engaged by the Shire to prepare the NTCDS and EDS as discussed in further detail below.

Feedback received through community and stakeholder engagement activities will be pivotal in developing the priorities and strategies that encapsulate the needs of the community.

2.1.1 Newman Town Centre Development Strategy

The Shire of East Pilbara, with Regional Economic Development Grant Funding, has engaged TBB, in collaboration with Pracsys and EPCAD, to prepare the NTCDS, comprising of a Commercial and Retail Needs Assessment, Concept Development Plan and Incentivisation Plan. The NTCDS will aim to improve public areas and streets, parking and pedestrian access, design outcomes and preferred land uses to deliver an attractive and activated Town Centre. The NTCDS will identify opportunities for quick wins, priority actions, implementation projects and innovative forms of development. The study area for the NTC is identified below.



With the Newman Revitalisation Plan 2010 (NRP) largely complete, it is necessary to continue to activate the Town Centre. The preparation of the NTCDS will seek to improve public areas and streetscape, parking and pedestrian access, urban design guidelines and preferred land uses to effectively deliver an attractive and activated town centre. The supporting Incentivisation Plan will identify opportunities for quick wins, priority actions, implementation projects and innovative forms of development.

The draft Strategy is to be presented to Council for consent to advertise in July 2021 and anticipated to be presented to Council for final adoption in August 2021.

2.1.2 Economic & Tourism Development Strategy

The Shire of East Pilbara, with Regional Economic Development Grant Funding, has engaged Pracsys, with assistance from TBB, to develop an EDS to establish a clear vision and set of actions that will guide the Shire to support its aims of creating the conditions for a diverse and sustainable economy, providing valuable employment opportunities and improving living standards for local residents.

The draft EDS was provided to the Shire Executive Team in September 2020.

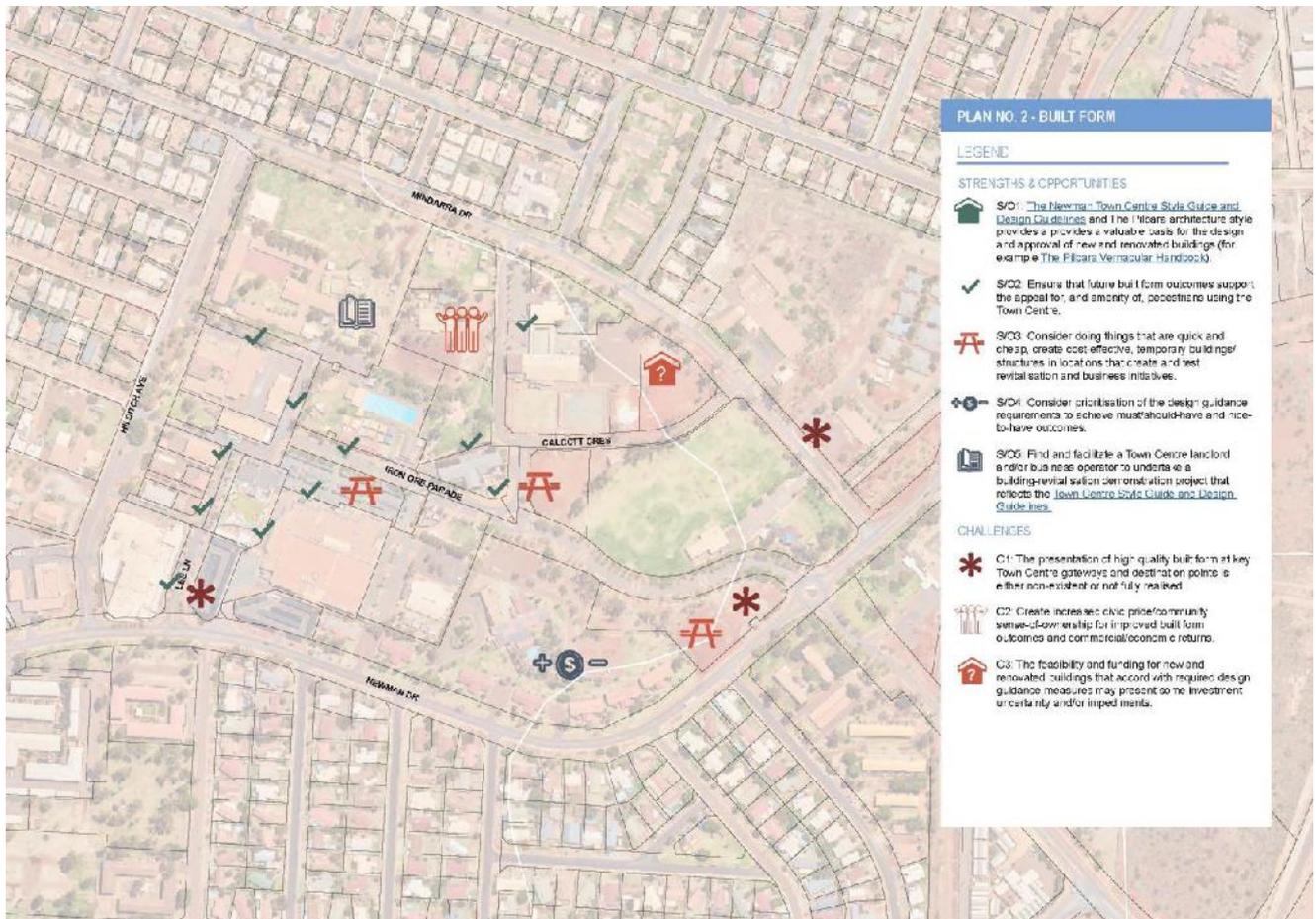
2.2 Background Review Summary Reports

The scope of services for both projects required a desktop review and analysis of background information and preparation of a summary report of key considerations likely to have a bearing on the preparation of both strategies.

This report should be read in conjunction with the Background Review Summary Report for the NTCDS and Economic Background Review Briefing Note for the EDS which provides an overview of the strategic and statutory planning framework that will guide future planning and development of the NTC and an overview of the current state of the Shire's economy to assess the Shire's current socio-economic performance.

2.3.2 Built Form

There are significant opportunities to enhance the quality of built form through a focus on high-quality design and street-presentation, particularly for buildings in key locations, guided through design principles and controls. Innovative built form and development outcomes should be supported to enhance the appeal for, and amenity of, the Town Centre.



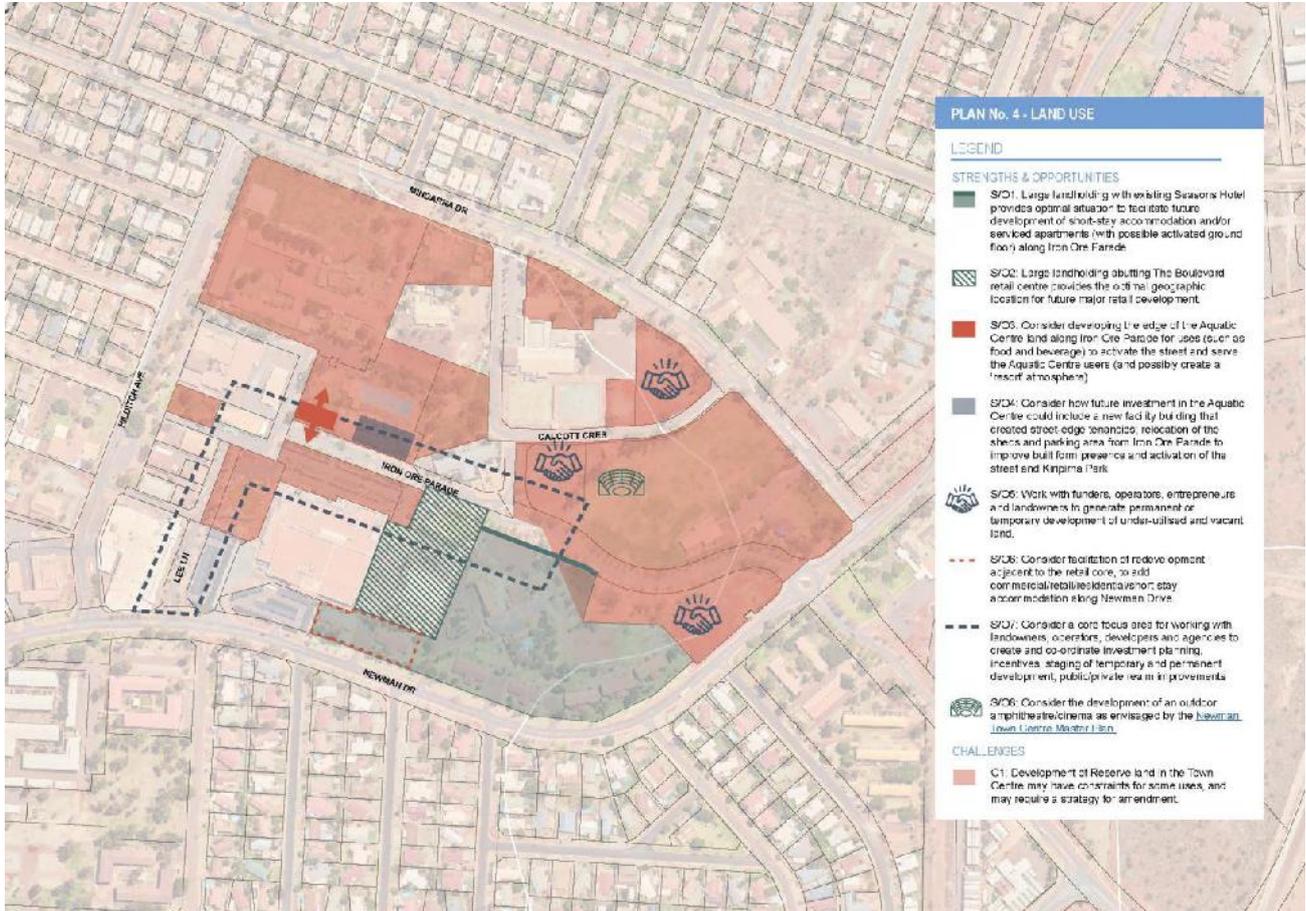
2.3.3 Movement Network

Car parking and back-of-house areas dominate much of the NTC which limits opportunities for place activation and creation of memorable experiences. Improvements to the clarity and legibility of pedestrian spaces, particularly Lee Lane, and the provision of shaded pedestrian paths has the potential to enhance the place experience.



2.3.4 Land Use

Opportunities exist to redevelop a number of vacant properties and sites to support land uses that activate the streets and spaces and enhance the appeal of the Town Centre. Mixed-use forms of development, such as shop-top housing, the introduction of residential land uses within the Town Centre and development of short-term accommodation facilities should be considered.



2.4 Past Engagement Outcomes

There has been significant work previously undertaken by the Shire through the NRP. Given this past work, the focus should be on moving towards creating a sense of place that the community respect and embrace, encourage placemaking and place activation and provide for additional business opportunities. The Concept Development Plan should encapsulate as many of the previously identified practical and viable aspirations of the community as possible whilst also identifying opportunities for priority projects, diversification of the local economy and tourism industry and community-led placemaking initiatives

A comprehensive list of stakeholders was developed with over 150 members from local residents, community organisations, Aboriginal groups, business and industry organisations, and government agencies (local and central). Consultation and engagement methods included interactive design forum, project design forum, Council briefings, youth consultation and visioning, community dialogue café, focus group meetings, Government Agency briefings and public advertising of draft plans.

A summary of the key engagement activities undertaken is provided below.

Engagement Activity	Key Outcomes
Community design workshop presentation of three scenarios (Dec 2009)	<ul style="list-style-type: none"> • There was a general consensus/preference for the main street concept (Scenario 3)
Survey feedback – Final Draft Plans	<ul style="list-style-type: none"> • 85% strongly support the new design • 15% slightly support the new design • Pedestrian-friendly (97% rated as good or extremely good) • Creation of retail choices (97% rated as good or extremely good) • Creation of a new town centre 'heart' (97% rated as good or extremely good) • Suggestions for change included: car parking availability and linkages; treatment of pedestrian friendly shopping centre; extension of retail edge to existing shops; increased green area and shade

3.0

Engagement Tasks Purpose and Format



3.0 Engagement Tasks Purpose and Format

3.1 Engagement Process and Methods

The process and methods of engagement for the projects is outlined below and will build upon the ideas, values and feedback shared by the community during previous engagement:

Engagement Task	Date and Location	Purpose and Aim	Format	Whom
Stakeholder Meetings / Phone Calls	June 2020 – June 2021 (including Site Visit 17-19 June 2020)	<p>Opportunity to:</p> <ul style="list-style-type: none"> • Provide a briefing on the projects. • Outline the engagement strategy and to seek general feedback. • Obtain feedback on opportunities for the projects and areas of specific interest. • Obtain feedback on opportunities for further engagement. • Obtain feedback on draft Concept Plan preferred scenario 	TBB and Pracsys met with, and teleconferenced with, key government and non-government agencies, resource industry/FIFO employees and business/landowners to provide an overview of the planning framework, answer questions, and ensure that key considerations for redevelopment from a government agency non-government perspective are identified and addressed.	<ul style="list-style-type: none"> • Shire of East Pilbara Executive Team • Shire of East Pilbara – Marble Bar • DevelopmentWA • NCCI • WA Police • Pilbara Development Commission • Creating Communities • Nullagine local community members • Desmond Taylor – Martu Local Interpreter • Newman Hotel • Seasons Hotel • Home and Timber Hardware • Cellarbrations (preliminary) • BHP (preliminary)
Online Surveys	15 July 2020 - 28 August 2020	<p>NTCDS The purpose of the survey was to understand how the local community, businesses and landowners in the NTC (and surrounds) would like the Town Centre to look and feel and understand the community's thoughts, values and opportunities for the Newman.</p> <p>EDS The purpose of the survey was to understand from the local community and business owners ways in which the towns within the Shire can support growth in economic, employment and tourism opportunities.</p> <p>The outcomes of the survey will be used to inform the rest of the project engagement activities.</p>	<p>Two surveys were produced for each project with questions either requiring a written response or tick-box answers. The EDS survey was structured in two parts: Part A (Qu's 1-3) includes questions for anybody that visits and uses the Shire towns of Newman, Nullagine and/or Marble Bar; and Part B (Qu's 4-12) is specifically for current or future business owners or operators.</p> <p>The surveys were published online via the Shire's website, Newman Futures Community Board and sent direct to key stakeholders through NCCI and the Shire's Marble Bar office.</p> <p>The surveys were supported by project background information and an explanation on how to complete the questions.</p>	Residents, Landowners, Businesses, Non-Government Agencies
NCCI After Hours Event	Shire of East Pilbara Office (Newman)	Opportunity to provide the local business community with an overview and	Presentation by TBB providing an overview of the project, purpose of the	<ul style="list-style-type: none"> • NCCI members

Engagement Task	Date and Location	Purpose and Aim	Format	Whom
	Wednesday 5 August 2020, 6-8pm (Council Chambers)	update on the project and to engage in an informal environment to discuss opportunities for activation and economic development for the Newman Town Centre (and wider Shire).	listening posts and next steps/timeframes. The presentation was followed by an opportunity to engage with NCCI members and Shire Executive through an informal networking event. A full copy of the PowerPoint presentation can be found in Appendix C .	<ul style="list-style-type: none"> Shire of East Pilbara Executive Team
Community drop-in sessions (‘Listening Posts’ No. 1)	Newman Thursday 6 August 2020, 5-8pm (Newman Town Square)	<p>NTCDS The purpose of the listening posts was to:</p> <ul style="list-style-type: none"> Identify and confirm the values and opportunities for the future of the Newman Town Centre. Provide ideas and input on experiences, activities, land uses, infrastructure and facilities that you would like to see in the Newman Town Centre in the future, and of which you think the Town Centre and local community would benefit from. <p>EDS The purpose of the listening posts was to:</p> <ul style="list-style-type: none"> Identify and confirm the values and opportunities for economic, employment and tourism growth across the Shire. Provide ideas and input on experiences, activities, priority projects and quick wins that would assist economic, employment and tourism growth across the Shire and are in keeping with the strategic aspirations and unique qualities of the Shire. <p>The feedback received will build upon the ideas, values and outcomes shared by the community during previous engagement and will assist in the development of the draft strategies and actions for the projects.</p>	<p>The listening post sessions included the display of static information boards (6 boards relating to the NTC and 3 boards relating to the EDS).</p> <p>The majority of the boards were based upon visual and graphic tools allowing participants to use icon based stickers to identify their values and aspirations.</p> <p>The sessions allowed for one-on-one feedback to be provided and the generation of innovative and inspiring ideas through the placement of completion of a questionnaire/feedback form for both projects.</p> <p>The listening posts were held in locations that allowed attendees to engage with the TBB project team and to familiarise themselves with the site.</p> <p>The listening posts were advertised via the Shire’s online platforms, Newman Futures Community Board and advertising material by the Shire’s Nullagine office and Marble Bar CRC.</p>	Residents, Landowners, Businesses, Resource Industry, Tourists/Visitors
	Nullagine Friday 7 August 2020, 4-7pm (Gallop Hall)			
	Marble Bar Saturday 8 August 2020, 2-5pm (CRC Community Market)			
Community drop-in session (‘Listening Post’ No. 2)	Newman Saturday 26 June 2021, 10am-12pm	<p>NTCDS</p> <ul style="list-style-type: none"> The purpose of the listening posts was to: Highlight feedback from previous engagement activities. 	The listening post sessions included the display of static information boards (8 boards).	Residents, Landowners, Businesses, Resource Industry, Tourists/Visitors

Engagement Task	Date and Location	Purpose and Aim	Format	Whom
	(Newman Boulevard Shopping Centre)	<ul style="list-style-type: none"> • Present and obtain feedback on key considerations relating to land use, movement network and public realm. • Present and obtain feedback on draft Concept Plan, precinct character statements and key precinct opportunities. • Present and obtain feedback on potential public realm enhancements and place recommendations which could be delivered through incentives. <p>The feedback received will assist in the finalisation of the Concept Development Plan and development of the strategies and actions under the Incentivisation Plan for the NTCDS.</p>	<p>The listening post was held at this time and location to allow for increased visitation and within the study area so that attendees could familiarise themselves with the site.</p> <p>The listening post was advertised via the Shire's online platforms and Newman Community Board Facebook page.</p>	

Section

4.0

Engagement Outcomes & Analysis



4.0 Engagement Outcomes and Analysis

4.1 Stakeholder Meetings / Phone Calls

Between 17 and 19 June 2020 the TBB and Pracsys team undertook a site visit of Newman, Nullagine and Marble Bar, which also provided the opportunity to meet with key stakeholder groups and local community members to provide an introduction and briefing of the projects.

- Shire of East Pilbara Executive Team
- NCCI
- WA Police
- Creating Communities
- Desmond Taylor – Martu Local Interpreter
- Shire of East Pilbara – Marble Bar
- Nullagine local community members
- Newman Hotel
- Seasons Hotel
- Home and Timber Hardware

In addition to the meetings which occurred on site, TBB undertook stakeholder phone calls with DevelopmentWA and the Pilbara Development Commission and preliminary contact with Cellarbrations and BHP. Consultation with key government and non-government stakeholders will occur throughout the projects in order to maintain an ongoing dialogue.

A summary of the interview outcomes/minutes is provided at **Appendix A**.

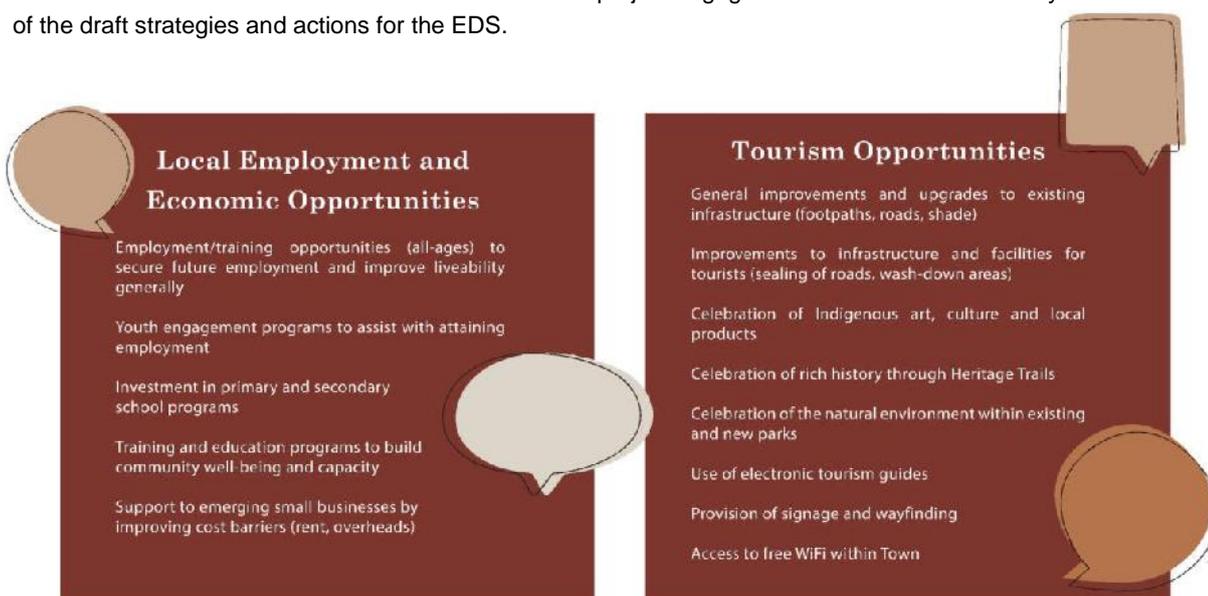
4.2 Online Surveys

The surveys were open for response for a period of 6 weeks (15 July 2020 - 28 August 2020). A total of 4 completed surveys were received all relating to the EDS.

A full scan of the completed surveys can be found at **Appendix B**.

4.2.1 Summary and Analysis of Outcomes

A summary and analysis of the key themes and messages that have emerged through the online surveys is summarised below. This feedback was used to inform the rest of the project engagement activities and ultimately assist in the development of the draft strategies and actions for the EDS.



4.3 Listening Post No. 1

Further to the recent release of two online surveys, members of the community were invited to attend any of the three drop-in sessions or 'Listening Posts' on the following days to understand the communities' thoughts and to assist in the development of the draft strategies and actions for the projects:

- Thursday 6 August 2020 – 5:00pm to 8:00pm, Newman Town Square.
- Friday 7 August 2020 – 4:00pm to 7:00pm, Nullagine Gallop Hall.
- Saturday 8 August 2020 – 2:00pm to 5:00pm, Marble Bar Community Resource Centre Community Market.

Members of the project team were on hand to hear thoughts and respond to any questions.

9 static boards were on display at the event and are contained at **Appendix D** of this report. The boards demonstrated:

- The purpose of the projects and listening post.
- The strengths, weaknesses and challenges for the NTC based on the four themes of public realm, built form, movement network and land use as derived from background analysis and stakeholder and community feedback to date.
- Economic development opportunities for the Shire as derived from background analysis and stakeholder and community feedback to date.
- Confirmation of the values and aspirations for the NTC.
- Ideas and aspirations for the NTC based on the four themes of public realm, built form, movement network and land use
- Analysis of the strategic context of the Shire and identification of key assets and attributes that could generate economic and tourism growth and development.

Each listening post involved the opportunity to participate in four interactive exercises using icon-based stickers and completion of two short feedback forms to allow the community to provide any additional inputs and comments.

It is estimated that more than 96 members of the community were in attendance across the three listening posts.

24 feedback forms were completed at the listening posts, comprising 16 forms relating to the EDS and 6 forms relating to general feedback. A copy of the completed forms are contained at **Appendix E** of this report.

4.3.1 Summary of Outcomes

A summary of the outcomes of the listening post exercises and feedback forms is summarised below:

Question	Summary of feedback representing the main themes as provided by respondents		Emerging themes
NTC Development Strategy			
Display Board 4 - Value Identification			
Qu Using the stickers provided, please help us locate			
Where you ride	Newman Drive	1	<ul style="list-style-type: none"> Improve access by connecting various town centre spaces and destinations and locating destinations and facilities within a walkable catchment Appropriate infrastructure needs to be provided (paths, shade, lighting, bicycle parking, universal access, end-of-trip facilities, wayfinding)
Where you walk	Lee Lane	1	
	Town Square	1	
	Iron Ore Parade	1	
	Newman Drive	1	
Where you drive	Iron Ore Parade car park	2	<ul style="list-style-type: none"> Reduce car dependency by improving pedestrian/cyclist paths (as above) Provide pedestrian-priority spaces Consolidate expanses of existing car parking and increase on-street parking
	Personal (Home)	2	
	Hilditch Ave / Salmon Way car park	1	
	Mia Mia Accommodation	1	
	Lee Lane car park	1	
	Parnawarri Retail Centre	7	
	Newman Boulevard Shopping Centre	7	
	Home Newman Hardware	2	
	Cellarbrations Liquor Store	2	
	Bottlemart Express	1	
	Newman Hotel (Purple Pub)	1	
	Muzz Buzz	1	
Your favourite meeting places	Dome Cafe	5	<ul style="list-style-type: none"> Consider Lee Lane and green spaces as a place for the community to relax, socialise and enjoy the local atmosphere
	Kiripirna Park	2	
	Newman Boulevard Shopping Centre	1	
	Newman Aquatic Centre	1	
	Bottlemart Express	1	
Your favourite park	Kiripirna Park	2	<ul style="list-style-type: none"> Enhance Town Centre and green spaces to encourage people to sit, meet, etc.
	Newman Aquatic Centre	1	

Question	Summary of feedback representing the main themes as provided by respondents		Emerging themes
Your favourite town centre space	Boomerang Oval	1	<ul style="list-style-type: none"> Consider increased use of Town Centre and green spaces for community-based events/activities and place activation opportunities
	Town Square	2	
	Kiripirna Park	1	
Key landmarks	Newman Visitor Centre	1	<ul style="list-style-type: none"> Improve wayfinding and connections between key landmarks within, and outside of, the Town Centre
	McCarthy Place Park	1	
	Kiripirna Park	1	
Areas to support future housing	Iron Ore Parade (eastern end)	1	<ul style="list-style-type: none"> Consider opportunities for development of vacant sites along Iron Ore Parade for future housing and retail
Areas to support more shops	Iron Ore Parade (eastern end)	1	
Places you avoid	Laneway behind Cellarbrations Liquor Store	2	<ul style="list-style-type: none"> Design of the Town Centre built form and public realm to create a safe, inviting and activated environment
	Hilditch Ave / Iron Ore Parade Park	2	
	Town Square	1	
	McCarthy Place Park	1	
	Cellarbrations Liquor Store	1	
	Boomerang Oval (gravel car park)	1	
	Skate Park	1	
	Newman Aquatic Centre car park	1	
Physical barriers you experience	Between Kiripirna Park and Newman Aquatic Centre	1	<ul style="list-style-type: none"> Provide legible connections through improved circulation and access, wayfinding/signage and design of the public realm and movement network
	Newman Aquatic Centre car park	1	
	Newman Boulevard Shopping Centre – eastern car park	1	
Display Board 5 – Aspirational Visual Board – Movement Qu What do you think makes a good street?	Streets for cars & footpaths	2	<ul style="list-style-type: none"> Consider focus of streets for appropriate use by cars in addition to 'people friendly' streets
	Streets for people & activities	2	
	Seating for relaxing	2	
	Streets for pedestrians & cyclists	1	
	Seating for convenience	1	
	Streets with on-street parking	1	
	Streets for cars	-	

Question	Summary of feedback representing the main themes as provided by respondents		Emerging themes
	Seating to gather & socialise	-	
Display Board 5 – Aspirational Visual Board – Land Use & Built Form Qu What is important to you in the design of a Town Centre?	Shady active main street	4	<ul style="list-style-type: none"> Opportunities for diverse built form such as shop-top housing and mixed-use development
	Fine-grain shop-top housing	3	
	Mixed use - multi-purpose development	2	
	Improved activation	1	
	Maintain good activation	-	
	Fully activated	-	
	Better activation	-	
	Better utilisation of these spaces and shopfronts	-	
Display Board 6 – Aspirational Visual Board – Public Realm – Parks & Trees Qu What do you think makes a good park or open space?	More trees along footpaths	5	<ul style="list-style-type: none"> Improve shading of pedestrian paths Opportunity for quick and cost-effective public realm structures
	Parklets & pop-up parks	5	
	Parks for active play	3	
	Shady sheltered parks	2	
	Tree-lined entry statement	1	
Display Board 6 – Aspirational Visual Board – Public Realm – Town Centre Qu What do you think makes a good Town Centre?	Community spaces	4	<ul style="list-style-type: none"> Varied use of Town Centre spaces for events that create a strong community feel, uses that provide after-hours activation and all-inclusive, culturally-appropriate activities
	Night time entertainment space	4	
	Spaces for families	3	
	Multicultural meeting spaces	3	
	Spaces for work, study and socialising	2	
	Meeting spaces outside shops	1	
EDS			
Display Board 3 – Strategic Context & Site Analysis Qu Please identify the top three assets or attributes that you value within the Shire?	Landscape and natural environment	5	<ul style="list-style-type: none"> Importance of strong connections to the landscape and natural environment Protect and celebrate the cultural heritage site and rich history of the Shire Acknowledge the importance of the mining sector and increase economic development opportunities for the Shire within this resource industry Promote and increase awareness of tourism, leisure and recreational
	Cultural heritage sites and history (e.g. Aboriginal rock art, petroglyphs, WWII)	5	
	Mining sector	5	
	Marble Bar (e.g. Visitor Centre, War Memorial, rocks, Water Tank)	5	
	Tourism (e.g. Carawine Gorge, Mount Robinson)	4	

Question	Summary of feedback representing the main themes as provided by respondents		Emerging themes
	Leisure and recreational opportunities (e.g. camping, prospecting)	3	<p>opportunities within the Shire that showcase the Pilbara region</p> <ul style="list-style-type: none"> Protect the strong community spirit and quiet/relaxed local atmosphere of the Shire
Community spirit	3		
Marble Bar Airport (new)	1		
Waterways (rivers and pools)	1		
Remoteness	1		
<p>Display Board 3 – Strategic Context & Site Analysis</p> <p>Qu Do you think we have missed anything from the plan?</p>	<ul style="list-style-type: none"> Mosquito Creek Twenty Mile (Sandy) Creek Beatons Creek One Mile Creek Kalgan Pool Garden Pool Running Waters Skull Springs Mount Robinson Hickman Crater Aboriginal Rock Art Lyna’s Lookout Nullagine War Memorial Marble Bar War Memorial Pardoo Station Stay Barn Hill Beachside Station Stay Unsealed road between Marble Bar and east of Shay Gap Airport Additional mining airports 		
<ul style="list-style-type: none"> General / Other Comments 			
<p>Qu Do you have any ideas / thoughts / comments for the project team?</p>	<ul style="list-style-type: none"> Use of technology to promote tourism opportunities Improvement to Wi-Fi and internet coverage Increased events/festivals opportunities Increased affordable shopping and food & beverage opportunities Increased affordable accommodation opportunities and improvements to existing accommodation (e.g. additional, and enhanced, caravan parks; improved camping facilities) Nullagine Cultural Centre including indigenous arts centre/gallery, ‘women’s shed’, small café and visitors centre Improved education of tourists to minimise medical emergencies Improvements to road access (particularly unsealed portion of Marble Bar Road) Improvements to availability of tourist information and opportunities 		

4.3.2 Analysis of Findings

Following the analysis of the themes that have emerged from the Listening Posts, the key findings and considerations that require further investigation and noting to inform the next phases of the projects, include:

4.3.2.1 Newman Town Centre Development Strategy

- Provision of signage for heritage/culture interpretation and wayfinding. Consider improvements to interpretation and storey-telling behind existing public art and sculptures, including possible public art 'trail'.
- Opportunity to consider location of tourist office or relocation of existing Visitor Centre in the Town Centre proper, in addition to improvements to availability of tourism information more generally.
- Consider mechanisms to introduce residential development within the Town Centre and encourage unique and diverse forms of development such as shop-top housing and mixed-use development, particularly for undeveloped land fronting Iron Ore Parade.
- Opportunity to engage with traditional owners and custodians to consider establishing an art and cultural centre/space/events within the Town Centre, which complements existing activities such as the Martumili Artists Gallery and any additional retail opportunities.
- Upgrades and beautification of Lee Lane and Salmon Way to increase activation, 'life on the street' and more space for socialising and events.
- General upgrades and beautification of public spaces and streets to provide more shade and legible connections between Town Centre spaces and destinations.
- Utilisation of currently vacant spaces, particularly tenancies bounded by Hilditch Avenue, Salmon Way, Lee Lane and Iron Ore Parade.
- Implement 'quick-win' place activation projects particularly within and surrounding the Town Square, such as community markets, night-time entertainment, 'pop-up' tenancies, spaces for work/study. Consider opportunity to close Lee Lane/Salmon Way to facilitate larger-scale events and festivals and incentives for use of The Edge and existing incubator spaces.
- Opportunity for diversity of food/beverage offerings, such as cafes or a pop-up kiosk as a quick win project.
- Improvements to existing short-stay accommodation facilities and provision of additional tourist accommodation options. Attendees acknowledged that the Shire is commencing the planning process for a new caravan park at Lot 302, the former laydown area/parking for BHP's Kurra Village site.
- Improvements to vehicular and pedestrian circulation through modifications to the existing movement network such as potential closure/narrowing of Lee Lane, consolidation of car park entries and clarity of priority movement/shared spaces.
- General upkeep and maintenance of existing facilities, including car parking, toilets, water fountains, and lighting, and improvements to general cleanliness of the Town Centre.

4.3.2.2 Economic Development & Tourism Strategy

- Improvements to road access (particularly unsealed portion of Marble Bar Road) to encourage tourists to explore the Shire towns of Newman, Nullagine and Marble Bar and surrounds and promote tourism within the Shire more generally.
- Provision of signage for heritage/culture interpretation and wayfinding, including electronic information displays and tourist audio tours.
- Improvements to availability of tourism information more generally, and collaboration between the towns of Newman, Nullagine and Marble Bar.
- Opportunity to engage with the Pilbara Regional Council and other relevant stakeholders to include East Pilbara towns and attractions on the 'Regional Tourism Trails'.
- Improvements to existing short-stay accommodation facilities and provision of additional tourist accommodation options with attention to quality and affordability.

4.4 Listening Post No. 2

Building upon the feedback we received from Listening Post No. 1 in August 2020 on the community's values and opportunities for the Town Centre, stakeholders and members of the community were invited to provide their feedback on the draft concept plan, including public realm enhancements and other key opportunities and draft priorities for implementation.

Listening Post No. 2 was held on Saturday 26 June 2021 between 10:00am and 12:00pm at Newman Boulevard Shopping Centre. Members of the TBB project team were on hand to hear thoughts and respond to any questions.

8 static boards were on display at the event and are contained at **Appendix G** of this report. The boards demonstrated:

- The purpose of the project and listening post.
- Summary of feedback from previous engagement activities.
- Draft Concept Plan, draft precinct character statements and key precinct opportunities.
- Place recommendations and priorities for implementation based on the four themes of public realm, built form, movement network and land use which could be delivered through incentives.

A short feedback form was provided to allow the community to respond to questions relating to each of the boards and to provide any additional inputs and comments.

It is estimated that more than 40 members of the community were in attendance. 9 feedback forms were completed at the listening posts. A copy of the completed forms are contained at **Appendix H** of this report.

The feedback received will assist in the finalisation of the Concept Development Plan and development of the strategies and actions under the Incentivisation Plan for the NTCDS.

4.4.1 Summary of Outcomes

A summary of the feedback provided on the forms is summarised below:

Question	Summary of feedback representing the main themes as provided by respondents	Emerging themes
Display Board 3 – DRAFT CONCEPT PLAN		
General comments	<ul style="list-style-type: none"> • Integrate indigenous stories in art • Address safety and social problems (particularly after hours) and improve lighting and CCTV • Trotman Avenue pedestrian accessway requires improved safety and appearance • Support for mixed-use and residential development • Provide more cafes/bars • Encourage more people to visit the Town Centre • Support for upgrade of gravel carpark west of Boomerang Oval and more parking (near Woolworths and caravan parking) • Support greening of streets • Use of Boomerang Oval as an event space • Waterplay • Consider the need for children's adventure play/waterplay and more indoor sports (netball courts) • Shortage of child care facilities 	<ul style="list-style-type: none"> • Ensure cultural elements in the infrastructure to build cultural awareness. • General improvements to streets and public realm through 'greening'. • Consider activation of public spaces to improve safety and surveillance. • Diversity of land uses to activate the Town Centre.

Question	Summary of feedback representing the main themes as provided by respondents	Emerging themes
Display Board 4 - WESTERN GATEWAY/ TOURISM PRECINCT IDEAS		
Qu Do you have any comments on the character statement (agree, disagree, want to add something)?	<ul style="list-style-type: none"> Support for the character statement – visiting staff need accommodation options close to amenities 	<ul style="list-style-type: none"> Consider improvements to, and expansion of, short-term accommodation facilities (including ‘spin-offs’). General improvements to streets and public realm through ‘greening’.
Qu Do you have any comments on the opportunities identified on the plan or any other opportunities you would like to add?	<ul style="list-style-type: none"> Provide more trees to reduce heat reflection from buildings 	
Display Board 5 - “HEART”/ MIXED USE PRECINCT IDEAS		
Qu Do you have any comments on the character statement (agree, disagree, want to add something)?	<ul style="list-style-type: none"> Support for the character statement – needs to be pedestrian friendly 	<ul style="list-style-type: none"> General improvements to streets and public realm through ‘greening’. Improve pedestrian safety and shared-space environments. Diversity of land uses and increased choice to activate the Town Centre, particularly after hours
Qu Do you have any comments on the opportunities identified on the plan or any other opportunities you would like to add?	<ul style="list-style-type: none"> Support for expansion of The Square and provide more turfed areas over concrete Restrict vehicle access between The Square and Boulevard Shopping Centre for pedestrian safety Ensure car parking areas can accommodate manoeuvrability of 4WDs Provide for a range of food and beverage options Increase street surveillance 	
Display Board 6 – RECREATION PRECINCT IDEAS		
Qu Do you have any comments on the character statement (agree, disagree, want to add something)?	-	-
Qu Do you have any comments on the opportunities identified on the plan or any other opportunities you would like to add?	<ul style="list-style-type: none"> Lawn bowls as inclusive sport for people with no children More playgrounds/adventure play/water play More activities for young people Consider Newman Club rather than recreation spaces Consider extending opening hours of the pool and provide heating for all-year round use 	<ul style="list-style-type: none"> Consider upgrades to existing play facilities to improve quality. Creation of a recreation / youth ‘hub’.
Display Board 7 – EASTERN GATEWAY / TOURISM / RESIDENTIAL PRECINCT IDEAS		
Qu Do you have any comments on the character statement (agree, disagree, want to add something)?	<ul style="list-style-type: none"> Encourage townhouses Provide more street lighting 	<ul style="list-style-type: none"> Diversity of land uses and increased choice to activate the Town Centre, particularly after hours. Consider activation of public spaces to improve safety and surveillance.
Qu Do you have any comments on the opportunities identified on the plan or any other	<ul style="list-style-type: none"> Food trucks Late night shopping 	

Question	Summary of feedback representing the main themes as provided by respondents	Emerging themes
opportunities you would like to add?	<ul style="list-style-type: none"> Consider noise for residential development along Newman Drive 	
Display Board 8 – PRIORITIES FOR IMPLEMENTATION & NEXT STEPS		
General comments	<ul style="list-style-type: none"> Provide incentives for tourists to stay BHP as likely funder/support for car park north of Aquatic Centre 	<ul style="list-style-type: none"> Considerations for Incentivisation Plan.

4.4.2 Analysis of Findings

Following the analysis of the information provided on the feedback forms, discussions at the Listening Post and discussions with major stakeholders/landowners, the key findings and considerations that require further investigation and consideration in the finalisation of the Concept Development Plan, include:

- The Square and Edge spaces were extremely underutilised. There is the opportunity to encourage better use of these spaces as incubator spaces for start-up businesses, with an emphasis on encouraging creative industries/arts and also celebrating indigenous heritage and culture.
- There is a perceived lack of child care facilities within the town and those waitlists are extremely long. This leads to staffing issues more broadly due to staff not being able to place their children in child care.
- The Boulevard shops and car park is confusing for cars and pedestrians. This could be improved through better signage and creation of a slow-speed shared space environment.
- Cultural heritage trail / interpretation should be explored through landscaping and public realm enhancements.
- Better-quality playgrounds are required within the Town Centre. Use of the undeveloped area north of the Aquatic Centre creates good synergies with the broader recreation masterplan project and existing recreation uses.
- The pedestrian accessway between Trotman Avenue and Hilditch Avenue behind the Newman Hotel is well utilised, however requires upgrading. Whilst technically outside of the study area, this as a key public realm upgrade.
- A keenness for public realm enhancements as a key visual attractor for their respective businesses and arrival point from the east/west of town.

Refinements to some elements of the draft Concept Plan in response to common opportunities expressed will be necessary. These include additional land uses (Mixed Business and Community/Tourism Facilities) and modifications to the redevelopment opportunities for the Seasons Hotel acknowledging current business plans.

Section

5.0

Next Steps



5.0 Next Steps



APPENDIX A

Stakeholder Meeting Minutes



MINUTES OF MEETING

Newman Town Centre Development Strategy

DevelopmentWA
17 June 2020, 1.00-1.45pm
Venue: Teleconference

Attendees

Will Eyres – Senior Development Manager	DevelopmentWA
Karen Hyde	TBB
Katherine Shirley	TBB

Minutes

DevelopmentWA Involvement/Background

- DevWA was originally engaged by the State to provide project management services for the NRP
- Royalties for Regions – \$40M package, however DevWA believe a good outcome was achieved
- Town Square \$6M component; won Best Civic Space award
- Good governance models; integrates with procurement and resources strategy prepared with the Shire (worth revisiting)
- Needs clear place management framework (included in Memorandum of Understanding (MOU)) and requires revisiting
- MOU – resourcing, prioritisation of spaces, build capacity within Shire

- Anti-social behaviour emanates from high trading bottle shop (Cellarbrations)
- Aspirational population target at 15,000 was too high
- Declining population major issue
- BHP, Fortescue, RTIO all supportive and contribute well financially
- \$2B worth of assets for the Shire

Town Centre Opportunities

- Prioritise the use of the Town Square space over other spaces, particularly where other events occur in incumbent locations
- Newman Markets was a key proposal
- The Edge commercial kitchen – hard to find a tenant, costs with cleaning after use
- DevWA attempted to relocate library to Town Square
- Remote learning and training opportunities at The Edge (mezzanine level); talks with University of Queensland
- Town Square needs passive surveillance – DevWA attempted CPTED principles
- Sculptures and water features relate to Nyiyaparli stories, however shutdown due to maintenance issues with water play

- Improve pedestrian movement between shopping centre and Town Square
- Fortescue Golf Club has good facilities

- No servicing issues within the Town Centre (full contingency supply)
- Oversupply of housing – DevWA has 60 serviced lots and 200 lots in supply
- DevWA stocked out of industrial land (next stages constrained by Native Title)
- Approximately 300 vacant BHP properties
- Preference for BHP workers to stay in town following closure of Kurra Village

Tourism Opportunities

- Shire as the gateway to Karijini
- Martumili Art Gallery – purpose-built building
- Town Square
- Visitor Centre and associated accommodation – potential to relocate within Town Square

DevWA Stakeholder Engagement

- A lot of ground work by DevWA and extensive consultation with local community groups
- DevWA engagement with CEO of Nyiyaparli
- Smaller food clubs – Philippine, Maori, Thai
- Vendors for markets
- FMG
- RTIO (regarding expansion of Saint Angeles mine)

MINUTES OF MEETING

Economic & Tourism Development Strategy

Nullagine Community Members
18 June 2020, 6.00-7.00pm
Venue: Nullagine Hotel

Attendees

11 Community Members

Karen Hyde	TBB
Katherine Shirley	TBB

Minutes

Nullagine Background

- Small, young, multicultural population
- Culturally and linguistically diverse (CALD)
- Perception that young people want to stay with family; very close-knit community
- Novo trying to acquire old Millennium site
- High attendance rate at Nullagine School

Ideas and Opportunities for Nullagine

- Swimming pool (possible location at gym/Nursing Post)
- Art gallery (e.g. Martumili art annex)
- Community hub / multipurpose centre – arts centre, café, pool, gym
- Nullagine Visitors Centre
- Water park with prospecting theme
- Climate responsive design (e.g. shade, grassed areas, shaded car parking areas)
- Second hand store (in collaboration with CRC)
- Tourism trail between Newman and Marble, through Nullagine
- Coordination of events with all towns
- Sporting competitions between three Shire towns and Port Hedland
- Food truck events
- Consider seasonal nature of activities and events
- Use of Nullagine Dam for events and improve facilities (rubbish bins, picnic facilities)
- TAFE and spin-off uses (e.g. hospitality and retail training); Port Hedland TAFE expressed interest in opportunities with Nullagine; good commercial cooking facilities at Nullagine School
- Student exchange opportunities with Christ Church Grammar School
- Good internet, however improve phone signal outside of town
- Promote local business growth through use of incentives

- Celebrate culture and history (e.g. storytelling and landscape)
- Promote prospecting through improved signage and maps
- Aquaculture
- Promote natural landscape through information-sharing and mapping (CSIRO currently testing in nearby rivers)
- Improve Caravan Park facilities

Ideas and Opportunities for Newman

- Discount Department Store (e.g. Target, Kmart, Big W)
- Fast Food Drive-Thru

Future Consultation and Engagement

- Engagement with Traditional Owners through Walter Stream
- Walter Stream has assisted with heritage signs along Marble Bar Road relating to '7 Sisters'
- Councillor Stacey Smith as conduit for future consultation
- FMG, Roy Hill and BHP already provided grants to Nullagine School

MINUTES OF MEETING

Newman Town Centre Development Strategy & Economic and Tourism Development Strategy

Shire of East Pilbara Executive Team Meeting

18 June 2020, 8.30-9.30am

Venue: Council Chambers, Newman

Attendees

Jeremy Edwards – CEO	Shire of East Pilbara
Sian Appleton Executive Manager Corporate Services	Shire of East Pilbara
Lisa Edwards – Manager Land Use Planning	Shire of East Pilbara
Ben Lewis - Executive Manager Commercial Services	Shire of East Pilbara
Lisa Clack - Executive Manager Customer and Community Services	Shire of East Pilbara
Raees Rasool - Executive Manager Infrastructure Services	Shire of East Pilbara
Dawson Demassiet-Huning - Senior Consultant	Pracsys
Karen Hyde – Senior Associate	TBB
Katherine Shirley - Associate	TBB

Minutes

- Potential to workshop with incubators.
- Additional workshop/trip would be outside of the brief.
- Population for Newman was targeted at 15,000 but now a change in direction and lower population expected.
- Original vision to pedestrianise Lee Lane.
- Capitalise on high investment in Town Square and The Edge.
- Hardware store wasn't meant to remain and creates a barrier.
- BHP supports the shopping centre through reduced rents.
- The Beach land is in freehold.
- Consider visitor accommodation and residential at vacant sites along Iron Ore Parade.
- Newman Drive – improve wayfinding from future caravan park into town.
- BHP expanding current day care centre south of Newman Drive with the family work centre.
- Governance model was critical but relied upon landowner willingness but they need incentives.
- What is currently being outsourced that could be kept in Newman?
- Community Needs Assessment needs to be realistic and not aimed too high.
- The Edge model was appropriate at the time.
- NRP great document but only ~20% relevant or should be aiming for less.
- East Newman Precinct Plan – BHP/Shire scoping now; cultural mapping with Martu occurring now.
- General industry and access to industrial land is a key barrier for businesses. \$32B expansion planned in East Pilbara but can't get access to land.

- Justify the need in EDS to release industrial land; Shire doesn't currently have business case nor the numbers; significant contribution to GDP.
- State identified industrial land but under Native Title (10 years ago identified); identified 36ha of reserved land in Airport Master Plan (to be released next week).
- Shire is working with DevelopmentWA and Industrial Lands Authority regarding land release.
- Cost of bypass through the Town Centre would be too high; light industry within Town wouldn't require the bypass.
- Top-down approach and bottom-up approach to support industrial land needed and could occur through online survey.
- Draft LPS to be presented to Council next month.
- Shire Executive agree that NRP is a good document however pitched too high and not able to deliver; seen as a wish list but didn't prioritise; what are the timeframes (next 5 years, 10 years?); consider forward capital works.
- NTC Development Strategy to focus on quick wins, short-term and up to 10 years; services required to sustain the population.
- Industrial supply needs to happen now – government stimulus; business owners are expressing interest.
- Keep discussion going with Shire Executive and report on findings.

Consultation and Engagement

- Current site visit/trip to be by way of an introduction.
- Potential to have two workshops still but would mean a third trip.
- Marble Bar and Nullagine very different community; less transient.
- Obtain local knowledge.
- What does tourism mean for Marble Bar and Nullagine?
- Draft LPS seeks to introduce tourism zone – are there other sites that should be identified?
- Acknowledge Crown Land barriers.
- Marble Bar Commonage Reserve managed by Shire and not under Native Title seen as an opportunity.
- Traditional Owner engagement to occur through Creating Communities for Newman.
- Use established contacts for Nullagine and Marble Bar.
- Consider Shire buildings in Marble Bar and Nullagine that could be used for art gallery.

