



PILBARA CITIES  
DEVELOPING THE FUTURE

# NEWMAN REVITALISATION PLAN



# PREMIER'S FOREWORD



The release of the Newman Revitalisation Plan is a momentous step for the people who live there.

It outlines a bold, robust plan to revitalise the town - a plan originally conceived by the Government and the Shire of East Pilbara to evolve Newman into a town of substance, quality and permanence.

As part of our 'Pilbara Cities' initiative to invest in our regional towns, this plan will build on Newman's strengths and establish it as a dynamic and diverse place to live - a place with services and amenities which will attract and retain a broad range of people wanting to settle permanently in the region.

Through the Royalties for Regions Pilbara Revitalisation Plan the Government has allocated \$20million to fund these major improvements to the town centre.

Input from the people who live and work there have heavily informed the plan because our intention is to guide development in a way that addresses critical needs and concerns well into the future.

We anticipate Newman's population will grow in the coming years and we will be prepared.

Making this vision a reality requires long-term planning, investment and co-ordination of many individuals, organisations and layers of government.

Together we have made a remarkable start and I am confident this plan leaves us well-placed to realise our vision.

**Hon, Colin Barnett, MLA**  
Premier of Western Australia;  
Minister for State Development

# MINISTER'S FOREWORD



As a key service centre for some of the world's biggest iron ore projects, Newman faces an exciting future.

Through Royalties for Regions we have committed to re-invest in the town to keep pace with demand for infrastructure, residential, tourism, commercial and industrial opportunities.

Having lived for decades with basic services, the people of Newman will soon be able to enjoy a town centre full of character and a townsite geared to accommodate more residents, retailers and businesses.

I commend the local residents and workers who have shown great interest in the plans for Newman's future and taken ownership of the project to make a positive change.

Existing residents will have a wide and interesting choice of leisure activities, new people will be attracted to the area and a range of businesses will emerge to bolster the local economy.

In achieving this, we will secure the long-term economic future of Newman and the people who live there.

**Hon, Brendon Grylls, MLA**  
Minister for Lands

# PRESIDENT'S FOREWORD



Through my involvement in small business in Newman and since my election to Council in 2003, I have spoken to people of all ages and from all walks of life about the future of our town.

The resounding call has been for change - for Newman to receive a long-overdue facelift, which not only attracts people but encourages them to stay. To make Newman not just a good

place but a great place to work, live and visit.

This plan is the blueprint to make that hope a reality.

We intend to rejuvenate the main street and establish a town square as focal points for people to meet and gather.

Added retail opportunities and cafés and restaurants with alfresco dining will make for a lively streetscape.

Markets and special performances and events will be held at the landscaped outdoor precinct.

Existing residential lots will be redeveloped to provide a wider choice of houses including small and large single homesites, townhouses and low-rise apartments.

A mixed business precinct will provide opportunities for larger retailers.

We also plan to release strategic industrial land to encourage heavy and transport based industries.

Newman is entering a new era and will be a town that all of us are proud to call home.

**Lynne Craigie**  
Shire President

# TOWN SITE GROWTH PLAN

## MIXED BUSINESS PRECINCT

- Opportunities for large format retailers

## WATER SPINES AND GREEN STREETS

- Landscaped creek lines improve amenity throughout the town site
- Strategically located 'greenstreets' provide additional connectivity to the town centre



## INDUSTRIAL AREA AND FUTURE ACCESS ROAD

To allow Newman to attract, develop and retain other businesses into the future:

- A well connected new industrial area
- 1km buffer to ensure compatibility with future residential growth
- New access road will help reduce heavy vehicles moving through the town centre





**DIVERSITY OF HOUSING CHOICES**

- Potential for the redevelopment of existing residential lots within 1km of town centre including:
  - Subdivision of existing large residential lots for smaller single lots
  - Multiple dwellings and townhouses (medium density) alongside areas of high amenity
  - Low rise apartments in and around town centre, including over retail ('shop-top') or office
- Larger single residential lots (400-700sqm) on the periphery
- The integration of FIFO

**HEALTH AND EDUCATION**

- Safeguard strategic sites for the future growth of the town of 15,000

The Town Site Growth Plan allows up to 15,000 people to live within a 2km radius of the town centre and also the strategic expansion of tourist related industry, mixed business and industrial land in locations that are informed by the natural landscape and existing water movements.