Online Surveys

- Change language to better suit lay person.
- Opportunity for polling through website.
- Central platform so that the community isn't confused with consultation.
- Draft LPS has been over-consulted; been around for too long; don't include in 'platform'.
- Provide Creating Communities with timing/program.
- BHP Pulse and SoEP Community Perceptions surveys released all at same time so there is a need to be mindful of that.
- Workshops planned by Creating Communities for most 'pathways'.
- Vision consultation to occur as Drop-in/listening post and workshop for concept/implementation.

- Crunch-time for Minister's briefing etc. in the next few months (Premier/Minister for opening of PAMS facility and fire station (between Aug and Sept)).

EDS

- Pracsys to request information from 5 key businesses which have expressed interest to the Shire in industrial development, however with introduction from SoEP (Stockman Engineering, Cummins, Core Fleet, Komatsu).
- Outcomes only need to be a one-page briefing not for State Government/DevWA discussions.
- How many jobs? How much land is required?
- Would benefit from telephone conversations.
- EDS would only detail top 5 projects that are shovel-ready.
- Economic impact assessment would be beneficial (but outside of scope).
- Airport Master Plan – draft expected in mid July followed by consideration by Treasury under section 39.
- Pracsys to provide scope for Business Case (to be delivered within next month).
- 2-3 weeks for preparation of industrial lands concept plan (36 ha).
- Servicing Report commenced today.
- Scheme Amendment to occur at a later stage proposing Special Control Area.

MINUTES OF MEETING

Newman Town Centre Development Strategy & Economic and Tourism Development Strategy

Shire of East Pilbara Marble Bar
18 June 2020, 8.30-9.30am
Venue: Marble Bar Administration Centre, 20 Francis Street

Attendees

Lisa George - Coordinator Community Wellbeing - Rural	Shire of East Pilbara
Dawson Demassiet-Huning - Senior Consultant	Pracsys
Karen Hyde – Senior Associate	TBB
Katherine Shirley - Associate	TBB

Minutes

EDS Opportunities

- Local stories have a place in tourism offering
- Geotourism opportunities
- Additional tourism opportunities: prospecting, minerals, camping, nature, dinosaur foot prints
- Marble Bar airport project (was a funding request to federal government but was unsuccessful)
- Preference for Marble Bar residents to travel to Port Hedland for local shopping needs due to greater offering (particularly discount department stores) and sealed road
- Issues with road flooding where access can sometimes be restricted for up to 4 months
- Opportunity to enhance/expand upon the annual Marble Bar Cup as it can attract thousands of people, however the current venue is at maximum capacity
- Tourism numbers are steady (predominantly RVs), however caravan park requires additional capacity and upgraded facilities
- Lack of signage and infrastructure at key aboriginal sites (i.e. no plaques describing the local story, meaning for aboriginals, or use by others)
- Some stations (pastoralists, limestone mining, etc.) provide accommodation, however opportunity to expand upon
- Solar farms are an opportunity in the region, however need to develop appropriate local skills to take advantage of opportunity, i.e. maintaining infrastructure
- Opportunity to leverage from Fortescue sustainability targets
- Education and health services could be accessed more readily through the use of technology (seen through COVID)

Future Consultation and Engagement

- LG to provide list of businesses and contacts in Marble Bar
- Capacity of service and utility infrastructure may require further investigation
- Pastoralists need to be consulted to understand their connections with towns

MINUTES OF MEETING

Newman Town Centre Development Strategy

Newman Futures & East Newman

19 June 2020

Venue: Shire of East Pilbara Offices

Attendees

Donna Shepherd – Managing Director	Creating Communities
Jeremy Edwards – CEO	Shire of East Pilbara
Dawson Demassiet-Huning - Senior Consultant	Pracsys
Karen Hyde	TBB
Katherine Shirley	TBB

Minutes

- Forward works program - \$80m of building works – not realistic.
- Newman Futures Project – East Newman Precinct Planning; funded by BHP; incorporates economic planning.
- Vision focused on a suitable economy that is inclusive to all.
- Collaborate with Creating Communities regarding consultation for East Newman.
- Newman Future Project as a result of realisation to prepare young children for work through school.
- Not one Martu child graduated from school for as long as anyone can remember.
- Why is it that Martu aren't graduating – housing, social problems?
- Work with schools and small businesses to improve hygiene,
- Housing considerations - 300sqm block, land use/zoning implications.
- Culture and country – Nyiyaparli and Martu to come together to sign a Cultural Compact next month.
- Improve relationship in East Newman and remote communities – health and wellbeing (access to basic services, housing reinvestment, safety).
- Education and training pathway – new ways of learning, contributions from BHP.
- Economy and work – regional service hub and build sustainability (general industry and access to industrial land).
- Coined as “collective impact” project – encourage stakeholders agreeing to one plan.

MINUTES OF MEETING

Newman Town Centre Development Strategy & Economic Development and Tourism Strategy

Desmond Taylor

19 June 2020

Venue: Shire of East Pilbara Offices

Attendees

Desmond Taylor

Jeremy Edwards – CEO

Dawson Demassiet-Huning - Senior Consultant

Karen Hyde

Katherine Shirley

Shire of East Pilbara

Pracsys

TBB

TBB

Minutes

- Seating, shade lacking in Town Centre.
- Separate seating in public spaces for cultural reasons.
- Functional spaces in Town Centre.
- BBQ's and water fountains used by Martu.
- Poor lighting in some spaces.
- NTC opportunities:
 - Community garden for seating/growing produce.
 - Education in hospitality/skills using commercial kitchen at The Edge.
 - Kalgan and Newman Drive as entry statement with tree planning (e.g. river gums).
 - Martu murals on walls/shopping centres (story-telling).
 - Interactive interpretation stations.
 - Martu stories (Niyaparli) throughout town.
 - Martu business opportunities.
 - Incubator space.
 - Tour bus (e.g. old stockyards and around town, Wild Dog Creek and Bonney Downs Station); Karika Niyaparli Aboriginal Corporation could run tours.
 - Martu presence at Visitor Centre.
 - More playgrounds and sporting clubs (football, netball).
 - Screen local filmmakers on Town Square screen.
- Opportunity for Martu patrol having respect and understanding and passing messages from county; support by SoEP.
- Martumili annex in Marble Bar and Nullagine (similar to Spinifex in Port Hedland).
 - Could occur through Body Corporate of Martumili; already have sheds in Jigalong.
 - Requires safe place to stay and transport.

- Martu desire to paint other things and start own business in Marble Bar and Nullagine; keep local/local products.
- Annex could be facilitated through CRC.

MINUTES OF MEETING

Newman Town Centre Development Strategy & Economic and Tourism Development Strategy

Newman Chamber of Commerce & Industry (NCCI)

19 June 2020, 6.00-7.00pm

Venue: NCCI, 7/46 Iron Ore Parade, Newman

Attendees

Tony Carroll – Vice President	NCCI / AJ's Handyman Repairs
Karen Hyde	TBB
Katherine Shirley	TBB

Minutes

Newman Town Centre – general comments

- The Edge – excellent commercial kitchen facilities, however maintenance/cleaning and hire costs are a big barrier
- Safety and anti-social issues with location of liquor store (Cellarbrations) and Town Square, park opposite NCCI and near old Post Office
- NCCI understand that local businesses have an interest in innovation however there is limited time to implement as people are too busy
- High costs associated with freight/shipping of products (too high for small businesses)
- Rental accommodation is expensive (both residential and commercial), particular for non-mining related businesses
- Perception that love of the outdoors is what draws people to Newman, and encourages them to stay
- Concern with potential for incompatible uses (e.g. motor repair) to locate within the town centre

Ideas and Opportunities for Newman

- Shop-top housing to reduce rent and overhead costs
- Improve divide between east and west Newman
- Preference for larger residential lots and flexible zoning in order to operate business from home
- Improve housing / built form along entry into town from the highway
- Opportunity for clothing and discount department stores within town
- Boulevard Shopping Centre requires upkeep and maintenance
- Newman community very attached to sporting groups with opportunity for increased participation and facilities (The Beach currently closed)
- Indigenous education opportunities similar to what the Wilmot family currently offers

- Perception that young people like to remain in Newman due to close-knit nature of the community; tertiary education facilities adequate however opportunity for improvement, particularly IT and automation
- Assist businesses to implement innovative processes
- Opportunity for additional health services (e.g. dental care)

Future Consultation and Engagement

- Opportunity for TBB to present at NCCI After Hours Event; ideally hosted by the Shire in order to increase attendance

MINUTES OF MEETING

Newman Town Centre Development Strategy

Newman Police

19 June 2020, 12.30-1.30pm

Venue: Newman Police Station, 48 Mindarra Drive, Newman

Attendees

Senior Sargent J Munday

WA Police

Karen Hyde

TBB

Katherine Shirley

TBB

Minutes

Key issues identified

- Residents and visitors have a poor perception of Newman Town Centre although there are currently limited actual crime incidents
- The main perceived 'problem areas' are associated with gathering places where Aboriginal visitors from the country congregate and often drink alcohol
 - area at the back of the swimming pool
 - bus shelter opposite Centrelink
 - two parks behind Home hardware store
- Newman Police are trying to engage with Martu elders to create an organisation/ranger group/street patrol to oversee and manage anti-social behaviour

Potential management solutions

- The current alcohol/liquor accord established with the Elders between 12-3pm is working well
- CCTV in the town centre
- Improved street lighting
- Improve derelict sites quickly
- Showcase Martu artwork
- More sport opportunities for young Martu

Potential strategic town centre opportunities

- Redevelopment of the 'Retrovision' site for a community use such as a library
- Greater activation around the Newman Aquatic Centre
- Consider Lee lane as one-way or close off on occasions for greater pedestrian-based activity such as markets, food stalls
- More evening/night-time activities in the town centre

MINUTES OF MEETING

Newman Town Centre Development Strategy & Shire of East Pilbara Economic Development and Tourism Strategy

Pilbara Development Commission

24 July 2020, 11.30am - 12pm

Venue: TBB and Teleconference

Attendees

Richard Bairstow – Manager Land and Infrastructure	PDC
Michael Heap - Director Regional Development	PDC
Jenna Dodge – Senior Project Officer	PDC
Katherine Shirley	TBB

Minutes

Newman Town Centre Development Strategy

- Newman Town Centre regarded as having great infrastructure however struggle is to activate
- Great potential in the Town Square to activate with the TV screen
- Activation of the TC requires a good place management, governance structure and resourcing within the Shire
- Opportunities to share resources between the Shire, Martu and KJ
- Outback Fusion Festival regarded as a success
- Opportunity for the Shire and BHP to invest in soft infrastructure

Economic Development & Tourism Strategy

- Consider mine repurposing for economic development opportunities
 - Whaleback Mine could be used for economic diversification and not just rehabilitation
- PDC Strategic Initiatives project focuses on agricultural diversification
- Promote Canning Stock Route and KJ involvement
- Freight route would assist economic growth and diversification in Newman

MINUTES OF MEETING

Shire of East Pilbara Economic Development and Tourism Strategy

Pilbara Development Commission
2 September 2020, 3.30-4.30pm
Venue: Teleconference

Attendees

Carolyn Biar – Senior Regional Development Officer	PDC
Karen Hyde	TBB
Katherine Shirley	TBB

Minutes

- Main opportunities for the Shire
 - Early geoheritage / story of “early earth”
 - Cultural connections with Indigenous
- Harness economic potential from tourism
 - Accommodation of a poor standard
 - Lack of tourism product
 - Use of “wikicamps” due to lack of information in Visitor Information Centres
 - Caravan parks should be for use by tourists and not FIFO works (cost and facilities)
 - 80% or more of spend stays locally
- PDC current projects
 - Product strategy across Warlu Way
 - Shire’s competing with each other
 - Visitor Centres and employees need to better-informed
 - Pilbara Trails to include SoEP towns and tourism opportunities such as song lines, geotrails, cultural stories
 - Traditional Owner consultation by PDC to get everyone talking/working together
- Demand Needs Analysis for Short-Stay Accommodation in the Pilbara Region (2013)
 - Address the need for short-stay accommodation (prepared at the height of the ‘boom’)
 - Focus on accommodation that isn’t attractive to the resource industry and located away from mining camps
 - Niche product that isn’t swallowed by the resource industry focused on station stays and Aboriginal cultural stays
- Other attractions / opportunities
 - Red Dog Highway
 - Karratha to Newman in 3 hours
 - Opens up “song lines”
 - Human footprints in stone

- Dark Sky Park
- Mount Whaleback
- Cruise ships
 - Main focus is Kimberley but now turning attention to the Pilbara
- Eco retreat (not top-end glamping)
 - Opportunity within Karlamilyi National Park area
 - Consider opportunities similar to Cheela Plains Station Stay offering swimming holes, geohistory, astrotourism and capturing the “drive market”
- DBCA investigations to include Meentheena as National Park status
- Further engagement with PDC moving forward and include on stakeholder list for further inputs into EDS

MINUTES OF MEETING

Job Title

Newman Town Centre Development Strategy
26 June 2021

Attendees

Jerry	Seasons Hotel
Karen Hyde – Senior Associate	TBB
Katherine Shirley - Associate	TBB

Minutes

- Pacific Hotels – Cairns, Mackay, Brisbane, Sydney, Canberra
- One primary investor and smaller investors
- Pacific Hotels acquired Seasons Hotel in November 2019
- Landscaping and external refurbishments finished in the last 6 months (\$500,000 refurbishment)
- Internal refurbishments to follow
- Shouldn't be threatened by other residential/short-stay/F&B
- Food trucks have been well received
- Pacific Hotels considered iconic haulpak truck Trucks near entrance as key attracter
- Pedestrian connections between Newman Drive and Iron Ore Parade is a good idea but back area requires more parking (but no. of bays not known) therefore reconsider vehicle connection between Newman Drive and Iron Ore Parade
- Consider where car parking for buildings proposed north of Seasons Hotel would be provided
- Mine shutdown fills hotel
- Monday-Friday 80% mining workers
- Tourists main stay one night only
- No plans for any expansion of number of rooms
- 75% occupancy is ideal but currently operating at approximately 60%
- Restricted alcohol license
- Staffing an issue – lack of backpackers and high mining wages
- Top 3 priorities:
 - o Address vacant land at entrance of town
 - o Mural – consider Martumilli artwork on hotel
 - o Newman Drive tree-planting

MINUTES OF MEETING

Job Title

Newman Town Centre Development Strategy
26 June 2021

Attendees

Grant & Mike	Newman Hotel
Karen Hyde – Senior Associate	TBB
Katherine Shirley - Associate	TBB

Minutes

- Newman Hotel as sponsors for many sporting clubs due to noticing poor engagement in Town from FIFO workers
- Owned for 4 years – reinvested \$4million through refurbishment with family-friendly focus
- Permanent residential generally supported to get families in town
- Offer longer terms stay options
- Occupancy roughly 60% per annum (160 rooms)
- Future refurbishments as cash-flow permits
- Problem with increasing power supply (transformer) through BHP
- \$250,000 just for electricity connection – been working on it for two years
- Issues with increasing laundry facilities due to power supply
- FIFO workers use hotel dining as mess hall
- Multicultural workforce (kitchen-hands and chefs)
- Encourage local contractors to work on refurbishments
- Acquiring front of house staff has been difficult during COVID
- 85 staff across Newman & Capricorn Hotels
- Visual improvements and enhancement to visibility from the street is only recent
- Would support more greening of streets
- Struggled with achieving Building Permits due to parking provision
- Shortage of child care – happy to accommodate on-site (struggle to get workers) – 18 month wait-list for child-care services
- Newman Hotel only just re-joined NCCI
- Trotman Avenue PAW used more than Newman Drive for residents at back of hotel but requires improvements
- Newman Hotel not against looking elsewhere in town for additional land/investment opportunities – e.g. The Edge
- Invested in security and crowd control
- Not enough CCTV in town
- High crime over the last 9 months (drugs related)

- Meetings with Shire have requested more CCTV
- Main entry to Town from the Highway needs improvement
- Open to discuss land-swaps etc with BHP on adjoining sites

MINUTES OF MEETING

Job Title

Newman Town Centre Development Strategy
26 June 2021

Attendees

Andy	Home & Timber Hardware
Karen Hyde – Senior Associate	TBB
Katherine Shirley - Associate	TBB

Minutes

- Home Hardware – 9 years freehold site
- Pilbara Electrical – 2 years freehold site, progressing approvals for shed at rear
- Ashburton Aboriginal Corporation moving into site to north
- Perceived low demand for residential in Newman due to property prices
- Street trees need to be mature to avoid vandalism
- Home Hardware has tenancy in light industrial area (LIA)
- Everyone drives large vehicles – needs better manoeuvring – shade structures not ideal due to vehicle mast height
- Car park changes near The Square car entry are supported due to safety concerns
- Formalisation caravan parking supported
- No future plans for Electrical Store
- Electrical Store - poor foot traffic compared to shopping centre tenancy
- Safety and crime is a big concern
- Vehicles use Lee Lane/Iron Ore Parade and not Hilditch Avenue to access the Town Centre
- The Square needs improvement

APPENDIX B

Completed Online Surveys



SHIRE OF EAST PILBARA ECONOMIC DEVELOPMENT AND TOURISM STRATEGY ONLINE SURVEY QUESTIONS

Project Overview and Survey Purpose and Instructions

- The Shire of East Pilbara, with funding from the Pilbara Development Commission, has engaged Pracsys, with assistance from TBB, to develop an Economic and Tourism Development Strategy for the Shire to establish a clear vision and set of actions that will guide the Shire to support its aims of creating the conditions for a diverse and sustainable economy, providing valuable employment opportunities and improving living standards for local residents. The draft Strategy is to be presented to Council for adoption in late November 2020.
- The purpose of this survey is to understand from the local community and business owners ways in which the towns within the Shire can support growth in economic, employment and tourism opportunities. The outcomes of the survey will be used to inform the rest of the project engagement activities.
- In addition, TBB, in collaboration with Pracsys and EPCAD, has been engaged by the Shire of East Pilbara, with funding from BHP, to prepare the Newman Town Centre Development Strategy, to improve public areas and streets, parking and pedestrian access, design outcomes and preferred land uses to deliver an attractive and activated Newman Town Centre. The Strategy will identify opportunities for quick wins, priority actions, implementation projects and innovative forms of development. A separate set of survey questions relating to this project can also be accessed via the Shire's website.
- The strategies and actions of both projects will be aligned with the Newman Futures project by BHP, the Shire of East Pilbara and Creating Communities which was initiated in January 2019 to explore innovation and new technologies and create a shared vision to build a diverse and sustainable economy that is inclusive to all.
- This survey has been structured in two parts:
 - Part A (Qu's 1-3) includes questions for anybody that visits and uses the Shire towns of Newman, Nullagine and/or Marble Bar.
 - Part B (Qu's 4-12) is specifically for current or future business owners or operators.
- Please complete as many of the below questions as you wish by either typing in the space provided or ticking the appropriate box/es. Once complete, please send the completed survey to the email address provided in the link.

Respondent Details

Name (optional):

Affiliated group/organisation (if any):

Age:

Which town do you reside in (Newman, Nullagine, Marble Bar or other):

Survey Questions

Estimated time to complete: 5-10 minutes

Part A - General Questions

Your thoughts on how the Shire and main towns of Newman, Nullagine and/or Marble Bar can be activated through economic, employment and tourism opportunities

1. Are you able to identify up to three ideas or projects that could increase local employment in the Shire?

2. Are you able to identify up to three ideas or projects that could improve tourism opportunities within the Shire?

3. Is there anything else you would like to comment on in connection with economic development and tourism in the Shire the Shire?

Part B - Current and Future Business Owners/Operators

4. Do you own/operate a business within the Shire? If so, please answer questions 5-11. If not, please answer question 12 below.

5. What type of business do you own/operate, and in which Shire town? (Please tick the appropriate box. You may select more than one response.)

- Mining, oil, gas
- Manufacturing
- Transport, postal, warehousing
- Construction
- Retail trade
- Accommodation and food services
- Administrative and support services
- Education and training
- Personal and other services
- Other, please specify

6. Are there any external factors that would assist your business and business growth? (Please tick the appropriate box. You may select more than one response.)

- Proximity to client and/or suppliers
- Passing trade
- Affordability/availability of land
- Accessibility to reliable services (e.g. electricity, water, etc.)
- Improvements to public spaces near your business
- Improved road and pedestrian accessibility
- Internet speed
- Access to specialised facilities or equipment (e.g. shared workspaces)
- Other, please specify

7. Who could assist you in addressing the external factors that are restricting your business and business growth (e.g. Shire, state government agencies, non-government agencies, mining and resource sector)

8. Does your business have any investment or project plans? If yes, please specify.

9. Which current or potential projects within the Shire are important for supporting the growth of your business? (Please tick the appropriate box. You may select more than one response.)

- Marble Bar Airport
- General Industrial Land Development – Newman Airport
- Newman Bypass Road
- Newman Caravan Park
- Cape Keraudren Potable Water
- Cape Keraudren Boat Ramp
- Newman Airport Upgrades
- Regional Service Hub for Newman

10. Is there anything else you would like to comment on in connection with business activity in the Shire?

11. Are there any training and education opportunities you think your business could offer or benefit from?

12. Would you like to own/operate a business within the Shire? And if so, what would help you achieve this?

SHIRE OF EAST PILBARA ECONOMIC DEVELOPMENT AND TOURISM STRATEGY ONLINE SURVEY QUESTIONS

Project Overview and Survey Purpose and Instructions

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1. Are you able to identify up to three ideas or projects that could increase local employment in the Shire?

2. Are you able to identify up to three ideas or projects that could improve tourism opportunities within the Shire?

3. Is there anything else you would like to comment on in connection with economic development and tourism in the Shire the Shire?

Part B - Current and Future Business Owners/Operators

4. Do you own/operate a business within the Shire? If so, please answer questions 5-11. If not, please answer question 12 below.

5. What type of business do you own/operate, and in which Shire town? (Please tick the appropriate box. You may select more than one response.)

- Mining, oil, gas
- Manufacturing
- Transport, postal, warehousing
- Construction
- Retail trade
- Accommodation and food services
- Administrative and support services
- Education and training
- Personal and other services
- Other, please specify

6. Are there any external factors that would assist your business and business growth? (Please tick the appropriate box. You may select more than one response.)

- Proximity to client and/or suppliers
- Passing trade
- Affordability/availability of land
- Accessibility to reliable services (e.g. electricity, water, etc.)
- Improvements to public spaces near your business
- Improved road and pedestrian accessibility
- Internet speed
- Access to specialised facilities or equipment (e.g. shared workspaces)
- Other, please specify

7. Who could assist you in addressing the external factors that are restricting your business and business growth (e.g. Shire, state government agencies, non-government agencies, mining and resource sector)

8. Does your business have any investment or project plans? If yes, please specify.

9. Which current or potential projects within the Shire are important for supporting the growth of your business? (Please tick the appropriate box. You may select more than one response.)

- Marble Bar Airport
- General Industrial Land Development – Newman Airport
- Newman Bypass Road
- Newman Caravan Park
- Cape Keraudren Potable Water
- Cape Keraudren Boat Ramp
- Newman Airport Upgrades
- Regional Service Hub for Newman

10. Is there anything else you would like to comment on in connection with business activity in the Shire?

11. Are there any training and education opportunities you think your business could offer or benefit from?

12. Would you like to own/operate a business within the Shire? And if so, what would help you achieve this?

SHIRE OF EAST PILBARA ECONOMIC DEVELOPMENT AND TOURISM STRATEGY ONLINE SURVEY QUESTIONS

Project Overview and Survey Purpose and Instructions

- The Shire of East Pilbara, with funding from the Pilbara Development Commission, has engaged Pracsys, with assistance from TBB, to develop an Economic and Tourism Development Strategy for the Shire to establish a clear vision and set of actions that will guide the Shire to support its aims of creating the conditions for a diverse and sustainable economy, providing valuable employment opportunities and improving living standards for local residents. The draft Strategy is to be presented to Council for adoption in late November 2020.
- The purpose of this survey is to understand from the local community and business owners ways in which the towns within the Shire can support growth in economic, employment and tourism opportunities. The outcomes of the survey will be used to inform the rest of the project engagement activities.
- In addition, TBB, in collaboration with Pracsys and EPCAD, has been engaged by the Shire of East Pilbara, with funding from BHP, to prepare the Newman Town Centre Development Strategy, to improve public areas and streets, parking and pedestrian access, design outcomes and preferred land uses to deliver an attractive and activated Newman Town Centre. The Strategy will identify opportunities for quick wins, priority actions, implementation projects and innovative forms of development. A separate set of survey questions relating to this project can also be accessed via the Shire's website.
- The strategies and actions of both projects will be aligned with the Newman Futures project by BHP, the Shire of East Pilbara and Creating Communities which was initiated in January 2019 to explore innovation and new technologies and create a shared vision to build a diverse and sustainable economy that is inclusive to all.
- This survey has been structured in two parts:
 - Part A (Qu's 1-3) includes questions for anybody that visits and uses the Shire towns of Newman, Nullagine and/or Marble Bar.
 - Part B (Qu's 4-12) is specifically for current or future business owners or operators.
- Please complete as many of the below questions as you wish by either typing in the space provided or ticking the appropriate box/es. Once complete, please send the completed survey to the email address provided in the link.

Respondent Details

Name (optional):

Affiliated group/organisation (if any):

Age:

Which town do you reside in (Newman, Nullagine, Marble Bar or other):

Survey Questions

Estimated time to complete: 5-10 minutes

Part A - General Questions

Your thoughts on how the Shire and main towns of Newman, Nullagine and/or Marble Bar can be activated through economic, employment and tourism opportunities

1. Are you able to identify up to three ideas or projects that could increase local employment in the Shire?

2. Are you able to identify up to three ideas or projects that could improve tourism opportunities within the Shire?

3. Is there anything else you would like to comment on in connection with economic development and tourism in the Shire the Shire?

Part B - Current and Future Business Owners/Operators

4. Do you own/operate a business within the Shire? If so, please answer questions 5-11. If not, please answer question 12 below.

5. What type of business do you own/operate, and in which Shire town? (Please tick the appropriate box. You may select more than one response.)

- Mining, oil, gas
- Manufacturing
- Transport, postal, warehousing
- Construction
- Retail trade
- Accommodation and food services
- Administrative and support services
- Education and training
- Personal and other services
- Other, please specify

6. Are there any external factors that would assist your business and business growth? (Please tick the appropriate box. You may select more than one response.)

- Proximity to client and/or suppliers
- Passing trade
- Affordability/availability of land
- Accessibility to reliable services (e.g. electricity, water, etc.)
- Improvements to public spaces near your business
- Improved road and pedestrian accessibility
- Internet speed
- Access to specialised facilities or equipment (e.g. shared workspaces)
- Other, please specify

7. Who could assist you in addressing the external factors that are restricting your business and business growth (e.g. Shire, state government agencies, non-government agencies, mining and resource sector)

8. Does your business have any investment or project plans? If yes, please specify.

9. Which current or potential projects within the Shire are important for supporting the growth of your business? (Please tick the appropriate box. You may select more than one response.)

- Marble Bar Airport
- General Industrial Land Development – Newman Airport
- Newman Bypass Road
- Newman Caravan Park
- Cape Keraudren Potable Water
- Cape Keraudren Boat Ramp
- Newman Airport Upgrades
- Regional Service Hub for Newman

10. Is there anything else you would like to comment on in connection with business activity in the Shire?

11. Are there any training and education opportunities you think your business could offer or benefit from?

12. Would you like to own/operate a business within the Shire? And if so, what would help you achieve this?

SHIRE OF EAST PILBARA ECONOMIC DEVELOPMENT AND TOURISM STRATEGY ONLINE SURVEY QUESTIONS

Project Overview and Survey Purpose and Instructions

- The Shire of East Pilbara, with funding from the Pilbara Development Commission, has engaged Pracsys, with assistance from TBB, to develop an Economic and Tourism Development Strategy for the Shire to establish a clear vision and set of actions that will guide the Shire to support its aims of creating the conditions for a diverse and sustainable economy, providing valuable employment opportunities and improving living standards for local residents. The draft Strategy is to be presented to Council for adoption in late November 2020.
- The purpose of this survey is to understand from the local community and business owners ways in which the towns within the Shire can support growth in economic, employment and tourism opportunities. The outcomes of the survey will be used to inform the rest of the project engagement activities.
- In addition, TBB, in collaboration with Pracsys and EPCAD, has been engaged by the Shire of East Pilbara, with funding from BHP, to prepare the Newman Town Centre Development Strategy, to improve public areas and streets, parking and pedestrian access, design outcomes and preferred land uses to deliver an attractive and activated Newman Town Centre. The Strategy will identify opportunities for quick wins, priority actions, implementation projects and innovative forms of development. A separate set of survey questions relating to this project can also be accessed via the Shire's website.
- The strategies and actions of both projects will be aligned with the Newman Futures project by BHP, the Shire of East Pilbara and Creating Communities which was initiated in January 2019 to explore innovation and new technologies and create a shared vision to build a diverse and sustainable economy that is inclusive to all.
- This survey has been structured in two parts:
 - Part A (Qu's 1-3) includes questions for anybody that visits and uses the Shire towns of Newman, Nullagine and/or Marble Bar.
 - Part B (Qu's 4-12) is specifically for current or future business owners or operators.
- Please complete as many of the below questions as you wish by either typing in the space provided or ticking the appropriate box/es. Once complete, please send the completed survey to the email address provided in the link.

Respondent Details

Name (optional): ERICA HAMER

Affiliated group/organisation (if any):

Age: 58

Which town do you reside in (Newman, Nullagine, Marble Bar or other): MARBLE BAR

Survey Questions

Estimated time to complete: 5-10 minutes

Part A - General Questions

Your thoughts on how the Shire and main towns of Newman, Nullagine and/or Marble Bar can be activated through economic, employment and tourism opportunities

1. Are you able to identify up to three ideas or projects that could increase local employment in the Shire?

1. PROVISION OF A FOOTPATH AND ROAD TO THE WATER TANK. EVERY TOURIST WHO COMES TO MARBLE BAR GOES THERE TO WATCH THE SUNSET AND SEE THE VIEW AROUND MARBLE BAR.

2. POP UP SHOP FOR TOURIST SEASON WITH LOCAL INDIGENOUS ART/PRODUCTS

3. WASH-DOWN AREA FOR CARAVANS PLACED NEAR RSL PARK.

2. Are you able to identify up to three ideas or projects that could improve tourism opportunities within the Shire?

1. SAME AS NO. 1 ABOVE.

2. UPGRADE OF AIR BASE TO MAKE IT MORE INFORMATIVE AND DIRECTION SIGNS ETC.

3. ALL LOCAL SITES TO BE SIGN POSTED: COPPINS CAP, DOOLENA GORGE, MARBLE BAR POOL ETC. WHICH LARGE BROWN TOURIST SIGNS.

4. FREE WI-FI IN THE MAIN STREET AREA.

3. Is there anything else you would like to comment on in connection with economic development and tourism in the Shire the Shire?

MAIN STREET LOOKS GREAT EXCEPT THE FOOTPATHS ARE TERRIBLE. I THINK AN UPGRADE TO THE FOOTPATH FROM SHIRE BUILDING TO HOTEL WOULD BE BENEFICIAL - CONCRETE SMOOTH PATH.

APPENDIX C

NCCI After Hours Event Presentation



Newman Town Centre Development Strategy & Shire of East Pilbara Economic & Tourism Development Strategy

Newman Chamber of Commerce & Industry Business After Hours



Date: 5th August 2020

Presented By: Taylor Burrell Barnett



Welcome, Introductions and Acknowledgement

Project Overview

Newman Town Centre Development Strategy

- TBB, in collaboration with Pracsys and EPCAD, has been engaged by the Shire of East Pilbara to prepare the Newman Town Centre Development Strategy.
- The Strategy aims to improve public areas and streets, parking and pedestrian access, design outcomes and preferred land uses to deliver an attractive and activated Newman Town Centre.
- Building on previous work associated with the Newman Revitalisation Project (NRP), the Strategy will identify opportunities for quick wins, priority actions, implementation projects and innovative forms of development.
- Alignment of strategies and actions with the Newman Futures project which explores innovation and new technologies.

Study Area



Project Overview

Economic Development & Tourism Strategy

- The Shire of East Pilbara has engaged Pracsys, with assistance from TBB, to develop an Economic and Tourism Development Strategy for the whole of the Shire.
- The Strategy will establish a clear vision and set of actions that will guide the Shire to support its aims of:
 - creating the conditions for a diverse and sustainable economy;
 - providing valuable employment opportunities; and
 - improving living standards for local residents.

What we are about to do ...

Drop-in sessions / 'Listening Posts'

- TBB will undertake a series of drop-in sessions / 'Listening Posts' to seek further feedback from the community on both projects.
- The purpose of the Listening Posts is to:
 - Identify and confirm the values and opportunities for the future of the Newman Town Centre and economic, employment and tourism growth for the whole of the Shire.
 - Provide ideas and input on experiences, activities, land uses, infrastructure and facilities and priority projects that would benefit the Shire and local community.
- The feedback received will assist in developing the draft strategies and actions for the Newman Town Centre and EDS.

Project Programs

WE ARE HERE

Background
Research &
SWOT Analysis
(April)

Site Visit,
Stakeholder
Meetings &
Introductory
Community
Engagement
(June)

Online Survey &
Listening Posts
(July/August)

Prepare Concept
Plan Scenarios &
present and confirm
Preferred Concept
at Community
Workshop (NTC
only)
(September)

Prepare Draft
Development
Strategies
(Newman Town
Centre & EDS)
(October)

Final
Development
Strategies (NTC
& EDS)
submitted to
Shire for
adoption
(November)



Community & Stakeholder Input

THANK YOU

We shape exceptional places where communities prosper and people belong.

Contact: Karen Hyde and Katherine Shirley

 08 9226 4276

 admin@tbbplanning.com.au

 taylorburrellbarnett.com.au



APPENDIX D

Listening Post No. 1 – Display Boards



Purpose of the Project

The Shire of East Pilbara, with funding from BHP, has engaged TBB, in collaboration with Pracsys and EPCAD, to prepare the Newman Town Centre Development Strategy, to improve public areas and streets, parking and pedestrian access, design outcomes and preferred land uses to deliver an attractive and activated Newman Town Centre.

The Strategy will identify opportunities for quick wins, priority actions, implementation projects and innovative forms of development. The study area for the Newman Town Centre is identified below. The draft Strategy is to be presented to Council for adoption in late November 2020.



Purpose of the Listening Post

Further to the recent release of an online survey which sought the community's thoughts, values and opportunities for the Newman Town Centre, the Shire now invites members of the community to provide further feedback with the aim to:

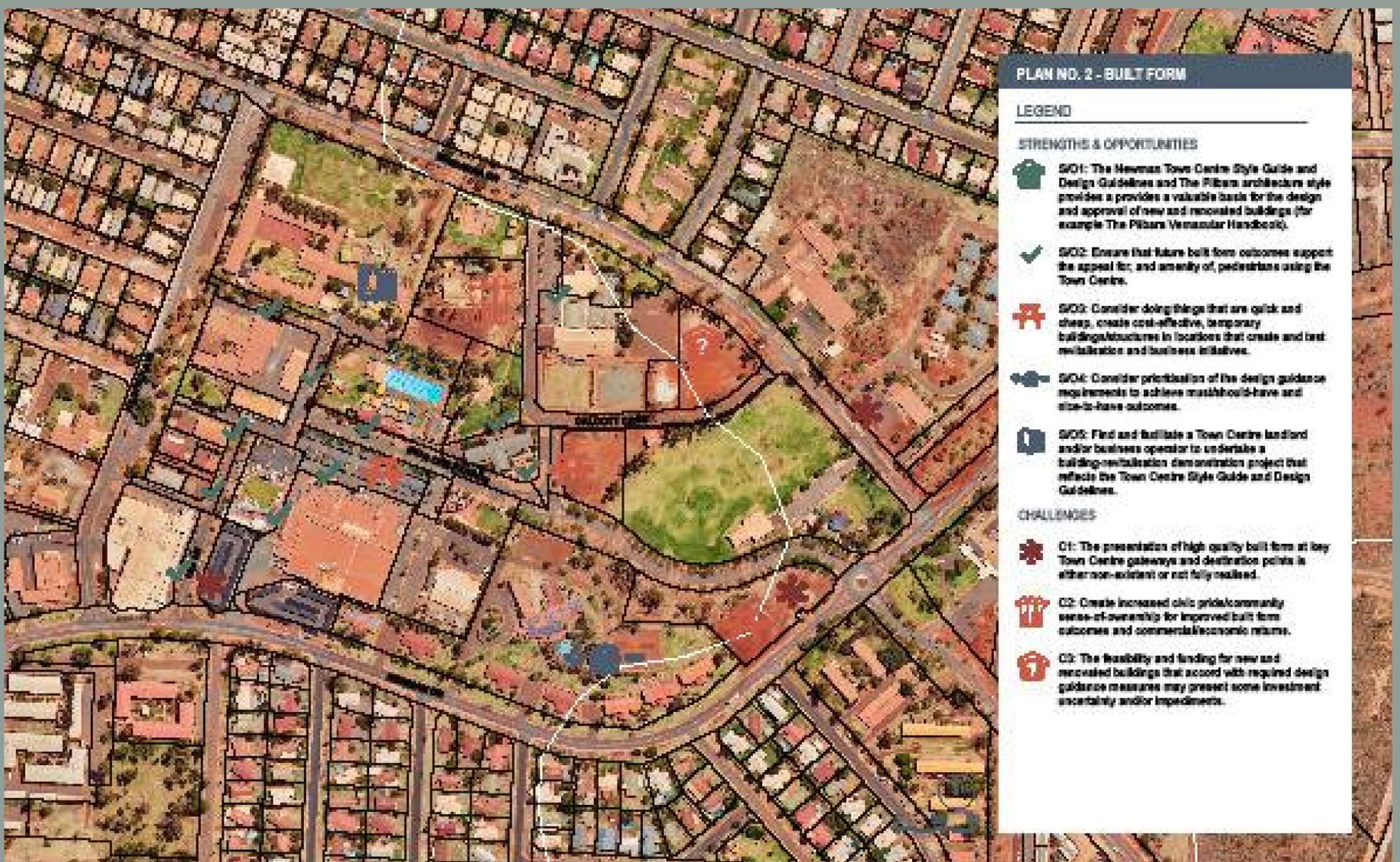
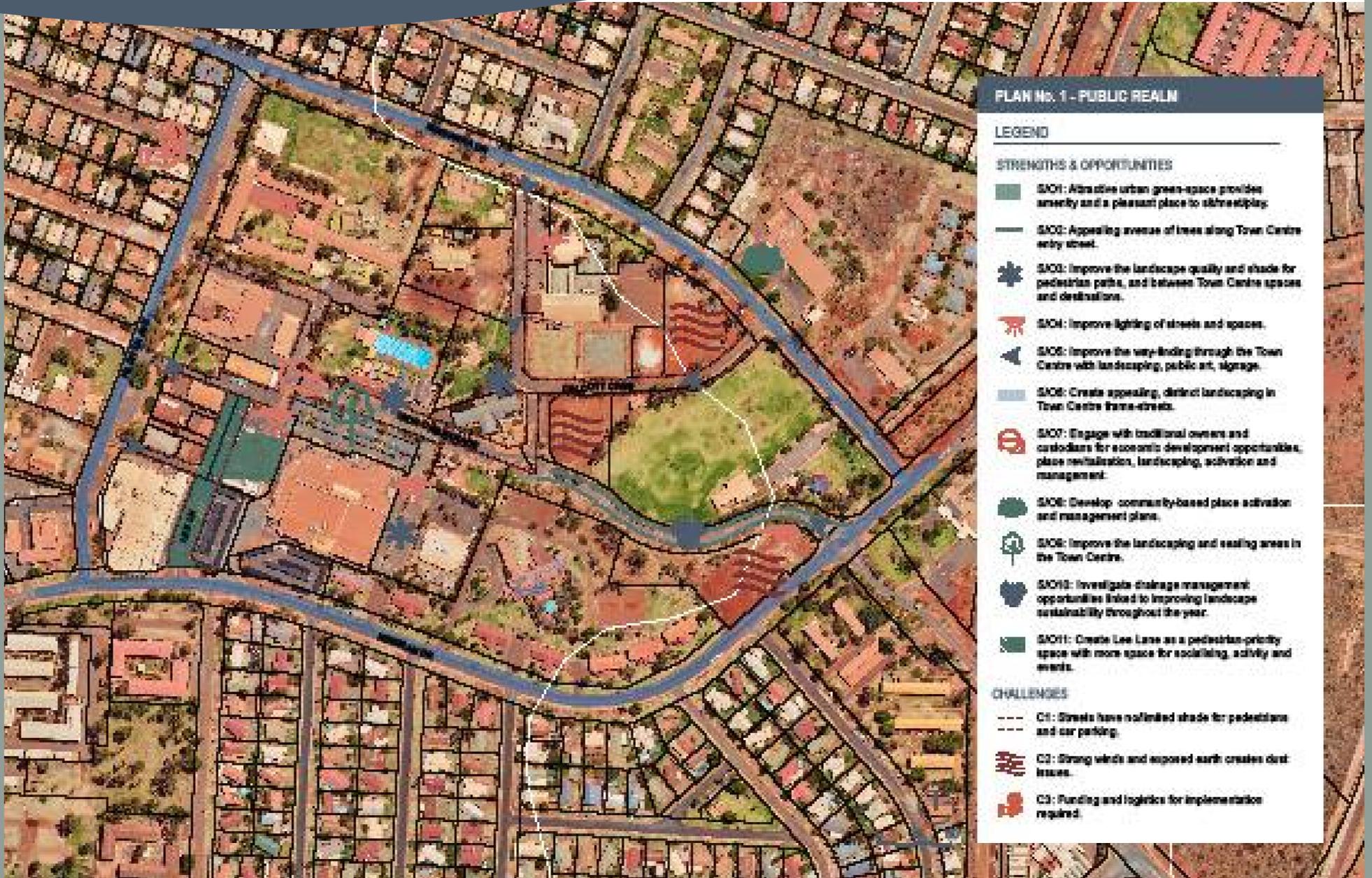
- Identify and confirm the values and opportunities for the future of the Newman Town Centre.
- Provide ideas and input on experiences, activities, land uses, infrastructure and facilities that you would like to see in the Newman Town Centre in the future, and of which you think the Town Centre and local community would benefit from.

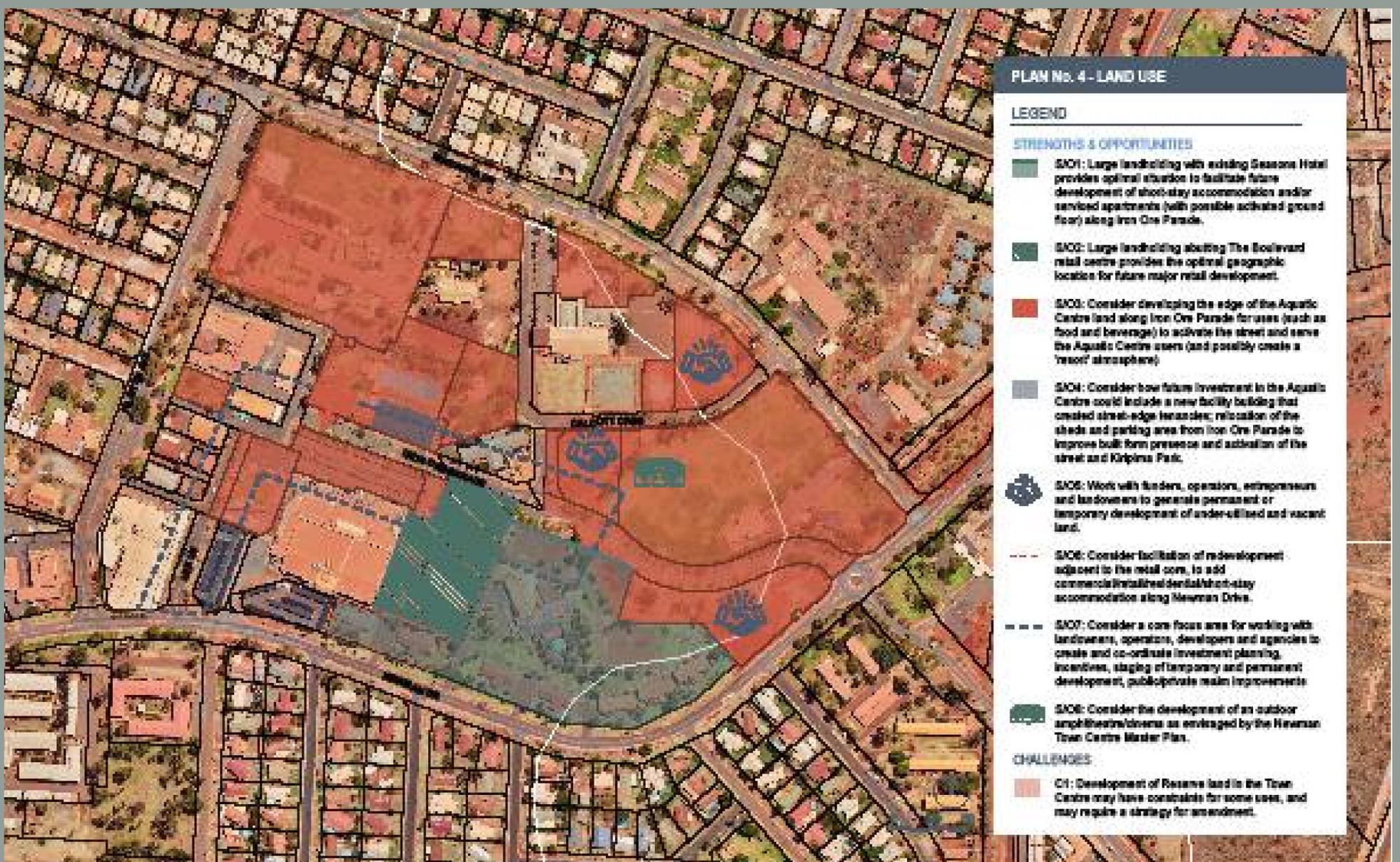
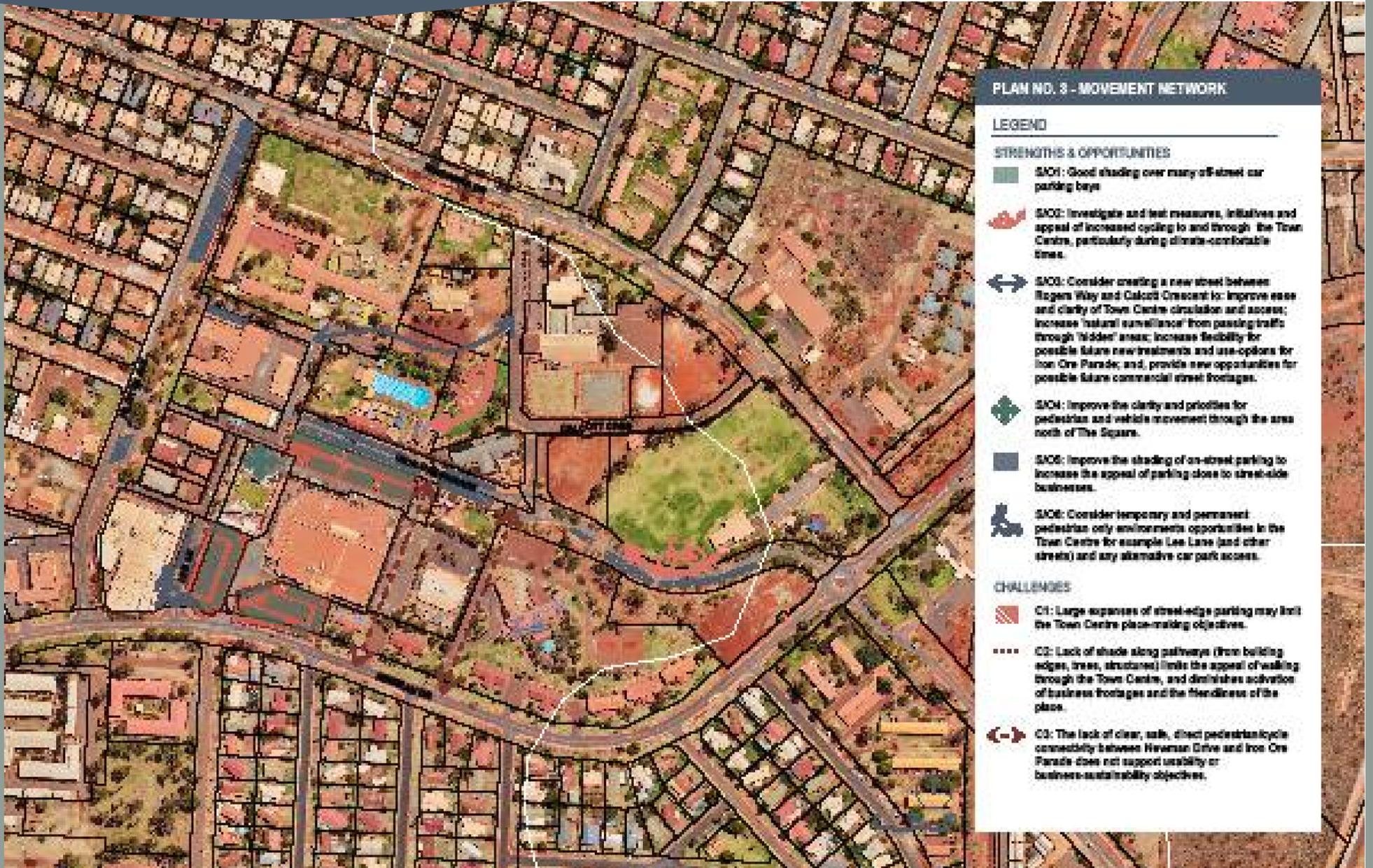
The feedback received will build upon the ideas, values and outcomes shared by the community during previous engagement and will assist in the development of the draft strategies and actions of the Newman Town Centre Development Strategy.

Please look around at the information and participate in the exercises described on the Newman Town Centre Boards 4, 5 & 6. Please also feel free to provide any general comments relating to the project by completing the General Feedback Form and talking to representatives present.



2. Strengths, Opportunities & Challenges





Newman Town Centre DEVELOPMENT STRATEGY 4. Value Identification



HAVE YOUR SAY:

Using the stickers provided, please help us locate...

- | | | |
|---|--|--|
|  WHERE YOU RIDE |  YOUR FAVOURITE MEETING PLACES |  AREAS TO SUPPORT FUTURE HOUSING |
|  WHERE YOU WALK |  YOUR FAVOURITE PARK |  AREAS TO SUPPORT MORE SHOPS |
|  WHERE YOU DRIVE |  YOUR FAVOURITE TOWN CENTRE SPACE |  PLACES YOU AVOID |
|  WHERE YOU SHOP |  KEY LANDMARKS |  PHYSICAL BARRIERS YOU EXPERIENCE |



5. Newman Town Centre DEVELOPMENT STRATEGY Aspirational Visual Board

MOVEMENT

Question: What do you think makes a good street?



Streets for cars



Streets for cars & footpaths



Streets for people & activities



Streets for pedestrians & cyclists



Seating for convenience



Seating for relaxing



Seating to gather & socialise



Streets with on-street parking

HAVE YOUR SAY:

Under each question, please 'vote' for the top 3 images that hold the greatest appeal to you by placing a sticker  under the relevant image.

LAND USE & BUILT FORM

Question: What is important to you in the design of a Town Centre?



Better activation



Improved activation



Maintain good activation



Fully activated



Shady active main street



Better utilisation of these spaces and shopfronts



Fine-grain shop-top housing



Mixed use - multi-purpose development

6. Newman Town Centre DEVELOPMENT STRATEGY Aspirational Visual Board

PUBLIC REALM - PARKS & TREES

Question: What do you think makes a good park or open space?

HAVE YOUR SAY:
Under each question, please 'vote' for the top 3 images that hold the greatest appeal to you by placing a sticker  under the relevant image.



More trees along footpaths

Parks for active play

Shady sheltered parks

Parklets & pop-up parks

Tree-lined entry statement

PUBLIC REALM - TOWN CENTRE

Question: What do you think makes a good Town Centre?



Community spaces

Spaces for families

Meeting spaces outside shops.

Multicultural meeting spaces

Spaces for work, study and socialising

Night time entertainment space

Purpose of the Project

The Shire of East Pilbara, with funding from the Pilbara Development Commission, has engaged Pracsys, with assistance from TBB, to develop an Economic and Tourism Development Strategy for the Shire to establish a clear vision and set of actions that will guide the Shire to support its aims of creating the conditions for a diverse and sustainable economy, providing valuable employment opportunities and improving living standards for local residents. The draft Strategy is to be presented to Council for adoption in late November 2020.



Purpose of the Listening Post

Further to the recent release of an online survey which sought feedback on ways in which growth in economic, employment and tourism opportunities can be supported across the Shire, members of the community are now invited to provide further feedback with the aim to:

- Identify and confirm the values and opportunities for economic, employment and tourism growth across the Shire.
- Provide ideas and input on experiences, activities, priority projects and quick wins that would assist economic, employment and tourism growth across the Shire and are in keeping with the strategic aspirations and unique qualities of the Shire.

The feedback received will build upon the ideas, values and outcomes shared by the community during previous engagement and will assist in the development of the draft strategies and actions of the Economic and Tourism Development Strategy for the whole of the Shire.

Please look around at the information and provide your input by answering the questions associated with the Economic and Tourism Development Strategy Board No. 3 and completing your response using the Feedback Form provided. Please also feel free to provide any general comments relating to the project by completing the General Feedback Form and talking to representatives present.



The Shire of East Pilbara

2. ECONOMIC DEVELOPMENT & TOURISM STRATEGY

What You Told Us

In order to understand ways in which the towns within the Shire can support growth in economic, employment and tourism opportunities, the project team has engaged with the local community, business owners and key stakeholders in interviews and through the release of an online survey.

The discussions and survey feedback has helped to identify some broad themes and topics around which strategies and key projects for the Economic & Tourism Development Strategy can be developed.

Local Employment and Economic Opportunities

Employment/training opportunities (all-ages) to secure future employment and improve liveability generally

Youth engagement programs to assist with attaining employment

Investment in primary and secondary school programs

Training and education programs to build community well-being and capacity

Support to emerging small businesses by improving cost barriers (rent, overheads)

Tourism Opportunities

General improvements and upgrades to existing infrastructure (footpaths, roads, shade)

Improvements to infrastructure and facilities for tourists (sealing of roads, wash-down areas)

Celebration of Indigenous art, culture and local products

Celebration of rich history through Heritage Trails

Celebration of the natural environment within existing and new parks

Use of electronic tourism guides

Provision of signage and wayfinding

Access to free WiFi within Town

APPENDIX E

Listening Post No. 1 – Completed Feedback Forms



Feedback Form

Referring to the information on **Board No. 3**, please complete the below questions.

Q1. Please identify the top three assets or attributes that you value within the Shire?

1. Wide open spaces

2. BHP whaleback Mine site

3. Aboriginal rock art sites

Q2. Do you think we have missed anything from the plan? If so, please add your comments below.

- yes - please see our post it notes.

Feedback Form

Referring to the information on **Board No. 3**, please complete the below questions.

Q1. Please identify the top three assets or attributes that you value within the Shire?

1. Cultural arts presence

2. mining & commerce

3. The airport + new airport in
Marble Bar.

Q2. Do you think we have missed anything from the plan? If so, please add your comments below.

Road stability & safety. (Newman to
mBar)



Feedback Form

Referring to the information on **Board No. 3**, please complete the below questions.

Q1. Please identify the top three assets or attributes that you value within the Shire?

1. MINING
2. TOURISM.
- 3.

Q2. Do you think we have missed anything from the plan? If so, please add your comments below.

MARBLE BAR ROAD NEEDS TO BE SEALED
FROM NULLAGINE TO ROY HILL.

Feedback Form

Referring to the information on **Board No. 3**, please complete the below questions.

Q1. Please identify the top three assets or attributes that you value within the Shire?

1. Landscape (Natural beauty)

2. Mining company support

3. Aboriginal heritage sites.

Q2. Do you think we have missed anything from the plan? If so, please add your comments below.



Nicholas - Nullagine Nurse

Feedback Form

Referring to the information on **Board No. 3**, please complete the below questions.

Q1. Please identify the top three assets or attributes that you value within the Shire?

1. _____

2. _____

3. _____

Q2. Do you think we have missed anything from the plan? If so, please add your comments below.

- Unsealed road between Marble Bar, east of Shay Gap Airport to near Pardu
- Other mining airports missing near Shay Gap Airport
- Mosquito Creek out of Nullagine popular for prospecting

Tim - Yarrle Station Outback Beef

Feedback Form

Referring to the information on **Board No. 3**, please complete the below questions.

Q1. Please identify the top three assets or attributes that you value within the Shire?

1. Cattle Handling Show

2. Quality grass-fed beef in restaurants

3. _____

Q2. Do you think we have missed anything from the plan? If so, please add your comments below.

Feedback Form

Referring to the information on **Board No. 3**, please complete the below questions.

Q1. Please identify the top three assets or attributes that you value within the Shire?

1. Marble Bar.

2. Scenery

3. Rivers & Pools.

Q2. Do you think we have missed anything from the plan? If so, please add your comments below.

White gravel on camping - poor for dogs feet.
Cavanah banks basic

Feedback Form

Referring to the information on **Board No. 3**, please complete the below questions.

Q1. Please identify the top three assets or attributes that you value within the Shire?

1. BUSHCAMPING

2. ISOLATION

3. BEAUTY

Q2. Do you think we have missed anything from the plan? If so, please add your comments below.

- MARBLE BAR - KEEP BAKERY OPEN
FOR LONGER 😊

Feedback Form

Referring to the information on **Board No. 3**, please complete the below questions.

Q1. Please identify the top three assets or attributes that you value within the Shire?

1. Marble Bar Rocks

2. Marble Bar Memorial

3. Lady at Newman Visitor Centre very
informative and accommodating
+ Marble Bar Visitor Centre

Q2. Do you think we have missed anything from the plan? If so, please add your comments below.

- Better information
- Pub needs a clean-up (Iron Clad Hotel)
- Improve ~~ea~~ cleanliness of caravan park
- More caravan parks in Newman
-



Feedback Form

Referring to the information on **Board No. 3**, please complete the below questions.

Q1. Please identify the top three assets or attributes that you value within the Shire?

1. *Carawine Gorge*

2. *Bush camping*

3. *Prospecting*

Q2. Do you think we have missed anything from the plan? If so, please add your comments below.

more information

Feedback Form

Referring to the information on **Board No. 3**, please complete the below questions.

Q1. Please identify the top three assets or attributes that you value within the Shire?

1. _____

2. _____

3. _____

Q2. Do you think we have missed anything from the plan? If so, please add your comments below.

- Improve unsealed road
- More caravan facilities ~~at~~ in Newman →
but SOTEP are openly one
- Mine tours run every second day to encourage
longer stays
- tourism info + point at Newman Airport



Feedback Form

Referring to the information on **Board No. 3**, please complete the below questions.

Q1. Please identify the top three assets or attributes that you value within the Shire?

1. Local culture & art as well as
history (Petroglyphs)
2. Mining & commercial history
3. community spirit & respect

Q2. Do you think we have missed anything from the plan? If so, please add your comments below.

Keith - ATLAS.

Feedback Form

Referring to the information on **Board No. 3**, please complete the below questions.

Q1. Please identify the top three assets or attributes that you value within the Shire?

1. - Marble Bar Airstrip - celebrate WWII
history + bring into town itself
2. _____

3. _____

Q2. Do you think we have missed anything from the plan? If so, please add your comments below.



Feedback Form

Referring to the information on **Board No. 3**, please complete the below questions.

Q1. Please identify the top three assets or attributes that you value within the Shire?

1. Mount Robinsen - great views of hills in both directions; solid road
2. _____
3. _____

Q2. Do you think we have missed anything from the plan? If so, please add your comments below.

- More camper van facilities in Newman
- Mt Robinson

Feedback Form

Referring to the information on **Board No. 3**, please complete the below questions.

Q1. Please identify the top three assets or attributes that you value within the Shire?

1. Caranine Gorge - ~~could be~~
- could impose fee to maintain assets as seeing
deterioration
2. Water Tank has great views but could be
improved - no information boards + access for
vehicles could be improved
3. _____

Q2. Do you think we have missed anything from the plan? If so, please add your comments below.

- Attractions are all around Marble Bar - nothing
in town itself
 - Improve road access
- _____

Feedback Form

Referring to the information on **Board No. 3**, please complete the below questions.

Q1. Please identify the top three assets or attributes that you value within the Shire?

1. Good weather
2. Nice people, village atmosphere / feel
3. People very helpful

Q2. Do you think we have missed anything from the plan? If so, please add your comments below.

Let's park this idea.

Other comments...

If you have any ideas / thoughts / comments for the project team share them with us below.

Your feedback is valuable to the team and will be used to inform the development of the strategies.

Lack of Shopping (affordable)
Lack of accommodation (Affordable)
Lack of Healthy dining

Let's park this idea.

Other comments...

If you have any ideas / thoughts / comments for the project team share them with us below.

Your feedback is valuable to the team and will be used to inform the development of the strategies.

I am undertaking a Nullagine Cultural Centre project. I'm @ beginning stages of this project but have already had interest expressed.

The Nullagine Cultural Centre will consist of an art centre for our indigenous artists, a small art gallery, a womens shed area, supported by a small café and visitors centre. Everything will revolve around the art centre. I have already consulted with traditional owners regarding their wishes. They are hopeful this will go forward.

The Nullagine Cultural Centre will employ local Irungadji Community members, will offer local walking tours & knowledge, workshops etc.

I am hopeful a mining company will donate their exploration camp so this can be offered as alternate accommodation, serviced by our local people. Money returning to the Nullagine Community.

Let's park this idea.

Nicholas - Nullagine Nurse

Other comments...

If you have any ideas / thoughts / comments for the project team share them with us below.

Your feedback is valuable to the team and will be used to inform the development of the strategies.

- Tourists should be bringing medication etc.
- Tourists that fall ill can be flown out of airport
- usually older tourists that fall ill
- Mining companies can offer their emergency services
- Opportunity for Tourist Info session - education + info
- Cyclone + flooding ~~again~~ emergency evac reasons
- Livestock crossing road cause accidents
- Road accidents from road trains - if Roy Hill expands then may need to seal road
- Spare Tyres
- Not many snake or spider bites or dengue fever etc.
- Mine shafts can cause issues for tourists but mostly off the beaten track

APPENDIX F

Listening Post No. 1 – Completed Exercise Sheets / Boards



Newman Town Centre DEVELOPMENT STRATEGY 4. Value Identification

Shire of **EAST Pilbara**
AUSTRALIA'S LARGEST SHIRE



HAVE YOUR SAY:

Using the stickers provided, please help us locate...

- | | | | | | |
|---|-----------------|---|----------------------------------|---|----------------------------------|
|  | WHERE YOU RIDE |  | YOUR FAVOURITE MEETING PLACES |  | AREAS TO SUPPORT FUTURE HOUSING |
|  | WHERE YOU WALK |  | YOUR FAVOURITE PARK |  | AREAS TO SUPPORT MORE SHOPS |
|  | WHERE YOU DRIVE |  | YOUR FAVOURITE TOWN CENTRE SPACE |  | PLACES YOU AVOID |
|  | WHERE YOU SHOP |  | KEY LANDMARKS |  | PHYSICAL BARRIERS YOU EXPERIENCE |

5. Aspirational Visual Board

Newman Town Centre DEVELOPMENT STRATEGY

Shire of **EAST Pilbara**
AUSTRALIA'S LARGEST SHIRE

Taylor
Burrell
Barnett

HAVE YOUR SAY:

Under each question, please 'vote' for the top 3 images that hold the greatest appeal to you by placing a sticker  under the relevant image.

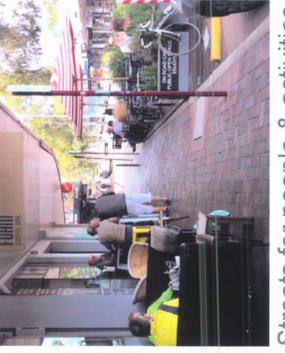
MOVEMENT
Question: What do you think makes a good street?



Streets for cars



Streets for cars & footpaths



Streets for people & activities 



Streets for pedestrians & cyclists 



Seating for convenience 



Seating for relaxing 



Seating to gather & socialise 



Streets with on-street parking

LAND USE & BUILT FORM

Question: What is important to you in the design of a Town Centre?



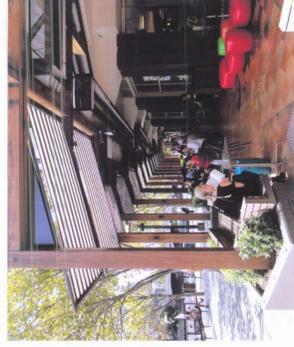
Better activation



Improved activation



Maintain good activation 



Fully activated



Better utilisation of these spaces and shopfronts



Fine-grain shop-top housing 



Mixed use - multi-purpose development 

Newman Town Centre DEVELOPMENT STRATEGY 6. Aspirational Visual Board

Shire of **EAST
Pilbara**
AUSTRALIA'S LARGEST SHIRE



HAVE YOUR SAY:

Under each question, please 'vote' for the top 3 images that hold the greatest appeal to you by placing a sticker under the relevant image.

PUBLIC REALM - PARKS & TREES

Question: What do you think makes a good park or open space?



More trees along footpaths



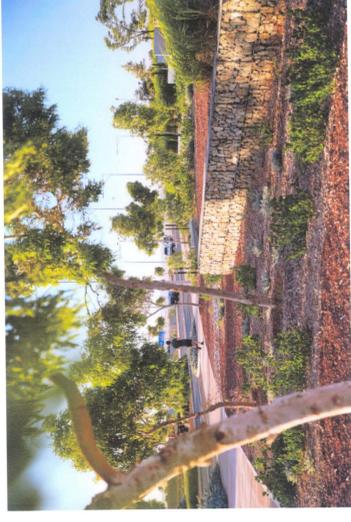
Parks for active play



Shady sheltered parks



Parklets & pop-up parks



Tree-lined entry statement

PUBLIC REALM - TOWN CENTRE

Question: What do you think makes a good Town Centre?



Community spaces



Spaces for families



Meeting spaces outside shops.



Multicultural meeting spaces



Spaces for work, study and socialising



Night time entertainment space

HAVE YOUR SAY:

Referring to the information contained on the plan below, please complete Questions 1 & 2 on the Economic Development & Tourism Strategy feedback form.



Newman Town Centre DEVELOPMENT STRATEGY 4. Value Identification



HAVE YOUR SAY:

Using the stickers provided, please help us locate...

- | | | | | | |
|---|-----------------|---|----------------------------------|---|----------------------------------|
|  | WHERE YOU RIDE |  | YOUR FAVOURITE MEETING PLACES |  | AREAS TO SUPPORT FUTURE HOUSING |
|  | WHERE YOU WALK |  | YOUR FAVOURITE PARK |  | AREAS TO SUPPORT MORE SHOPS |
|  | WHERE YOU DRIVE |  | YOUR FAVOURITE TOWN CENTRE SPACE |  | PLACES YOU AVOID |
|  | WHERE YOU SHOP |  | KEY LANDMARKS |  | PHYSICAL BARRIERS YOU EXPERIENCE |

0 30 60

6. Newman Town Centre DEVELOPMENT STRATEGY Aspirational Visual Board

PUBLIC REALM - PARKS & TREES

Question: What do you think makes a good park or open space?



More trees along footpaths



Parks for active play



Shady sheltered parks



Parklets & pop-up parks



Tree-lined entry statement

HAVE YOUR SAY:

Under each question, please 'vote' for the top 3 images that hold the greatest appeal to you by placing a sticker  under the relevant image.

PUBLIC REALM - TOWN CENTRE

Question: What do you think makes a good Town Centre?



Community spaces



Spaces for families



Meeting spaces outside shops.



Multicultural meeting spaces



Spaces for work, study and socialising



Night time entertainment space

5. Newman Town Centre DEVELOPMENT STRATEGY Aspirational Visual Board

MOVEMENT

Question: What do you think makes a good street?

HAVE YOUR SAY:
Under each question, please 'vote' for the top 3 images that hold the greatest appeal to you by placing a sticker  under the relevant image.



Streets for cars



Streets for cars & footpaths



Streets for people & activities



Streets for pedestrians & cyclists



Seating for convenience



Seating for relaxing



Seating to gather & socialise



Streets with on-street parking



LAND USE & BUILT FORM

Question: What is important to you in the design of a Town Centre?



Better activation



Improved activation



Maintain good activation



Fully activated



Shady active main street



Better utilisation of these spaces and shopfronts



Fine-grain shop-top housing



Mixed use - multi-purpose development



The Shire of East Pilbara ECONOMIC DEVELOPMENT & TOURISM STRATEGY 3. Strategic Context & Site Analysis

Shire of **EAST
Pilbara**
AUSTRALIA'S LARGEST SHIRE



HAVE YOUR SAY:

Referring to the information contained on the plan below, please complete Questions 1 & 2 on the Economic Development & Tourism Strategy **feedback form**.



Newman Town Centre DEVELOPMENT STRATEGY 4. Value Identification



HAVE YOUR SAY:

Using the stickers provided, please help us locate...

- | | | |
|---|--|--|
|  WHERE YOU RIDE |  YOUR FAVOURITE MEETING PLACES |  AREAS TO SUPPORT FUTURE HOUSING |
|  WHERE YOU WALK |  YOUR FAVOURITE PARK |  AREAS TO SUPPORT MORE SHOPS |
|  WHERE YOU DRIVE |  YOUR FAVOURITE TOWN CENTRE SPACE |  PLACES YOU AVOID |
|  WHERE YOU SHOP |  KEY LANDMARKS |  PHYSICAL BARRIERS YOU EXPERIENCE |

5. Newman Town Centre DEVELOPMENT STRATEGY Aspirational Visual Board

MOVEMENT

Question: What do you think makes a good street?



Streets for cars



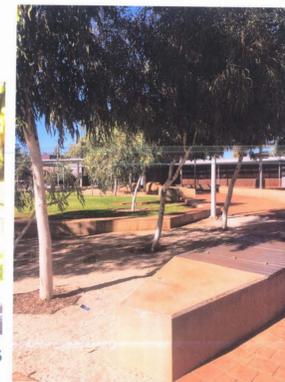
Streets for cars & footpaths



Streets for people & activities



Streets for pedestrians & cyclists



Seating for convenience



Seating for relaxing



Seating to gather & socialise



Streets with on-street parking

HAVE YOUR SAY:

Under each question, please 'vote' for the top 3 images that hold the greatest appeal to you by placing a sticker  under the relevant image.

LAND USE & BUILT FORM

Question: What is important to you in the design of a Town Centre?



Better activation



Improved activation



Maintain good activation



Fully activated



Shady active main street



Better utilisation of these spaces and shopfronts



Fine-grain shop-top housing



Mixed use - multi-purpose development

6. Newman Town Centre DEVELOPMENT STRATEGY Aspirational Visual Board

PUBLIC REALM - PARKS & TREES

Question: What do you think makes a good park or open space?



More trees along footpaths ★ ★ ★



Parks for active play ★ ★



Shady sheltered parks



Parklets & pop-up parks ★



Tree-lined entry statement

HAVE YOUR SAY:

Under each question, please 'vote' for the top 3 images that hold the greatest appeal to you by placing a sticker ★ under the relevant image.

PUBLIC REALM - TOWN CENTRE

Question: What do you think makes a good Town Centre



Community spaces



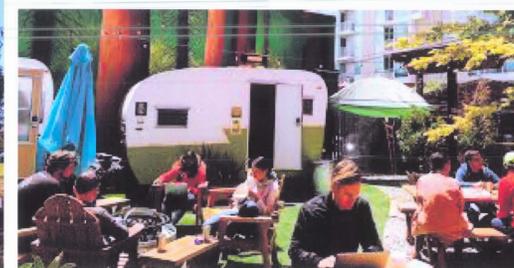
Spaces for families ★



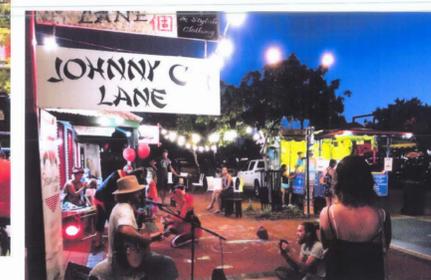
Meeting spaces outside shops.



Multicultural meeting spaces ★ ★



Spaces for work, study and socialising

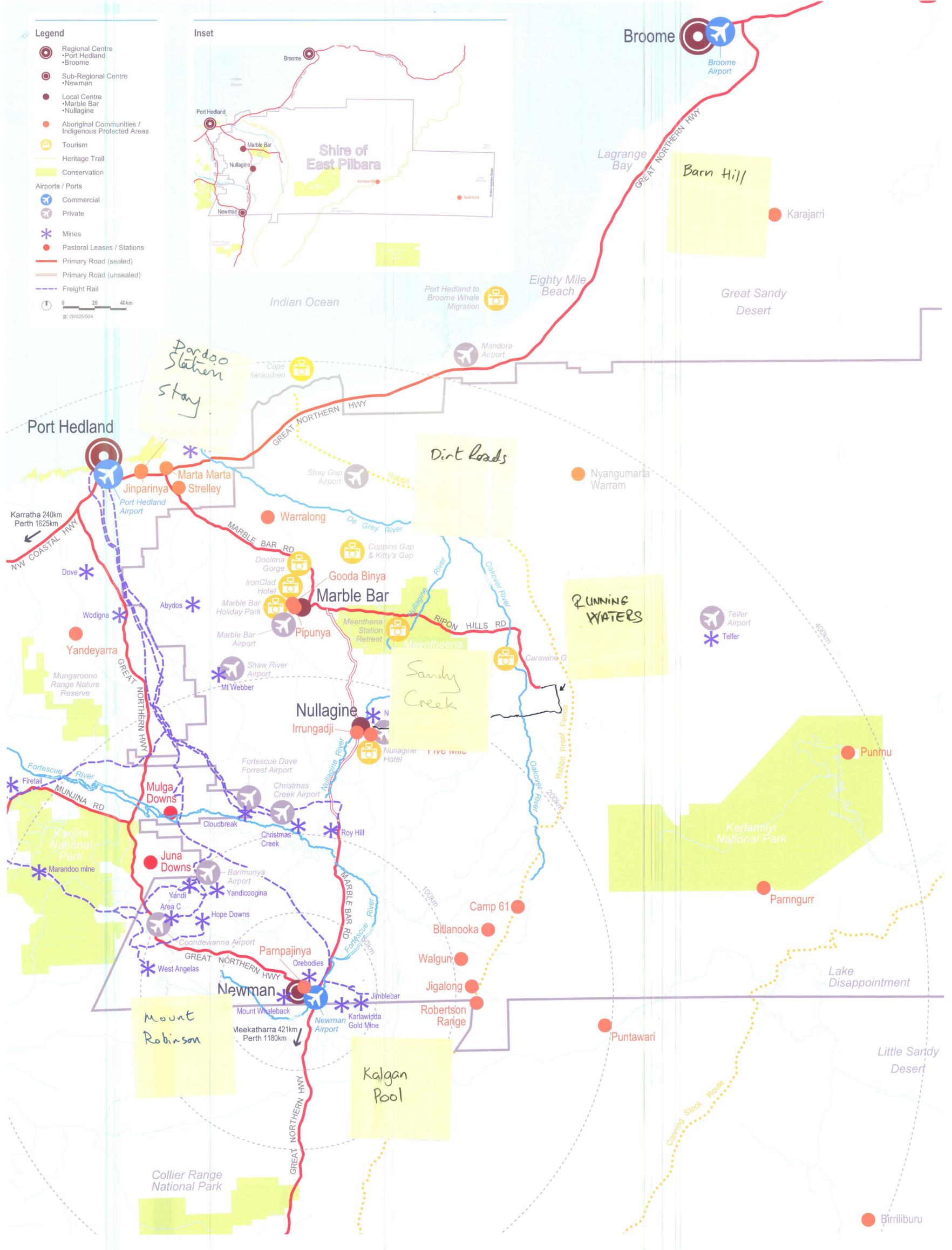


Night time entertainment space

The Shire of East Pilbara ECONOMIC DEVELOPMENT & TOURISM STRATEGY 3. Strategic Context & Site Analysis

HAVE YOUR SAY:

Referring to the information contained on the plan below, please complete Questions 1 & 2 on the Economic Development & Tourism Strategy **feedback form**.



APPENDIX G

Listening Post No. 2 – Display Boards



1 NEWMAN TOWN CENTRE DEVELOPMENT STRATEGY LISTENING POST ABOUT THE PROJECT

PURPOSE OF THE PROJECT

The Shire of East Pilbara, with funding from BHP, has engaged Planning and Urban Design consultants TBB, in collaboration with Pracsys (Economic and Land Use) and EPCAD (Landscape Architecture), to prepare the Newman Town Centre Development Strategy.

The Strategy aims to deliver an attractive and activated Town Centre through:

-  improved public spaces and streets
-  increased parking and pedestrian access
-  improved design outcomes
-  diversified land uses
-  innovative forms of development

The draft Strategy and priorities for implementation is to be presented to Council for adoption in August 2021.



NEWMAN TOWN CENTRE DEVELOPMENT STRATEGY PROJECT AREA



PURPOSE OF THIS LISTENING POST

1 Highlight feedback from previous engagement activities.






2 Key considerations relating to land use, movement network and public realm to inform the Development Strategy.





3 Potential public realm enhancements and place recommendations which could be delivered through incentives.





2 NEWMAN TOWN CENTRE DEVELOPMENT STRATEGY LISTENING POST WHAT YOU'VE TOLD US SO FAR

THE PROCESS SO FAR

10 x stakeholder meetings/ phone calls

1 x online survey

3 x community drop-in sessions

WHAT YOU LIKE ABOUT THE CENTRE

Where you Ride:
Newman Drive

Where you Walk:
Lee Lane/ Town Square

Where you Shop:
**Parnawarri Retail Centre
Newman Boulevard Shopping Centre**

Where you Drive:
Iron Ore Parade car park

Your Favourite Meeting Place:
Dome Cafe

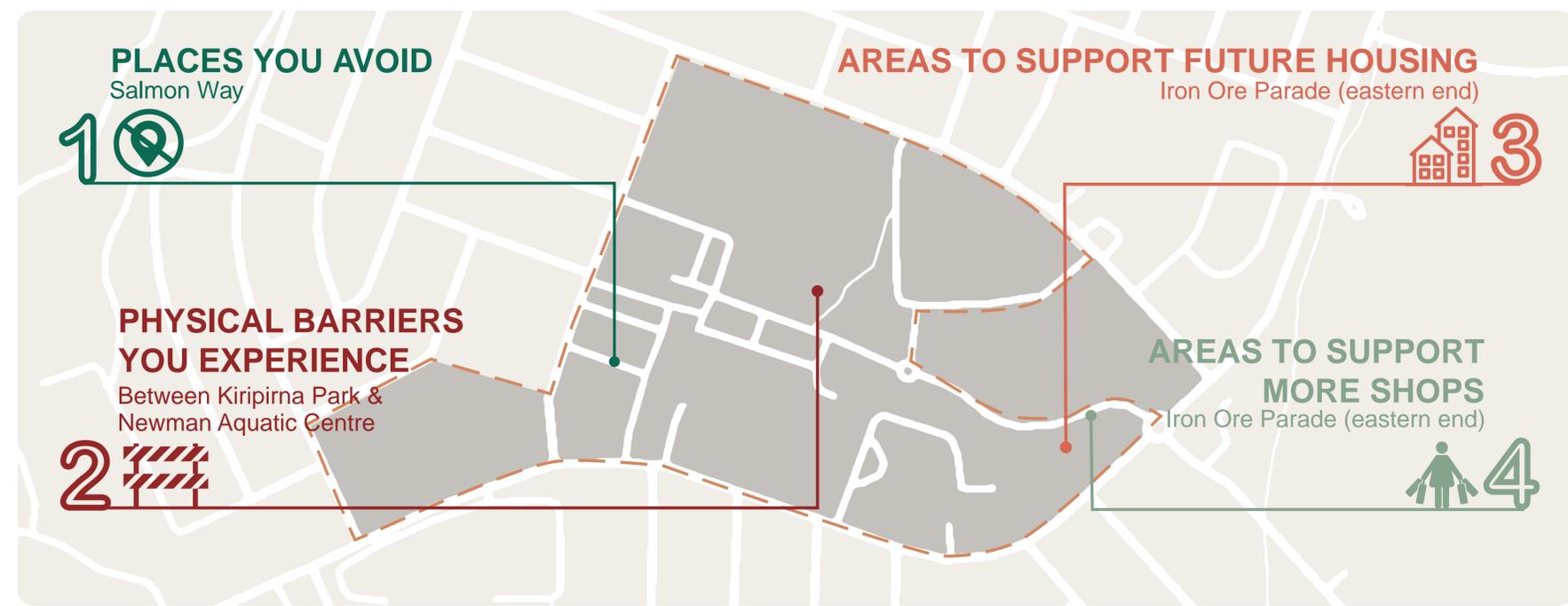
Your Favourite Park:
Kiripirna Park

Your Favourite Town Centre Space:
Town Square

THINGS YOU CARE ABOUT



WHAT YOU THOUGHT COULD BE IMPROVED



YOUR VISION FOR NEWMAN

- SUPPORT FOR TOURISM
- SHOP-TOP HOUSING
- MORE TREES ALONG FOOTPATHS
- PARKLETS & POP-UP PARKS
- CHARACTER BUILT FORM
- FINE-GRAIN LAND USES
- MIXED USE IN THE TOWN CENTRE
- MULTI-PURPOSE SPACES
- IMPROVED TOWN CENTRE PUBLIC REALM
- ACTIVE MAIN STREET
- NIGHT TIME ENTERTAINMENT SPACE
- STREETS FOR CARS WITH FOOTPATHS
- SEATING FOR RELAXING
- PARKS FOR ACTIVE PLAY
- MORE VARIETY OF SHOPS
- SPACES FOR FAMILIES
- STREETS FOR PEOPLE & ACTIVITIES
- SHADY MAIN STREET
- COMMUNITY SPACES
- DIVERSE LAND USES
- MORE TREES
- MULTICULTURAL MEETING SPACES

3 NEWMAN TOWN CENTRE DEVELOPMENT STRATEGY

LISTENING POST

DRAFT CONCEPT PLAN

LEGEND

Study Area

LAND USE

- Mixed-Use
- Short-Stay Accommodation / Retail / Food & Beverage
- High-Density Residential & Short Stay Accommodation
- Medium-Density Residential
- Recreation
- Recreation Investigation Area

PUBLIC REALM

- Pedestrian Shade Structures
- New Tree Planting

MOVEMENT NETWORK

- New Footpath
- New Car Parking Area
- 400/800m Walkable Catchment



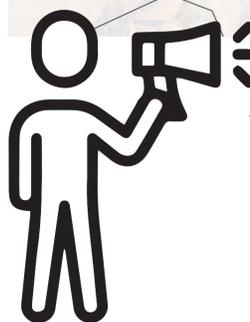
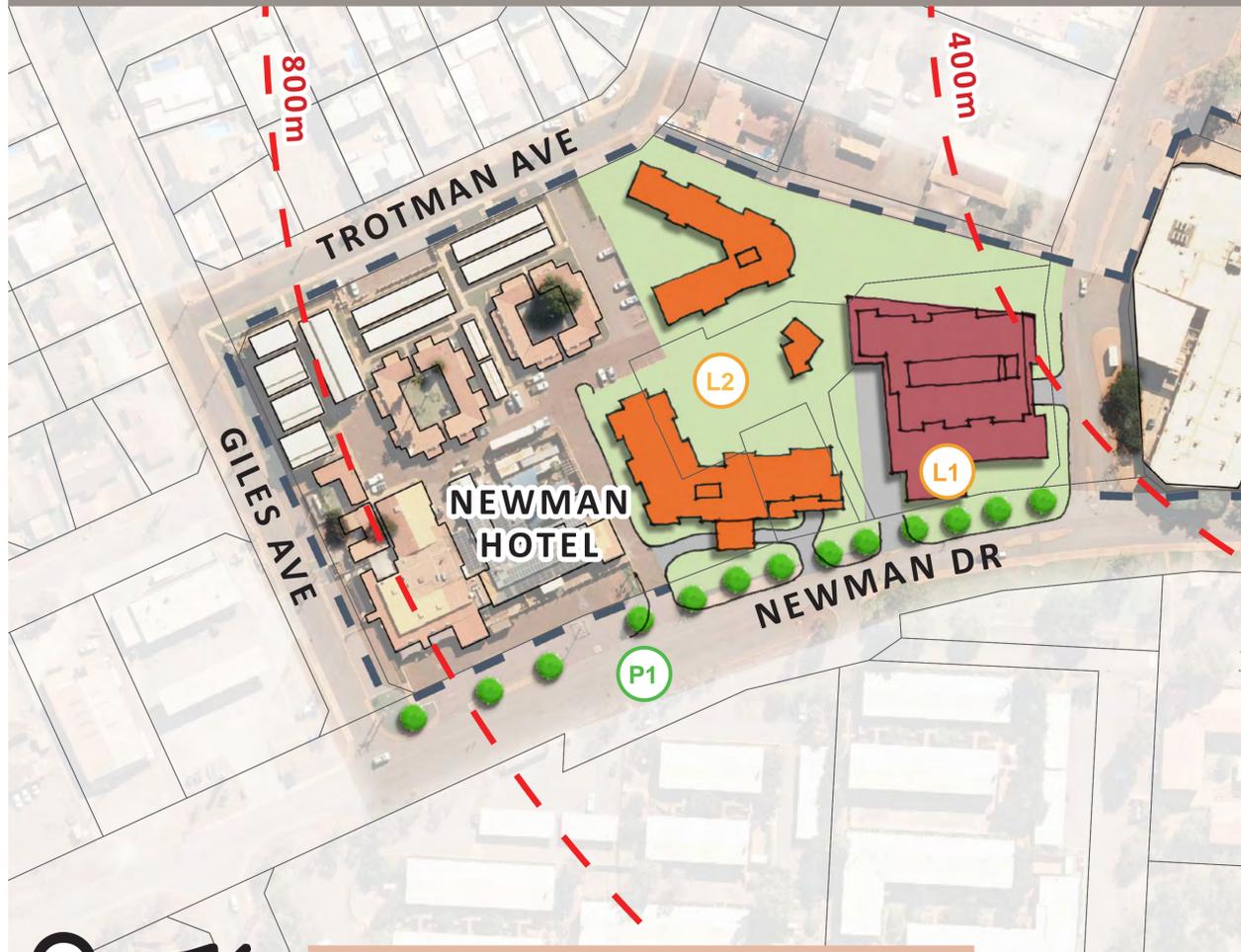
SHIRE OF EAST
PILBARA
COUNCIL

NEWMAN
VISITOR CENTRE

4 NEWMAN TOWN CENTRE DEVELOPMENT STRATEGY LISTENING POST WESTERN GATEWAY/ TOURISM PRECINCT IDEAS

DRAFT CHARACTER STATEMENT

Established tourism area at the western gateway of the Town Centre with opportunities to support redevelopment for additional short-stay accommodation purposes and a diversity of supporting retail and commercial uses.



WE WOULD LIKE TO KNOW
WHAT YOU THINK - PLEASE
LET US KNOW.

KEY OPPORTUNITIES

LAND USE

- L1** Indicative future multi-storey buildings with retail/commercial on the ground floor.
- L2** Indicative future multi-storey short-stay accommodation buildings, with ground floor retail/commercial along Newman Drive.

PUBLIC REALM

- P1** Landscaping and public realm upgrades to improve streetscape and attraction qualities as a 'gateway' at the western end of the Town Centre.



LEGEND

Study Area

LAND USE

- Mixed-Use
- Short-Stay Accommodation / Retail / Food & Beverage
- High-Density Residential & Short Stay Accommodation
- Recreation
- Medium-Density Residential
- Recreation Investigation Area

PUBLIC REALM

- Pedestrian Shade Structures
- New Tree Planting

MOVEMENT NETWORK

- New Footpath
- New Car Parking Area
- 400/800m Walkable Catchment

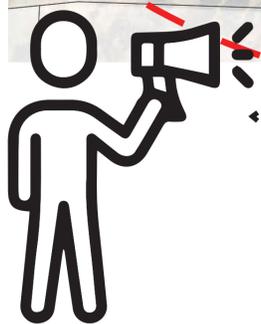
5 NEWMAN TOWN CENTRE DEVELOPMENT STRATEGY

LISTENING POST

"HEART" / MIXED USE PRECINCT IDEAS

DRAFT CHARACTER STATEMENT

Revitalisation of the Town Centre core including improved public realm to create a connected and pedestrian friendly environment supported by a mix of active land uses at the "heart" of the centre.



WE WOULD LIKE TO KNOW
WHAT YOU THINK - PLEASE
LET US KNOW.

KEY OPPORTUNITIES

LAND USE

- L1** Indicative future multi-storey buildings with retail/commercial on the ground floor.

MOVEMENT

- M1** Closure of the Boulevard carpark access.
- M2** Proposed parking area.

PUBLIC REALM

- P1** Landscaping and public realm upgrades that create an active interface with buildings and enhance use and attraction qualities.
- P2** Public space expansion to accommodate events, markets and other activities.



LEGEND

Study Area

LAND USE

- Mixed-Use
- High-Density Residential & Short Stay Accommodation
- Medium-Density Residential
- Short-Stay Accommodation / Retail / Food & Beverage
- Recreation
- Recreation Investigation Area

PUBLIC REALM

- Pedestrian Shade Structures
- New Tree Planting

MOVEMENT NETWORK

- New Footpath
- New Car Parking Area
- 400/800m Walkable Catchment

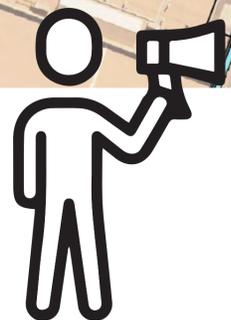
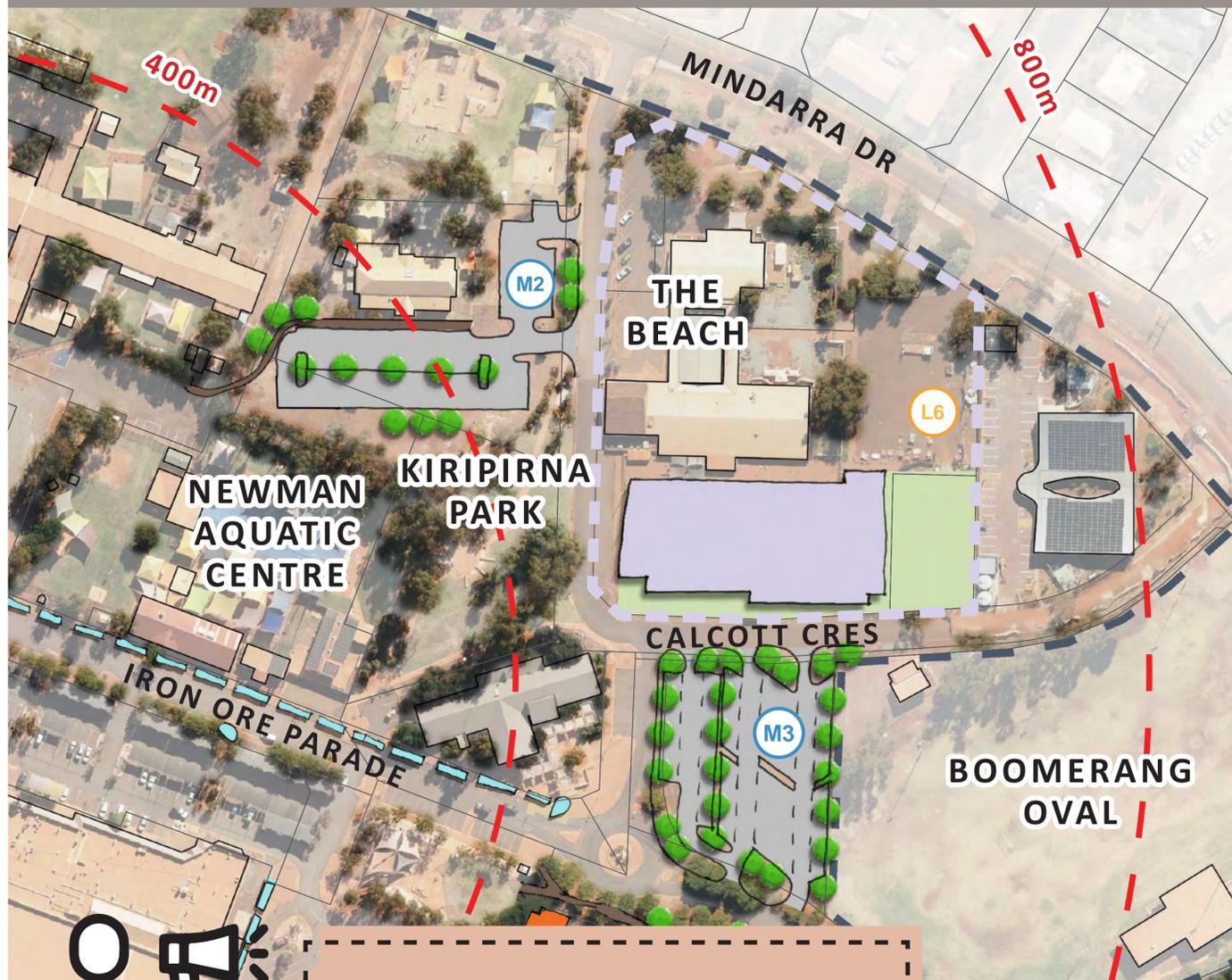
6 NEWMAN TOWN CENTRE DEVELOPMENT STRATEGY

LISTENING POST

RECREATION PRECINCT IDEAS

DRAFT CHARACTER STATEMENT

Create a northern setting which revitalises the existing recreational and community uses consistent with the East Pilbara Strategic Recreation Master Plan.



WE WOULD LIKE TO KNOW
WHAT YOU THINK - PLEASE
LET US KNOW.

KEY OPPORTUNITIES

LAND USE

- L6** Indicative future recreation-based development (subject to investigation under East Pilbara Strategic Recreation Master Plan project.)

MOVEMENT

- M2** Proposed parking area to incorporate additional parking.
- M3** Proposed parking area, including possible car-and-trailer- parking.



LEGEND

Study Area

LAND USE

- Mixed-Use
- Short-Stay Accommodation / Retail / Food & Beverage
- High-Density Residential & Short Stay Accommodation
- Recreation
- Medium-Density Residential
- Recreation Investigation Area

PUBLIC REALM

- Pedestrian Shade Structures
- New Tree Planting

MOVEMENT NETWORK

- New Footpath
- New Car Parking Area
- 400/800m Walkable Catchment

7 NEWMAN TOWN CENTRE DEVELOPMENT STRATEGY

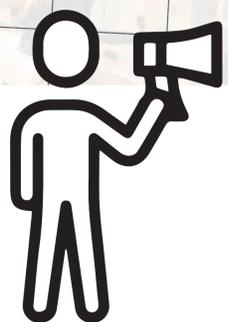
LISTENING POST

EASTERN GATEWAY / TOURISM / RESIDENTIAL

PRECINCT IDEAS

DRAFT CHARACTER STATEMENT

Create a “gateway” arrival at the eastern end of the Town Centre that supports the future redevelopment for short-stay and residential purposes appropriate to the existing context and enhances the connectivity and walkability to the Town Centre.



WE WOULD LIKE TO KNOW
WHAT YOU THINK - PLEASE
LET US KNOW.

KEY OPPORTUNITIES

LAND USE

- L1** Indicative future multi-storey buildings with retail/commercial on the ground floor.
- L3** Indicative cafe fronting McCarthy Park with possible integration with adjoining development.
- L4** Future residential and/or tourist-accommodation use(s).
- L5** Indicative future medium-density residential development (town houses or apartments) with rear vehicle access and buildings overlooking Boomerang Oval.

PUBLIC REALM

- P1** Landscaping and public realm upgrades to improve streetscape and attraction qualities as a ‘gateway’ at the eastern end of the Town Centre.

LEGEND

Study Area

LAND USE

- Mixed-Use
- Short-Stay Accommodation / Retail / Food & Beverage
- High-Density Residential & Short Stay Accommodation
- Recreation
- Medium-Density Residential
- Recreation Investigation Area

PUBLIC REALM

- Pedestrian Shade Structures
- New Tree Planting

MOVEMENT NETWORK

- New Footpath
- New Car Parking Area
- 400/800m Walkable Catchment



- KEY**
- Planning Scheme
 - Design Guidelines
 - Infrastructure Works
 - Placemaking
 - Partnerships

LAND USES

- Increase floorspace and services to support small offices/business
- Encourage diverse food and beverage outlets
- Support residential and combined home/business development
- Support tourist attractions and facilities
- Investigate needs for community and recreation facilities

PUBLIC REALM AND PUBLIC SPACES

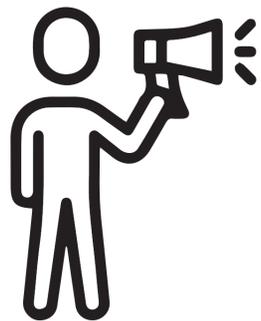
- Landscape/tree planting in streets
- Activate public spaces
- Encourage appropriate public art
- Improve wayfinding
- Support family friendly activities

BUILT FORM

- Enhance architectural character
- Support flexible and adaptable buildings
- Support environmental sustainability

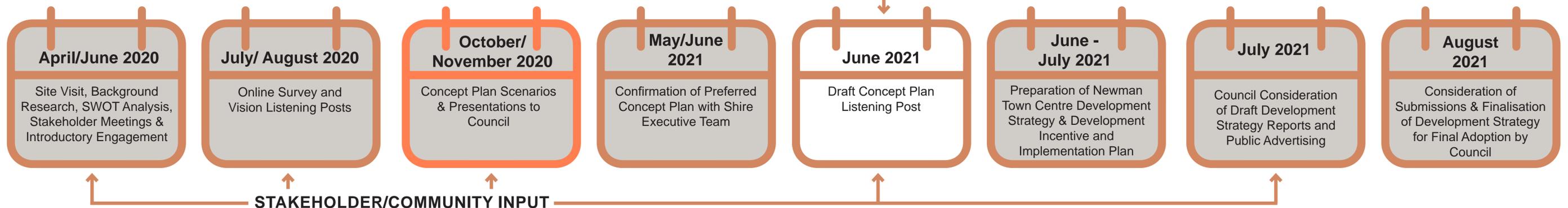
MOVEMENT NETWORK

- Improve footpath comfort and pedestrian accessibility
- Increase parking



**WE WOULD LIKE TO KNOW
WHAT YOU THINK - PLEASE
LET US KNOW.**

WE ARE HERE



APPENDIX H

Listening Post No. 2 – Completed Feedback Forms



Comments...