**LEGEND**

- Existing Development Extent
- Watercourse Spine
- Green Street
- Existing Roads
- New key road
- Industrial
- Light Industrial
- Mixed Business
- Tourism
- Low Density Residential
- Medium Density Residential
- FIFO
- POS
- School



# TOWN CENTRE MASTER PLAN

## MAIN STREET AND TOWN SQUARE

- New retail 'heart' and main street
- A town square as a focal point
- Increased retail opportunities
- Cafes and restaurants with alfresco dining
- Pedestrian friendly experience



## HOUSING DIVERSITY AND OTHER OPPORTUNITIES

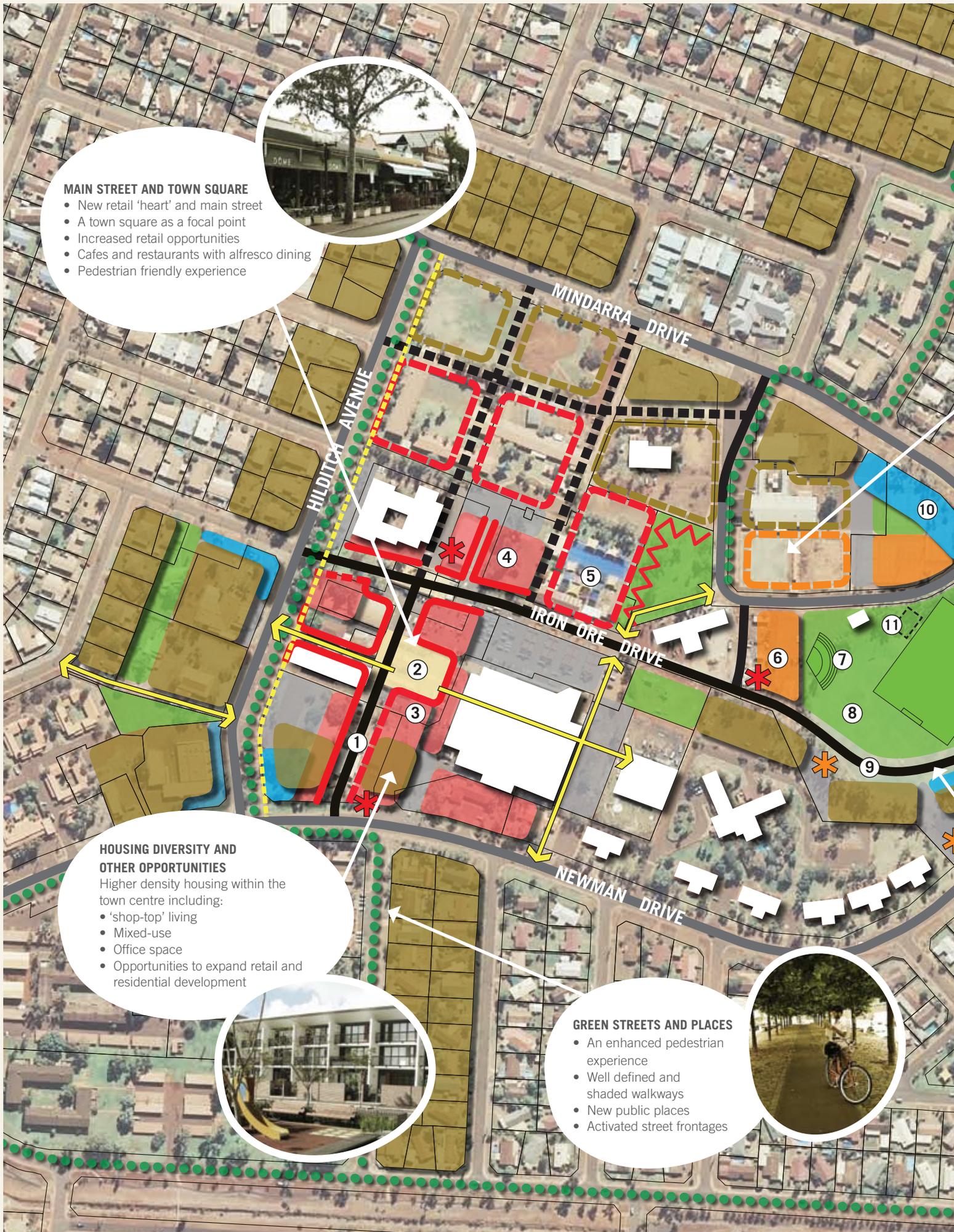
Higher density housing within the town centre including:

- 'shop-top' living
- Mixed-use
- Office space
- Opportunities to expand retail and residential development



## GREEN STREETS AND PLACES

- An enhanced pedestrian experience
- Well defined and shaded walkways
- New public places
- Activated street frontages





**A CIVIC / COMMUNITY PRECINCT**

- A high quality civic and cultural precinct



**MIXED BUSINESS PRECINCT**

- New mixed business/showroom opportunities along Newman Drive



**NEW ROAD INTO THE TOWN CENTRE**

- A new access road around the eastern end of Boomerang Oval
- Improved entry statements
- On-street parking



The Town Centre Master Plan prepares Newman for the future, providing a robust and flexible plan which will sustain the centre in the short and longer term. It takes into account the planning already undertaken to date and builds upon this to unlock development potential, create new business opportunities and enhance amenity for a town that demands change for its existing and future residents.