After reviewing **boards 3 - 8** if you have any ideas / thoughts / comments for the project team, please share them with us below.

Your feedback is valuable to the team and will be used to inform the development of the strategies.

Board 3 - General comments:

- Good to see the gravel carpark to West of Boomerang oval upgraded.
- Very happy to see recently laid lawn along Newman Dr.

Board 4 -

1. Do you have any comments on the character statement (agree, disagree, want to add something)?

- I agree with character statements. As a local trainer we often have visiting staff who need accommodation accessible by walking to amenities.

2. Do you have any comments on the opportunities identified on the plan or any other opportunities you would like to add?

- I think add more trees to reduce heat reflection off buildings.
- P2 expansion looks good, lawn instead of concrete.

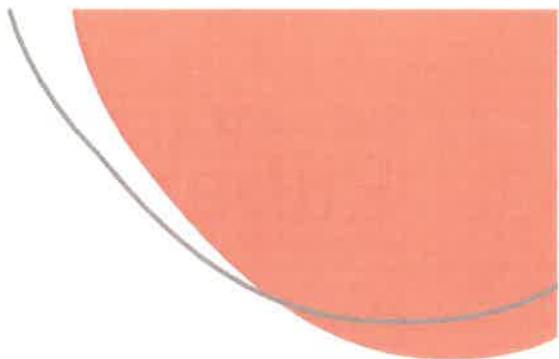
Board 5 -

1. Do you have any comments on the character statement (agree, disagree, want to add something)?

- Agree, must be pedestrian friendly. Block off SE access of 'the square' to vehicles to protect those leaving shops.

2. Do you have any comments on the opportunities identified on the plan or any other opportunities you would like to add?

- The more trees the better.
- Lawn is always better than concrete; it doesn't stain red!



Board 6 -

1. Do you have any comments on the character statement (agree, disagree, want to add something)?

2. Do you have any comments on the opportunities identified on the plan or any other opportunities you would like to add?

Board 7 -

1. Do you have any comments on the character statement (agree, disagree, want to add something)?

2. Do you have any comments on the opportunities identified on the plan or any other opportunities you would like to add?

Board 8 - General comments:



Comments...

After reviewing boards 3 - 8 if you have any ideas / thoughts / comments for the project team, please share them with us below.

Your feedback is valuable to the team and will be used to inform the development of the strategies.

Board 3 - General comments:

Air quality monitors in Day Care car park
need 10m clearance from any obstruction + 120°
opening/radius.

Board 4 -

1. Do you have any comments on the character statement (agree, disagree, want to add something)?

2. Do you have any comments on the opportunities identified on the plan or any other opportunities you would like to add?

Board 5 -

1. Do you have any comments on the character statement (agree, disagree, want to add something)?

2. Do you have any comments on the opportunities identified on the plan or any other opportunities you would like to add?

Board 6 -

1. Do you have any comments on the character statement (agree, disagree, want to add something)?

2. Do you have any comments on the opportunities identified on the plan or any other opportunities you would like to add?

- BHP ~~at~~ likely funder/support for car park north of Amatic Centre - improve safety
- Lawn bowls - inclusive sport for people with us kids

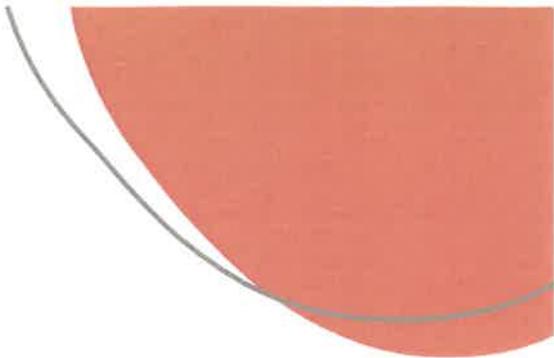
Board 7 -

1. Do you have any comments on the character statement (agree, disagree, want to add something)?

2. Do you have any comments on the opportunities identified on the plan or any other opportunities you would like to add?

Board 8 - General comments:

- Support greening of streets
- The Square - use for kids play (inflatables) + more shade
- Boomerang Oval - event space
- Support resi with dev overlooking oval (two storey)
- Waterplay



Comments...

After reviewing **boards 3 - 8** if you have any ideas / thoughts / comments for the project team, please share them with us below.

Your feedback is valuable to the team and will be used to inform the development of the strategies.

Board 3 - General comments:

Board 4 -

1. Do you have any comments on the character statement (agree, disagree, want to add something)?

2. Do you have any comments on the opportunities identified on the plan or any other opportunities you would like to add?

Board 5 -

1. Do you have any comments on the character statement (agree, disagree, want to add something)?

2. Do you have any comments on the opportunities identified on the plan or any other opportunities you would like to add?

Board 6 -

1. Do you have any comments on the character statement (agree, disagree, want to add something)?

2. Do you have any comments on the opportunities identified on the plan or any other opportunities you would like to add?

Board 7 -

1. Do you have any comments on the character statement (agree, disagree, want to add something)?

2. Do you have any comments on the opportunities identified on the plan or any other opportunities you would like to add?

- No support for res development on Newman Drive
(too noisy)

Board 8 - General comments:

- RSL Park - needs new location (East-west location) - needs bigger space
- No incentive for tourists to stay
- Trotman Ave - improve safety + appearance
- Shortage of child care facilities

Comments...

After reviewing **boards 3 - 8** if you have any ideas / thoughts / comments for the project team, please share them with us below.

Your feedback is valuable to the team and will be used to inform the development of the strategies.

Board 3 - General comments:

Board 4 -

1. Do you have any comments on the character statement (agree, disagree, want to add something)?

2. Do you have any comments on the opportunities identified on the plan or any other opportunities you would like to add?

Board 5 -

1. Do you have any comments on the character statement (agree, disagree, want to add something)?

2. Do you have any comments on the opportunities identified on the plan or any other opportunities you would like to add?

Board 6 -

1. Do you have any comments on the character statement (agree, disagree, want to add something)?

2. Do you have any comments on the opportunities identified on the plan or any other opportunities you would like to add?

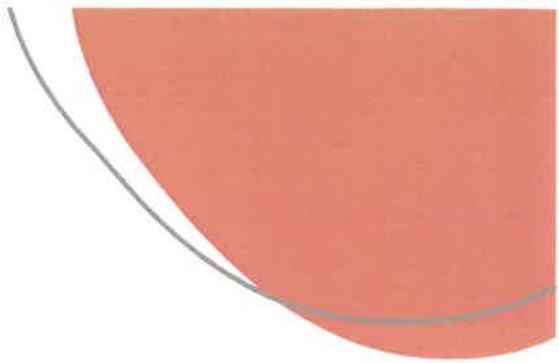
Board 7 -

1. Do you have any comments on the character statement (agree, disagree, want to add something)?

2. Do you have any comments on the opportunities identified on the plan or any other opportunities you would like to add?

Board 8 - General comments:

- Support residential + mixed use - like Karratha
- Support more parking near Woolworths
- More caravan car parking
- Remove Aquatic centre - more netball courts etc.
(indoor sports)



Comments...

After reviewing **boards 3 - 8** if you have any ideas / thoughts / comments for the project team, please share them with us below.

Your feedback is valuable to the team and will be used to inform the development of the strategies.

Board 3 - General comments:

integrate aboriginal stories into art.
ensure cultural elements in the marketplace
to build cultural awareness

Board 4 -

lighting . CCTV.

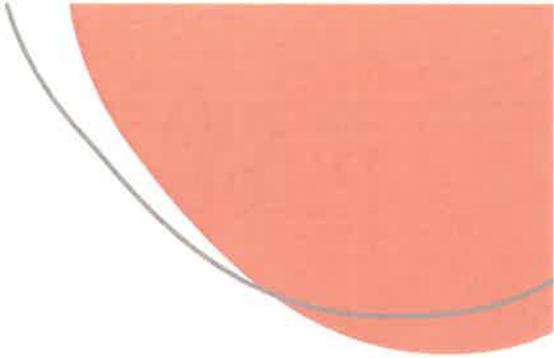
1. Do you have any comments on the character statement (agree, disagree, want to add something)?

2. Do you have any comments on the opportunities identified on the plan or any other opportunities you would like to add?

Board 5 -

1. Do you have any comments on the character statement (agree, disagree, want to add something)?

2. Do you have any comments on the opportunities identified on the plan or any other opportunities you would like to add?



Board 6 -

1. Do you have any comments on the character statement (agree, disagree, want to add something)?

More playgrounds / adventure playground.
want magnet. & water park.

2. Do you have any comments on the opportunities identified on the plan or any other opportunities you would like to add?

Board 7 -

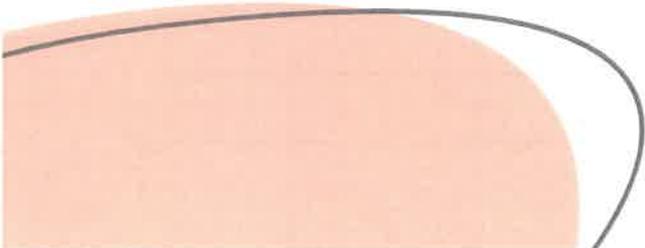
1. Do you have any comments on the character statement (agree, disagree, want to add something)?

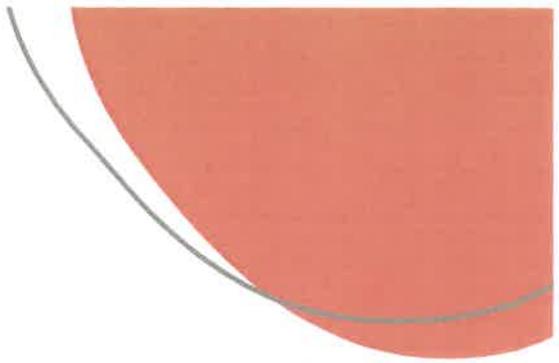
needs more street lighting.

2. Do you have any comments on the opportunities identified on the plan or any other opportunities you would like to add?

Food trucks, late night shopping.

Board 8 - General comments:





Comments...

After reviewing **boards 3 - 8** if you have any ideas / thoughts / comments for the project team, please share them with us below.

Your feedback is valuable to the team and will be used to inform the development of the strategies.

Board 3 - General comments:

Board 4 -

1. Do you have any comments on the character statement (agree, disagree, want to add something)?

2. Do you have any comments on the opportunities identified on the plan or any other opportunities you would like to add?

Board 5 -

1. Do you have any comments on the character statement (agree, disagree, want to add something)?

M1 - cannot get two 9 wheel dines into parking area near P1.

2. Do you have any comments on the opportunities identified on the plan or any other opportunities you would like to add?

Board 6 -

1. Do you have any comments on the character statement (agree, disagree, want to add something)?

*need more for youth / teenagers
nothing for - them to do.*

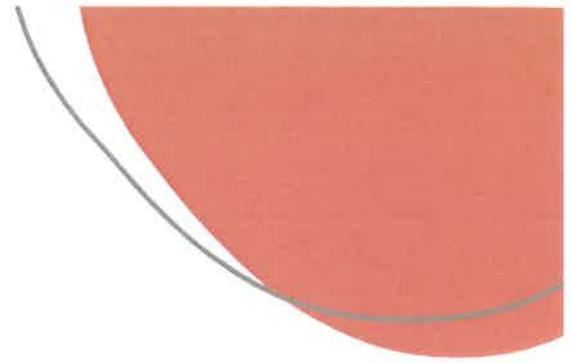
2. Do you have any comments on the opportunities identified on the plan or any other opportunities you would like to add?

Board 7 -

1. Do you have any comments on the character statement (agree, disagree, want to add something)?

2. Do you have any comments on the opportunities identified on the plan or any other opportunities you would like to add?

Board 8 - General comments:



Comments...

After reviewing **boards 3 - 8** if you have any ideas / thoughts / comments for the project team, please share them with us below.

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Board 3 - General comments:

Board 4 -

1. Do you have any comments on the character statement (agree, disagree, want to add something)?

2. Do you have any comments on the opportunities identified on the plan or any other opportunities you would like to add?

Board 5 -

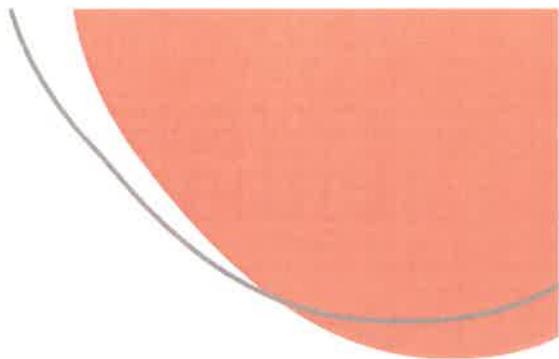
1. Do you have any comments on the character statement (agree, disagree, want to add something)?

more choices of places to eat.

Not like Karratha.

increase street surveillance.

2. Do you have any comments on the opportunities identified on the plan or any other opportunities you would like to add?



Board 6 -

1. Do you have any comments on the character statement (agree, disagree, want to add something)?

youth facilities out of town centre.
like the water park.
Want Neriman Club rather than rec space.

2. Do you have any comments on the opportunities identified on the plan or any other opportunities you would like to add?

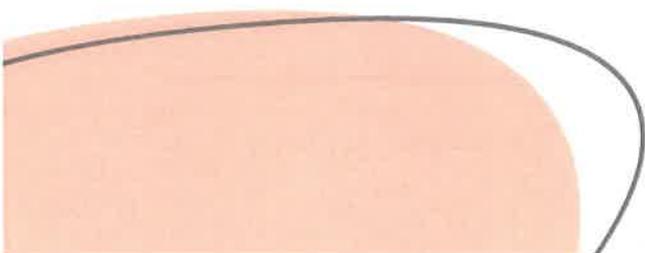
Board 7 -

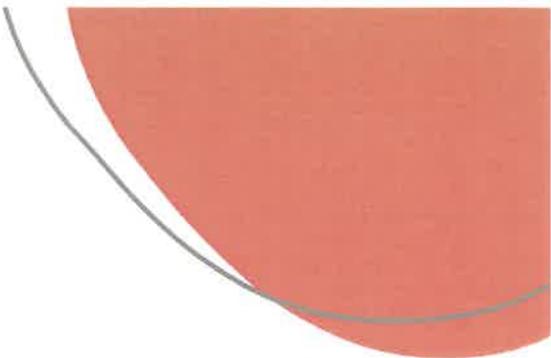
1. Do you have any comments on the character statement (agree, disagree, want to add something)?

Encourage ten houses.

2. Do you have any comments on the opportunities identified on the plan or any other opportunities you would like to add?

Board 8 - General comments:





Comments...

After reviewing **boards 3 - 8** if you have any ideas / thoughts / comments for the project team, please share them with us below.

Your feedback is valuable to the team and will be used to inform the development of the strategies.

Board 3 - General comments:

*Support for residential
more cafes, bars,
more people in town centre.*

Board 4 -

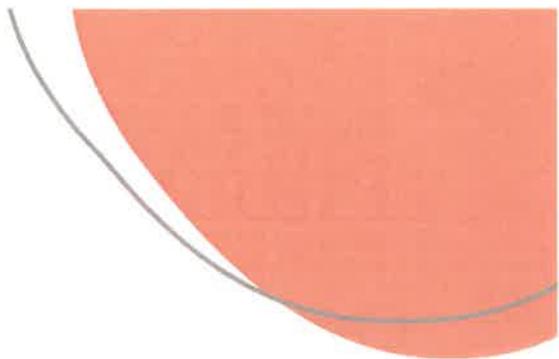
1. Do you have any comments on the character statement (agree, disagree, want to add something)?

2. Do you have any comments on the opportunities identified on the plan or any other opportunities you would like to add?

Board 5 -

1. Do you have any comments on the character statement (agree, disagree, want to add something)?

2. Do you have any comments on the opportunities identified on the plan or any other opportunities you would like to add?



Board 6 -

1. Do you have any comments on the character statement (agree, disagree, want to add something)?

Support for water playground image
need adaptive playground.

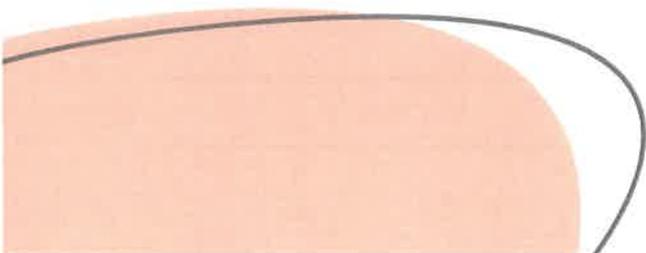
2. Do you have any comments on the opportunities identified on the plan or any other opportunities you would like to add?

Board 7 -

1. Do you have any comments on the character statement (agree, disagree, want to add something)?

2. Do you have any comments on the opportunities identified on the plan or any other opportunities you would like to add?

Board 8 - General comments:



Comments...

After reviewing boards 3 - 8 if you have any ideas / thoughts / comments for the project team, please share them with us below.

Your feedback is valuable to the team and will be used to inform the development of the strategies.

Board 3 - General comments:

social problems.
feels unsafe at 9pm. / after dark.

Board 4 -

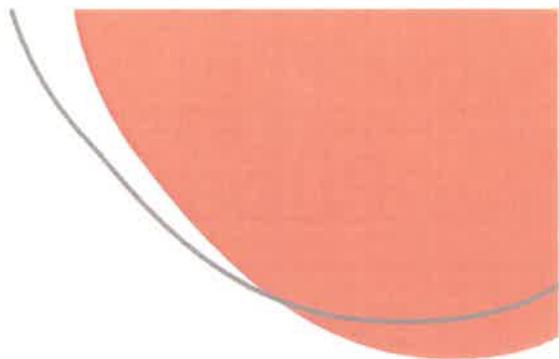
1. Do you have any comments on the character statement (agree, disagree, want to add something)?

2. Do you have any comments on the opportunities identified on the plan or any other opportunities you would like to add?

Board 5 -

1. Do you have any comments on the character statement (agree, disagree, want to add something)?

2. Do you have any comments on the opportunities identified on the plan or any other opportunities you would like to add?



Board 6 -

1. Do you have any comments on the character statement (agree, disagree, want to add something)?

open sunny pool for early morning lap swimming
heat pool for winter swimming.

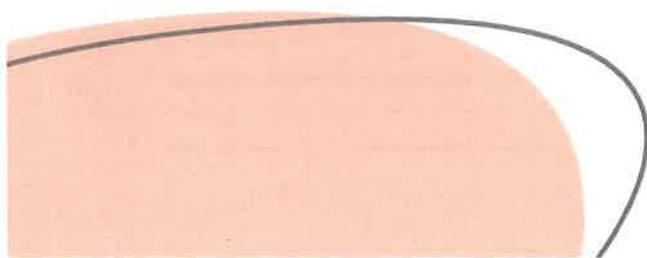
2. Do you have any comments on the opportunities identified on the plan or any other opportunities you would like to add?

Board 7 -

1. Do you have any comments on the character statement (agree, disagree, want to add something)?

2. Do you have any comments on the opportunities identified on the plan or any other opportunities you would like to add?

Board 8 - General comments:



APPENDIX B

Literature Review

Newman Town Centre Development Strategy

Background Review Summary Report



Document History & Status

**Newman Town Centre Development
Strategy**

**Background Review Summary
Report**

**Taylor Burrell Barnett
Town Planning and Design, in
collaboration with Pracsys and
EPCAD**

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Perth WA 6000
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Revision	Reviewer	Date Issued
20/025a – Rev 0	KH	8 May 2020
20/025b – Rev 1	KH	13 May 2020

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Section

1.0

Introduction

1.0 Introduction

1.1 Project Background

Taylor Burrell Barnett (TBB), in collaboration with Pracsys and EPCAD, has been engaged by the Shire of East Pilbara to prepare the Newman Town Centre Development Strategy (the Strategy), comprising of a Commercial and Retail Needs Assessment, Concept/Precinct Development Plan, Development Incentive Plan and Implementation Plan.

With the Newman Revitalisation Plan (NRP) largely complete, it is necessary to continue to activate the town centre. The preparation of the Strategy will seek to improve public areas and streetscape, parking and pedestrian access, urban design guidelines and preferred land uses to effectively deliver an attractive and activated town centre. The supporting Development Incentive Plan will identify opportunities for quick wins, priority actions, implementation projects and innovative forms of development.

Community and stakeholder engagement will be a pivotal component of both projects to encapsulate as many of the community's and stakeholder's practical and viable aspirations as possible.

1.2 Purpose of this Report

This report has been prepared as a summary of key background information and considerations likely to have a bearing on the preparation of the Strategy that will guide future planning and development of the Newman Town Centre (NTC). There has been significant work previously undertaken by the Shire through the NRP which will be used to inform and guide this phase of work.

To inform the preparation of the Strategy, this report provides analysis and information relating to:

- An overview of the Planning Framework, including local strategic and statutory planning framework documents and current status of commercial and retail development applicable to the study area;
- An overview of the key considerations contained within relevant background documents and studies relevant to the study area;
- Previous consultation and engagement outcomes relating to the NRP project; and
- Strengths, weaknesses, opportunities and threats (SWOT) analysis relevant to the study area.

This report should be read in conjunction with the desktop review undertaken by Pracsys to understand the current state of the Shire's economy and to provide a quantified evidence base with which to assess the Shire's current socio-economic performance. A copy of this report is contained at **Appendix A**.

1.3 Study Area

The study area is defined as the NTC depicted by the boundary as shown on **Figure 1** and is generally bounded by Mindarra Drive to the north, Newman Drive to the south, Boomerang Park to the east and Giles Avenue to the west.

The NTC provides for local level conveniences through the primary shopping precinct at the Boulevard Shopping Centre, which provides a Woolworths supermarket, in addition to other small retail and convenience services. The recent development of the Town Square and shopping precinct (comprising IGA supermarket) have been key pieces of infrastructure delivered through the NRP.

Newman is planned to function as the primary regional centre in the Shire with an estimated population of 10,398 persons by 2035 [Source: Draft LPS, 2020; 2035 Medium Scenario].



Figure 1 Study Area

Section

2.0

Planning Framework

2.0 Planning Framework

2.1 Local Statutory Planning Context

2.1.1 Shire of East Pilbara Local Planning Scheme No. 4 (2005)

- The study area is predominately zoned 'Town Centre' under the Shire of East Pilbara Local Planning Scheme No. 4 (LPS 4)
- The site located at the corner of Newman Drive and Hilditch Avenue is zoned 'Mixed Business'. Newman Primary School and the neighbouring sites to the east are reserved for 'Public Purposes – Primary School', 'Public Purposes - Civic Purposes' and 'Recreation' respectively
- Newman Drive is reserved as a 'Major Road'. Surrounding existing residential development is zoned 'Residential R15/40'
- The objective of the Town Centre zone is to:
 - provide for retail shopping, office and commercial development, and social, recreational and community activities serving the town as a whole*
- Land use permissibility within the Town Centre and Mixed Business zones is outlined in the Zoning Table of LPS 4. Residential development (grouped and multiple dwellings) are discretionary uses within the Town Centre Zone, however a Single House is a not permitted use. Commercial uses and Public and Community uses (with the exception of a Corner Store, Milk Depot, Airfield, Prison and Zoological Garden) are either permitted or discretionary uses within the Town Centre Zone
- In accordance with Clause 4.9 of LPS 4, with respect to the Town Centre zone, uses permitted by the Scheme, building setback and car parking requirements will be subject to conformity with a Town Centre Strategy adopted by the local government
- Upon finalisation of the draft Local Planning Strategy (LPS) as discussed in more detail below, the Shire's LPS 4 will require updating

2.2 Local Strategic Planning Context

2.2.1 Draft Shire of East Pilbara Local Planning Strategy (Draft, 2020)

The review of the Shire's Local Planning Strategy (LPS) commenced in 2013 and it is understood that the draft LPS is currently with the Western Australian Planning Commission (WAPC) for consent to advertise. Closely aligned with the Strategic Community Plan (SCP), the draft LPS sets clear strategies and actions to guide land use and development within the Shire for the next ten years. Key actions of the draft LPS as they relate to this Strategy include:

2.2.1.1 Population and Housing

- Develop a Housing Strategy underpinned by a Housing Needs Assessment and the Newman Accommodation Demand Analysis (Department of Housing, 2014), to implement a number of actions such as:
- Establish actual housing availability
- Analyse housing needs (quantum and typology)
- Review of land release and approval processes
- Determine available and appropriate land for future housing

- Identify those lots within 1km of Newman that may have an increase in R-Coding to support further subdivision and provide for infill opportunities. (Short Term)
- Identify land for future infill for the development of townhouses and multiple dwellings in areas of high amenity and shop top i.e. housing over retail low rise apartments in the Newman town centre subject to a structure plan having been prepared and approved. (Medium Term)
- Liaise with mining companies to establish the level and capacity of mining owned housing stock. (Short Term)
- Require Precinct Planning in the East Newman residential area to improve amenity and liveability including formalizing pedestrian access and streetscape improvements. (Short Term)
- Support scheme amendments for post mining land uses in the Mining Transitional Area (on the LPS Map) subject to further planning investigations, satisfactory rehabilitation and supported in mining post closure management plans. (Long Term)

2.2.1.2 Retail and Commercial

- Undertake a Commercial and Retail Needs Assessment and Strategy. The assessment should test the need for additional land and/or space allocation Key areas to be tested include the commercial land on Newman Drive for “big box”/ bulky goods commercial businesses. (Short Term)
- Continue the implementation of Town Centre Revitalisation Plan (Pilbara Cities, 2010), undertake a project to evaluate and measure the effectiveness of the Newman Town Centre Design Guidelines Plan to ensure that the town centre continues to provide an attractive commercial and social environment. (Ongoing)
- On the basis the Town Centre is developed to capacity, encourage the rezoning of land adjacent to Newman Drive, near the town core to ‘Mixed Use’. (Medium Term)

2.2.1.3 Mining

- Identify land for workers accommodation in or on the periphery of townsites to encourage social and economic outcomes for the whole community. (Short Term)

2.2.1.4 Tourism and Visitors

- Consider the following sites located within the study area as potential Tourist zones in the Scheme review and subject to consent from landowners being:
 - Seasons Hotel Newman (83 rooms)
 - Newman Hotel Motel

2.2.1.5 Community Facilities

- Plan and implement Newman Health Campus and Service Provision Master Plan. It would be valuable to undertake stakeholder engagement to consider community health development in a whole of community master plan. (Medium Term)
- Undertake design and planning to develop suites for health and allied health professionals on the former tennis court site near the Newman Hospital, to provide increased medical facilities and services to meet the needs of the community. (Medium Term)
- Plan for the development of a Newman Education Precinct that has the facilities which develop skills and training to support mining resource sector, as well as local businesses (i.e. school to work transition programs plus apprenticeships and traineeships).

2.2.1.6 Traffic and Transport

- Undertake and implement a Pathways Plan to prioritise pedestrian and cycle upgrades and connect the Shire’s town sites, having consideration for the following:
 - Limited permeability or safe routes for pedestrians and cyclists

- Poor signage and directions to the town centre
- lack of legible cycling and pedestrian routes
- Pedestrian and cyclist routes through the Newman town centre need to be clearly defined and missing links completed. (Ongoing)

2.2.2 Shire of East Pilbara Strategic Community Plan 2018-2028

The core values of the SCP 2018-2028 as they relate to this Strategy are to:

- *Support the diverse and sustainable economic development of the region through advocacy and promotion of the regions*
- *Foster harmonious communities that acknowledge cultural diversity, share strong community connections and have access to relevant and affordable community services*
- *Well connected placed and communities with safe roads, housing choice and well maintained infrastructure to support an increasing population and economic growth*

Built Environment

B.1 Optimise places to live, work and enjoy

B1.1 Improve local amenity

B1.2 Provide and maintain open spaces for the community to recreate and connect

B1.3 Maintain and facilitate community infrastructure and urban heritage, including roads and buildings

B.2 Plan for the future

B2.1 Create liveable spaces through local area planning

B2.2 Facilitate the release of land for diverse and inclusive housing options, industrial and commercial use

2.3 Key Observations and Considerations

Key considerations based on the summary above as they relate to the study area and preparation of the Strategy include:

- Ensure that the LPS and this Strategy are prepared in close consultation and the work well-informed and that the Strategy acknowledges key actions within the draft LPS such as:
 - Potential for future mining activity on the periphery of the NTC, being mindful of future transitional areas post mining, including liaison with mining companies regarding capacity of housing stock
 - Be cognisant of the potential increase in residential density and infill opportunities for lots within 1km of Newman
 - Provide opportunities for future infill development and townhouse and multiple dwelling development in areas of high amenity, and consider innovative built form such as shop top housing
 - Be cognisant of the potential rezoning of land adjacent to Newman Drive, near the NTC to 'Mixed Use'
 - Provide opportunities for land for workers accommodation in or on the periphery of the NTC
 - Consider the identification of Tourism Zones for the Seasons Hotel Newman and Newman Hotel Motel
 - Provide opportunities for the development of suites for health and allied health professionals as identified in the Town Centre Master Plan
- Whilst the draft LPS identifies Education Precincts outside of the study area, consider the opportunities for education and training precincts within the NTC
- Integrate elements of the Pathways Plan as advocated in the draft LPS to provide connected pedestrian and cyclists routes
- Recognise the key priorities as identified in the draft LPS, such as the development of the education, health, youth and civic/cultural/arts precincts, strategies to support business diversification and tourism development and public realm enhancements

- Undertake a Commercial and Retail Needs Assessment and Strategy addresses matters such as the need for additional land and/or space allocation and demand for “big box”/ bulky goods commercial businesses along Newman Drive and Mixed Use zoning abutting the Town Centre
- Alignment of emerging strategies with the relevant core values of the SCP as they relate to the revitalisation of the NTC

Section

3.0

Background Documents
and Studies

3.0 Background Documents and Studies

3.1 Newman Revitalisation Plan Summary (2010)

- The NRP identifies the economic, social and town planning strategies required at different levels to transform Newman from a resource town into a subregional centre of 15,000 permanent residents (since superseded by medium growth scenario of 10,398 persons for Newman by 2035. Refer Sections 3.2 & 3.7 of this Report for additional commentary).
- The three volumes of the NRP include:
 1. **Implementation Plan (Volume 1):** vision, goals, objectives, implementation program with actions
 2. **Town Site Growth Plan (Volume 2):** land use plan with strategies and actions
 3. **Town Centre Master Plan (Volume 3):** redevelopment master plan, new public spaces, place activation
- Responses are required at a number of levels (regional; town site; town centre)
- Town Site Growth Plan (Volume 2)
 - New road access through the town centre
 - New bypass road connecting the new and existing industrial areas
 - Improved access to the residential growth areas to the north of the town site
 - Green spines/ water courses
 - Tree-lined pedestrian connections
- Town Centre Master Plan (Volume 3)
 - A place management approach is proposed to activate the town centre. This would be coordinated through a steering committee and an economic development officer or place manager appointed by the Shire.
 - The Town Centre Master Plan reflects these principles across the four layers required to achieve a successful town centre:
 1. Venue – physical component
 2. Managed Venue – planning mechanisms and place managed models
 3. Activated Space – place activation (e.g. events, activities, programs)
 4. Sense of Place – A Connected Place – belonging, ownership
 - Key elements:
 - Extension of Iron Ore Parade
 - A new main street and town square
 - New pedestrian linkages and shaded walkways
 - Opportunities for new, commercial and office floorspace, small retail tenancies
 - Multi-use civic centre and outdoor amphitheatre/cinema
 - Mixed use development, townhouse development, shop-top apartments
 - Relocation of car parking and provision of on-street parking
 - Caravan and camper van parking

- Long-term retail opportunities including supermarket and discount department store
 - Creation of precincts – retail; community/civic; health; office
- Implementation (Volume 1)
 - Outlines short-term (0-5 years), medium (5-10 years) and longer-term (10-20 years) actions and projects requiring resources and funding at the state and / or federal level (with implications beyond Newman)
 - Short-term actions/activities/projects of relevance to this project include:
 - Town Site / Town Centre level
 - Community Facilities, Multiuse community spaces/ facilities, Medical Facilities, Caravan/RV Visitor/ Truck Parking, Additional Caravan Park (Yr 1-5)
 - Strategic Projects
 - Prepare and adopt updated LPS (Yr 1-4)
 - Formulate Shire economic development strategy (Yr 2-3)
 - Establish a responsibility within Shire to promote local economic development (Yr 3-4)
 - Establish a strategy to stage future growth and implement public realm initiatives (Yr 1-5)
 - Projects (Private Sector funding)
 - Prepare and lodge Structure Plans and LDPs (Yr 1-5)

3.2 Newman Revitalisation Plan – Implementation Plan (Vol 1, 2010)

The key premise for the Strategy is that Newman will have a population of 15,000 permanent residents (250% increase in the population of the town), which will require locally based diverse employment opportunities, local health and education services and a sustainable community into the future. To achieve this, the Implementation Plan identifies a new approach:

- Economic Diversification: working closely with the resource industry to find ways of developing a more robust, flexible and adaptable local economy
- Lower Cost of Living: initiatives and actions are needed to address the cost of rent and mortgages and free up the operation of the housing market. The availability of affordable housing to accommodate the required population is a key element on this
- Improving the Quality of Life: core areas such as health, education, utilities infrastructure, and transport and community amenities must be urgently addressed, and a desire for immediate action to be taken to revitalise the town centre

The NRP recognises that actions will be needed at several levels simultaneously:

- Region: many initiatives aimed at working with the resource industry to examine working practices, or diversifying the economy can only be tackled at the regional level
- Townsite: providing more land for release to house the resident and business community requires better planning at the town site level so that there is a clear vision on where best to meet these needs
- Town Centre: based on the Driving Force-Pressure-State-Impact-Response (DPSIR) Framework Analysis, 24 separate strategies have been identified to realise the NRP's aspirational goals and objectives, and a new governance model including a ministerial taskforce. Many of the regional and townsite strategies have not commenced or been completed.
- Note: Through the preparation of the Shire's draft LPS, a medium growth scenario between low trend based forecasts and high aspirational targets is considered fit for purpose for the long term strategic planning of the Shire. As such, the 15,000 permanent population forecast for Newman as indicated in NRP documents is no longer relevant and an estimated population of 10,398 persons for Newman by 2035 is forecast.

3.3 Newman Revitalisation Plan – Town Site Growth Plan (Vol 2, 2010)

A place management approach is proposed to activate the town centre. This would be coordinated through a steering committee and an economic development officer or place manager appointed by the Shire. Activity would also be directed by a local economic development strategy which aims to encourage new enterprise and business growth in the town centre. Key principles to be pursued to activate the town centre include:

- Maximise investment and economic return, which will help businesses flourish and fund additional town centre functions and activities
- Well managed and maintained community assets, supported by strong commitment from stakeholders to retain a high standard
- Integrated town centre activities and spaces, which provide venues for activities that invite people of all ages, genders and cultures to use the town centre
- Foster community identity, by reflecting the character and aspirations of the community, and celebrating Indigenous heritage and more recent resources sector-based heritage
- A partnership approach, that involves stakeholders across all sectors to achieve a common vision for the town centre
- Access and legibility through an improved movement network
- A safe and secure environment, which reflects designing out crime principles and street activation
- Governance and management to allow for the effective management and marketing of the town centre
- Marketing and branding, which should be proactive and create awareness of the town centre's transformation and what it has to offer
- Activation to ensure the town centre is a diverse, active, vibrant and lively place that exudes vitality and atmosphere
- Business development which stimulates grass-roots business and enterprise development

3.4 Newman Revitalisation Plan – Town Centre Master Plan (Vol 3, 2010)

- Sets out how the town centre will be modernised and transformed into a vibrant and attractive heart for Newman
- Volume 3 includes a redevelopment master plan, and proposals for activating new public spaces
- The Town Site Growth Plan confirms the town centre will remain the primary retail and office location for Newman, and key focal point for the community
- A place management approach is proposed to activate the town centre and activity would also be directed by a local economic development strategy
- Newman Tomorrow: Resourcing a Home for Future Generations (2008) (now defunct) provided the foundation for the Town Centre Master Plan
- The process was commenced on a principle of building upon past work (2003 NTCRP, 2007 Cultural Precinct Draft Concept Plan, Town Centre Revitalisation Concept Plans 2008/2009) which was seen as important from the community's perspective, as there is anecdotal evidence that the community was feeling "over-consulted"
- Context and Analysis
 - Community has been "over-consulted and under-delivered"
 - Community perception at the time that core areas such as health, education, utilities, infrastructure and community amenities still need to be addressed
 - Planning has been ad-hoc and town centre design dysfunctional and as a result poor community interaction and socialisation
 - Desire to raise the town centre's appeal and create a place which forms a 'heart' for Newman through high quality public amenity

- Outlines key challenges relating to spatial, visual and facility characteristics of the NTC and which relate to social development challenges
- Goals and Objectives
 - Economy, Community, Environment, Built Environment & Public Realm and Infrastructure
 - Planning principles that create a vibrant town centre environment and enhance the Newman experience and quality of life
 - Diverse built form typologies
 - Climate responsive design
 - Adaptive/flexible built form
 - 3-4 storey innovative mixed use development
 - Pedestrian-based main street
 - Commercial/office opportunities
 - Safe, legible and active public realm and streetscape
- The Strategy – key elements
 - The vision for Newman is to create a compact town centre that is vibrant, has increased amenity and choice and that is walkable. In essence, create a new commercial heart for the people of Newman to enjoy
 - Urban Form – compact form with future peripheral growth limited to 2km radius
 - Improved Movement Network – streets to become ‘green corridors’; Market Place – Main Street; new east-west road (Iron Ore Parade); additional links to Newman Drive and periphery
 - Medium density Residential Development – range of dwelling typologies including two-storey townhouses, 3 storey walk-up apartments, shop to apartments
 - Mixed Business – bulky goods, showroom and warehouse uses along Newman Drive
- Governance
 - Shire, residents, businesses prospective tenants to all play a role in place activation and localised economic activation
 - Develop an economic development strategy to grow strategic employment, extend local industry capability and identify where to focus development activities.
- Recent development within the NTC includes the Town Square which was developed using \$20million in Royalties for Regions funds. BHP also invested \$30million to development the Parnawarri Retail Centre. With these major projects completed in 2017, the NRP is essentially considered complete, however there are various longer-term actions and key strategic aspirations that can be reviewed, monitored and implemented to ensure the ongoing revitalisation of the NTC.

3.5 Newman Town Centre Style Guide and Design Guidelines (2012)

- Adopted as a Local Planning Policy (LPP) to develop best-practice building design guidelines (DGs) for the NTC which embraces and will deliver feasible and sustainable built form development outcomes consistent with Main Street, Climate Responsive and Environmentally Sensitive Design (ESD) principles
- The document is divided into four parts (Style Guide, Climate Response, Design Guidelines and Detailed Area Plan (DAP))
- Part 1 distinguishes three language types which influence the ‘Newman style’; landscape, vernacular and resource industry, including a material palette and landscape appropriate to the NTC
- Part 2 includes a broad range of strategies, techniques and technologies to ensure sustainable comfortable development
- Part 3 contains development assessment guidelines and controls that are divided into objectives and standards with graphical explanations of the standards

- Part 4 contains a DAP to facilitate built form outcomes envisaged by the Town Centre Master Plan. Development Applications (DA) are required to comply with the DAP and will be reviewed by Council in accordance with the design and approvals process as outlined in the DGs

3.6 Pilbara Vernacular Handbook – Newman (2015)

- In order to assist growth and development in the Pilbara, DevelopmentWA (formerly LandCorp) developed the Pilbara Vernacular Handbook
- Key design values and principles as they relate to appropriately responding to future growth in the NTC include:
 - Respond to the climate through controlling solar heat gain; minimise heat island effect; respond to local conditions
 - Build on the Pilbara character and identity through celebrating local character and culture and identifying tourism development opportunities
 - Enhance liveability through creating and connecting a diversity of built form and open spaces that encourage outdoor gatherings
- The Handbook outlines key strategies and built form guidance to achieve specific design values and activate town centres as they relate to Newman

3.7 Key Observations and Considerations

Key considerations based on the summary above as they relate to the study area and preparation of the Strategy include:

- Acknowledging that a substantial amount of work has been undertaken and completed for the NRP the focus of this Strategy should be on reviewing the broad allocation of land uses and public realm design for future improvement and enhancement to ensure the NTC achieves realistic and innovative revitalisation outcomes. Targeting logical first stages and 'quick wins' through the Development Incentive Framework will be a critical in this regard to ensure that the momentum in revitalisation of the NTC continues.
- Key observations noted from a review of the Implementation Plan (Vol 1) for consideration in the preparation of this Strategy include:
 - In order to progress the town site revitalisation, it will be important to assess the status of the strategies, identify essential gaps and establish methodologies for reinvigorating the essential strategies or identify alternate approaches towards implementation.
 - Through the preparation of the Shire's draft LPS, it was acknowledged that population forecasting undertaken for the Shire of East Pilbara has indicated that the existing growth forecasts for the Shire of East Pilbara, supported by the PICC and Pilbara Cities NRP (i.e. permanent population for Newman of 15,000), were considered to be 'aspirational' and may not be reflective of the actual growth anticipated (Hames Sharley, 2014). It has since been advised that the medium level forecast applies a complex set of assumptions to allow a more considered output that is reflective of the actual economic and population fluctuations occurring in the Shire. As such, an estimated population of 10,398 persons is forecast for Newman by 2035.
- Key observations noted from a review of the Town Site Growth Plan (Vol 2) for consideration in the preparation of this Strategy include:
 - The Growth Plan identified that a total residential yield of 529 dwellings will only cater for an additional 1,428 residents, based on an average of 2.7 persons per dwelling. This residential yield will need to be considered in the context of the medium growth scenario for Newman as it falls short of the additional 5,000 residents required to be accommodated at 2035
 - The Growth Plan also identified that there was 25ha of industrial land available. This is unlikely will not cater for strategic long-term growth accounting for a population of up to 10,398, combined with significant growth in the resource sector. An additional 200ha of strategic industrial land is identified as part of the growth strategy for the town site
 - The Growth Plan identifies a new Mixed Business area located outside the town centre which should be tested and considered in the Commercial and Retail Needs Assessment

- Key design elements noted from a review of the Town Centre Masterplan (Vol 3) not yet realised and for consideration in the preparation of the Concept/Precinct Development Plan include:
 - Tree-lined pedestrian linkages and shaded walkways
 - Outdoor amphitheatre/cinema
 - Townhouse development, shop-top apartments
 - Relocation of car parking
 - Caravan and camper van parking
 - Creation of precincts – retail; community/civic; health; office
- Consider the future requirement for a Structure Plan and Design Guidelines to appropriately guide future subdivision and development and to ensure that the Strategy and Precinct Development Plan provides a clear and concise framework and guidance for any future planning mechanisms
- Acknowledge that in addition to the Shire, the community will play a key role in place activation. Considering a place management and place-led approach at the outset has greater success of producing an active, vibrant and liveable town centre and community. This should also be aligned with the four layers to achieve a successful town centre as discussed in the Master Plan (Vol. 3) – Venue; Managed Venue; Activated Space; and Sense of Place. Close alignment with the Economic Development and Tourism Strategy will also be pivotal
- Given the perception that the community has been “over-consulted” and NRP “underdelivered” it is important to acknowledge the level of contact already experienced by the community and acknowledge the body of work and feedback already received. The Consultation and Engagement Strategy for the project will ensure that the methods are genuine and engaging providing the opportunity for the community to give shape and life to the project. Putting forward a short list of ideas and asking for preferences to be identified rather than a blank canvas may generate and engage more interest with a community that feels over consulted. Targeting ‘quick wins’ and placemaking opportunities will allow the community to have buy-in on the project and ensure practical and viable outcomes that can be readily implemented for the NTC
- A key component of the Strategy is to investigate and propose climate sensitive design principles and urban design guidelines to deliver an attractive and activated town centre. This work will need to measure the overall effectiveness and consider the built form guidance contained within the existing DGs and review/modify where necessary in order to deliver the vision envisaged by the Town Centre Master Plan and to facilitate desired outcomes under this Strategy/Precinct Development Plan
- LPS 4 does not contain structure plan provisions, therefore the DGs have been adopted as an LPP. Whilst Structure Plans are documents of ‘due regard’ in a similar manner as LPPs are a guiding document, any required updates to the LPP as a result of this Strategy and potential incorporation into a future Structure Plan requires further consideration
- Respond to local knowledge and issues of the Pilbara Vernacular through achieving key design values and principles such as climate responsive design, creation of a sense of place reflecting the local character and creating a cohesive public realm

Section

4.0

Previous Consultation
and Engagement
Outcomes

4.0 Previous Consultation and Engagement Outcomes

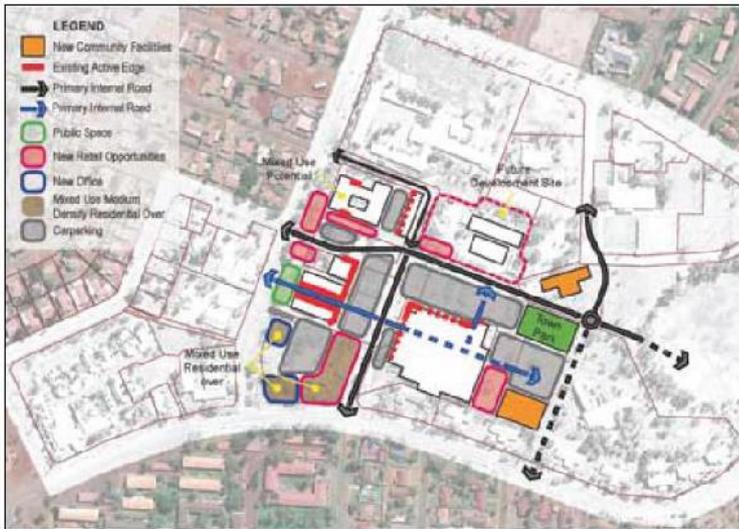
4.1 Newman Revitalisation Plan

- A comprehensive list of stakeholders was developed with over 150 members from local residents, community organisations, Aboriginal groups, business and industry organisations, and government agencies (local and central)
- Consultation and engagement methods included interactive design forum, project design forum, Council briefings, youth consultation and visioning, community dialogue café, focus group meetings, Government Agency briefings and public advertising of draft plans
- Stakeholder and Youth Feedback
- What people would like to see in the new town centre?
- Why people currently go into the town centre?
- Why people currently do not go into the town centre?
- Opportunities and constraints?
- Positive aspects of the new town centre design?
- Aspects for improvement of the town centre design?
- Community design workshop presentation of three scenarios (Dec 2009, contained overleaf)
- There was a general consensus/preference for the main street concept (Scenario 3)
- Survey feedback – Final Draft Plans
- 85% strongly support the new design
- 15% slightly support the new design
- Pedestrian-friendly (97% rated as good or extremely good)
- Creation of retail choices (97% rated as good or extremely good)
- Creation of a new town centre ‘heart’ (97% rated as good or extremely good)
- Suggestions for change included: car parking availability and linkages; treatment of pedestrian friendly shopping centre; extension of retail edge to existing shops; increased green area and shade

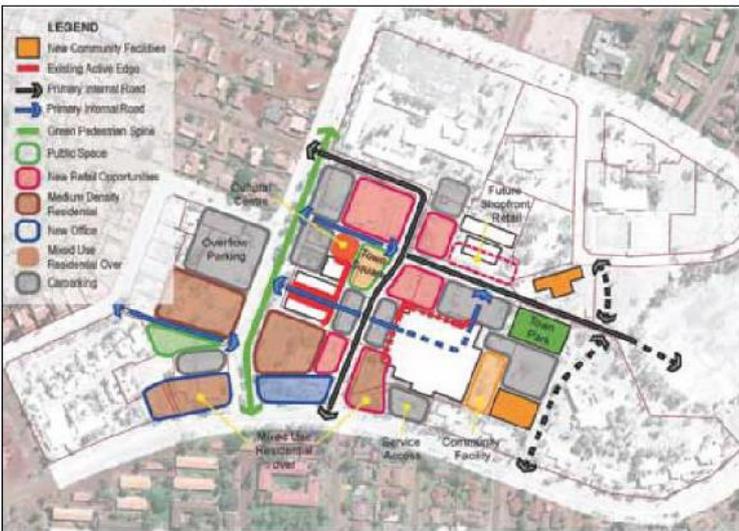
4.2 Key Observations and Considerations

Key considerations based on the summary above as they relate to the study area and preparation of the Strategy include:

- As outlined above, it will be important to acknowledge past engagement outcomes of the NRP and to be mindful not to over-consult with the community and stakeholders. Given this past work, the focus should be on moving towards creating a sense of place that the community respect and embrace, encourage placemaking and place activation and provide for additional business opportunities. The Consultation and Engagement Strategy for the project (and Economic Development and Tourism Strategy) has been carefully designed to respond to these challenges and identifies appropriate methods of engagement and stakeholder base
- The Concept/Precinct Development Plan should encapsulate as many of the previously identified practical and viable aspirations of the community as possible whilst also identifying opportunities for priority projects, diversification of the local economy and tourism industry and community-led placemaking initiatives



Existing Town Centre Concept



Town Hub Concept



Main Street Concept

Section

5.0

SWOT Analysis

5.0 SWOT Analysis

The SWOT analysis represents an understanding of the background history and current status of planning, revitalisation and place development within the NTC and undertaken as part of the NRP. We are mindful that there has been a significant body of work already undertaken as part of the NRP and as such, the information contained on the SWOT plans builds upon the work previously undertaken by the Shire. The strengths, weaknesses, opportunities and threats identified have been aimed at continuing the momentum achieved through the revitalisation of the NTC to date by further exploring and embracing opportunities such as transformational and innovative initiatives, place activation and investment attraction.

Some of the key observations and considerations as identified through the analysis of the background reports and information above have also been spatially identified through the SWOT analysis. Many of these issues equally represent opportunities that will be tested and explored through the stakeholder and community engagement and scenario development phases of the project.

A summary of the key considerations as they relate to land use, built form, movement and public realm is provided at **Appendix B**.

APPENDIX A

Current Socio-Economic State Overview



The logo for pracsys. is a solid orange circle with the word "pracsys." written in white, lowercase, sans-serif font inside it.

pracsys.

Shire of East Pilbara

Newman Town Centre Development Strategy

Work to Date

May 2020



Document Control				
Document Version	Description	Prepared By	Approved By	Date Approved
v 1.0	Work to Date	Mark Timoney	Dawson Demassiet-Huning	8 May 2020

Disclaimer

This report has been prepared for **The Shire of East Pilbara**. The information contained in this document has been prepared with care by the authors and includes information from apparently reliable secondary data sources which the authors have relied on for completeness and accuracy. However, the authors do not guarantee the information, nor is it intended to form part of any contract. Accordingly, all interested parties should make their own inquiries to verify the information and it is the responsibility of interested parties to satisfy themselves in all respects.

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1 CONTEXT

Local government is increasingly taking a lead role in the economic development sphere, filling a much needed role in facilitating links between industry, government, knowledge providers and investment sources.

The Shire of East Pilbara Economic Development Strategy is currently being developed to establish a clear vision and set of actions that will guide the Shire's role in fostering the conditions for economic diversity in the region, improving the quality of life of current residents and attracting long term new residents.

With the Pilbara region being the engine of the West-Australian economy over the last 20 years, numerous state initiatives and agencies such as the Royalties for Regions and Pilbara Cities have been created to develop Western Australia's regional areas into strong and vibrant regional communities.

A key tenet in shaping 'The New Pilbara', is to grow the population of Newman to 10,398 by 2035. To achieve this strategy, developing a diverse and resilient economy is required.

The detailed desktop review forms the 'top-down' component of the review and provides a quantified evidence base with which to assess the Shire's current socio-economic performance. This will be supported through 'bottom-up' local consultation in the coming weeks, providing valuable local knowledge to supplement the data provided here-within.

The report is structured as follows:

- **Current State Overview:** Provides key comparative demographic statistics and socio-economic indicators assisting in an understanding of the comparative performance of the Town of Newman.
- **Town Centre Activation:** Provides an assessment of activation of the study area, with a focus on current constraints and future opportunities.

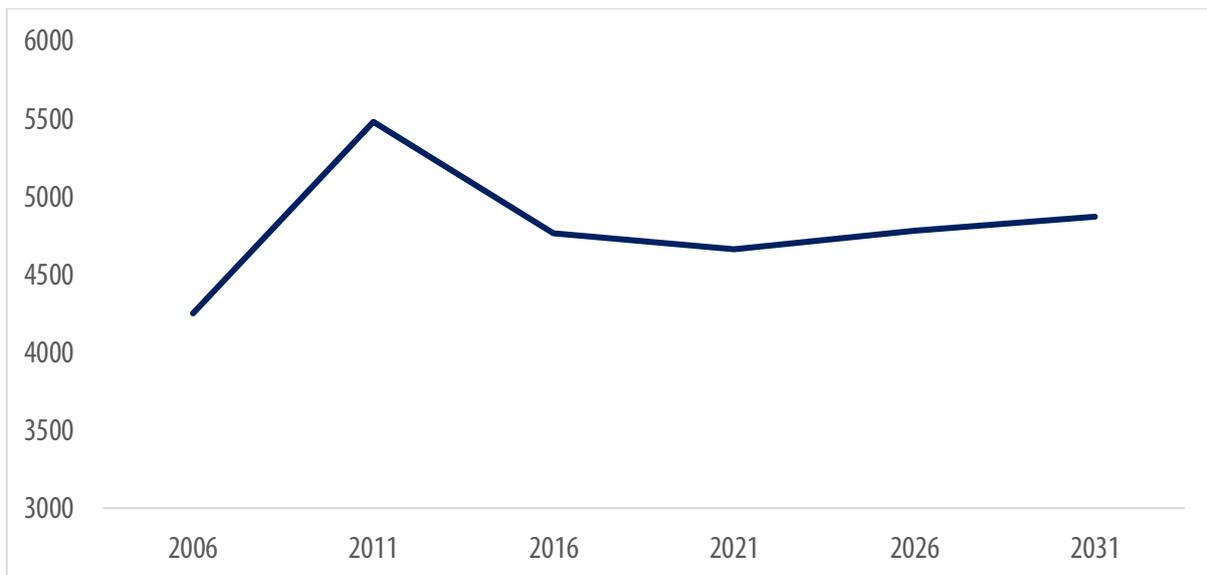


2 CURRENT STATE OVERVIEW

2.1 Population

Newman’s population has varied significantly with the growth and subsequent contraction in the mining sector (**Error! Not a valid bookmark self-reference.**).

Figure 1 Newman Population (2006-2031)



Source: ABS 2006, ABS 2011, ABS 2016, WA Tomorrow 2018

The population of Newman was 4,249 in 2006, expanding to 5,479 in 2011 before contracting to 4,765 in 2016. Newman’s population has varied significantly with the growth and subsequent contraction in the mining sector (**Error! Not a valid bookmark self-reference.**).

Figure 1. Band C forecasts from WA Tomorrow are projecting that Newman will experience year-on-year decline in population from 2016 to 2021, before a period of low growth from 2021 to 2031. Figure 2 charts the population growth(decay) forecasts from 2016 for Newman compared to Western Australian average and Regional WA.

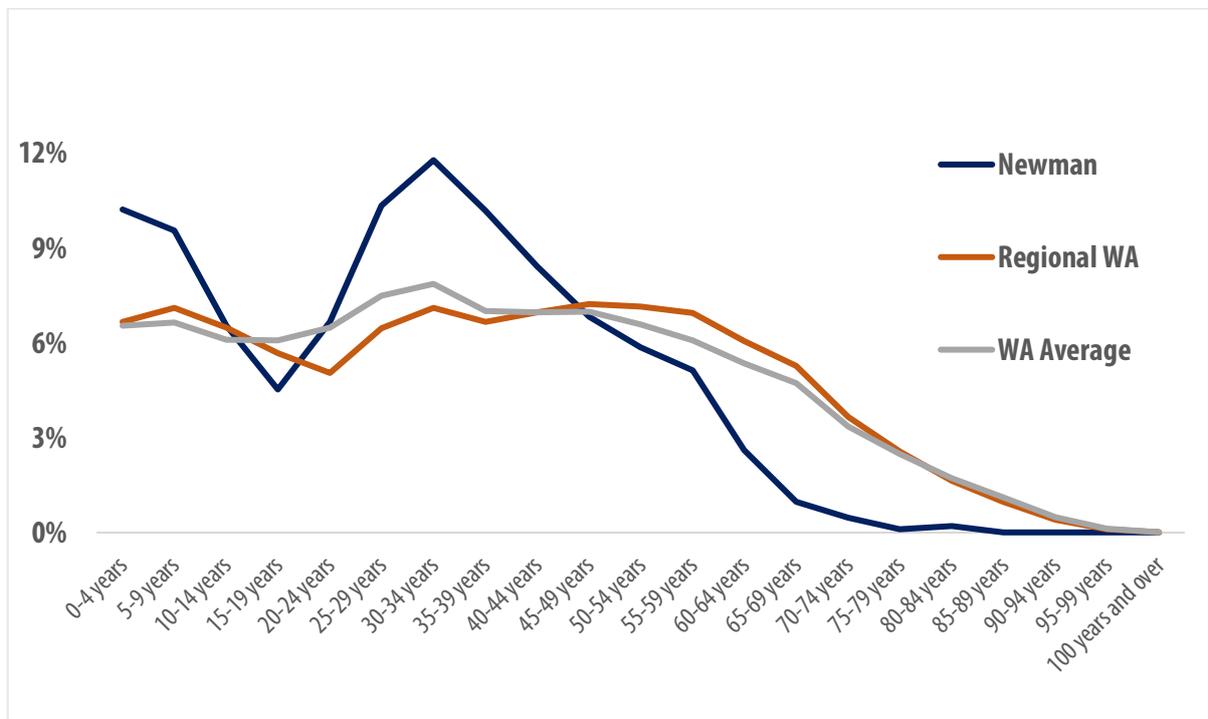
Figure 2. Average Annual Growth rate from 2016



Source: ABS 2006, 2011, 2016, WA Tomorrow 2018

2.2 Age

Figure 3. Age Profile



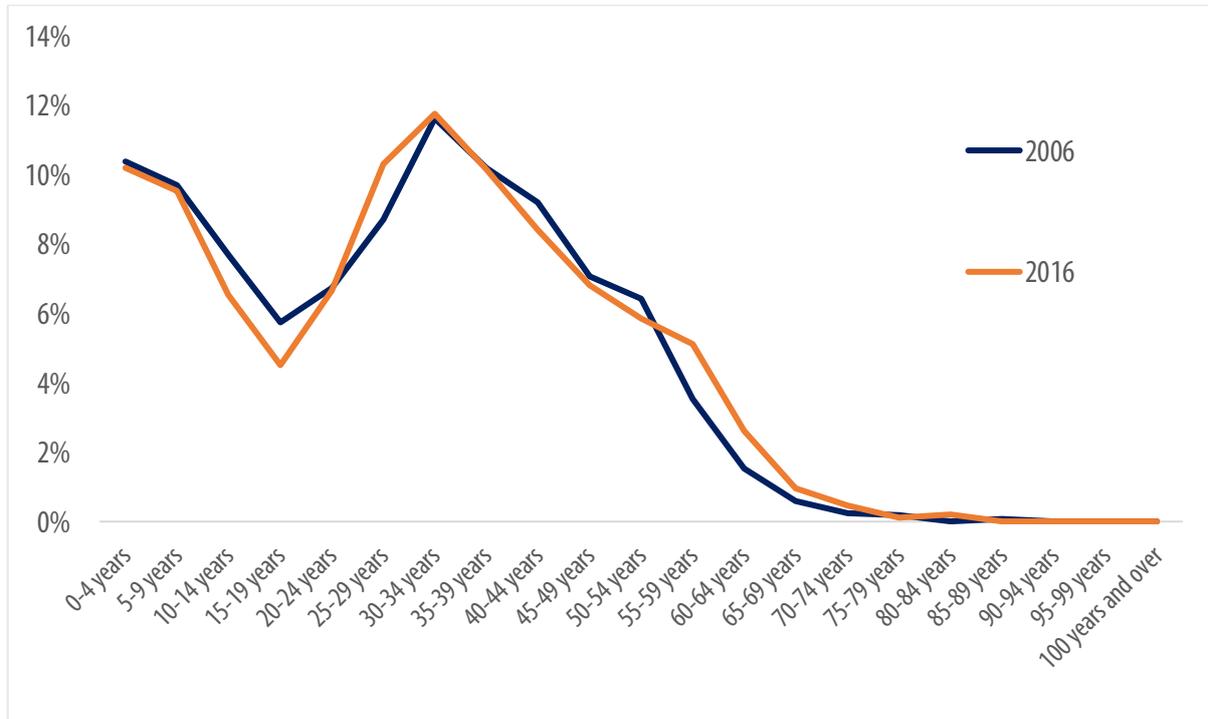
Source: ABS 2016

Newman’s age distribution has two peaks with concentrations around middle aged adults and young children. This suggests that Newman has not shaken its history of being a company town – people come to work rather than live long term. Providing services that appeal to 15-19 year olds and 60+ year olds, such as



high schools, trade schools and better health amenities, may provide an incentive for these age groups to remain in Newman. Figure 4 illustrates the age distribution of Newman residents between 2006 and 2016. With little variance between the graphs, this suggests that the trends are long term.

Figure 4. Age distribution of Newman residents (2006, 2016)

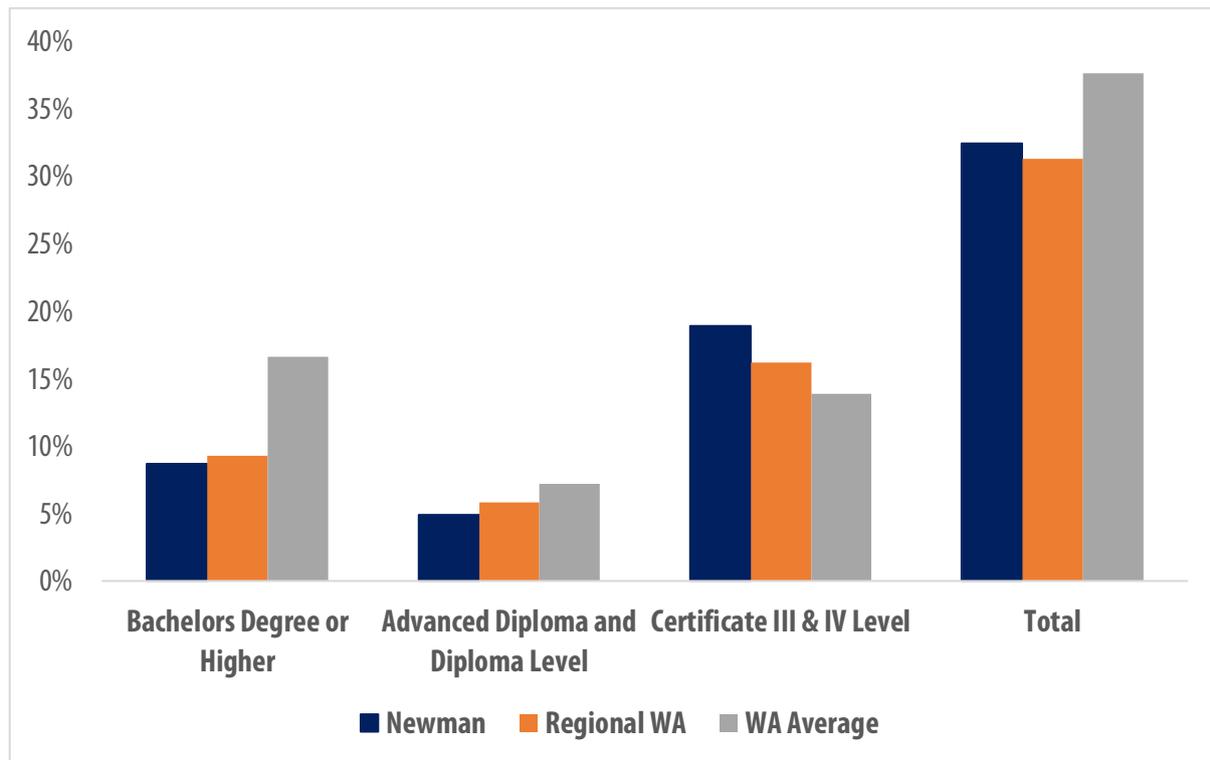


Source: ABS 2006, 2016

2.3 Education

Low levels of higher educational attainment reflect the lack of demand for highly skilled knowledge-intensive local employment. The gap of attainment of bachelor’s degrees or higher is 8% lower than the WA average (Figure 5). The higher proportion of residents having attained Certificate III & IV qualifications reflects the exports orientated nature of industry within Newman.

Figure 5. Above Year 10 Educational attainment



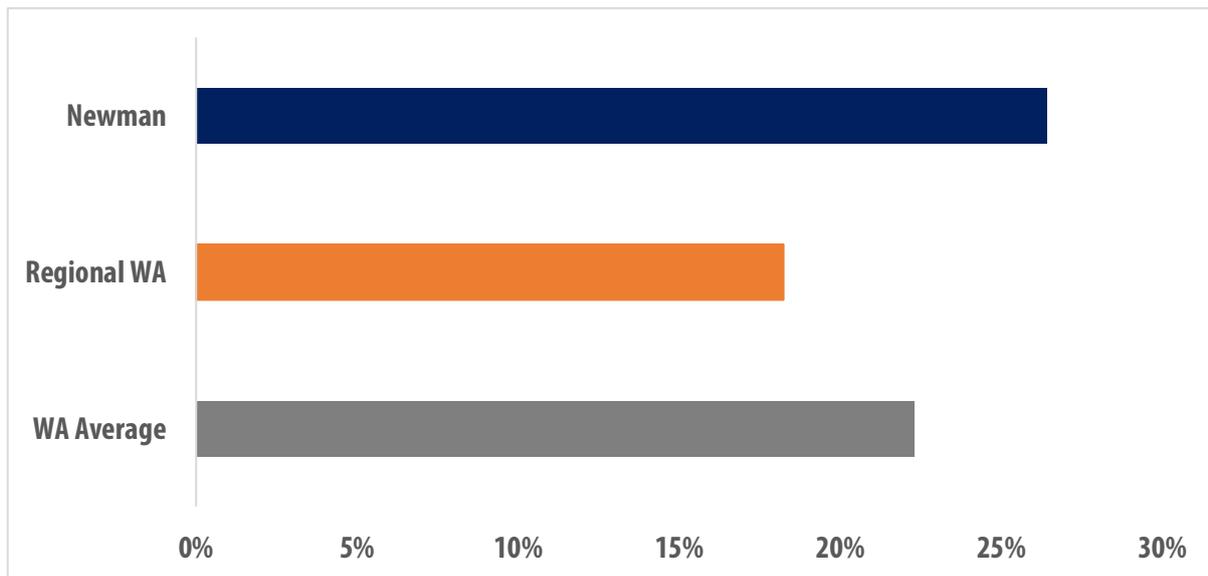
Source: ABS 2016

2.4 Income Profile

Newman is an affluent town within regional WA with a higher proportion of households in the two upper income quintiles (\$104,000 per annum or more). This is reflective of the high wages associated with the resource industry. Newman’s median weekly household income is \$2,622, \$1,027 higher than the WA average. Even when accounting for the higher costs of living in Newman, the median weekly household income would be \$685 higher than the WA median.¹

¹ Department of Primary Industries and Regional Development 2019, Regional Price Index

Figure 6. Proportion of Households in the Two Upper Quintiles

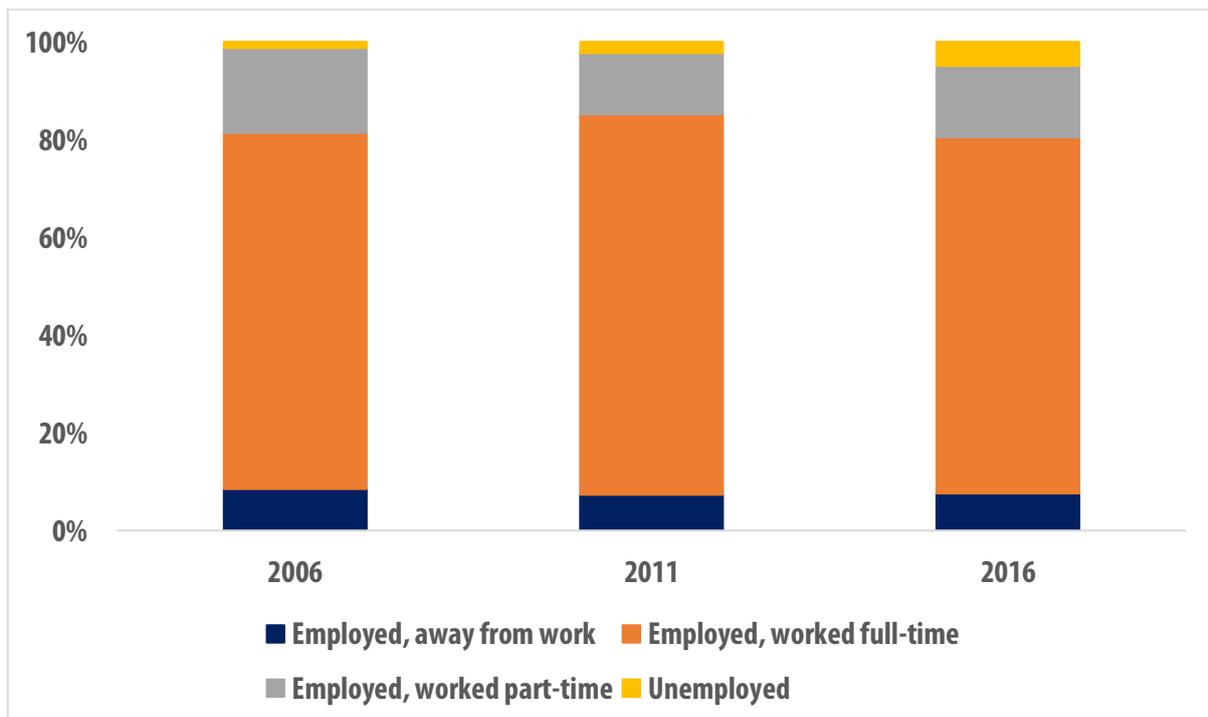


Source: ABS 2016

The income profile of the catchment population indicates that the area is capable of support higher levels of retail floorspace.

2.5 Unemployment

Newman has an unemployment rate of 4.8% substantially lower than that of the WA average, 7.8%. The unemployment rate trend has gradually increased over time.



Source: ABS 2016

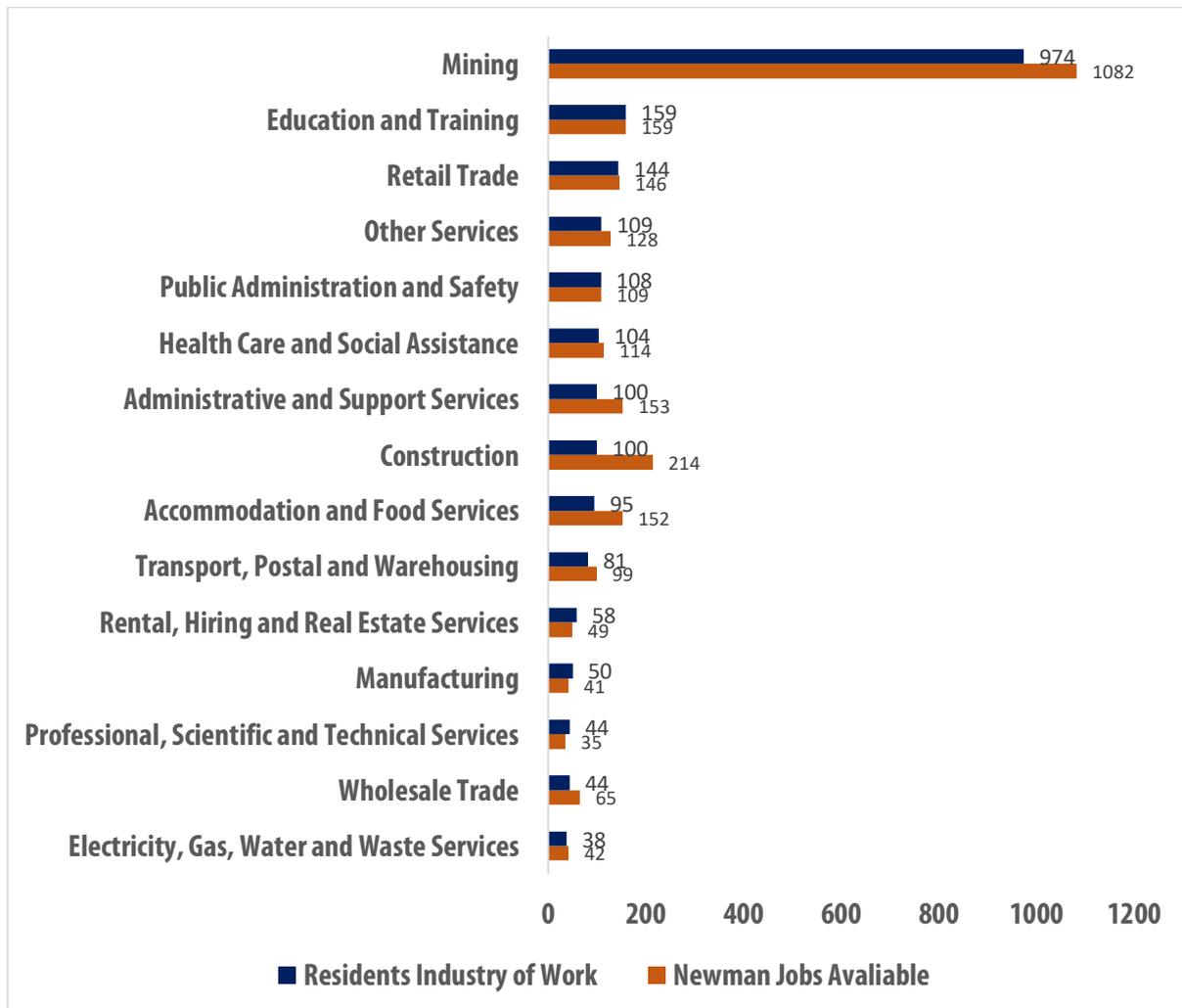


Lower unemployment rates, indicate the potential for greater disposable income available for retail and other commercial services.

2.6 Industry of work

The total number of jobs available within Newman was 2,685 in 2016. A breakdown of employment is shown in Figure 7. Of note is the deficit in local workers who can be employed in administrative and support services, construction, and accommodation and food services.

Figure 7. Industry of Employment



Source: ABS 2016, 2011

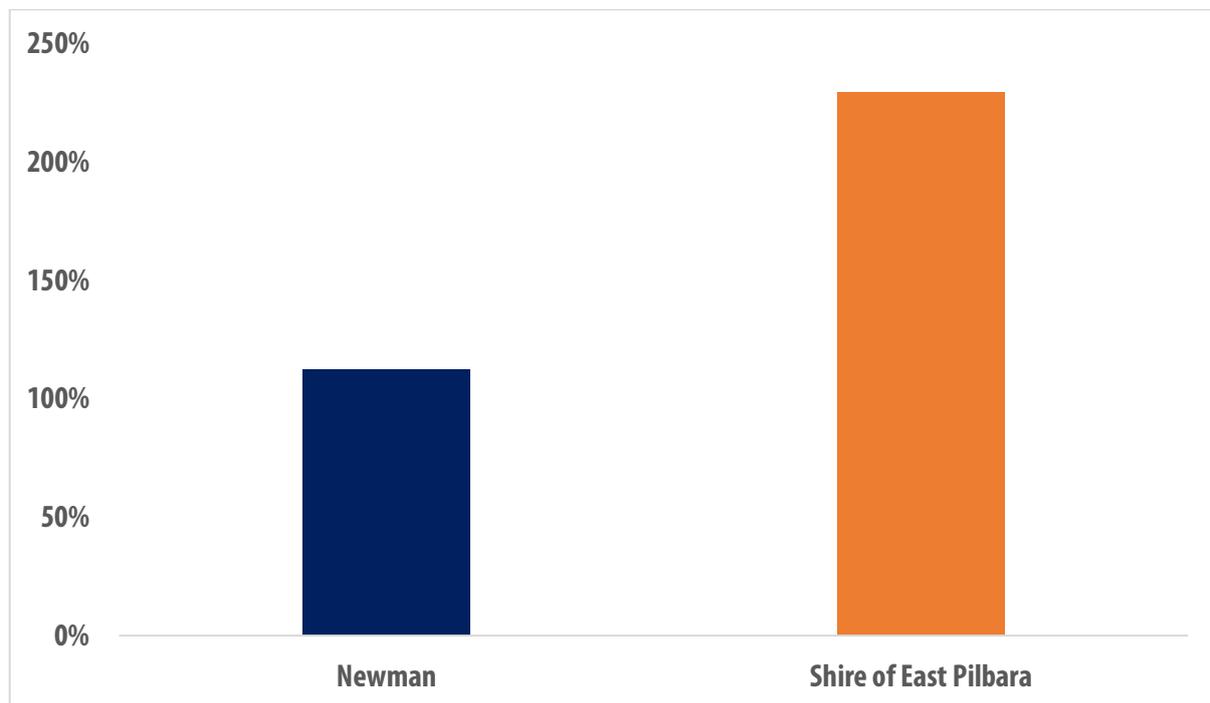
2.7 Employment Self-Sufficiency

Employment self-sufficiency (ESS) is defined as the proportion of jobs located in a geographic area (region, corridor, local government) relative to the residents in that same area who are employed in the workforce.

Regional ESS is a key indicator used in State Government planning. High ESS levels are desirable as they reflect greater access to local employment opportunities. An ESS of 100% meaning that there is one job for every one resident in the labour force.

Newman and the Shire of East Pilbara have a high ESS, both above 100%. This indicates that there is a large supply of jobs for local residents with the difference being made up by workers from outside the town and LGA. There is an opportunity for Newman to attract workers who are currently FIFO and DIDO workers to live in Newman.

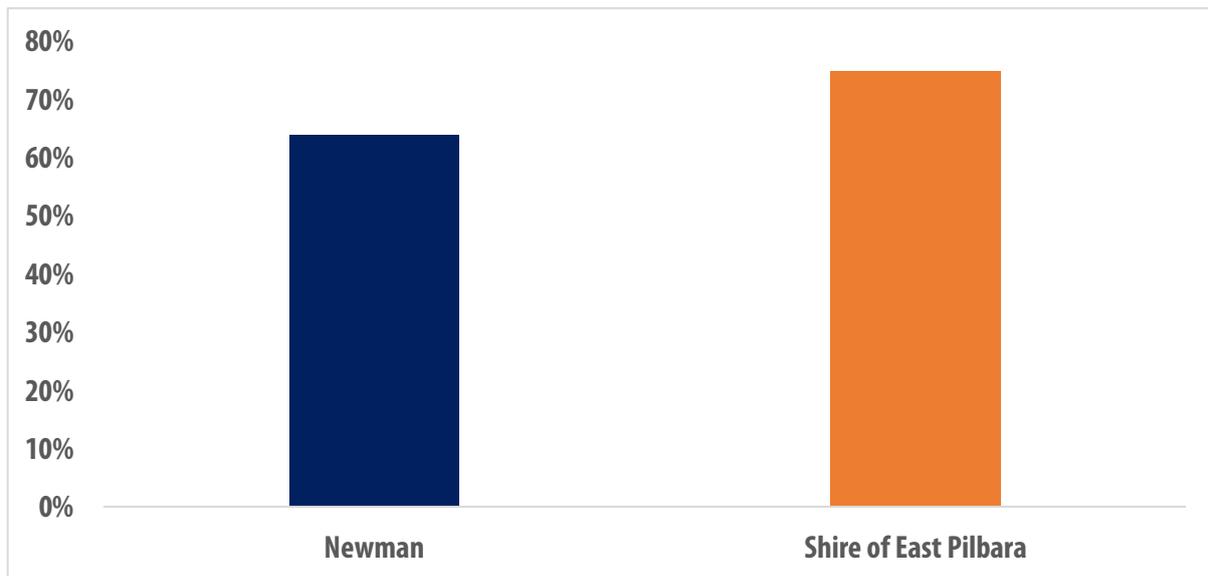
Figure 8. Newman ESS



Source: ABS 2016

2.8 Employment Self-Containment

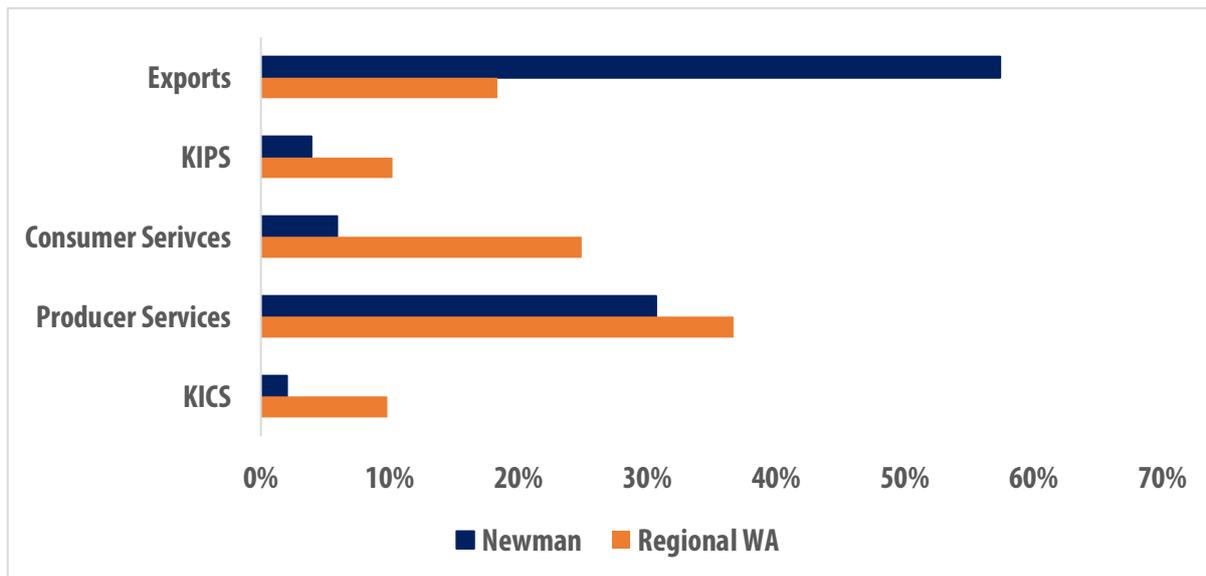
Employment self-containment (ESC) is defined as the proportion of local residents who are employed in local jobs (i.e. they live and work in the same geographic region, corridor, local government) relative to the total labourforce of the area. Newman has a moderate ESC ratio of 63%. Resident's working outside the town will likely be working in nearby mines and still within the Shire of East Pilbara economy.

Figure 9. Newman ESC

Source: ABS 2016

2.9 Employment Quality

Towns require both a quantity and quality of employment, as befits their size. Employment can be categorised as either population based or strategic. Population based employment involves servicing the wants and needs of the local community; eg government services and retail. Strategic employment involves servicing the community outside of the current location; eg. resource exports, and primary industry. Finding a mix between population and strategic employment will ensure a stable local economy. High quality employment (knowledge or export-based) drives economic development and facilitates higher levels of employment self-sufficiency. Newman's employment is heavily weighed by strategic employment from the mining industry. Analysis suggests that Newman could support higher levels of population driven employment.

Figure 10. Employment Quality

Source: Pracsys 2020

2.10 Current State Overview – Key Observations and Considerations

Population

- Newman's population has varied considerably over the last 14 years. ABS census data counted the population of Newman at 4,249 in 2006, 5,479 in 2011 and 4,765 in 2016.
- Band C forecasts from WA Tomorrow are projecting that Newman will experience low population growth in population from 2016 to 2031.

Age

- Newman's age distribution has two peaks with concentrations around middle aged adults and young children. This suggests that Newman is acting as a temporary work town with difficulty retaining population in the long-term. Providing services and activities that appeal to 15-19 year olds and 60+ year olds, such as high schools, trade schools, recreation facilities and greater health amenities, may provide an incentive for these age groups to remain in Newman.

Education

- Low levels of higher educational attainment reflect the lack of demand for highly skilled knowledge-intensive local employment. The gap of attainment of bachelor's degrees or higher is 8% lower than the WA average (Figure 5). The higher proportion of residents having attained Certificate III & IV qualifications reflects the resource orientated nature of industry within Newman.

Income Profile



- Newman has a higher proportion of households in the two upper income quintiles (\$104,000 per annum or more). This is reflective of the high wages associated with the resource industry. Newman's median weekly household income is \$2,622, \$1,027 higher than the WA average. Even when accounting for the higher costs of living in Newman, the median weekly household income would be \$685 higher than the WA median.
- The income profile of the catchment population indicates that the area may be capable of supporting higher levels of retail floorspace and other commercial services.

Unemployment

- Newman has an unemployment rate of 4.8% substantially lower than that of the WA average, 7.8%. The unemployment rate trend has gradually increased over time.
- Low unemployment means there are a greater number of households with disposable income.

Industry of Work

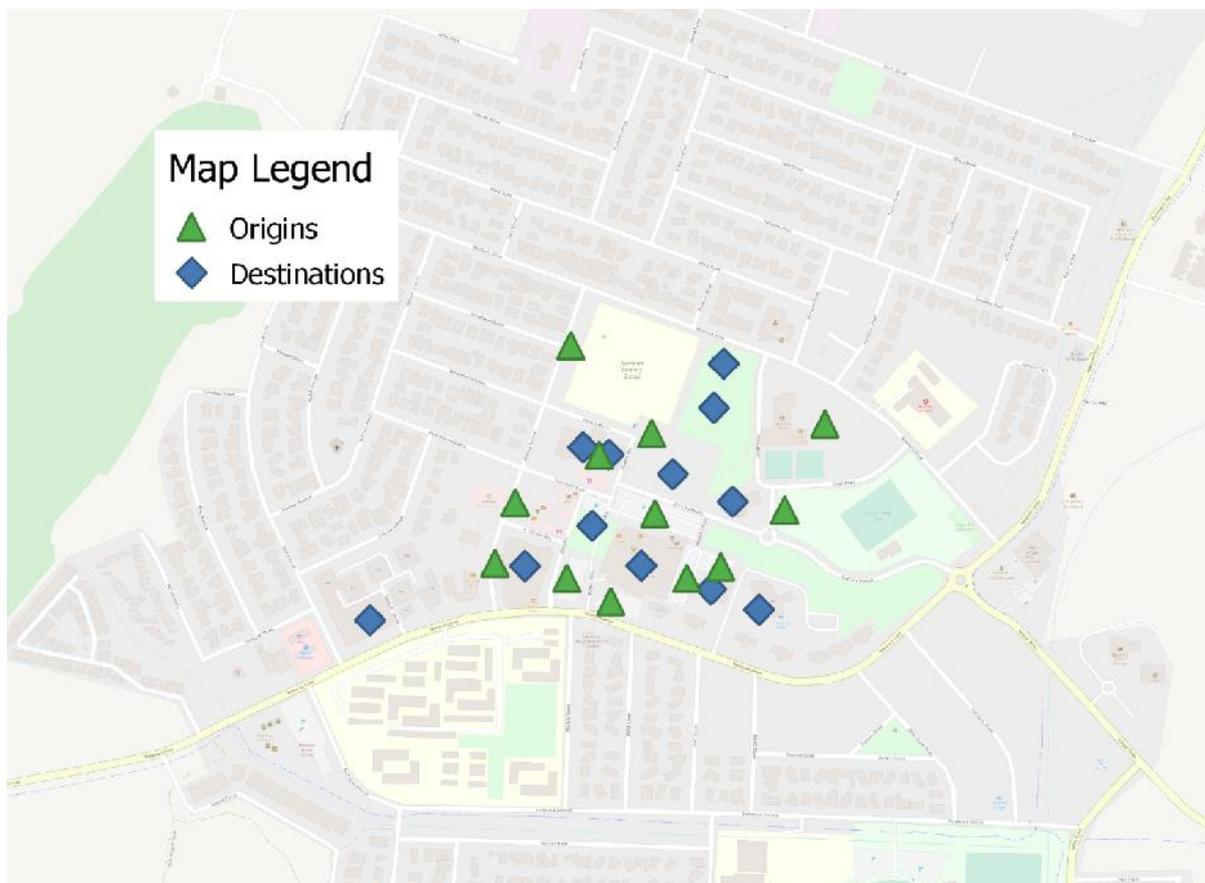
- The total number of jobs available within Newman was 2,685 in 2016. A breakdown of employment is shown in Figure 7. Of note is the deficit in local workers who can be employed in administrative and support services, construction, and accommodation and food services.
- There is the potential to target workers in these industries to locate in Newman.

Employment Self-Sufficiency and Employment Quality

- Newman supports a population driven workforce, with a significant concentration of export-orientated activity at nearby mines. Newman and the Shire of East Pilbara have a high ESS, both above 100%. This indicates that there is a large supply of jobs for local residents with the difference being made up by workers from outside the town and LGA. There is the opportunity for Newman to attract FIFO and DIDO workers to live in Newman.

3 TOWN CENTRE ACTIVATION

Figure 11 Destination and Origins.



Source: Pracsys 2020

3.1 Constraints and Opportunities

Principle	Constraints	Opportunities
Access	<ul style="list-style-type: none"> • Access via Great Northern Hwy can be limited during the wet season. • Public transport access is limited one bus stop which operating on the Regular Passenger Transport Bus, connecting the main communities of the Shire of East Pilbara. 	<ul style="list-style-type: none"> • Sidewalks along Newman Drive provide good access for pedestrians to the study area.
Origin	<ul style="list-style-type: none"> • Parking is distributed around the Boulevard Shopping centre. 	<ul style="list-style-type: none"> • Future parking developments should be sited outside the



Principle	Constraints	Opportunities
		<p>study centre, encouraging pedestrians to walk to their destination. This will increase pedestrian exposure to retail offerings.</p>
<p>Exposure</p>	<ul style="list-style-type: none"> • Current car park configuration centred to the East of the Boulevard shopping centre, restricts natural pedestrian footfall to 'The Square'. • Lee lane and the parking in vicinity of rogers way, provides an obstacle to pedestrian traffic flow in the study area. Restricting vehicles in this area would encourage a pedestrian corridor between the Boulevard shopping centre, The Square and Parnawarri shopping centre to develop. 	<ul style="list-style-type: none"> • Current terrestrial parking encourages retail to have activated frontages compared to underground parking.
<p>Anchors</p>		<ul style="list-style-type: none"> • There are numerous attractions within the study area. From government services, recreational services and conventional retail. The two main attractions for the study area are the Boulevard shopping centre and the adjacent town square 'The Square'. Given the remoteness of Newman, there are minimal competing destinations for its residents. • Newman town square ("the square"), Boulevard shopping

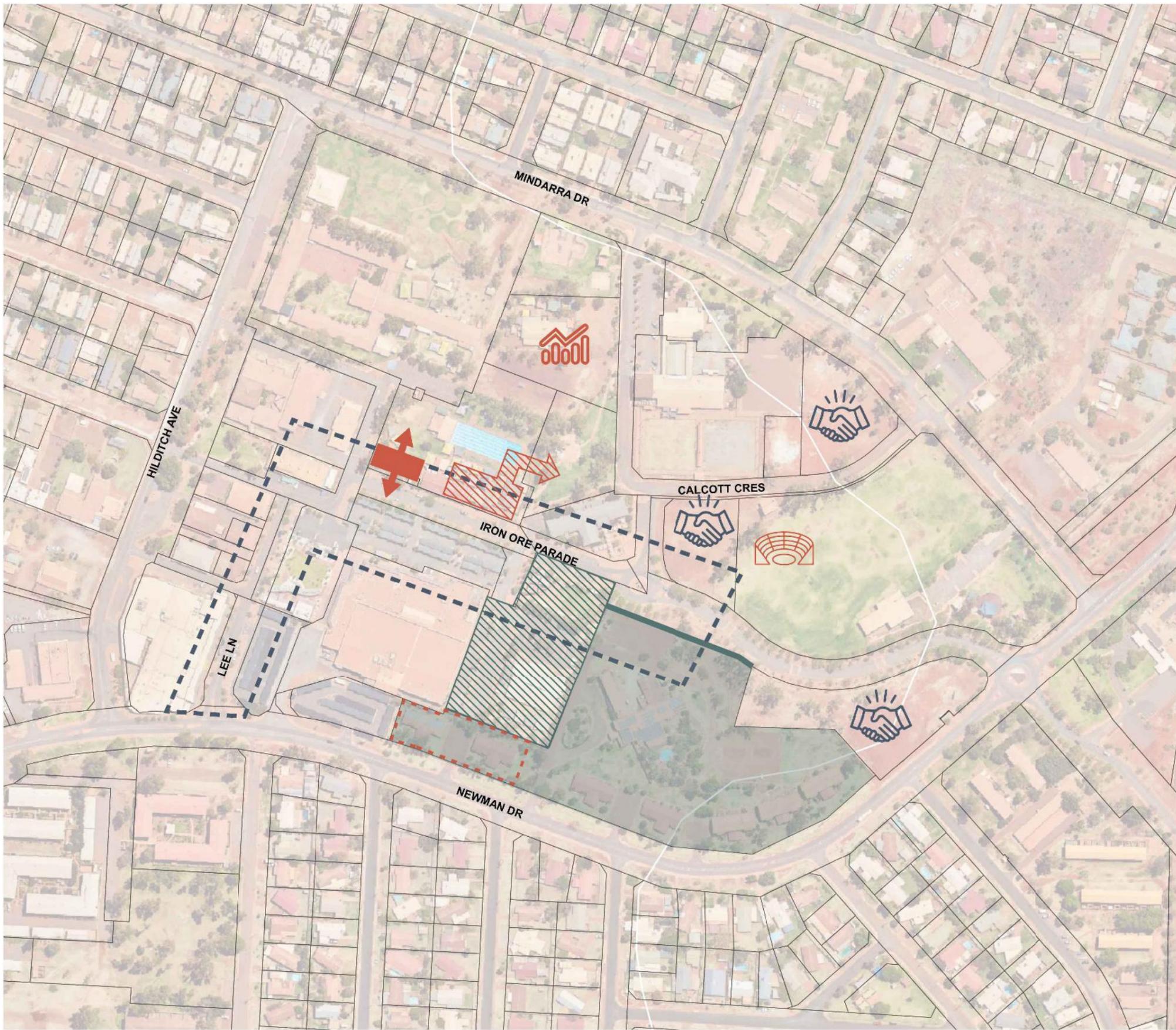


Principle	Constraints	Opportunities
		centre, Aquatic centre, Parnawarri shopping centre, Skate park, Hotels
Other		<ul style="list-style-type: none"> • The study area is the main destination for residents and visitors within Newman., can be further developed without cannibalising trade from other centres. • Businesses with exposure onto 'The Square' - North and West of the Boulevard shopping centre and the North and East of the Parnawarri shopping centre - have the greatest opportunity for retail activation.

APPENDIX B

SWOT Analysis





LEGEND - LAND USE

STRENGTHS

-  S1: Large landholding with existing Seasons Hotel provides optimal situation to facilitate future development of short-stay accommodation and/or serviced apartments (with possible activated ground floor) along Iron Ore Parade.
-  S2: Large landholding abutting The Boulevard retail centre provides the optimal geographic location for future major retail development.

OPPORTUNITIES

-  O1: Consider developing the edge of the Aquatic Centre land along Iron Ore Parade for uses (such as food and beverage) that are bi-directional, to activate the street and serve the Aquatic Centre users (and possibly create a 'resort' atmosphere)
-  O2: Consider how future investment in the Aquatic Centre could be a lead project for Town Centre revitalisation, possibly including: a new facility building that created street-edge tenancies; relocation of the sheds and parking area from Iron Ore Parade to improve built form presence and activation of the street and Kiripirna Park.
-  O3: Work with funders, operators, entrepreneurs and landowners to generate permanent or temporary development of under-utilised and vacant land.
-  O4: Consider facilitation of redevelopment adjacent to the retail core, to add commercial/retail/residential/short-stay accommodation along Newman Drive.
-  O5: Consider a particular focus area for working with landowners, operators, developers and agencies to create and co-ordinate investment planning, incentives, staging of temporary and permanent development, public/private realm improvements
-  O6: Consider the development of an outdoor amphitheatre/cinema as envisaged by the Newman Town Centre Master Plan.

THREATS

-  T1: Development of Reserve land in the Town Centre may have constraints for some uses, and may be difficult to amend.
-  T2: Private investment confidence and action may require significant preemptive public support and investment
- T3: Funding for public and private investment to achieve revitalisation objectives is difficult or unable to be procured.



LEGEND - MOVEMENT NETWORK

- STREET EDGE PARKING**
 Green hatched areas indicate street-edge parking. Relocating large expanses of street-edge parking will limit the effectiveness of achieving Town Centre placemaking objectives.
- WALKING ROUTES**
 Red dashed arrows indicate walking routes. These routes are shown along Mindarra Dr, Calcott Cres, Iron Ore Parade, and Newman Dr. The routes are shown in red to indicate they are proposed or highlighted.
- BICYCLE ROUTES**
 Blue arrows with bicycle icons indicate bicycle routes. These routes are shown along Mindarra Dr, Calcott Cres, Iron Ore Parade, and Newman Dr.
- PEDESTRIAN CROSSINGS**
 Blue double-headed arrows indicate pedestrian crossings. These crossings are shown at the intersections of Mindarra Dr and Calcott Cres, and Lee Ln and Newman Dr.
- NEWMAN TOWN CENTRE DEVELOPMENT STRATEGY**
 Blue arrows indicate the Newman Town Centre Development Strategy. These arrows are shown along Mindarra Dr, Calcott Cres, Iron Ore Parade, and Newman Dr.
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LEGEND - BUILT FORM

STRENGTHS

S1: The Newman Town Centre Style Guide and Design Guidelines, and the Pilbara Vernacular Handbook, provide a valuable basis for the design and approval of new and renovated buildings.

WEAKNESSES

***** W1: The presentation of high quality built form at key Town Centre gateways and destination points is either non-existent or not fully realised.

OPPORTUNITIES

— O1: Ensure that future built form outcomes support the appeal for, and amenity of, pedestrians using the Town Centre.

O2: Consider 'Tactical Urbanism' placemaking to create cost-effective, temporary buildings/structures in locations that create and test revitalisation and business initiatives.

O3: Consider the cost-benefit return and prioritisation targets of the design guidance requirements to achieve must/should-have and nice-to-have outcomes.

O4: Find and facilitate a Town Centre landlord and/or business operator to undertake a building-revitalisation demonstration project that reflects the Town Centre Style Guide and Design Guidelines.

THREATS

T1: A disconnect between disenfranchised parts of the community, community sense-of-ownership, investment decisions and outlay, improved built form outcomes, and commercial / economic returns.

T2: The feasibility and funding for new and renovated buildings that accord with required design guidance measures may present some investment uncertainty and/or impediments.

APPENDIX C

Place Audit



Shire of **EAST
Pilbara**
THE HEART OF THE PILBARA



N E W M A N

T O W N

C E N T R E

**PLACE
AUDIT
REPORT**





Document History & Status

Newman Town Centre,
Western Australia
Place Audit Report

Revision	Reviewer	Date Issued
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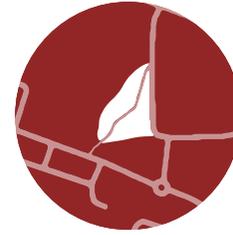


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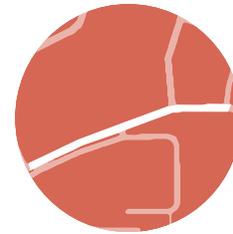


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1.0

Introduction

This report has been prepared to support the **Newman Town Centre Development Strategy** and to assist in the formulation of a concept plan for revitalization and place activation of the Centre.



Sections 1 and 2 highlight the character of Newman and its economic, social and cultural makeup.

The place audit process is explained in section 3 and sections 3 – 9 explore the place qualities issues and opportunities of key locations in the Town Centre.

Section 10 provides the key findings and recommendation for strategies and next steps.

1.1 The Local Story

Newman is a place of contrasts:

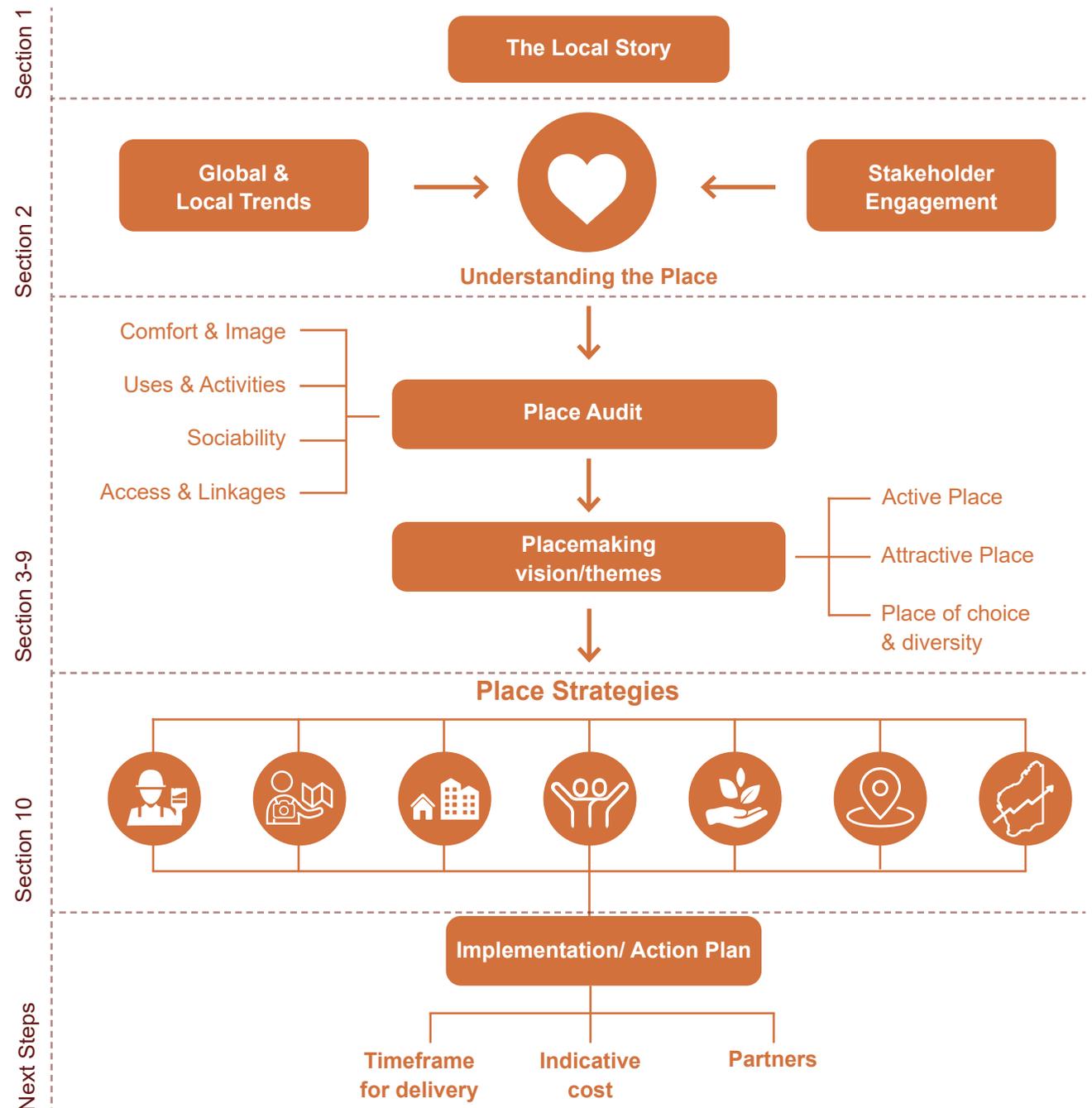
It is home to first nation people with a rich culture going back into deep time.

It is also home to new settlers actively engaged in the resources and service sector industries, influenced by national and global trends.

Newman is at the gateway to the Pilbara, a place of fascinating history, culture, scenery and recreational opportunities which attract many local and international visitors each year.

Local people have expressed a strong connection to the country town feel and the opportunity to explore the vast region beyond but wish for more local amenity, services and social offerings.

This overview of the local story is drawn from engagement with local people, businesses and government bodies which is explained in more detail in the Community and Stakeholder Engagement Outcomes Report for the Newman Town Centre Development Strategy.



2.0

Understanding the Place

These images reference the existing textures and character of Newman, developing a picture of the current experience.





The following economic and social snapshots indicate who lives, works and frequents Newman Town Centre for the purpose of the place audit report.

A more in depth analysis of the Town and Shire can be found in the Economic Development and Tourism Strategy, 2020, prepared by Pracsys.

2.1 Economic Snapshot

		NEWMAN	WESTERN AUSTRALIA
FAMILY EMPLOYMENT STATUS	 Both employed working full time	33.2%	19.8%
	 Working 40hrs or more	72.3%	44.6%
OCCUPATION	 Machinery operations & drivers	27.9%	7.5%
	 Technicians & trade workers	27.7%	16.2%
INDUSTRY OF EMPLOYMENT	 Mining	51.2%	2.5%
HIGHEST LEVEL OF EDUCATION	 Certificate level 3	20.9%	14%
	 Bachelor Degree level or above	10.1%	20.5%

*statistics as per ABS 2016

The economic snapshot indicates that many locals work long hours predominantly in trade based occupations in the mining sector. This leaves them time poor but with reasonable levels of disposable incomes. The opportunity arises to attract them into the Newman Town Centre for entertainment, leisure and community sporting and recreation activities.

The social snapshot indicates significant recent growth in families and young people, particularly single males.

The population has high average incomes which provides opportunity to harness expenditure on family based services, entertainment, leisure and also experiences which appeal to the more adventurous, younger population.

The wider sub region offers multiple leisure and recreational experiences.

2.2 Social Snapshot

			NEWMAN	WESTERN AUSTRALIA
POPULATION		Population	4,765	2,567,788
		Population change 2011-2016	-3.57%	+11%
AGE		Median Age	33	36
		Children aged 0-14	18.2%	19.2%
		Adults aged 25-44	47.1%	29.4%
CHILDREN		Couples with children	57%	45.3%
		Male single/ lone parent	36.1%	18.3%
INCOME		Median weekly household income	\$2502	\$1595
ETHNICITY		Language other than English spoken at home	18%	19.4%
HOUSEHOLDS		Average house size (people)	2.9	2.5
		Occupied	57.8%	86.7%
		Unoccupied	42.2%	13.3%
		Seperate house	92.0%	79.1%
DWELLINGS STRUCTURE		Rented	87%	28.3%

*statistics as per ABS 2016

3.0

Place Audit Process

3.1 The Place Audit

TBB undertook a place audit of the Newman Town Centre on 5 August 2020, from 11:00am. Through observation, the audit ranks factors supporting the key attributes which define “place”, under four themes being:



USES &
ACTIVITIES



SOCIABILITY



ACCESS &
LINKAGES



COMFORT &
IMAGE

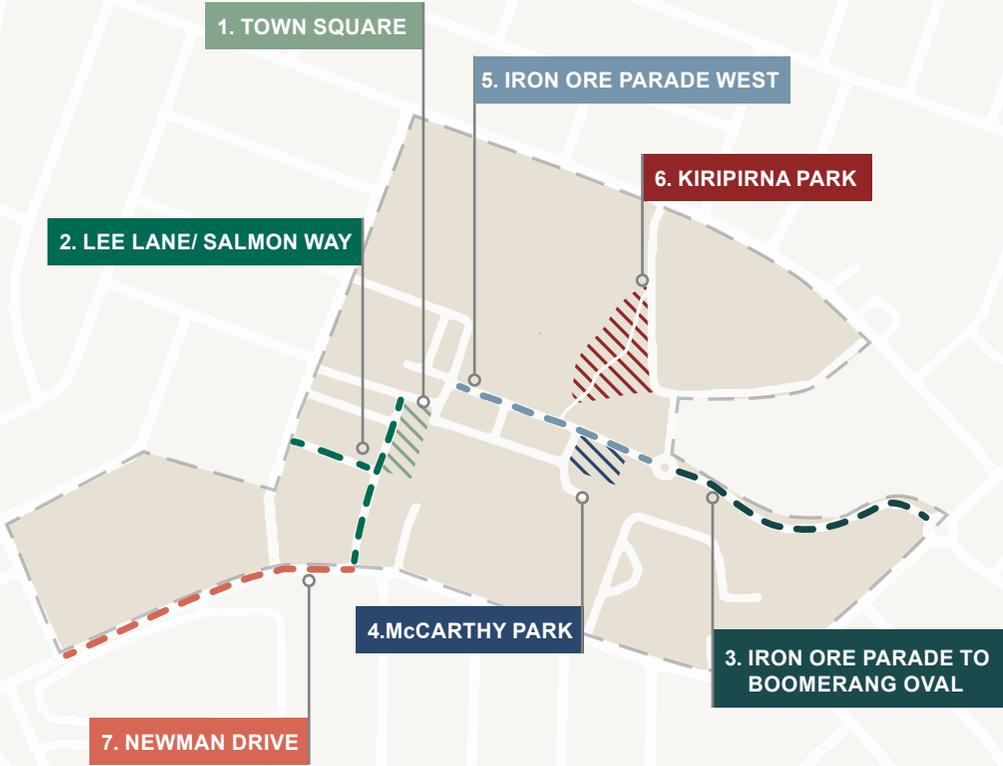
The audit focused on seven key areas within the precinct, being:

1. **Town Square**
2. **Lee Lane / Salmon Way**
3. **Iron Ore Parade to Boomerang Oval**
4. **McCarthy Park**
5. **Iron Ore Parade (West)**
6. **Kiripirna Park**
7. **Newman Drive (Lee Lane to Purple Pub)**

The results of the place audit have been used to guide the preparation of the draft concept plan scenarios/options.

3.2 Assessment Exercise

For each key area in the precinct, the following themes and questions were assessed to evaluate how well the area is currently performing as a place, to identify what the problems are and to begin to identify opportunities. Each question was ranked from Strongly Disagree to Strongly Agree.



4.0

Place Snapshot

These images reference the existing textures and character of the **Town Square**, developing a picture of the current experience.



4.0 Town Square



4.1 The Performance Rating of this Place



USES & ACTIVITIES

	Strongly Disagree 1	Disagree 2	Slightly Agree 3	Agree 4	Strongly Agree 5
Many different types of activities are occurring, and are not just related to a planned event.	✓				
Many different kinds of people and different age groups are using this place (children, elderly, families, etc.).		✓			
Square design helps businesses.			✓		
Places to eat or socialise.				✓	
There are several “choices” of things to do in the public realm and it is easy to go from one choice to another (Power of 10).			✓		
Uses are easily visible and inviting for pedestrians.		✓			
Retail traders display in, and interact with, the public realm.	✓				
TOTAL	2	2	2	1	

OTHER OBSERVATIONS:

- Places to socialise but not eat
- Visited at 11.00am so limited activity
- Incubator space occupied by accountant
- No planned activities occurring



SOCIABILITY

	Strongly Disagree 1	Disagree 2	Slightly Agree 3	Agree 4	Strongly Agree 5
Pedestrians use the street regularly and by choice.			✓		
There is evidence of people in groups.			✓		
There are places to gather.					✓
You would bring your friends and relatives to see the place.			✓		
Strangers make eye contact; people smile and display happiness.		✓			
There is a mix of ages, sexes, and ethnic groups (which may generally reflect the community at large).			✓		
The place and experience is memorable.		✓			
TOTAL		2	4		1

OTHER OBSERVATIONS:

- Occupied by Indigenous or workers on break



ACCESS & LINKAGES

	Strongly Disagree 1	Disagree 2	Slightly Agree 3	Agree 4	Strongly Agree 5
People can easily and comfortably walk to and through the place.				✓	
Footpaths connect adjacent areas, allowing for convenient pedestrian access.				✓	
There is convenient access by transit.	✓				
Continuity of street-level uses makes for a pleasant walking environment.	✓				
Bicycling is safe and convenient (suitable traffic speed; paths...)			✓		
Bicycle parking is plentiful and convenient.			✓		
Safe for street crossing. (Crosswalks are well-placed and well-marked; minimal crossing distances; suitable traffic speed).	✓				
There is adequate directional signage, maps and location information.	✓				
TOTAL	4		2	2	

OTHER OBSERVATIONS:

- No dedicated bike path but footpath wide enough
- 1 bike rack only
- Poor delineation for cars/ pedestrians between Town Square and Boulevard shopping centre
- Pin-up board but “negative” notices



COMFORT & IMAGE

	Strongly Disagree 1	Disagree 2	Slightly Agree 3	Agree 4	Strongly Agree 5
It is attractive (trees, landscaping, building presentation...)			✓		
Public realm and building facades are well-maintained, clean and free of litter.		✓			
Shade and shelter are provided along pedestrian pathways.		✓			
It feels safe during the day.				✓	
It feels safe during the night (good lighting; activity in buildings and public realm...)	N/A				
The scale of buildings is comfortable for pedestrians.				✓	
Users have a choice of places to sit or use, either in the sun or shade				✓	
Vehicle speeds do not detract from pedestrian experience.				✓	
There is a feeling of connection to the past.		✓			
TOTAL		3	1	4	

OTHER OBSERVATIONS:

- Poor built form surrounding Town Square
- The Edge poor cleanliness but Town Square generally free of litter
- Concrete bench/walling as seating only
- Fast vehicle speeds down accessway between Square and shops

4.2 Identified Problems of this Place

Check off the problems that may need to be addressed in this place. Add others that are not mentioned.

USES & ACTIVITIES PROBLEMS:

- Spaces are empty of people for all or part of the day. **11.00am – Wednesday.**
- Security problems are evident (broken windows, graffiti, vandalism, etc.). **Broken glass/car windows, graffiti, litter.**
- Buildings are vacant or underutilised.
- ~~Uses are isolated from each other, or cannot be seen.~~ **Seen but not connected to active uses.**
- ~~Spaces are too small and congested.~~
- Others: **Blank walls.**

COMFORT & IMAGE PROBLEMS:

- Few places exist for people to sit.
- The environment generally appears unattractive or unsafe.
- Buildings or spaces lack human scale. **Blank walls, limited activation.**
- Litter and other signs or lack of maintenance are evident.
- Poor environmental (air, water, etc.) quality exists. **No water facilities.**
- ~~No one is obviously in charge.~~
- There is a lack of weather protection. **Some awnings and trees but not significant shade.**
- Others:

ACCESS & LINKAGE PROBLEMS:

- ~~Traffic is congested or fast-moving, acting as a barrier to pedestrians crossing the street.~~
- ~~Bicycles conflict with pedestrians and vehicles.~~
- ~~People are walking in the street or along areas not paved as footpaths.~~
- Pedestrian-oriented uses (such as shopfronts) are discontinuous, creating an unpleasant walking environment.
- ~~There is insufficient parking.~~
- Others:

SOCIABILITY PROBLEMS:

- People do not interact with other users of the place. **Unsure?**
- There is a lack of diversity of people using the place. **Unsure?**
- There is a lack of community information and notice-board opportunity for the community to engage with.
- Others:

4.3 Identified Opportunities of this Place

List below, by category, the opportunities that exist in this place. Add others not mentioned. Include both short-term, low-cost opportunities and long-term changes.

USES & ACTIVITIES OPPORTUNITIES:

- Reduce blank walls
- Increase active uses
- Increase finer grain uses

COMFORT & IMAGE OPPORTUNITIES:

- Sweep litter
- Remove graffiti
- Increase shade trees
- Remove bins from street corners

ACCESS & LINKAGE OPPORTUNITIES:

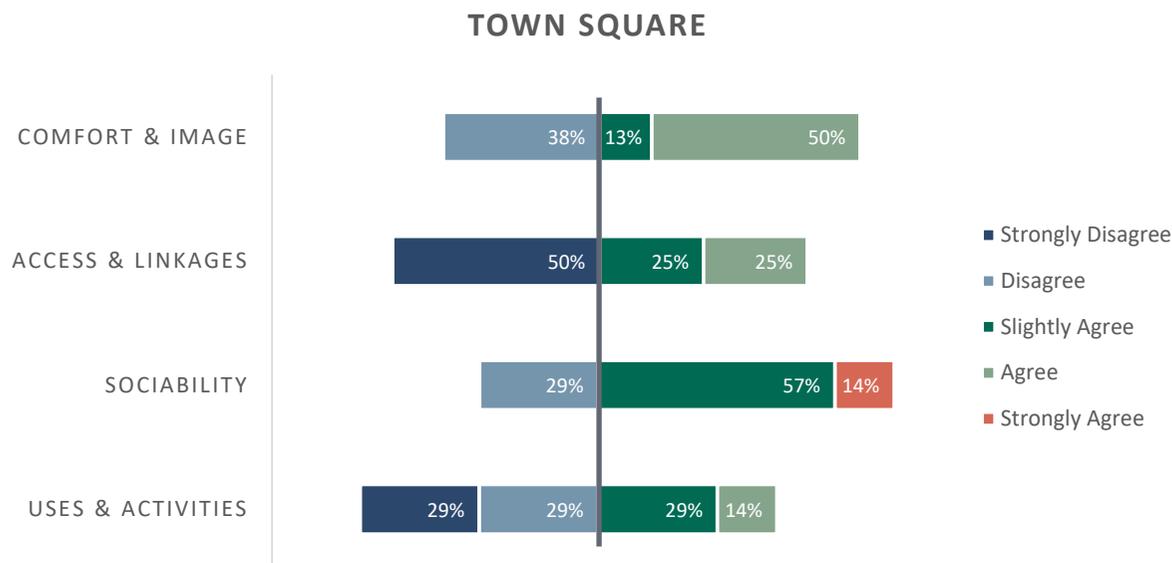
- Limited street parking ¼ hrs only could extend to ½ hr
- Use screen as regular TV

SOCIABILITY OPPORTUNITIES:

- Increase information
- More comfortable seating
- Kids water play not used enough
- Theatre and TV screen could be used for digital information

WHAT DO YOU LIKE BEST ABOUT THIS PLACE?

- Central
- Compact
- Point of circulation/crossings



5.0

Place Snapshot

These images reference the existing textures and character of **Lee Lane** and **Salmon Way**, developing a picture of the current experience.



5.0 Lee Lane/ Salmon Way



5.1 The Performance Rating of this Place



USES & ACTIVITIES

	Strongly Disagree 1	Disagree 2	Slightly Agree 3	Agree 4	Strongly Agree 5
Many different types of activities are occurring, and are not just related to a planned event.		✓			
Many different kinds of people and different age groups are using this place (children, elderly, families, etc.).			✓		
Street design helps businesses.		✓	✓		
Places to eat or socialise.		✓			
There are several “choices” of things to do in the public realm and it is easy to go from one choice to another (Power of 10).		✓			
Uses are easily visible and inviting for pedestrians.		✓			
Retail traders display in, and interact with, the public realm.		✓			
TOTAL		5	2		

OTHER OBSERVATIONS:

- Retail tenancies only (limited variety of uses)
- People mainly visit Dome
- Poor interaction with street; too wide; car park occupies one side
- Only places to eat are Dome and Chicken Treat
- Facades obscured by posters on glazing



SOCIABILITY

	Strongly Disagree 1	Disagree 2	Slightly Agree 3	Agree 4	Strongly Agree 5
Pedestrians use the street regularly and by choice.				✓	
There is evidence of people in groups.				✓	
There are places to gather.				✓	
You would bring your friends and relatives to see the place.			✓		
Strangers make eye contact; people smile and display happiness.		✓			
There is a mix of ages, sexes, and ethnic groups (which may generally reflect the community at large).			✓		
The place and experience is memorable.			✓		
TOTAL		1	3	3	

OTHER OBSERVATIONS:

- High pedestrian uses as considered to be “Main Street”
- Dome as main attractor/ “landmark”



ACCESS & LINKAGES

	Strongly Disagree 1	Disagree 2	Slightly Agree 3	Agree 4	Strongly Agree 5
People can easily and comfortably walk to and through the place.				✓	
Footpaths connect adjacent areas, allowing for convenient pedestrian access.			✓		
There is convenient access by transit.	✓				
Continuity of street-level uses makes for a pleasant walking environment.			✓		
Bicycling is safe and convenient (suitable traffic speed; paths...)			✓		
Bicycle parking is plentiful and convenient.			✓		
Safe for street crossing. (Crosswalks are well-placed and well-marked; minimal crossing distances; suitable traffic speed).			✓		
There is adequate directional signage, maps and location information.	✓				
TOTAL	2		5	1	

OTHER OBSERVATIONS:

- Lacks dedicated pedestrian crossings and pathway through car park
- Continuity of uses along shopping centre only
- No dedicated bike path but footpath width excessive so wide enough for cycling
- One dedicated bike rack only



COMFORT & IMAGE

	Strongly Disagree 1	Disagree 2	Slightly Agree 3	Agree 4	Strongly Agree 5
It is attractive (trees, landscaping, building presentation...)		✓			
Public realm and building facades are well-maintained, clean and free of litter.				✓	
Shade and shelter are provided along pedestrian pathways.			✓		
It feels safe during the day.				✓	
It feels safe during the night (good lighting; activity in buildings and public realm...)	N/A				
The scale of buildings is comfortable for pedestrians.				✓	
Users have a choice of places to sit or use, either in the sun or shade			✓		
Vehicle speeds do not detract from pedestrian experience.			✓		
There is a feeling of connection to the past.	✓				
TOTAL	1	1	3	3	

OTHER OBSERVATIONS:

- Trees but poor shading
- Clean shopping centre but rest of street/building poor
- Shade from shop canopy only
- Places to sit in shade/sun on one side of street only

5.2 The Identified Problems of this Place

Check off the problems that may need to be addressed in this place. Add others that are not mentioned.

Uses and activities problems:

- Spaces are empty of people for all or part of the day. **11.15am – Wednesday.**
- Security problems are evident (broken windows, graffiti, vandalism, etc.).
- Buildings are vacant or underutilised. **Near service across Salmon Way.**
- Uses are isolated from each other, or cannot be seen. **Near activated Salmon Way, Lee Lane single sided.**
- ~~Spaces are too small and congested.~~
- Others:

Comfort and image problems:

- ~~Few places exist for people to sit. **But not linked to active uses**~~
- The environment generally appears unattractive or unsafe. **Service alley Salmon Way, can park one side of Lee Lane.**
- Buildings or spaces lack human scale. **Long supermarket entrance and wide street, covered windows.**
- Litter and other signs or lack of maintenance are evident.
- Poor environmental (air, water, etc.) quality exists.

- No one is obviously in charge.
- There is a lack of weather protection. **Limited tree growth.**
- Others:

Access and linkage problems:

- ~~Traffic is congested or fast-moving, acting as a barrier to pedestrians crossing the street.~~
- ~~Bicycles conflict with pedestrians and vehicles.~~
- ~~People are walking in the street or along areas not paved as foot-paths.~~
- Pedestrian-oriented uses (such as shopfronts) are discontinuous, creating an unpleasant walking environment.
- ~~There is insufficient parking.~~
- Others:

Sociability problems:

- ~~People do not interact with other users of the place.~~
- ~~There is a lack of diversity of people using the place.~~
- There is a lack of community information and notice-board opportunity for the community to engage with.
- Others:

5.3 The Identified Opportunities of this Place

List below, by category, the opportunities that exist in this place. Add others not mentioned. Include both short-term, low-cost opportunities and long-term changes.

Uses and activities opportunities:

- More active uses on both sides of Lee Lane
- Reduce covers on widows

Comfort and image opportunities:

- More shade
- Narrow street
- Make crossing for pedestrians easier

- Shopping trolley collection

Access and linkage opportunities:

Sociability opportunities:

- Greater connection to Square visually
- External activities/placemaking at entry and Parnawarri retail centre

What do you like best about this place?

- Only Dome alfresco

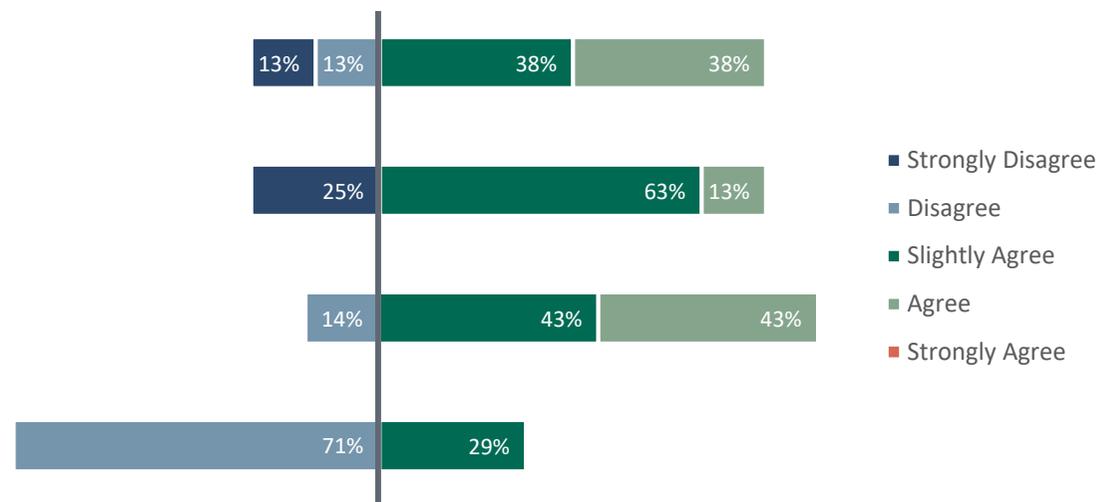
COMFORT & IMAGE

ACCESS & LINKAGES

SOCIABILITY

USES & ACTIVITIES

LEE LANE/ SALMON WAY



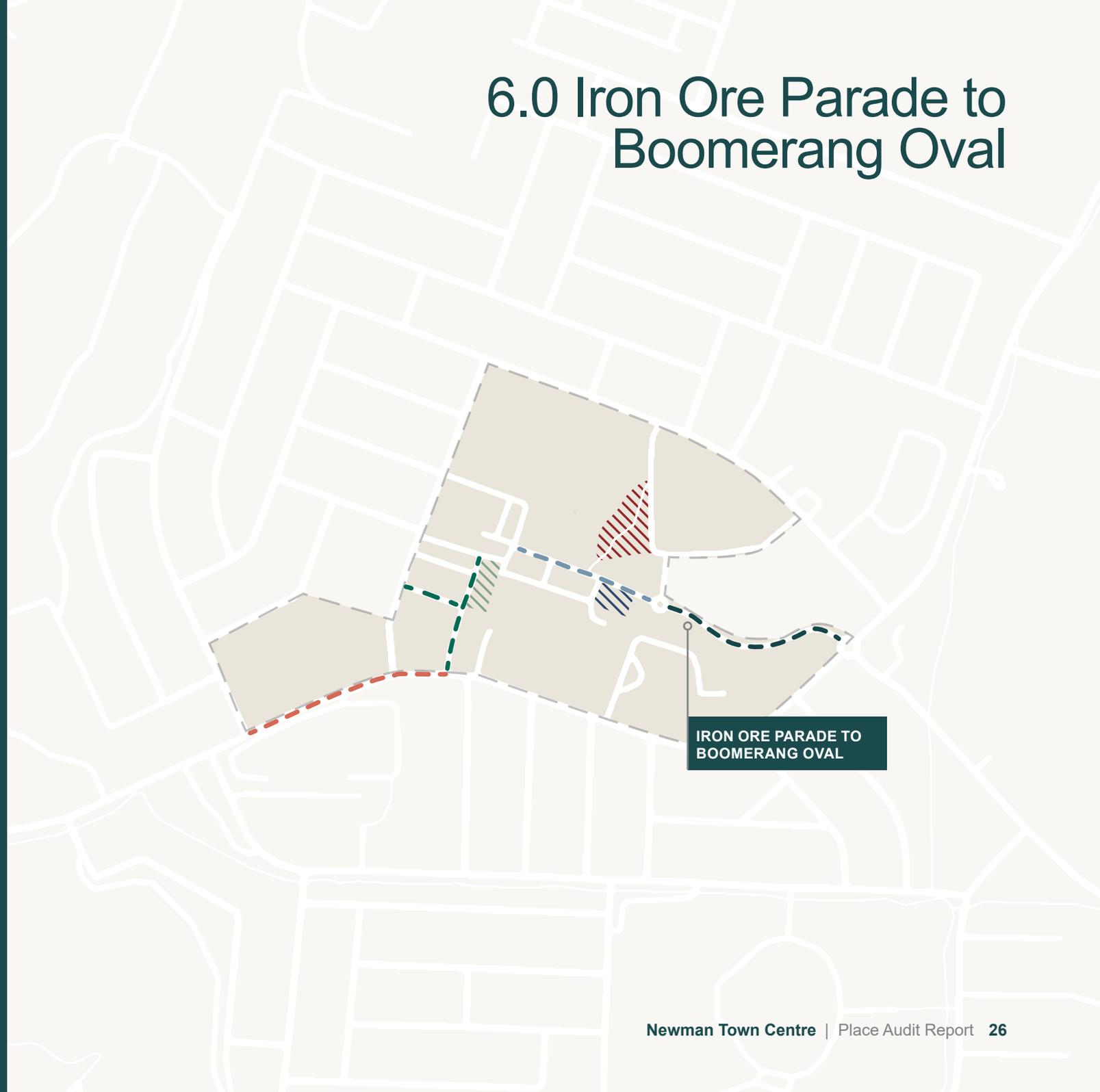
6.0

Place Snapshot

These images reference the existing textures and character of **Iron Ore Parade to Boomerang Oval**, developing a picture of the current experience.



6.0 Iron Ore Parade to Boomerang Oval



6.1 The Performance Rating of this Place



USES & ACTIVITIES

	Strongly Disagree 1	Disagree 2	Slightly Agree 3	Agree 4	Strongly Agree 5
Many different types of activities are occurring, and are not just related to a planned event.	✓				
Many different kinds of people and different age groups are using this place (children, elderly, families, etc.).	✓				
Street design helps businesses.	✓				
Places to eat or socialise.	✓				
There are several “choices” of things to do in the public realm and it is easy to go from one choice to another (Power of 10).	✓				
Uses are easily visible and inviting for pedestrians.			✓		
Retail traders display in, and interact with, the public realm.	✓				
TOTAL	6		1		

OTHER OBSERVATIONS:

- More shade and seating needed



SOCIABILITY

	Strongly Disagree	Disagree	Slightly Agree	Agree	Strongly Agree
	1	2	3	4	5
Pedestrians use the street regularly and by choice.	✓				
There is evidence of people in groups.	✓				
There are places to gather.	✓				
You would bring your friends and relatives to see the place.	✓				
Strangers make eye contact; people smile and display happiness.	✓				
There is a mix of ages, sexes, and ethnic groups (which may generally reflect the community at large).	✓				
The place and experience is memorable.	✓				
TOTAL	7				

OTHER OBSERVATIONS:

- No destination



ACCESS & LINKAGES

	Strongly Disagree 1	Disagree 2	Slightly Agree 3	Agree 4	Strongly Agree 5
People can easily and comfortably walk to and through the place.				✓	
Footpaths connect adjacent areas, allowing for convenient pedestrian access.	✓				
There is convenient access by transit.	✓				
Continuity of street-level uses makes for a pleasant walking environment.	✓				
Bicycling is safe and convenient (suitable traffic speed; paths...)			✓		
Bicycle parking is plentiful and convenient.	✓				
Safe for street crossing. (Crosswalks are well-placed and well-marked; minimal crossing distances; suitable traffic speed).		✓			
There is adequate directional signage, maps and location information.	✓				
TOTAL	5	1	1	1	

OTHER OBSERVATIONS:

- No dedicated pedestrian crossings
- Footpaths wide enough for cycling but trees obscure path
- No pedestrian access to Seasons Hotel



COMFORT & IMAGE

	Strongly Disagree 1	Disagree 2	Slightly Agree 3	Agree 4	Strongly Agree 5
It is attractive (trees, landscaping, building presentation...)				✓	
Public realm and building facades are well-maintained, clean and free of litter.			✓		
Shade and shelter are provided along pedestrian pathways.			✓		
It feels safe during the day.			✓		
It feels safe during the night (good lighting; activity in buildings and public realm...)	N/A				
The scale of buildings is comfortable for pedestrians.	N/A				
Users have a choice of places to sit or use, either in the sun or shade			✓		
Vehicle speeds do not detract from pedestrian experience.		✓			
There is a feeling of connection to the past.			✓		
TOTAL		1	5	1	

OTHER OBSERVATIONS:

- Tree-lined street
- Shade could be improved
- Limited seating as mainly traffic route
- BHP signage only

6.2 Interview Users of this Place

Ask two or more people who are in the place what they like and dislike about the place, and what they would do to improve it. If a particular issue from the ratings has emerge, ask them their opinion about it.

Comments from Former SoEP Media Relations Officer outside NCCI office:

- No clubs/social organisations for older demographic
- Facilities for RV's in Newman
- Fen shining and retail opportunities in Nullagine
- Opportunity to publicise and promote facilities for tourists
- Star gazing/light story tours displayed on mine pit
- Tourism hut at airport

6.3 The Identified Problems of this Place

Check off the problems that may need to be addressed in this place. Add others that are not mentioned.

Uses and activities problems:

- ~~Spaces are empty of people for all or part of the day.~~ Popular with Aboriginal family groups.
- Security problems are evident (broken windows, graffiti, vandalism, etc.). Some
- ~~Buildings are vacant or underutilised.~~ No buildings
- ~~Uses are isolated from each other, or cannot be seen.~~
- ~~Spaces are too small and congested.~~
- Others:

Comfort and image problems:

- ~~Few places exist for people to sit.~~
- ~~The environment generally appears unattractive or unsafe.~~
- ~~Buildings or spaces lack human scale.~~
- Litter and other signs or lack of maintenance are evident. Unfinished landscape, litter.
- Poor environmental (air, water, etc.) quality exists.
- No one is obviously in charge.
- ~~There is a lack of weather protection.~~ Mature/maturing trees.
- Others:

Access and linkage problems:

- ~~Traffic is congested or fast-moving, acting as a barrier to pedestrians crossing the street.~~ Pedestrian only.
- Bicycles conflict with pedestrians and vehicles.
- ~~People are walking in the street or along areas not paved as foot-paths.~~
- ~~Pedestrian-oriented uses (such as shopfronts) are discontinuous, creating an unpleasant walking environment.~~
- There is insufficient parking.
- Others:

6.4 The Identified Opportunities of this Place

List below, by category, the opportunities that exist in this place. Add others not mentioned. Include both short-term, low-cost opportunities and long-term changes.

Uses and activities opportunities:

- Water fountain
- More seating
- Improve shopping centre back of house

Comfort and image opportunities:

- Tidy up

- Finish landscape
- No toilets nearby – need facilities

Access and linkage opportunities:

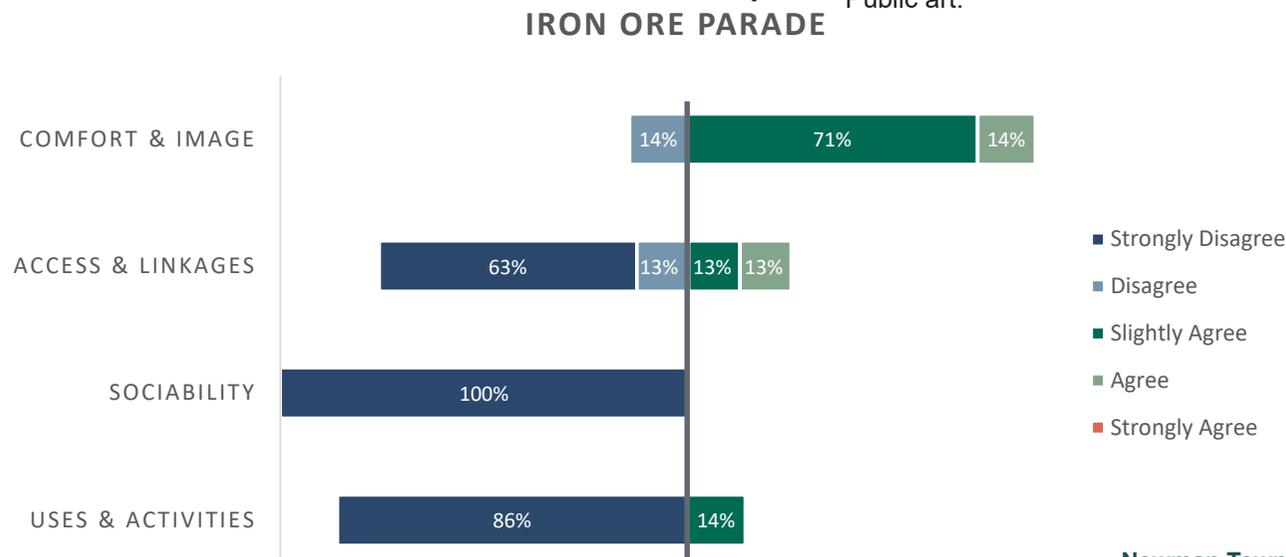
- Increase association with shops

Sociability opportunities:

- Plenty for Aboriginal families
- Not welcoming to others
- More interpretation of cultural values of TO's

What do you like best about this place?

- Public art.



7.0

Place Snapshot

These images reference the existing textures and character of **McCarthy Park**, developing a picture of the current experience.



7.1 The Performance Rating of this Place



USES & ACTIVITIES

	Strongly Disagree 1	Disagree 2	Slightly Agree 3	Agree 4	Strongly Agree 5
Many different types of activities are occurring, and are not just related to a planned event.	✓				
Many different kinds of people and different age groups are using this place (children, elderly, families, etc.).				✓	
Street design helps businesses.	N/A				
Places to eat or socialise.			✓		
There are several “choices” of things to do in the public realm and it is easy to go from one choice to another (Power of 10).	✓				
Uses are easily visible and inviting for pedestrians.	N/A				
Retail traders display in, and interact with, the public realm.	✓				
TOTAL	3		1	1	

OTHER OBSERVATIONS:



SOCIABILITY

	Strongly Disagree 1	Disagree 2	Slightly Agree 3	Agree 4	Strongly Agree 5
Pedestrians use the street regularly and by choice.			✓		
There is evidence of people in groups.				✓	
There are places to gather.				✓	
You would bring your friends and relatives to see the place.			✓		
Strangers make eye contact; people smile and display happiness.		✓			
There is a mix of ages, sexes, and ethnic groups (which may generally reflect the community at large).			✓		
The place and experience is memorable.		✓			
TOTAL		2	3	2	

OTHER OBSERVATIONS:

- Main link between parks and centre



ACCESS & LINKAGES

	Strongly Disagree 1	Disagree 2	Slightly Agree 3	Agree 4	Strongly Agree 5
People can easily and comfortably walk to and through the place.				✓	
Footpaths connect adjacent areas, allowing for convenient pedestrian access.	✓			✓	
There is convenient access by transit.		✓			
Continuity of street-level uses makes for a pleasant walking environment.			✓		
Bicycling is safe and convenient (suitable traffic speed; paths...)					
Bicycle parking is plentiful and convenient.	✓				
Safe for street crossing. (Crosswalks are well-placed and well-marked; minimal crossing distances; suitable traffic speed).		✓			
There is adequate directional signage, maps and location information.			✓		
TOTAL	2	2	2	2	

OTHER OBSERVATIONS:

- No dedicated pedestrian crossing points
- Signage (BHP) for public art/ sculptures



COMFORT & IMAGE

	Strongly Disagree 1	Disagree 2	Slightly Agree 3	Agree 4	Strongly Agree 5
It is attractive (trees, landscaping, building presentation...)				✓	
Public realm and building facades are well-maintained, clean and free of litter.			✓		
Shade and shelter are provided along pedestrian pathways.				✓	
It feels safe during the day.			✓		
It feels safe during the night (good lighting; activity in buildings and public realm...)	N/A				
The scale of buildings is comfortable for pedestrians.	N/A				
Users have a choice of places to sit or use, either in the sun or shade				✓	
Vehicle speeds do not detract from pedestrian experience.			✓		
There is a feeling of connection to the past.			✓		
TOTAL			4	3	

OTHER OBSERVATIONS:

- Only hardscaping; looks unfinished
- Main traffic route along Iron Ore Parade
- BHP signage only

7.2 The Identified Problems of this Place

Check off the problems that may need to be addressed in this place. Add others that are not mentioned.

Uses and activities problems:

- Spaces are empty of people for all or part of the day. But lots of parked cars. **But lots of parked cars.**
- Security problems are evident (broken windows, graffiti, vandalism, etc.).
- Buildings are vacant or underutilised.
- Uses are isolated from each other, or cannot be seen.
- ~~Spaces are too small and congested.~~
- Others

Comfort and image problems:

- Few places exist for people to sit.
- The environment generally appears unattractive or unsafe.
- Buildings or spaces lack human scale. **Blank walls.**
- Litter and other signs or lack of maintenance are evident.
- Poor environmental (air, water, etc.) quality exists.
- No one is obviously in charge.
- There is a lack of weather protection. **Hard shade covers, not trees in car park.**
- Others:

Access and linkage problems:

- Traffic is congested or fast-moving, acting as a barrier to pedestrians crossing the street. **Circulating for parking, no pedestrian priority**
- ~~Bicycles conflict with pedestrians and vehicles.~~
- People are walking in the street or along areas not paved as footpaths.
- Pedestrian-oriented uses (such as shopfronts) are discontinuous, creating an unpleasant walking environment. **Crossing from Aquatic Centre**
- ~~There is insufficient parking.~~
- Others:

Sociability problems:

- People do not interact with other users of the place.
- There is a lack of diversity of people using the place.
- There is a lack of community information and notice-board opportunity for the community to engage with.
- Others:

7.3 The Identified Opportunities of this Place

List below, by category, the opportunities that exist in this place. Add others not mentioned. Include both short-term, low-cost opportunities and long-term changes.

Uses and activities opportunities:

- Better integration
- External activation of Aquatic

Comfort and image opportunities:

- More shade trees
- Pedestrian priority through car park

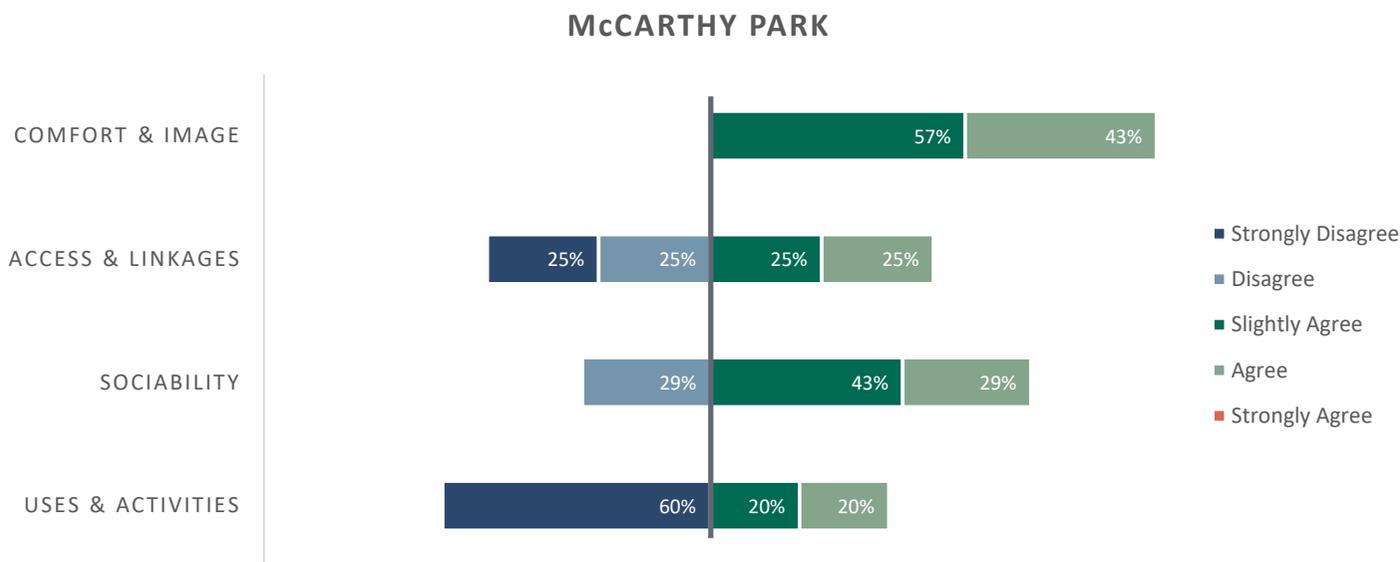
Access and linkage opportunities:

- Shops - Aquatic

Sociability opportunities:

What do you like best about this place?

- Not much except for view of outdoor Aquatic.



8.0

Place Snapshot

These images reference the existing textures and character of **Iron ore Parade (West)**, developing a picture of the current experience.



8.0 Iron Ore Parade (West)



8.1 The Performance Rating of this Place



USES & ACTIVITIES

	Strongly Disagree 1	Disagree 2	Slightly Agree 3	Agree 4	Strongly Agree 5
Many different types of activities are occurring, and are not just related to a planned event.	✓				
Many different kinds of people and different age groups are using this place (children, elderly, families, etc.).			✓		
Street design helps businesses.	✓				
Places to eat or socialise.		✓			
There are several “choices” of things to do in the public realm and it is easy to go from one choice to another (Power of 10).		✓			
Uses are easily visible and inviting for pedestrians.		✓			
Retail traders display in, and interact with, the public realm.	✓				
TOTAL	3	3	1		

OTHER OBSERVATIONS:

- Variety of shops/uses along Iron Ore Parade limited to F&B and Aquatic Centre



SOCIABILITY

	Strongly Disagree 1	Disagree 2	Slightly Agree 3	Agree 4	Strongly Agree 5
Pedestrians use the street regularly and by choice.			✓		
There is evidence of people in groups.			✓		
There are places to gather.		✓			
You would bring your friends and relatives to see the place.	✓				
Strangers make eye contact; people smile and display happiness.		✓			
There is a mix of ages, sexes, and ethnic groups (which may generally reflect the community at large).			✓		
The place and experience is memorable.	✓				
TOTAL		2	3	2	

OTHER OBSERVATIONS:

- Use of street access to shopping centre car park only



ACCESS & LINKAGES

	Strongly Disagree 1	Disagree 2	Slightly Agree 3	Agree 4	Strongly Agree 5
People can easily and comfortably walk to and through the place.		✓			
Footpaths connect adjacent areas, allowing for convenient pedestrian access.		✓			
There is convenient access by transit.	✓				
Continuity of street-level uses makes for a pleasant walking environment.	✓				
Bicycling is safe and convenient (suitable traffic speed; paths...)			✓		
Bicycle parking is plentiful and convenient.	✓				
Safe for street crossing. (Crosswalks are well-placed and well-marked; minimal crossing distances; suitable traffic speed).		✓			
There is adequate directional signage, maps and location information.	✓				
TOTAL	4	3	1		

OTHER OBSERVATIONS:

- Through-foot traffic difficult due to extensive car park
- Footpaths disconnected due to car park
- Cycling along Iron Ore Parade suitable but not across park (same applies to pedestrian activity)



COMFORT & IMAGE

	Strongly Disagree 1	Disagree 2	Slightly Agree 3	Agree 4	Strongly Agree 5
It is attractive (trees, landscaping, building presentation...)		✓			
Public realm and building facades are well-maintained, clean and free of litter.	✓				
Shade and shelter are provided along pedestrian pathways.	✓				
It feels safe during the day.				✓	
It feels safe during the night (good lighting; activity in buildings and public realm...)	N/A				
The scale of buildings is comfortable for pedestrians.			✓		
Users have a choice of places to sit or use, either in the sun or shade	✓				
Vehicle speeds do not detract from pedestrian experience.		✓			
There is a feeling of connection to the past.	✓				
TOTAL	4	2	1	1	

OTHER OBSERVATIONS:

- Trees but poor shading
- No seating

8.2 The Identified Problems of this Place

Check off the problems that may need to be addressed in this place. Add others that are not mentioned.

Uses and activities problems:

- Spaces are empty of people for all or part of the day. But lots of parked cars.
- Security problems are evident (broken windows, graffiti, vandalism, etc.).
- Buildings are vacant or underutilised.
- Uses are isolated from each other, or cannot be seen.
- ~~Spaces are too small and congested.~~
- Others

Comfort and image problems:

- Few places exist for people to sit.
- The environment generally appears unattractive or unsafe.
- Buildings or spaces lack human scale. **Spaces and blank walls.**
- Litter and other signs or lack of maintenance are evident.
- Poor environmental (air, water, etc.) quality exists.
- No one is obviously in charge.
- There is a lack of weather protection. **Poor street shade.**
- Others:

Access and linkage problems:

- Traffic is congested or fast-moving, acting as a barrier to pedestrians crossing the street.
- Bicycles conflict with pedestrians and vehicles.
- ~~People are walking in the street or along areas not paved as footpaths.~~
- Pedestrian-oriented uses (such as shopfronts) are discontinuous, creating an unpleasant walking environment.
- ~~There is insufficient parking.~~
- Others:

Sociability problems:

- People do not interact with other users of the place.
- There is a lack of diversity of people using the place.
- There is a lack of community information and notice-board opportunity for the community to engage with.
- Others:

8.3 The Identified Opportunities of this Place

List below, by category, the opportunities that exist in this place. Add others not mentioned. Include both short-term, low-cost opportunities and long-term changes.

Uses and activities opportunities:

- Reutilise entry buildings
- Activate shady spaces

Comfort and image opportunities:

- Shade trees
- Upkeep of verges

Access and linkage opportunities:

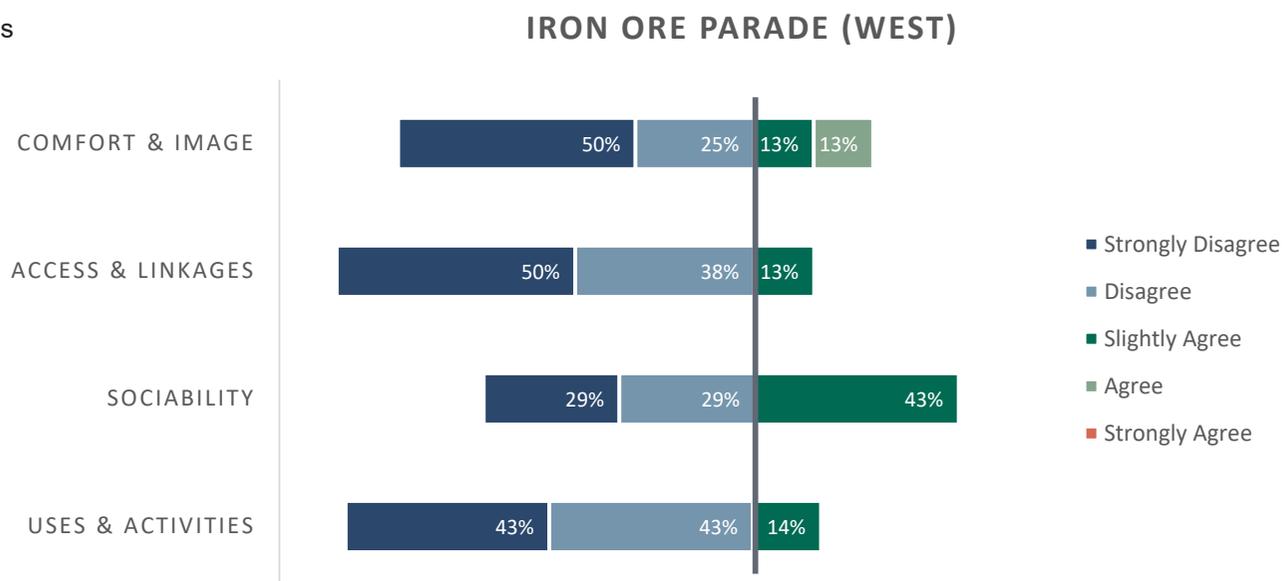
- Streets too wide - Hilditch Avenue

Sociability opportunities:

- Gathering spaces under trees

What do you like best about this place?

- Nothing



9.0

Place Snapshot

These images reference the existing textures and character of **Kiripirna Park**, developing a picture of the current experience.



9.0 Kiripirna Park



9.1 The Performance Rating of this Place



USES & ACTIVITIES

	Strongly Disagree 1	Disagree 2	Slightly Agree 3	Agree 4	Strongly Agree 5
Many different types of activities are occurring, and are not just related to a planned event.	✓				
Many different kinds of people and different age groups are using this place (children, elderly, families, etc.).			✓		
Street design helps businesses.	N/A				
Places to eat or socialise.				✓	
There are several “choices” of things to do in the public realm and it is easy to go from one choice to another (Power of 10).		✓			
Uses are easily visible and inviting for pedestrians.	N/A				
Retail traders display in, and interact with, the public realm.	N/A				
TOTAL	1	1	1	1	

OTHER OBSERVATIONS:



SOCIABILITY

	Strongly Disagree 1	Disagree 2	Slightly Agree 3	Agree 4	Strongly Agree 5
Pedestrians use the street regularly and by choice.			✓		
There is evidence of people in groups.				✓	
There are places to gather.					✓
You would bring your friends and relatives to see the place.			✓		
Strangers make eye contact; people smile and display happiness.		✓			
There is a mix of ages, sexes, and ethnic groups (which may generally reflect the community at large).			✓		
The place and experience is memorable.			✓		
TOTAL		1	4	1	1

OTHER OBSERVATIONS:

- Good for picnics etc
- Main N-S pedestrian connection



ACCESS & LINKAGES

	Strongly Disagree 1	Disagree 2	Slightly Agree 3	Agree 4	Strongly Agree 5
People can easily and comfortably walk to and through the place.				✓	
Footpaths connect adjacent areas, allowing for convenient pedestrian access.				✓	
There is convenient access by transit.	✓				
Continuity of street-level uses makes for a pleasant walking environment.	N/A				
Bicycling is safe and convenient (suitable traffic speed; paths...)		✓			
Bicycle parking is plentiful and convenient.	✓				
Safe for street crossing. (Crosswalks are well-placed and well-marked; minimal crossing distances; suitable traffic speed).	N/A				
There is adequate directional signage, maps and location information.		✓			
TOTAL	2	2		2	

OTHER OBSERVATIONS:

- Mainly gravel paths
- Only one sign with park name and no description of meaning etc



COMFORT & IMAGE

	Strongly Disagree 1	Disagree 2	Slightly Agree 3	Agree 4	Strongly Agree 5
It is attractive (trees, landscaping, building presentation...)					✓
Public realm and building facades are well-maintained, clean and free of litter.		✓			
Shade and shelter are provided along pedestrian pathways.				✓	
It feels safe during the day.			✓		
It feels safe during the night (good lighting; activity in buildings and public realm...)	✓				
The scale of buildings is comfortable for pedestrians.	N/A				
Users have a choice of places to sit or use, either in the sun or shade					✓
Vehicle speeds do not detract from pedestrian experience.	N/A				
There is a feeling of connection to the past.		✓			
TOTAL	1	2	1	1	2

OTHER OBSERVATIONS:

- Bins provided but still litter
- Park naming provides connection to past but no story told

9.2 The Identified Problems of this Place

Check off the problems that may need to be addressed in this place. Add others that are not mentioned.

Uses and activities problems:

- Spaces are empty of people for all or part of the day. But lots of parked cars.
- Security problems are evident (broken windows, graffiti, vandalism, etc.).
- ~~Buildings are vacant or underutilised.~~ Park only.
- ~~Uses are isolated from each other, or cannot be seen.~~ Park only.
- ~~Spaces are too small and congested.~~
- Others

Comfort and image problems:

- ~~Few places exist for people to sit.~~
- ~~The environment generally appears unattractive or unsafe.~~
- ~~Buildings or spaces lack human scale.~~ Park only.
- Litter and other signs or lack of maintenance are evident.
- ~~Poor environmental (air, water, etc.) quality exists.~~
- ~~No one is obviously in charge.~~
- ~~There is a lack of weather protection.~~
- Others:

Access and linkage problems:

- ~~Traffic is congested or fast-moving, acting as a barrier to pedestrians crossing the street.~~ Limited linkages to Aquatic Centre.
- Bicycles conflict with pedestrians and vehicles.
- ~~People are walking in the street or along areas not paved as footpaths.~~
- ~~Pedestrian-oriented uses (such as shopfronts) are discontinuous, creating an unpleasant walking environment.~~
- There is insufficient parking.
- Others:

Sociability problems:

- People do not interact with other users of the place. Popular with Aboriginal families.
- There is a lack of diversity of people using the place. Popular with Aboriginal families.
- There is a lack of community information and notice-board opportunity for the community to engage with. Popular with Aboriginal families.
- Others: Popular with Aboriginal families.

9.3 The Identified Opportunities of this Place

List below, by category, the opportunities that exist in this place. Add others not mentioned. Include both short-term, low-cost opportunities and long-term changes.

Uses and activities opportunities:

- Secure link to Aquatic Centre
- Water fountain

Comfort and image opportunities:

Access and linkage opportunities:

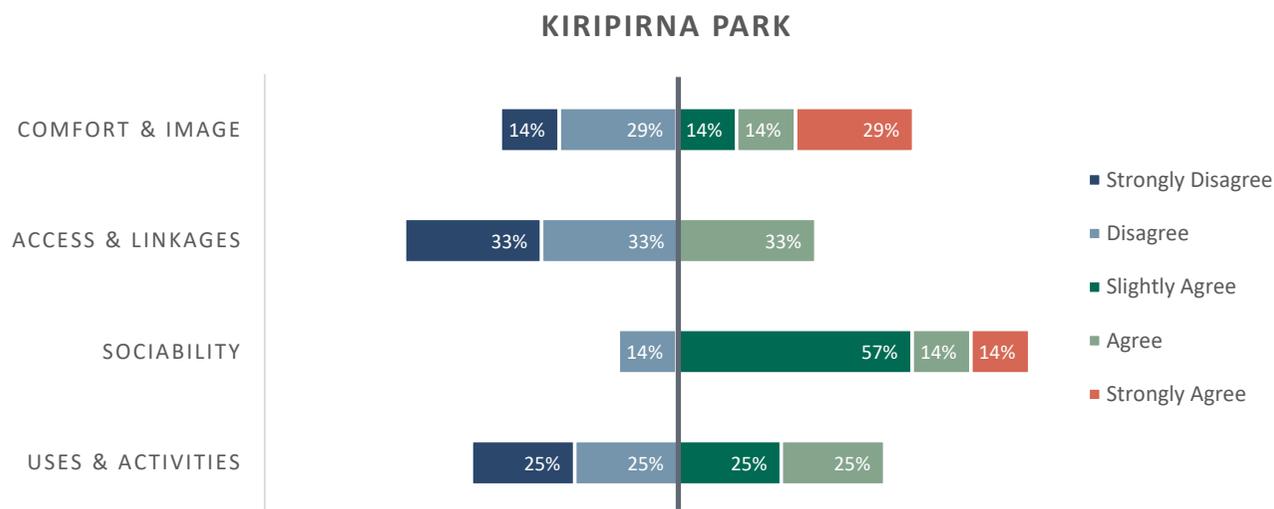
- To Aquatic Centre
- To caravan park – clear and defined

Sociability opportunities:

- BBQs

What do you like best about this place?

- Greenery
- Interesting paths
- Lots of seating in small circles



10.0

Place Snapshot

These images reference the existing textures and character of **Newman Drive (Lee Lane to Purple Pub)**, developing a picture of the current experience.



10.0 Newman Drive (Lee Lane to Purple Pub)



10.1 The Performance Rating of this Place



USES & ACTIVITIES

	Strongly Disagree 1	Disagree 2	Slightly Agree 3	Agree 4	Strongly Agree 5
Many different types of activities are occurring, and are not just related to a planned event.	✓				
Many different kinds of people and different age groups are using this place (children, elderly, families, etc.).		✓			
Street design helps businesses.	✓				
Places to eat or socialise.	✓				
There are several “choices” of things to do in the public realm and it is easy to go from one choice to another (Power of 10).	✓				
Uses are easily visible and inviting for pedestrians.	✓				
Retail traders display in, and interact with, the public realm.	✓				
TOTAL	6	1			

OTHER OBSERVATIONS:



SOCIABILITY

	Strongly Disagree 1	Disagree 2	Slightly Agree 3	Agree 4	Strongly Agree 5
Pedestrians use the street regularly and by choice.			✓		
There is evidence of people in groups.		✓			
There are places to gather.	✓				
You would bring your friends and relatives to see the place.	✓				
Strangers make eye contact; people smile and display happiness.		✓			
There is a mix of ages, sexes, and ethnic groups (which may generally reflect the community at large).		✓			
The place and experience is memorable.	✓				
TOTAL	3	3	1		

OTHER OBSERVATIONS:

- Main pedestrian route from pub to shops



ACCESS & LINKAGES

	Strongly Disagree 1	Disagree 2	Slightly Agree 3	Agree 4	Strongly Agree 5
People can easily and comfortably walk to and through the place.			✓		
Footpaths connect adjacent areas, allowing for convenient pedestrian access.				✓	
There is convenient access by transit.	✓				
Continuity of street-level uses makes for a pleasant walking environment.	✓				
Bicycling is safe and convenient (suitable traffic speed; paths...)			✓		
Bicycle parking is plentiful and convenient.	✓				
Safe for street crossing. (Crosswalks are well-placed and well-marked; minimal crossing distances; suitable traffic speed).	✓				
There is adequate directional signage, maps and location information.	✓				
TOTAL	5		2	1	

OTHER OBSERVATIONS:

- Wide footpath but poor environment
- Only one pedestrian crossing opportunity



COMFORT & IMAGE

	Strongly Disagree 1	Disagree 2	Slightly Agree 3	Agree 4	Strongly Agree 5
It is attractive (trees, landscaping, building presentation...)	✓				
Public realm and building facades are well-maintained, clean and free of litter.			✓		
Shade and shelter are provided along pedestrian pathways.	✓				
It feels safe during the day.				✓	
It feels safe during the night (good lighting; activity in buildings and public realm...)	N/A				
The scale of buildings is comfortable for pedestrians.			✓		
Users have a choice of places to sit or use, either in the sun or shade	✓				
Vehicle speeds do not detract from pedestrian experience.		✓			
There is a feeling of connection to the past.	✓				
TOTAL	4	1	2	1	

OTHER OBSERVATIONS:

- One seat provided and hidden in corner
- Newman Drive main traffic route in/out of town so not pleasant for pedestrians/ cyclists

10.2 The Identified Problems of this Place

Check off the problems that may need to be addressed in this place. Add others that are not mentioned.

Uses and activities problems:

- Spaces are empty of people for all or part of the day. But lots of parked cars.
- ~~Security problems are evident (broken windows, graffiti, vandalism, etc.).~~
- Buildings are vacant or underutilised.
- Uses are isolated from each other, or cannot be seen.
- ~~Spaces are too small and congested.~~ **Too large and open.**
- Others

Comfort and image problems:

- Few places exist for people to sit.
- The environment generally appears unattractive or unsafe. **Except Shire office area.**
- Buildings or spaces lack human scale.
- Litter and other signs or lack of maintenance are evident.
- Poor environmental (air, water, etc.) quality exists. **Limited, if any, facilities**
- No one is obviously in charge.

- There is a lack of weather protection. **Zero Shade.**
- Others:

Access and linkage problems:

- Traffic is congested or fast-moving, acting as a barrier to pedestrians crossing the street.
- ~~Bicycles conflict with pedestrians and vehicles.~~
- People are walking in the street or along areas not paved as footpaths.
- Pedestrian-oriented uses (such as shopfronts) are discontinuous, creating an unpleasant walking environment. **Zero.**
- There is insufficient parking. **Sufficient but poorly organised, random and not managed.**
- Others:

Sociability problems:

- People do not interact with other users of the place. **Limited Newman information.**
- There is a lack of diversity of people using the place.
- There is a lack of community information and notice-board opportunity for the community to engage with.
- Others:

10.3 The Identify Opportunities of this Place

List below, by category, the opportunities that exist in this place. Add others not mentioned. Include both short-term, low-cost opportunities and long-term changes.

Uses and activities opportunities:

- Reuse permanent or interim use of vacant land and buildings
- Link to Seasons – currently fenced back of house
- Link to beach club
- Information kiosk – signage – proper RV caravan park

Comfort and image opportunities:

- Shade
- Ablutions

- Seating BBQ

Access and linkage opportunities:

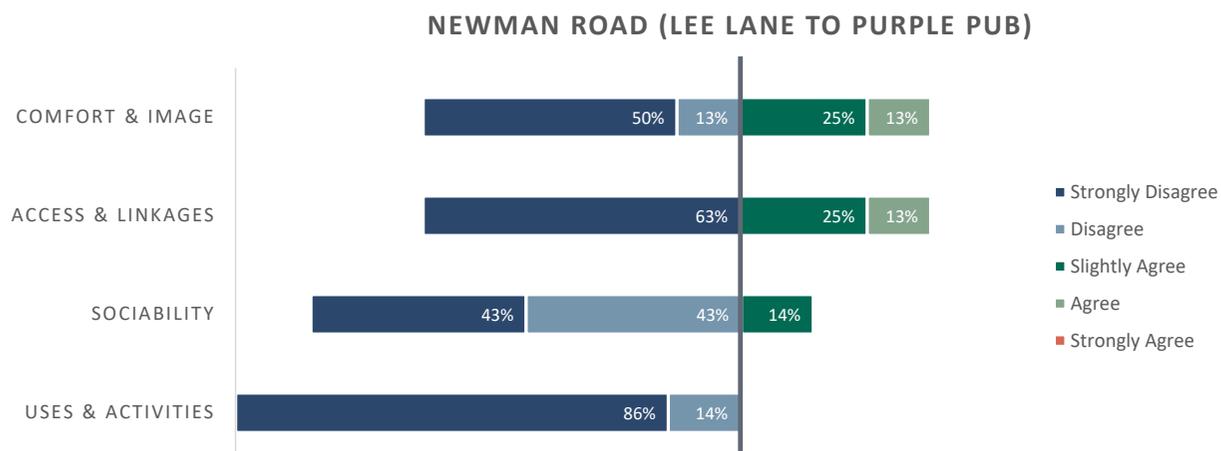
- To hotel
- To TC/Square
- To Beach Club and Boomerang Oval

Sociability opportunities:

- Information for visitors and tourists

What do you like best about this place?

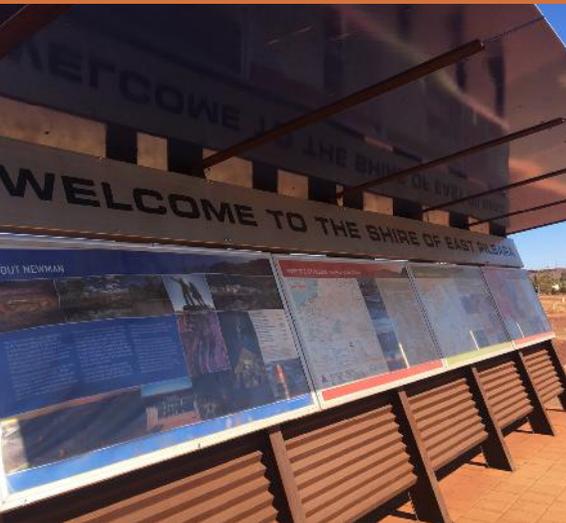
- Shire offices



11.0

Key Considerations





11.0 Key Considerations

The overall performance rating of the locations audited against the four themes is indicated in the table below.

PERFORMANCE RATING				
	USES & ACTIVITIES	SOCIABILITY	ACCESS & LINKAGES	COMFORT & IMAGE
1. Town Square	✗	✓ ✓	✓	✓ ✓
2. Lee Lane / Salmon Way	✗ ✗	✓ ✓	✓ ✓	✓ ✓
3. Iron Ore Parade to Boomerange Oval	✗ ✗	✗ ✗ ✗	✗ ✗	✓ ✓ ✓
4. McCarthy Park	✗ ✗	✓ ✓	✓	✓ ✓ ✓
5. Iron Ore Parade (West)	✗ ✗	✗	✗ ✗	✗ ✗
6. Kiripirna Park	✓	✓ ✓	✗	✓ ✓
7. Newman Drive (Lee Lane to Purple Pub)	✗ ✗ ✗	✗ ✗	✗	✗ ✗

11.1 Place Strategies

From the information gathered in the place audit the following strategies are recommended to achieve a more activated, attractive and diverse Newman Town Centre. The strategies associated with place activation have been identified to support town centre improvements, tourism, local character and culture, sustainability and to enhance the mix of land uses and growth in social and economic capital. The strategies have also have been categorized in accordance with the key themes associated with the Newman Town Centre Development Strategy; land use, built form, movement network and public realm.

PLACE STRATEGY ICONS:



Town Centre Improvements



Tourism Opportunities



Land Use Mix



Social Capital



Sustainable Development



Local Character and Culture



Resilient Economy

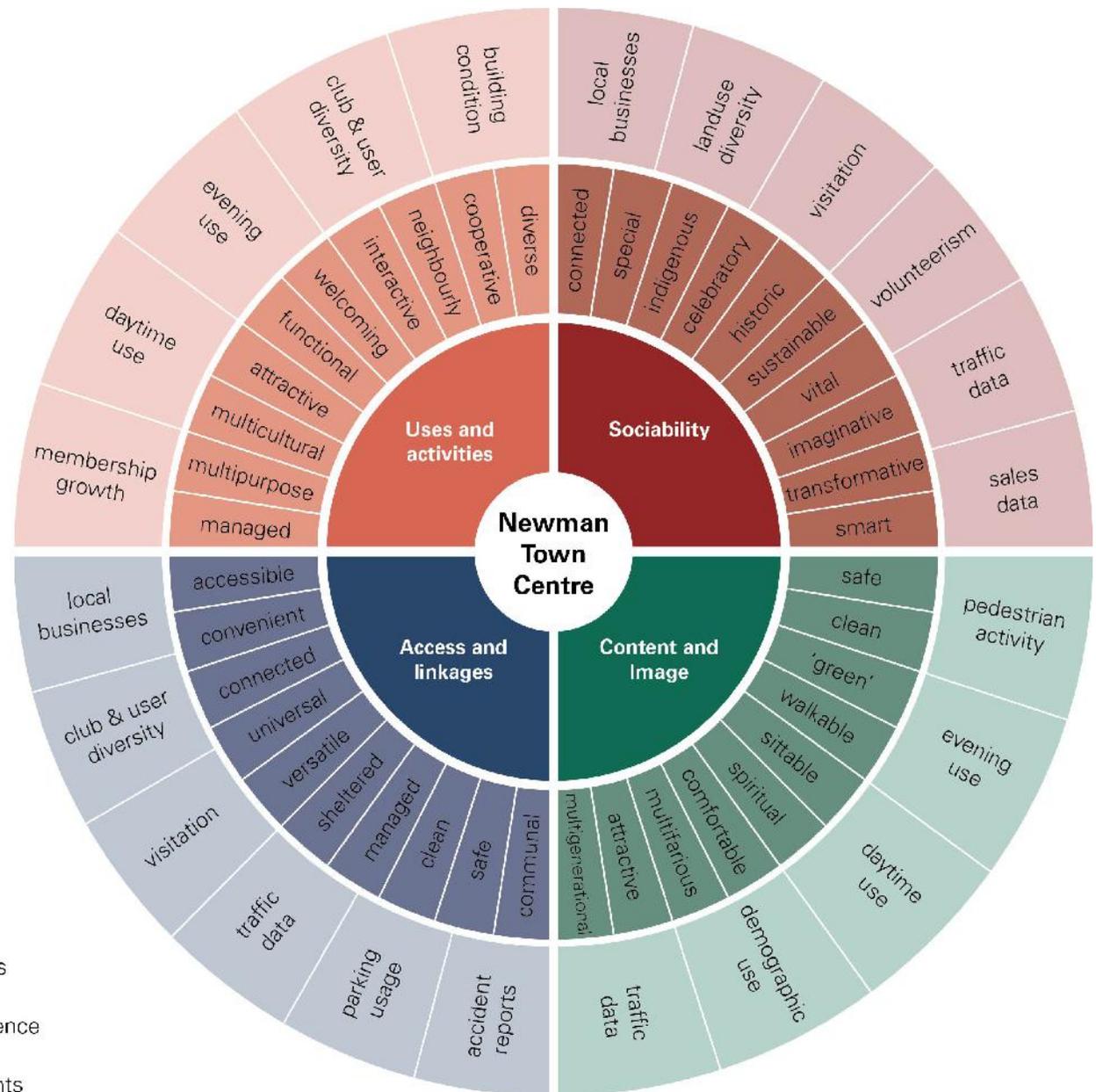
LAND USE	
Identify key strategic sites for Caravan/RV Visitor/Truck Parking, Additional Caravan Park within walking distance of the Town Centre core area.	  
Identify Shire-owned land/assets to provide sites for the establishment of “higher and better” uses such as Mixed-Use, residential, short-stay accommodation, retail - notion of a Tourism zone.	   
Undertake scheme review and/or amendments to facilitate development of preferred land uses (e.g. shop-top housing, home-based businesses, grouped and multiple dwellings).	  
Improve the activation, management and maintenance of The Edge and the Aquatic Centre.	  
Support the expansion of The Seasons, Newman Hotel and the introduction of other short-stay accommodation.	   
Connect existing and future short-stay accommodation facilities with Town Centre spaces and uses.	   
MOVEMENT	
Improve signage and wayfinding along key movement corridors and between preferred origin points (e.g. Newman Drive, Iron Ore Parade, Calcott Crescent).	   
Provide better connectivity from Newman Drive, Mindarra Drive and Hilditch Avenue, and through the Town Centre	 

BUILT FORM	
Manage spaces to support night-time activation.	   
Consult with landowners to identify opportunities to activate high environmentally exposed areas through shade and active cooling.	 
Advocate for climate responsive, energy / materials efficient demonstration projects.	 
Encourage existing commercial premises adjoining the town square to “sleeve” their buildings with new built form to make it more vibrant and active.	  
PUBLIC REALM	
Improve the activation, management and maintenance of The Square and other public spaces.	   
Promote all-inclusive town centre activities and spaces through improved marketing and branding.	   
Provide safe, direct, shaded pedestrian paths throughout the Town Centre and connecting to residential areas and key visitor parking areas.	  

11.2 Future Place Outcomes

Improvements to the Town Centre as a place can be measured and monitored in terms of tangible/physical and intangible/experience-based outcomes, the following diagram illustrates the potential for positive physical and experiential indicators.

The Incentivisation Plan prepared to support the Newman Town Centre Development Strategy provides more detail and a programme for the place improvement actions.



11.3 Future Place Imagery





APPENDIX D

Commercial and Retail Needs Assessment

The logo for pracsys. is a solid orange circle with the text "pracsys." in white lowercase letters inside it.

pracsys.

Shire of East Pilbara

Commercial and Retail Needs
Assessment
Briefing Note

September 2020



Document Control				
Document Version	Description	Prepared By	Approved By	Date Approved
v 1.0	Commercial and Retail Needs Assessment Draft Briefing Note	Mark Timoney Dawson Demassiet- Huning	Dawson Demassiet- Huning	29 Sep 20

Disclaimer

This report has been prepared for the **Shire of East Pilbara**. The information contained in this document has been prepared with care by the authors and includes information from apparently reliable secondary data sources which the authors have relied on for completeness and accuracy. However, the authors do not guarantee the information, nor is it intended to form part of any contract. Accordingly, all interested parties should make their own inquiries to verify the information and it is the responsibility of interested parties to satisfy themselves in all respects.

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1 CONTEXT

The Newman Town Centre Development Strategy (the Strategy) is being undertaken to allow for the thoughtful planning for the revitalisation of the Newman Town Centre study area (Figure 1). Together with the Precinct Development Plan, the Strategy will be used to shape the future of Newman with the objective of revitalising the area and enabling further development.

Figure 1. Newman Town Centre Study Area



Source: Shire of East Pilbara 2020

This Commercial and Retail Needs Assessment provides a detailed desktop review and the vital the ‘top-down’ component for the Strategy and provides a quantified evidence base with which to assess Newman’s current socio-economic data, commercial/retail floorspace and activation potential. This has been supported through ‘bottom-up’ local consultation, providing valuable local knowledge to supplement the desktop review

The report is structured as follows:

Section 2 – Current State Overview: Provides key comparative demographic statistics and socio-economic indicators assisting in an understanding of the comparative performance of the Town of Newman.



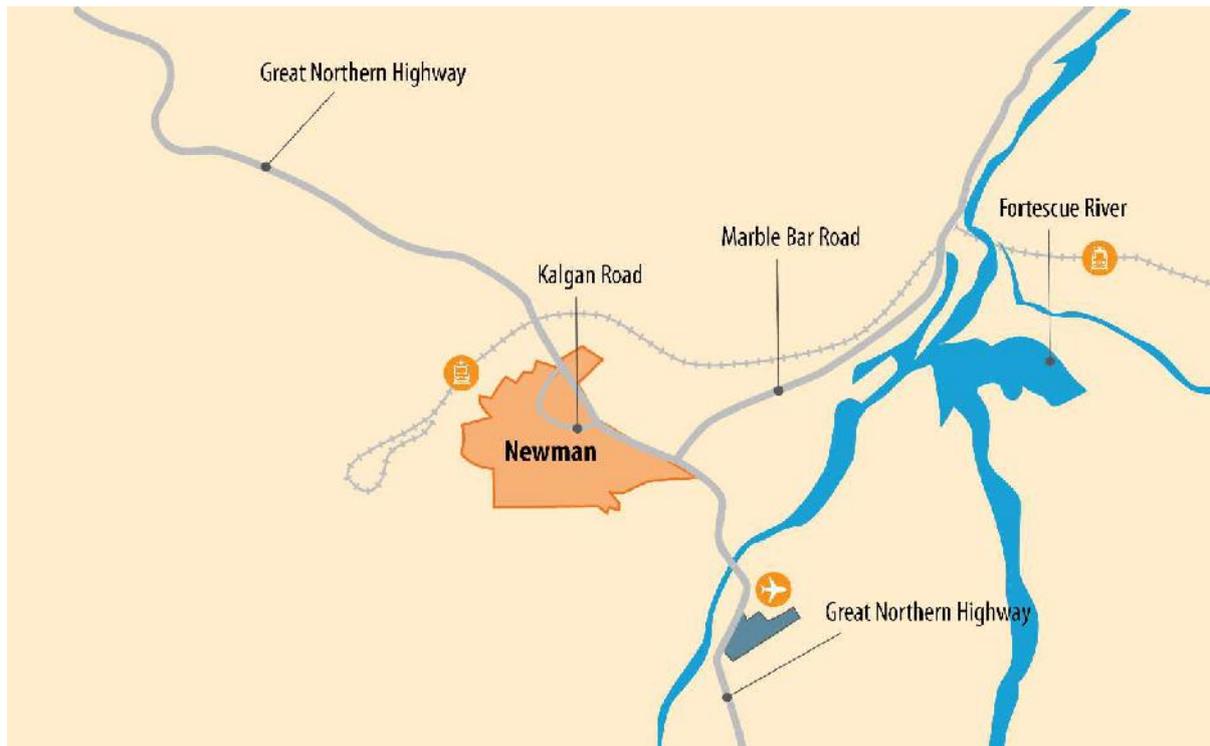
Section 3 – Retail Analysis: Provides a structural breakdown of the current retail offerings in the Town of Newman and an understanding of the current opportunities and future retail needs.

Section 4 – Town Centre Activation: Provides an assessment of activation of the study area, with a focus on current constraints and future opportunities.

2 CURRENT STATE OVERVIEW

To effectively develop a vision for the Newman Town Centre (NTC), an understanding of the current socio-economic trends affecting the Town’s residents is needed. The following data is compiled based on the ABS Newman SA2 statistical area, with supplementary data sourced through other sources where stated.

Figure 2. Newman SA2 Boundary

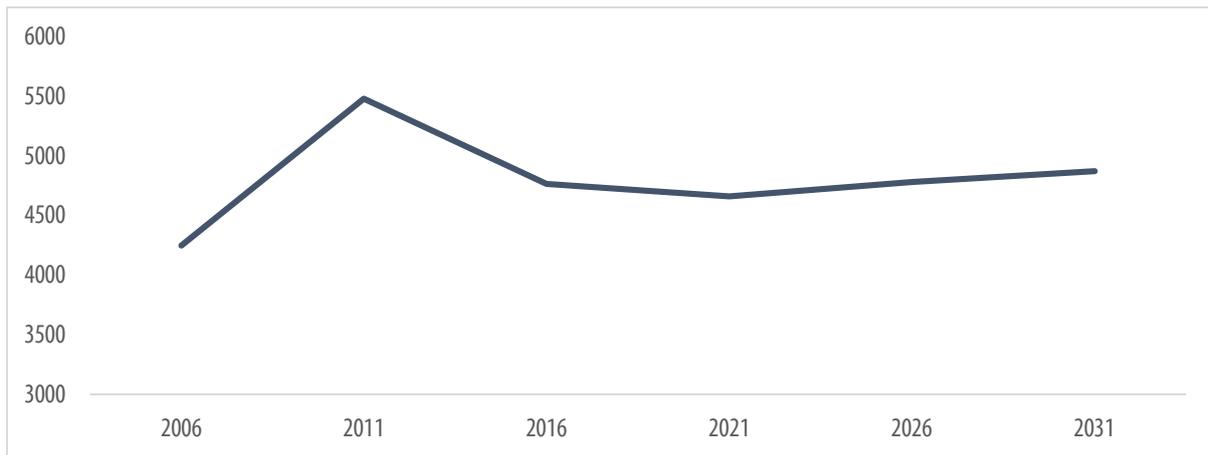


Source: ABS 2016

2.1 Population

Newman's population has varied significantly with the growth and subsequent contraction in the mining sector (Figure 3). The population of Newman was 4,249 in 2006, expanding to 5,479 in 2011 before contracting to 4,765 in 2016.

Figure 3 Newman Population (2006-2031)



Source: ABS 2006, ABS 2011, ABS 2016, WA Tomorrow 2018

Band C forecasts from WA Tomorrow are projecting that Newman will experience a year-on-year decline in population from 2016 to 2021, before a period of moderate growth from 2021 to 2031. Stabilising the population will require sufficient access to goods and services to sustain the residential population.

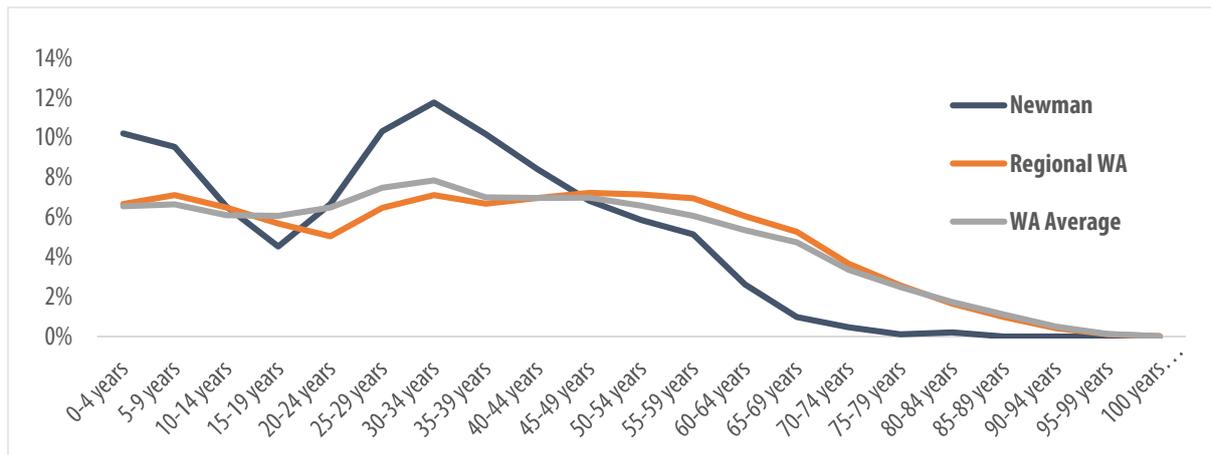
Providing access to necessary goods and services is key to the liveability of the NTC and stabilising the residential population.



2.2 Age

Newman’s age distribution skews towards middle-aged adults and young children, which proves to be both a strength and a weakness (Figure 4). Newman’s high proportion of persons aged 30 to 34 years old, is nearly 4% higher than the Regional WA average and suggests that Newman has strong employment opportunities.

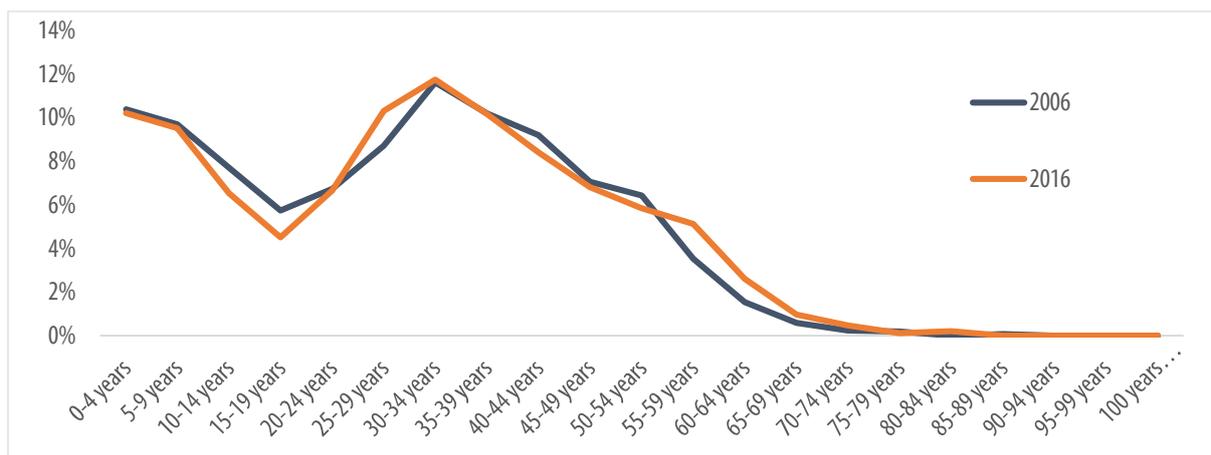
Figure 4. Age Profile



Source: ABS 2016

However, the below-average levels of young adults and retirees suggest that these workers do not stay long term in the Town. This pattern appears to be long term in nature as age data from 2006 is similar to the 2016 data (Figure 5).

Figure 5. Age distribution of Newman residents (2006, 2016)



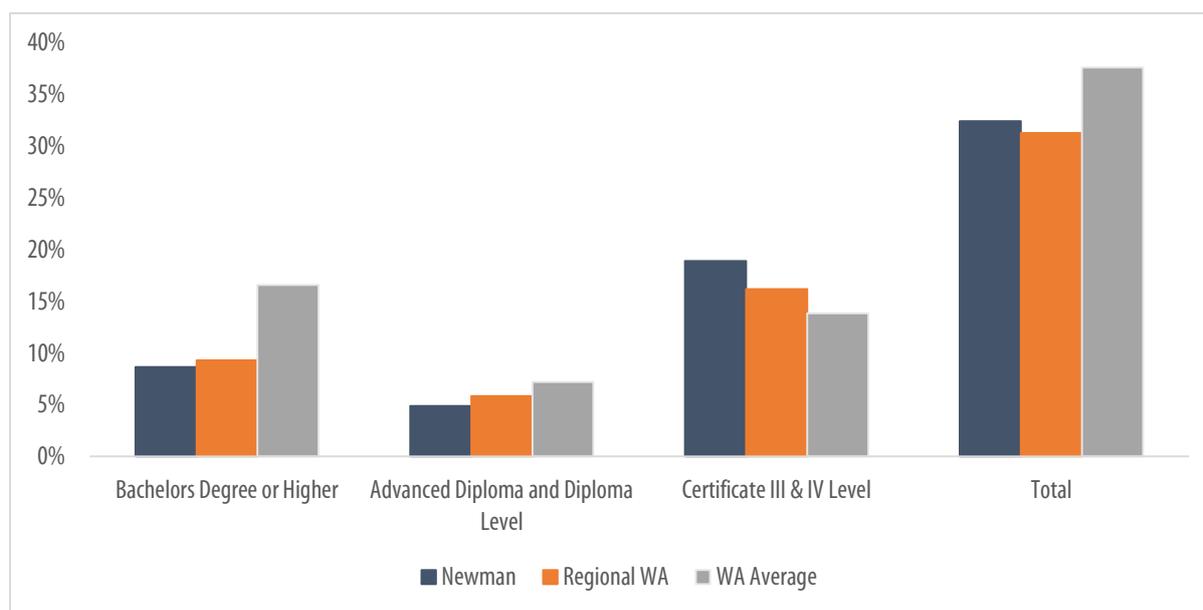
Source: ABS 2006, 2016

Improved access to goods and services relevant to young adults and those aged 60+ years (i.e. trade schools and health / aged care services) could incentivise these age groups to remain in Newman. Similarly, retention of working residents as they approach retirement will assist with population sustainability.

2.3 Education

Low levels of higher educational attainment reflect the lack of demand for highly-skilled, knowledge-intensive local employment. There is an 8% gap between regional WA and Newman when comparing the levels of attainment for bachelor’s degrees or higher (Figure 6). The higher proportion of residents having attained Certificate III & IV qualifications reflects the export-orientated nature of industry within Newman.

Figure 6. Highest level of educational attainment



Source: ABS 2016

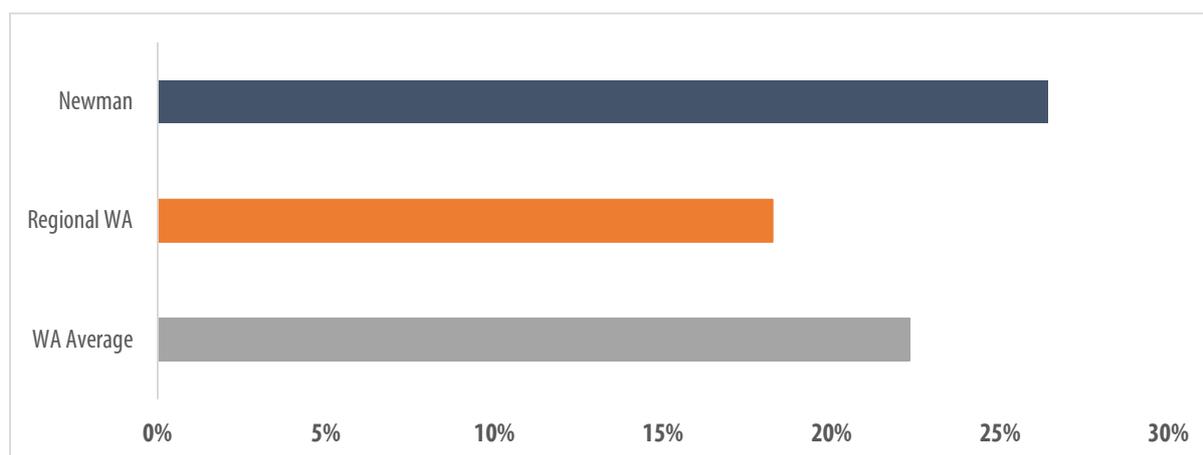
A high proportion of Certificate III & IV residents suggests that vocational education meets the demands for local industry. An opportunity to expand or develop trade and vocational education services may exist within the Town, providing the opportunity for local residents to learn/earn locally.

2.4 Income Profile

Newman has a higher proportion of households in the two upper-income quintiles (\$104,000 per annum or more) when compared to the Regional WA and WA averages (Figure 7). This is reflective of the high wages associated with resource industries. Newman's median weekly household income is \$2,622, \$1,027 higher than the WA average. Even when accounting for the higher costs of living in Newman, the median weekly household income would be \$685 higher than the WA median.¹

However, the high wages demanded within the Town, reduces the viability of non-resource related businesses as it increases the median wages demanded across all industries. This reduces business viability as margins are squeezed by the high costs of conducting business. Similarly, those on a low income are subjected to higher prices for goods and services within the town reducing disposable income. This creates inequality of access within Newman between high wage and low wage workers.

Figure 7. Proportion of Households in the Two Upper Quintiles



Source: ABS 2016

The income profile of the catchment population indicates that the area is potentially capable of supporting higher than average levels of retail and entertainment floorspace.

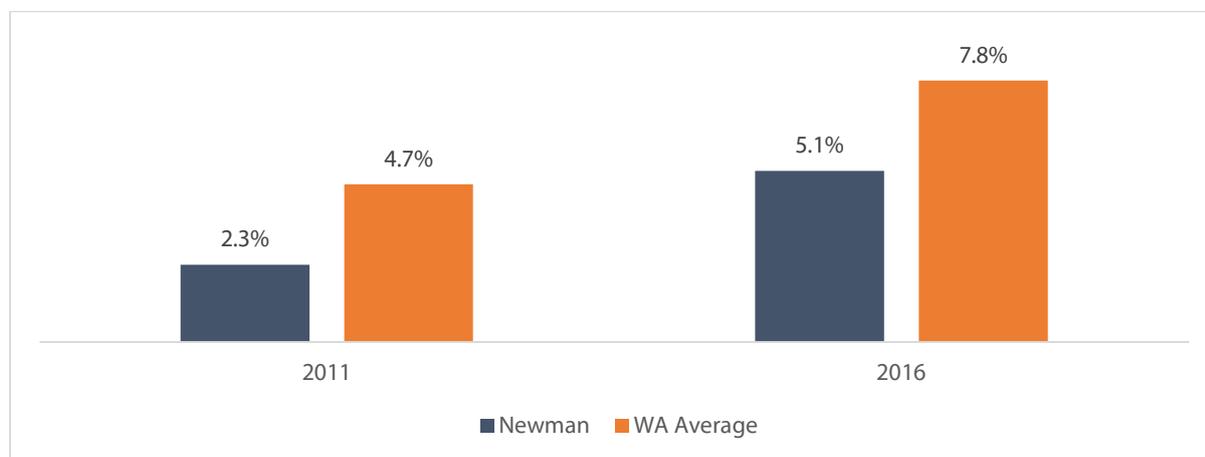
¹ Department of Primary Industries and Regional Development 2019, Regional Price Index



2.5 Unemployment

Newman has a consistently low unemployment rate in absolute and relative terms. Although a low unemployment rate is the sign of a thriving economy, the decrease in population between 2011 and 2016 hides the true effect on unemployment that the end of the mining and construction booms had. Similarly, a tight employment market may drive up wages with costs ultimately passed on to local consumers. This may mean that the cost of living is high within Newman, making it less appealing to budget-conscious retirees, and negating some positive effects of the high wages commanded by residents working in resource industries.

Figure 8. Newman unemployment trend



Source: ABS 2011,2016

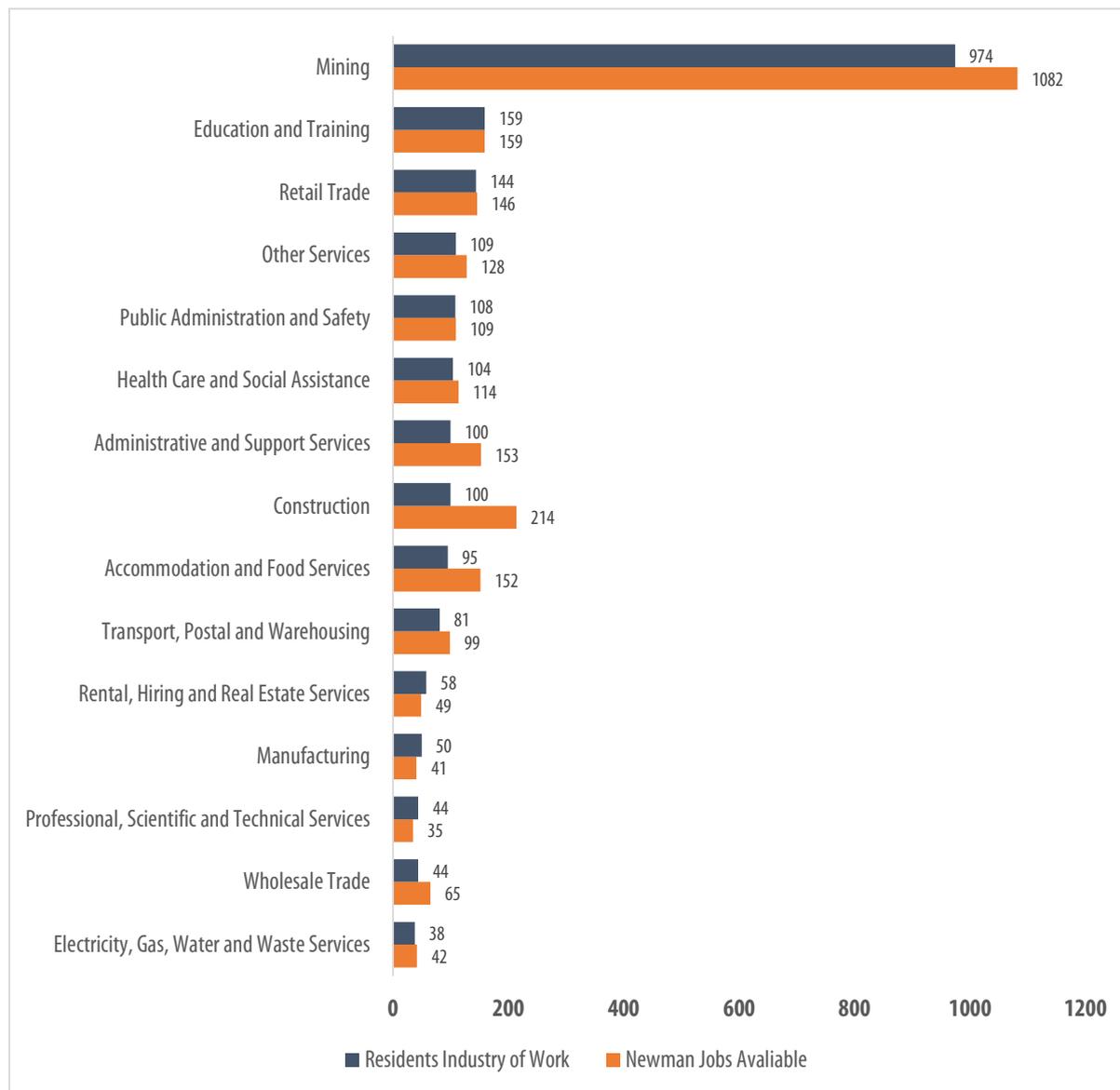
Opportunities for training and development within the Town may assist residents to re-skill or up-skill during downturns, encouraging residents to remain within the town.



2.6 Industry of work

The total number of jobs available within Newman was 2,685 in 2016. A breakdown of employment is shown in Figure 9. Large gaps in the local workforce may indicate that there is an imbalance in the skills and training of the local workforce.

Figure 9. Industry of Employment



Source: ABS 2016

Opportunities exist to provide education and vocational training to fill roles in administrative and support services, construction, and accommodation and food services which are currently being filled by those residing outside the town.



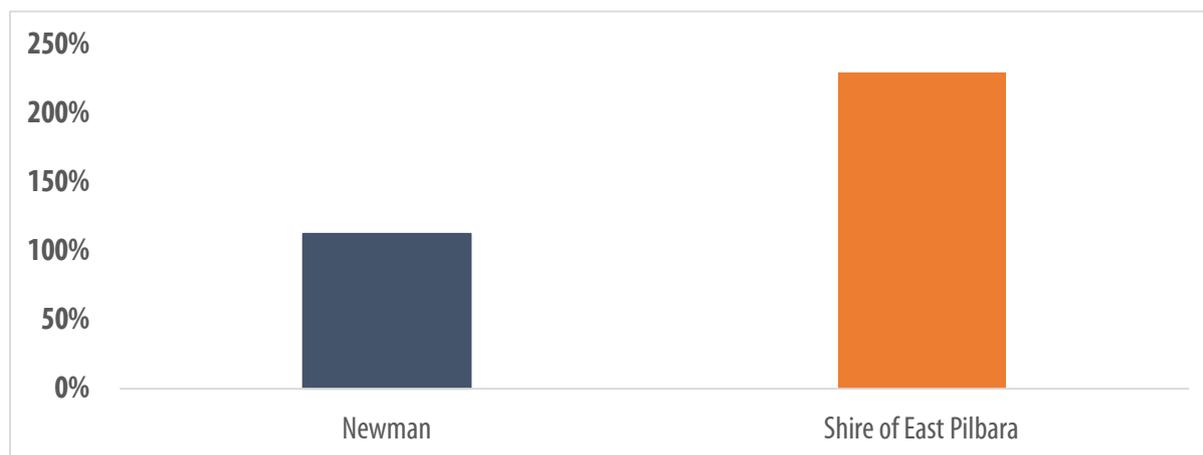
2.7 Employment Self Sufficiency

Employment self-sufficiency (ESS) is defined as the proportion of jobs located in a geographic area (region, corridor, local government) relative to the residents in that same area who are employed in the workforce.

Regional ESS is a key indicator used in State Government planning. High ESS levels are desirable as they reflect greater access to local employment opportunities. An ESS of 100% meaning that there is one job for every one resident in the labour force.

Newman and the Shire of East Pilbara have a high ESS, both above 100%. This indicates that there is a large supply of jobs for local residents with the difference being made up by workers from outside the town and LGA. There is an opportunity for Newman to attract FIFO workers to live in Newman; this would require improved access to goods and services.

Figure 10. Newman ESS



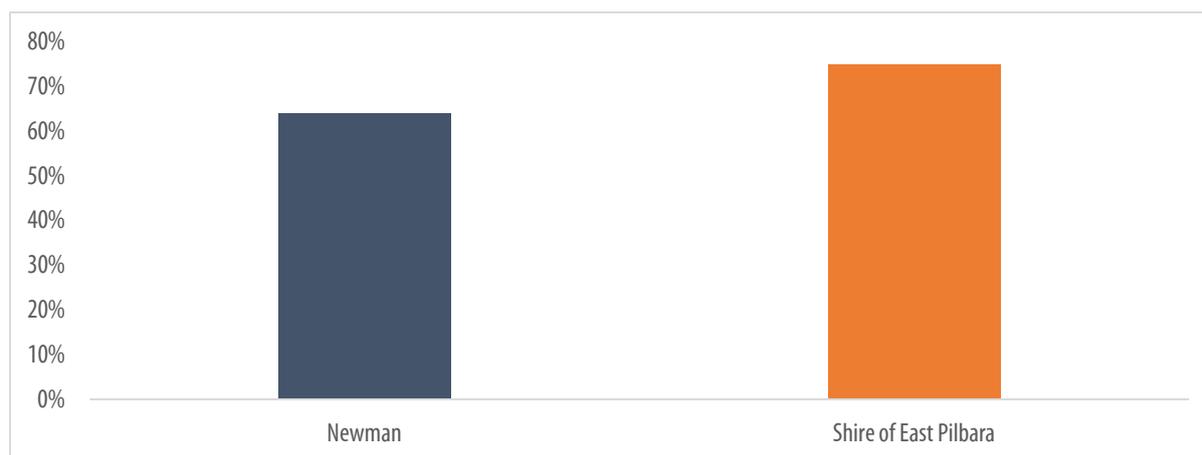
Source: ABS 2016

An opportunity exists to encourage FIFO workers to relocate to the Town. This could increase the total expenditure captured within the Shire, contribute to the sense of community, support activation of spaces and create a greater sense of safety through increased passive surveillance.

2.8 Employment Self-Containment

Employment self-containment (ESC) is defined as the proportion of local residents who are employed in local jobs (i.e. they live and work in the same geographic region, corridor, local government) relative to the total labour force of the area. Newman has a moderate ESC ratio of 63%.

Figure 11. Newman ESC



Source: ABS 2016

A high ESC indicates that there are a high number of employment opportunities in the Town. Resident's working outside the town will likely be working in nearby mines and still within the Shire of East Pilbara economy.

2.9 Employment Quality

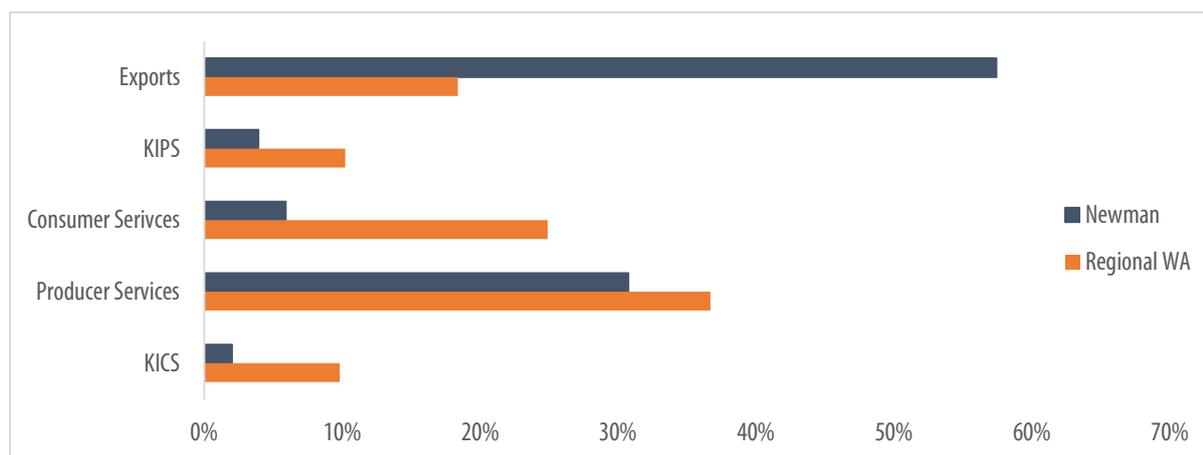
Employment can be categorised as either population-based or strategic. Finding a mix between population and strategic employment is necessary to have a stable and resilient local economy.

Strategic employment provides the impetus for economic activity beyond that resulting from population growth, as income is generated through the export of goods and services to external markets. This segment typically employs a higher-skilled and higher-income workforce that is likely to generate significant flow-on impacts through business to business and consumer expenditure within local economies. Strategic employment includes Knowledge Intensive Producer Services (KIPS) (e.g. legal, technical services) and Exports (e.g. mining, agriculture).

Population driven employment can be further categorised as Consumer Services (e.g. retail, food and beverage), Producer Services (e.g. business and professional services) and Knowledge Intensive Consumer Services (KICS) (e.g. medical, education). By nature, all consumer services, KICS and some producer services are oriented towards servicing the local population.

High-quality employment in export-based industries drives economic development and facilitates higher levels of employment self-sufficiency. Newman’s employment is heavily weighted toward strategic employment from the mining industry. Access to consumers services (i.e. retail) and high-quality population-driven employment (i.e. health services, education, etc.) is key to attracting and retaining residential population.

Figure 12. Employment Quality



Source: Pracsys 2020

Analysis suggests that Newman could support higher levels of employment in normal and knowledge-intensive consumer services. Access to employment in these industries and the goods and services they provide is key to 1` attraction and retention of the residential population and a sustainability community.

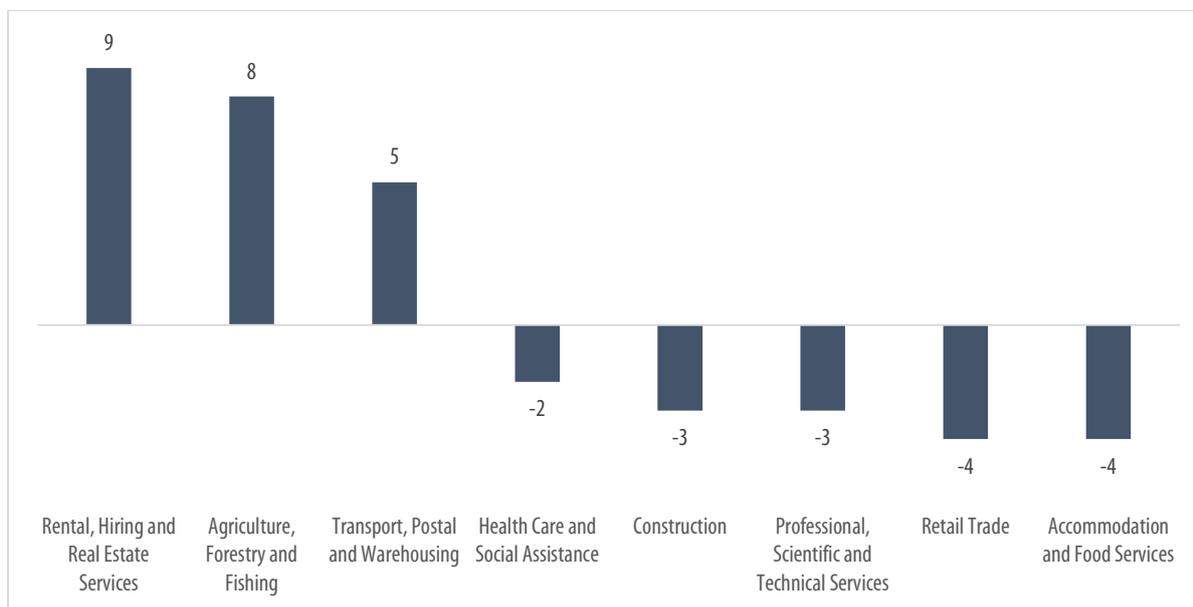
2.10 Business Entries and Exits

Analysing changes in the number of businesses operating in a locality is an important step in verifying industry trends, allowing for the Shire to conduct suitable land planning, and to support struggling or emerging industries. Data provided by the ABS counts businesses based, or registered, primarily in Newman and excludes multi-national companies from the analysis. This allows for a detailed understanding of small and medium-sized enterprises which are operating within Newman.

Results of the analysis also show the resilience of certain industries and their ability to respond to demand. A recent increase in mining activity has led to growth in businesses in the mining industry supply chain; Rental, Hiring and Real Estate Services as well as Agriculture, Forestry and Fishing saw a considerable increase in businesses. The population is decreasing leading to a loss of population-driven businesses; Retail Trade and Accommodation and Food Services suffered a net decrease in operating businesses. This phenomenon may also be a symptom of increased barriers to entry for population-driven businesses when starting a business in the Town (i.e. higher cost of rent, higher cost of goods, etc.).



Figure 13. Change in Businesses by Industry Within Newman (2017 to 2019)



Source: ABS 2019

Population services may need additional support in their start-up phase and periods of population decline. Opportunities to reduce start-up costs for new population-driven businesses should be explored. The Shire can provide support to population-driven businesses through strategies such as shop top residents and flexible spaces in the Town.

2.11 Current State Overview – Key Observations and Considerations

Population

- Newman's population has varied considerably over the last 14 years. ABS census data counted the population of Newman at 4,249 in 2006, 5,479 in 2011 and 4,765 in 2016.
- Band C forecasts from WA Tomorrow are projecting that Newman will experience low population growth in population from 2016 to 2031.

Age

- Newman's age distribution has two peaks with concentrations around middle-aged adults and young children. This suggests that Newman is acting as a temporary work town with difficulty retaining population in the long-term. Providing services and activities that appeal to persons 15 to 19 years old and 60+ years old, such as high schools, trade schools, recreation facilities and greater health amenities, may provide an incentive for these age groups to remain in Newman.

Education

- Low levels of higher educational attainment reflect the lack of demand for highly skilled knowledge-intensive local employment. The gap of attainment of bachelor's degrees or higher is 8% lower than the WA average (Figure 6). The higher proportion of residents having attained Certificate III & IV qualifications reflects the resource orientated nature of industry within Newman.

Income Profile

- Newman has a higher proportion of households in the two upper-income quintiles (\$104,000 per annum or more). This is reflective of the high wages associated with the resource industry. Newman's median weekly household income is \$2,622, \$1,027 higher than the WA average. Even when accounting for the higher costs of living in Newman, the median weekly household income would be \$685 higher than the WA median
- The income profile of the catchment population indicates that the area may be capable of supporting higher levels of retail floorspace and other commercial services

Unemployment

- Newman has an unemployment rate of 4.8% substantially lower than that of the WA average, 7.8%. The unemployment rate trend has gradually increased over time
- Low unemployment means there are a greater number of households with disposable income



Industry of Work

- The total number of jobs available within Newman was 2,685 in 2016. There is a deficit in local workers who can be employed in administrative and support services, construction, and accommodation and food services
- There is the potential to target workers in these industries to locate in Newman

Employment Self-Sufficiency and Employment Quality

- Newman and the Shire of East Pilbara have a high ESS, both above 100%. This indicates that there is a large supply of jobs for local residents with the difference being made up by workers from outside the town and LGA. There is the opportunity for Newman to attract FIFO workers to live in Newman
- Newman supports a workforce with a significant concentration of export-orientated activity at nearby mines. The Shire has less employment in population-driven employment compared to the Regional WA average. This needs to be addressed to improve the liveability of the Town and sustain the residential population

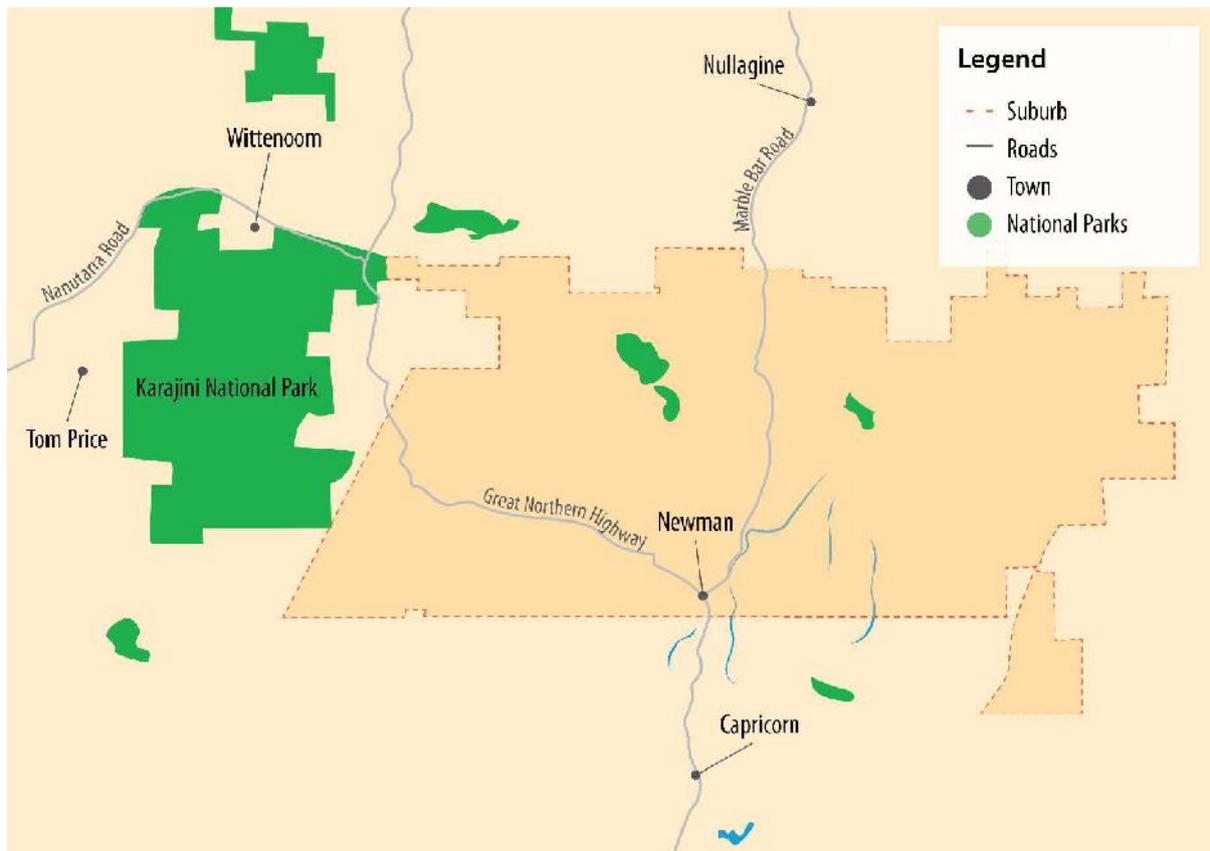
Business Entries and Exits

- Mining related businesses have increased with growth in the resource sector. Population decline has led to a reduction in overall consumer services.
- The Shire can provide support to population-driven businesses through strategies such as shop top residents and flexible spaces in the Town
- Businesses operating in Agriculture, Forestry and Fishing have increased since 2017 offering a potential avenue for economic diversification for the Shire

3 FLOORSPACE ANALYSIS

The Newman Town Centre (NTC) is the most likely destination for population-driven goods and services for a large catchment around the Town. The Newman suburb (SCC) boundary has been used to estimate the demand for retail floorspace at the NTC given its role as a regional centre for the surrounding population (Figure 14).

Figure 14. Newman Suburb Boundary



Source: ABS 2016

Some small town's outside the suburb may use the Town to access goods and services. Their exclusion will not have a material effect on the analysis due to their small populations. The glossary presented in



Figure 15 explains the main floorspace definitions used throughout this section.

Figure 15. Glossary of Floorspace Terms

Category	Floorspace Use
SHP – Shop/Retail	Any activity which involves the sale of goods from a shop located separately to, and/or in, a shopping centre other than those included in Other Retail.
RET – Other Retail	Many of these activities are not normally accommodated in a shopping centre. By virtue of their scale and special nature, the goods of these activities separate them from the Shop/Retail category (for example car sales yard or carpet showroom).
OFF – Office/ Business	Administrative, clerical, professional and medical offices are activities which do not necessarily require the land area/floor space or exposure of other land uses. Although offices require building and parking facilities, these needs are quite distinct from those of commercial uses and service industries.
HEL – Health/Welfare/Community Services	Government, government-subsidised and non-government activities that provide the community with a specific service, including hospitals, schools, personal services, and religious activities.
ENT – Entertainment/Recreation/Cultural	Activities which provide entertainment, recreation, and culture for the community and which occur in buildings and/or on land, such as passive and active sports venues, museums, amusements, and gambling services.
RES – Residential	Includes all types of residential land use ranging from single housing to nursing homes for the aged, residential hotels, motels, other holiday housing, institutions, and religious housing.

Source: Department of Planning Lands and Heritage 2015

3.1 Floorspace Benchmark Comparison

The NTC's current floorspace provisions were compared with the benchmarks of a combined Great Southern region and South West region (GSSW) and the Greater Perth region to identify any potential areas of under or oversupply. For each location, comparable service ratios are calculated by dividing each category of floorspace by the total catchment population to determine the provision of floorspace per resident. The service ratios can then be used for comparing floorspace provision to the benchmark.

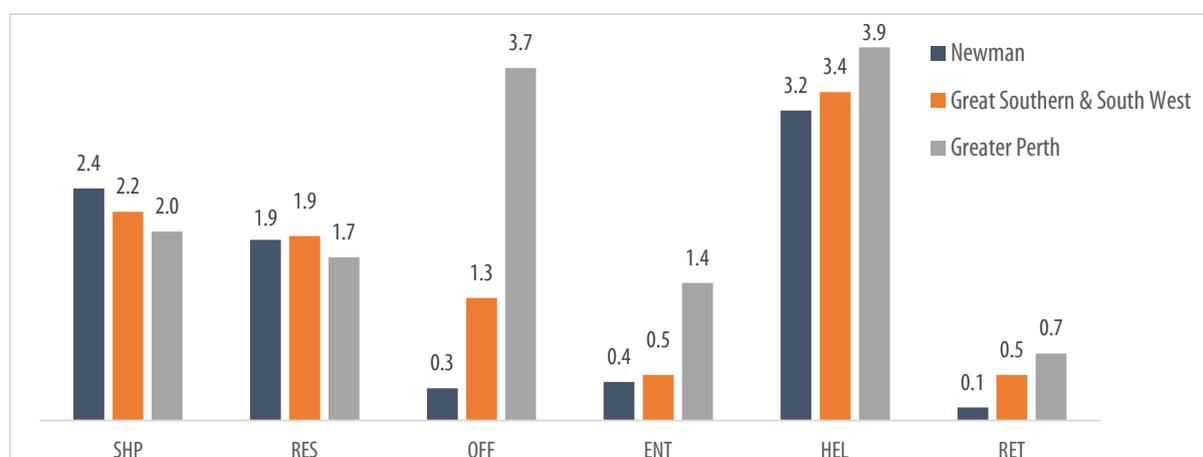
Floorspace for GSSW and Greater Perth were calculated based on the Department of Planning, Lands, and Heritage's Land Use Employment Surveys whilst estimates for the Newman Town Centre were estimated through google maps and checked during a site visit of the NTC. Estimates of floorspace are presented in Figure 16.

Figure 16. Newman Town Centre Commercial Floorspace – High Level Estimates

PLUC	Gross Floor Area (m ²)
SHP	17,000
RES	14,000
OFF	2,000
ENT	3,000
HEL	5,000
VFA	4,000

Benchmark analysis has revealed lower per capita levels of OFF, HEL, RET and to a lesser extent, RES floorspace as seen by the gap in provision presented in Figure 17. One limitation of this floorspace analysis is that the estimates for the NTC are based on high-level analysis and further detail regarding specific land uses are not available.

Figure 17. Newman Town Centre Floorspace Ratio (m²/resident)



Source: ABS 2016, Dept. of Planning Lands & Heritage 2016/18/19

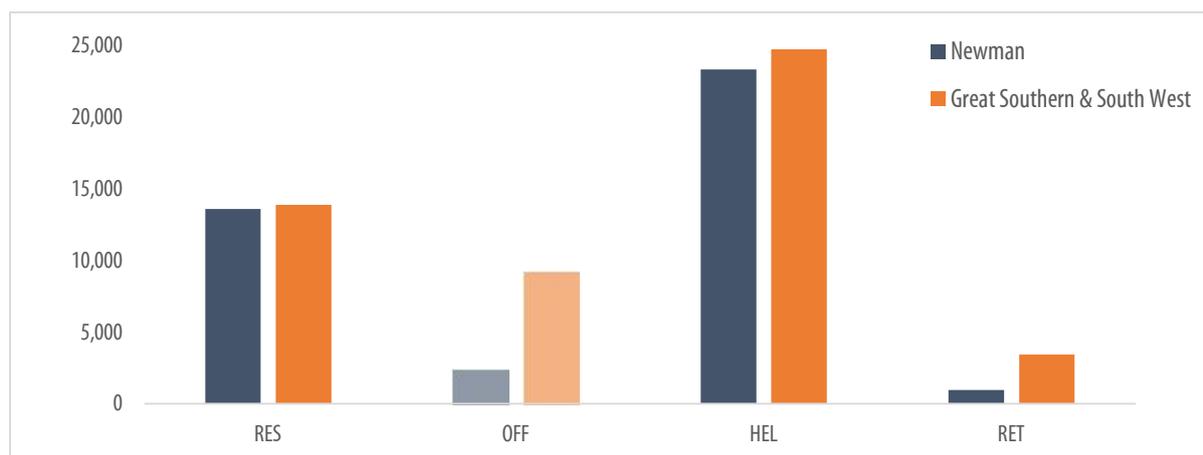
Floorspace Gap Analysis

Potential gaps in floorspace provision have been found for RES, OFF, HEL and RET floorspace. Figure 18 presents an estimate of the potential square-meter for each floorspace type when compared to the service ratio of GSSW. These are seen as the maximum potential gap as some activity may be supported outside the NTC.

Although this analysis highlights potential gaps in service provision, planning must also incorporate assessments of floorspace diversity within each category i.e. providing different accommodation and food and beverage options to satisfy the differing needs of residents, tourists and business travellers.

The current provision of RET floorspace leads to a gap of 2,464 m², representing capacity for roughly one to two retailers such as JB HiFi or Harvey Norman. Future Development WA light industrial and commercial developments within Newman are likely to provide opportunities for this floorspace gap to be reduced. Similarly, a gap of 1,400 m² in HEL floorspace has been identified, though the new Health centre within Newman is expected to reduce this gap.

Figure 18. Current Floorspace Gap - Newman and GSSW



Source: ABS 2016, Dept. of Planning Lands & Heritage 2016/18/19

Detailed Floorspace Considerations

A summary of the findings for each floorspace use is presented below:

- **SHP floorspace**
 - Newman appears to have sufficient provision of SHP floorspace. As FIFO workers staying in the Town are not captured within the population statistics for Newman it is likely that a significant proportion of floorspace is sustained by demand from this population. This means there could potentially be sufficient expenditure to support additional SHP floorspace. Opportunities to attract additional SHP floorspace uses (diverse from those already present) should be explored to attract additional expenditure from residents, tourists and FIFO workers
 - The consultation identified that an opportunity for shop-top retail may exist within the NTC as a way of attracting additional providers reducing the pressure of high residential and commercial rents on small business
 - The consultation identified that there was a gap in the provision of comparison retail floorspace (i.e. a discount department store such as Kmart/Big W)

- **RES floorspace** (short-stay accommodation options, holiday housing and other uses²)
 - The NTC has a high provision of RES floorspace with a similar level to the tourist destinations of the GSSW and higher than that of Greater Perth
 - Accommodation in the Town centre is designed to meet the needs of FIFO workers and business travellers. There is the potential to diversify the offering and provide more tourism orientated accommodation. The project to deliver a caravan park adjacent to the Town centre is an appropriate first step; private operators should be consulted to understand the potential for further tourism accommodation opportunities
 - Although there is a high provision of RES floorspace, several hotels within the town centre are mature which may present an opportunity for further investment into renewing these facilities and making them more tourist-friendly
- **OFF floorspace** (administrative, clerical professional and medical office space)
 - Although OFF floorspace has been identified as lacking within Newman, it is likely that total office space is underestimated. It is likely that office floorspace has been developed on-site for most industries (i.e. at mine sites or in warehouses such as those in the industrial area to the South of the Town). Consultation with the local business community should be undertaken to ascertain demand for additional office space and suitable locations for office space
- **ENT floorspace** (entertainment, recreation and culture)
 - Although the NTC has less ENT floorspace than the Greater Perth and GSSW centres, there are some sport and other recreational activities that are not accounted for in the floorspace analysis. Further detailed analysis of the demand for recreational facilities is required to assess the quantum of floorspace required across the Town as a whole. The Shire is about to undertake a Strategy Recreation Masterplan that will address sport and recreation uses
 - ENT floorspace also includes uses such as pubs, taverns and hotel/taverns. While the provision of this type of floorspace is likely sufficient to meet the needs of locals and the FIFO workforce there is the opportunity to increase the diversity of ENT offerings to attract greater expenditure from tourists. The use of smaller, flexible or multi-use spaces in the NTC could increase the viability for such business (i.e. small bars that serve food)
- **HEL floorspace** (community services including health, welfare and education)
 - Newman has a good provision of HEL floorspace with only a small gap between the benchmarks. Additional HEL floorspace from the recently opened medical supercentre is likely

² Although all residential housing is captured within the RES classification, Department of Planning Lands and Heritages Land Use Employment Surveys focuses on commercial activity centres rather than traditional residential suburbs. Therefore, it is assumed that the RES floorspace ratios are not significantly influenced by residential housing and that short stay accommodation is the majority use.



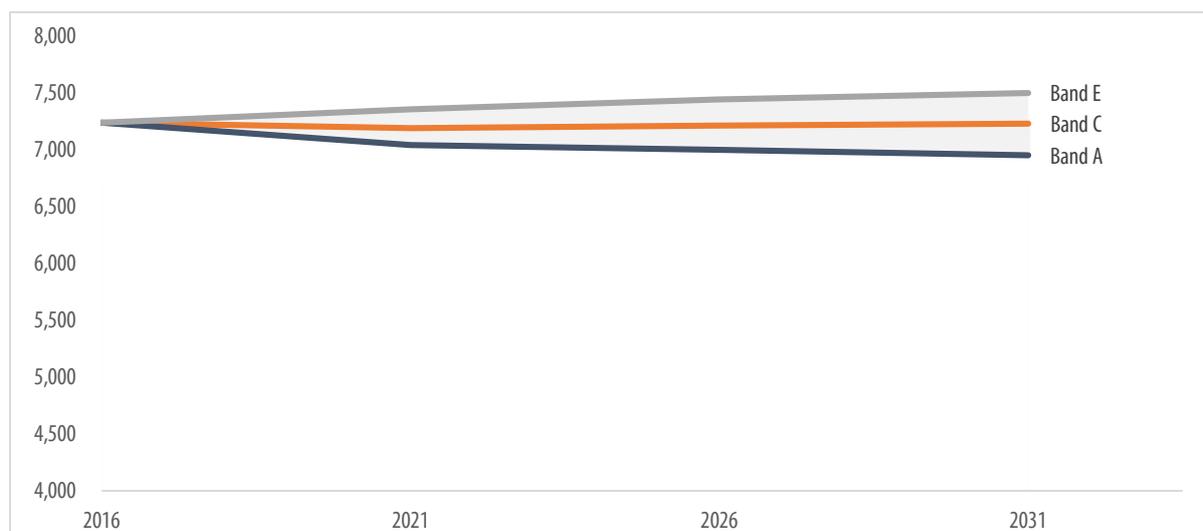
to reduce any potential gap and bring service ratios in-line with the benchmarks. The increasing use of telehealth services through the COVID pandemic is another way of meeting small gaps in service provision.

- The need for further education floorspace should be further explored in consultation with the local primary and secondary schools
- **RET floorspace** (bulky goods, showroom retail)
 - Bulky goods retailing was highlighted as lacking within the NTC. Due to limited floorspace data, it is expected that Newman could support **up to** an additional 2,500 m² of bulky goods retail floorspace. It is likely that some of this floorspace may already be provided in the industrial area to the south of Newman. There appears to be a gap in showroom style retail such as whitegoods, furniture, and electronics stores (e.g. Harvey Norman, JB Hifi, etc.). These types of uses would be appropriate for highway style retail development leading into the core of the NTC
 - Future light-industrial development from Development WA is likely to increase the capacity for RET floorspace within Newman.

3.2 Future Floorspace Needs

To understand the future demand for floorspace an understanding of the future population that could access goods and services at NTC is needed. Figure 19 illustrates three population projections for the suburb of Newman developed by the WA Governments *WA Tomorrow* forecasts. The three projections represent different scenarios with Band A and E being the low growth (decline) and high growth scenarios, respectively, whilst Band C represents the conservative estimate and is typically relied upon the most in planning.

Figure 19. Newman (SSC) Population Projection



Source: ABS 2016, WA Tomorrow 2016

By 2031, the population is expected to stay relatively stable with Band C projections of a decline of 11 residents, Band A projections are for a decline of 287 residents whilst Band E forecasts an increase of 261 residents. In aggregate, the population projection scenarios are unlikely to change the demand for floorspace once existing gaps in provision are filled.

3.3 Floorspace Scenario Forecasting

To estimate the potential gap in floorspace provision for each forecast scenario, the highest population service ratio between the Shire and GSSW (see Section 0 -

Floorspace Benchmark Comparison) was applied to each population scenario. The population floorspace gaps are representative of the effects that population growth (decline) will have on the demand for floorspace within NTC, however, they do not account for existing gaps in floorspace already identified. It is recommended that planning for the Town maintain a flexible approach that allows for additional floorspace as demand arises. Projects that support sustainability and attracting greater expenditure from tourists, FIFO workers and/or residents may warrant additional floorspace. It is suggested that Band E floorspace projections be allowed for in planning. This does not mean these floorspace estimates must be achieved, it means that should demand arise the planning system is suitably positioned to facilitate the development.

Band A – Forecasted Population Floorspace Gap (m²)

Year	SHP	RES	OFF	ENT	HEL	RET
2021	-478	-379	-252	-94	-676	-94
2026	-584	-464	-308	-115	-826	-114
2031	-693	-551	-365	-136	-981	-136

Note: negative floorspace reflects an oversupply of floorspace from current levels.

Band C - Forecasted Population Floorspace Gap (m²)

Year	SHP	RES	OFF	ENT	HEL	RET
2021	-114	-91	-60	-22	-162	-22
2026	-64	-51	-34	-12	-90	-12
2031	-27	-21	-14	-5	-38	-5

Note: negative floorspace reflects an oversupply of floorspace from current levels.

Band E – Forecasted Population Floorspace Gap (m²) (Recommended for Planning)

Year	SHP	RES	OFF	ENT	HEL	RET
2021	279	221	147	55	394	55
2026	486	386	256	95	688	95
2031	631	501	332	124	893	124

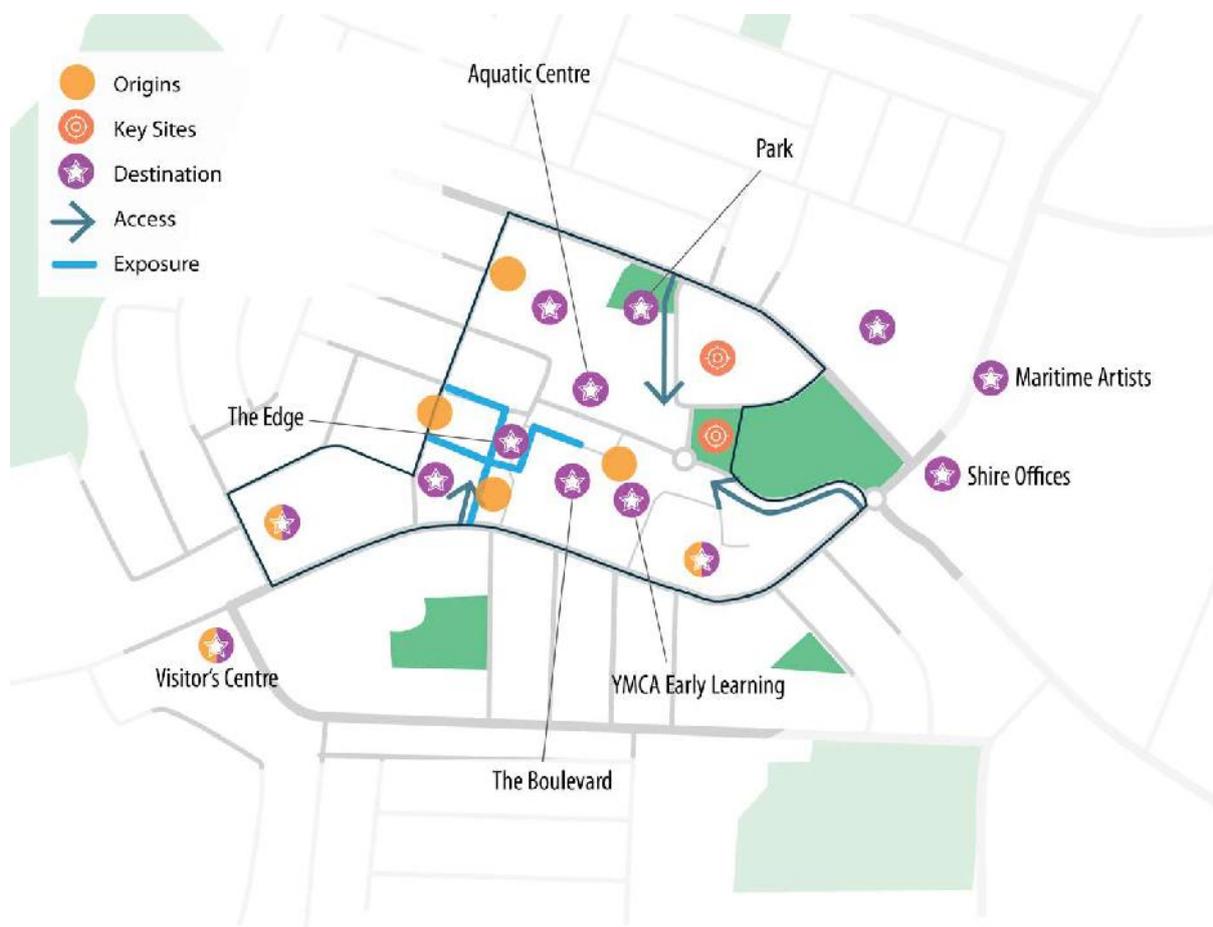
4 TOWN CENTRE ACTIVATION

4.1 Six Principles Assessment

This report applies principles of economic activation to support proposed actions relevant to the NTC.

Economic activation relates to the quantity and frequency of transactions in a centre. Designing the places with consideration of economic activation increases community cohesion, business viability and an overall sense of place (Figure 20).

Figure 20. Six Principles Assessment



Source: Pracsys 2020

Detailed analysis of each principle is reported in the following table:

Principles	Description and Assessment Consideration
Purpose of Place	<p>This is used to determine what the activity centre represents to its target user group (residents, workers, tourists)</p> <ul style="list-style-type: none"> PURPOSE STATEMENT TBC <p>Considerations</p> <ul style="list-style-type: none"> Value is added by designing places which maximise both frequency and concentration of transactions <p>Assessment</p> <ul style="list-style-type: none"> Newman's extreme heat and shift-based employment shape daytime usage patterns <p>Actions</p> <ul style="list-style-type: none"> Shade and active cooling will encourage visitation during the summer months and assist with developing active frontages and pedestrian routes Opportunities for activation of spaces to coincide with workers shift changeover should be explored as a method of stimulating expenditure at local businesses.
<p>Access</p> <p>Arrival Points</p>	<p>Areas from which the town centre is accessed</p> <p>Considerations</p> <ul style="list-style-type: none"> Decisions about access begin 5km from the place Good design funnels users into the core of the place <p>Assessment</p> <ul style="list-style-type: none"> Newman drive and Kalgan drive provide easy access to the NTC Limited signage for destinations within NTC impedes wayfinding for tourists <p>Actions</p> <ul style="list-style-type: none"> Improve signage to the NTC. This will allow for traffic to be guided to preferred origin points allowing for a strategic approach to place development.
<p>Origins</p> <p>Car Parking and hotels</p>	<p>Origins are areas from which pedestrian movement begins</p> <ul style="list-style-type: none"> Primarily consists of car parks in and around the Town Centre as well as hotels. <p>Considerations</p>



Principles	Description and Assessment Consideration
	<ul style="list-style-type: none"> • Parking and public transport arrival points are the drivers of pedestrian movement • Strategic distributions of origin points will maximise pedestrian movement • Origin points should be spaced around the NTC to encourage pedestrian flow whilst maximising retail exposure • Locations of origins are more important than the number <p>Assessment</p> <ul style="list-style-type: none"> • Parking is distributed in a ring around the Boulevard Shopping centre limiting pedestrian movement north of Iron Ore Parade and west of Lee lane. This encourages single purpose visits to the NTC and limits incidental exposure to other town-centre businesses. • Pedestrian movement between hotels on the east and west of the NTC are impeded by parking lots <p>Actions</p> <ul style="list-style-type: none"> • Existing car parks within the NTC should be assessed and redevelopment considered where appropriate to create a unified NTC with better links between key drivers of visitation
<p>Exposure</p> <p>Pedestrian Movement</p>	<p>Exposure indicates active frontages that are exposed to high levels of pedestrian traffic.</p> <p>Exposure areas were determined through:</p> <ul style="list-style-type: none"> • Assessing the connections between origins and destinations • Identifying active frontages along with these connections <p>Considerations</p> <ul style="list-style-type: none"> • Pedestrian movements should be channelled through activated frontages as retail sales are directly related to pedestrian traffic <p>Assessment</p> <ul style="list-style-type: none"> • Exposure is limited as the majority of retail is contained within the shopping centres rather than facing the street or the Edge • Pedestrian movement is limited by the placement of car parks and streets within the NTC • There are several vacant shop fronts within the NTC <p>Actions</p>



Principles	Description and Assessment Consideration
	<ul style="list-style-type: none"> Consult with landowners to identify opportunities to activate high environmentally exposed areas through shade and active cooling. Shop-top housing should also be considered as a strategy to reduce the cost for small business as it will reduce the total rent paid (commercial and housing) paid by operators. It will also contribute to increased activation of the NTC Vacant shop fronts create dead zones of activation. This presents an opportunity for short-term flexible uses such as retail pop-up shops Encouraging night-time activation of the NTC, particularly in summer months, could create greater opportunity to encourage local and visitor expenditure. Increasing the diversity of retail and entertainment offering and providing smaller more flexible spaces could support night-time activation Strategies to encourage home-based businesses should locate in the NTC should be considered. Opportunities for pop-up shops, further utilisation of The Edge as a business incubator and the use of short lease opportunities (less than 3 months) in vacant shops should be considered.
<p>Destinations</p> <p>Major Attractions, Anchors</p>	<p>Destinations are areas that attract high concentrations of visits. The main destination must be clearly defined.</p> <ul style="list-style-type: none"> Major destinations include supermarkets, entertainment and recreation venues, and population services <p>Considerations</p> <ul style="list-style-type: none"> User behaviour Maximise the impact of attractions through supporting uses to encourage multi-purpose trips and longer length of stay <p>Assessment</p> <ul style="list-style-type: none"> The town centre has numerous destinations that drive visitation. These include supermarkets, government services, community recreation facilities and hotels. Several key destinations are located on the periphery of the NTC including the Shire offices, Visitors Centre and Martumili Artists gallery. <p>Actions</p>



Principles	Description and Assessment Consideration
	<ul style="list-style-type: none"> The current location of the Visitors Centre on the western end of Newman Drive limits incidental visitation from tourists. Increased/improved signage or relocation to the NTC is could increase visitation from tourists attracted to the town centre, whilst increasing the number of destinations within the NTC Creating better pedestrian connections between NTC and periphery destinations will provide opportunities for activation.
<p>Control</p> <p>Strategic Sites</p>	<p>Key Sites are locations that could be considered as future destinations and/or suitable sites for anchor tenants. Tenure control is a significant advantage for overall development success</p> <ul style="list-style-type: none"> Key sites were identified through site visit and consultation with the Shire <p>Considerations</p> <ul style="list-style-type: none"> Identify active frontages and promote their usage Corner sites determine uses on either side and are prime activation locations Selectively choose active places – not all areas need to be active <p>Assessment</p> <ul style="list-style-type: none"> The Square provides considerable opportunity to anchor the NTC and drive community use Businesses with exposure onto ‘The Square’ - North and West of the Boulevard shopping centre and the North and East of the Parnawarri shopping centre - have the greatest opportunity for retail activation. <p>Action</p> <ul style="list-style-type: none"> Opportunities for greater density within and directly adjacent to the NTC should be explored. This will increase origins, increase activation and increase safety due to passive surveillance The vacant lot on the corner of Calcott Street and Iron Ore Parade provides an opportunity for further tourist accommodation within the NTC The Shire should consult with land/business owners to understand opportunities to regenerate lots within the NTC. Areas such as the lawn bowling club and Newman Club currently detract from the NTC and could provide opportunities as origins for the NTC

4.2 Place Activation Recommendations

- The location of car parking lots within the NTC should be assessed. The current layout limits pedestrian flow and movement, reducing potential activation. Any activation projects need to consider the extreme heat that the NTC experiences.
- Increasing the diversity of retail and entertainment offering and providing smaller more flexible spaces could support nighttime activation
- Consultation indicated is a demand for additional comparison floorspace such as a discount department store
- High footfall and traffic areas provide an opportunity for activation. The inclusion of shop/retail key locations can be used to address floorspace gaps, increasing the amenity and visitation to the NTC
- Opportunities for shop-top retail should be explored within the NTC. By allowing for this development, pressure from Newman's high rent for both residential and commercial land could be reduced, supporting small business. Similarly, this strategy would increase passive surveillance of the NTC, making it safer and increasing activation
- Increasing the provision of tourism accommodation within the NTC, would further consolidate the centre of gravity and increase visitation. This would also increase passive surveillance with benefits to safety

5 CONCLUSION

The redevelopment of the Newman Town Centre provides a unique opportunity to increase the liveability of Newman and assist in attracting and retaining residents. This report has highlighted the position of strength through which the Town Centre development can be approached and many opportunities that can be explored to maximise both social and economic wellbeing.

The results of the Socio-Demographic analysis for the town of Newman show that the Town provides an opportunity for residents in high-wage employment through the resource industry. This creates numerous benefits for the local community though also presents a unique set of challenges including higher living costs and fluctuations in population and business operations. There is a need to support businesses and employment in population-driven industries that may be more susceptible to these challenges.

Floorspace analysis showed potential gaps in the provision of Office, Health, Bulky Goods Retailing and Accommodation. There are projects identified for Newman that will likely reduce some floorspace gaps; key considerations include the opportunity to diversify the offering of retail and accommodation floorspace types in the NTC to cater more to residents and visitors instead of transient workers. Population projections for Newman forecast a modest increase in population out to 2031. Planning should allow for the upper forecast of floorspace provision to ensure that demand can be met if it arises.

The economic principles assessment of the Town Centre highlighted the need to continue an integrated approach to town centre development. Actions have been proposed to assist in increased activation of the NTC, supporting a greater diversity of offering, pedestrian movement, and safety.