The Town Centre Master Plan promotes a range of activities in the town centre that will combine to create a vibrant and enjoyable commercial heart for Newman. For a future population of up to 15,000 people the town centre will be the main focus for the retail, commercial, civic, community and cultural activities, providing a rejuvenated and walkable town centre for people to enjoy.

**LEGEND**

- Existing Road
- Proposed Road
- - - Potential Future Road
- Pedestrian Spine
- Green Pedestrian Spine
- Active Retail Edge
- ~ Active Edge
- New Retail Opportunities
- Car Parking
- New Office
- Mixed Business/Showroom
- Community/Civic Facilities
- Public Space
- Medium Density Residential
- Future Residential
- Future Retail Expansion
- Future Community/Civic
- Future Commercial Expansion
- Opportunity to rationalise road verge on Hilditch Avenue
- \* Key Focal Point
- \* Overflow Parking/Campervan Parking
- ① Main Street
- ② Town Square
- ③ Potential site for Café to activate Town Square
- ④ Future Supermarket
- ⑤ Future Discount Department Store
- ⑥ Multi-Use Civic
- ⑦ Outdoor Performance/Cinema
- ⑧ Events/Multi-Use Space
- ⑨ New Entry Road (Iron Ore Parade)
- ⑩ Health/Medical Suites
- ⑪ Clubrooms

# WHAT WE ARE DOING...

The Shire of East Pilbara and Liberal/National Government share a vision to revitalise and grow Newman. This vision acknowledges the long-term economic future of Newman, and responds to the need to achieve a more sustainable and diverse community with a greater sense of permanence. This is reflected in:

- The Shire's *Newman Tomorrow: Resourcing a Home for Generations*
- The Liberal/National Government's 'Pilbara Cities' vision

Making this vision a reality requires long-term planning, investment and coordination of many individuals, organisations and layers of Government. It relies on the delivery of a range of initiatives aimed at opening up new economic opportunities, providing more housing choice and affordability, improving services and facilities, and creating a more vibrant and enjoyable town centre.

The Shire and Liberal/National Government have worked in partnership to prepare the Newman Revitalisation Plan (NRP).

This plan provides a "road map" for the establishment of Newman as a subregional centre. It will grow from a current estimated population of 5,000 permanent residents and 3,000 FIFO residents into a more significant town for up to 15,000 people. The NRP identifies how current shortfalls should be addressed, and guide the development of future housing, open spaces, commercial activities, tourist accommodation and retail areas as well as provide an implementation program for delivery of service infrastructure, transport, and education and community facilities.

Importantly, the NRP will help a broad range of stakeholders to work cooperatively, and facilitate a whole of Government approach required to achieve the vision for Newman.

This brochure only provides a snapshot of the NRP, including copies of the Town Site Growth Plan and Town Centre Master Plan which highlight key proposals. Refer to the NRP for full detail on how the vision can be delivered.

## COMPONENTS OF THE NEWMAN REVITALISATION PLAN

### VOLUME 1 IMPLEMENTATION PLAN

- Vision for Newman
- Project Goals and Objectives
- Integrated Strategy
- New Approach to Governance
- Implementation Program

### VOLUME 2 TOWN SITE GROWTH PLAN

- Spatial Growth Plan
- New Growth Areas
- Staging and Infrastructure

### VOLUME 3 TOWN CENTRE MASTER PLAN

- Redevelopment Master Plan
- New Public Spaces
- Place Activation

## WHY ARE WE DOING THIS?

The vision to revitalise and grow Newman supports the evolution of Newman into a regional town of substance, quality and permanence - a place for people to live, work and play. The NRP will provide the robust planning framework required to realise this vision.

Key objectives include:

- Enhance the quality of life for existing residents and to attract and retain future residents;
- Respond to the environment and achieve a sense of place;
- Achieve sustainable growth and development over the long term;
- Support economic activity and promote diversification;
- Deliver a vibrant and activated town centre; and
- Identify and establish a partnership approach to deliver the project.

To demonstrate its commitment to achieving this vision, the Liberal/National Government has allocated \$20million through the Royalties for Regions Pilbara Revitalisation Plan to fund major improvements to the town centre. The NRP will ensure this money is spent effectively. Having it to hand will also help to support a range of other funding bid opportunities, such as Infrastructure Australia.

## A PARTNERSHIP APPROACH

The shared vision between the Shire of East Pilbara and Liberal/National Government forms the basis of the partnership approach being taken to the revitalisation and growth of Newman.

Together, the Shire and LandCorp embarked on the Newman Revitalisation Project and prepared the NRP to deliver this vision. LandCorp is responsible for delivering land and infrastructure projects throughout Western Australia, bringing government landholdings to the market to meet residential, commercial and regional needs. It will directly support the Shire through project managing the delivery of physical works in the town centre.

The NRP will also allow a common understanding between a variety of stakeholders and enable an integrated approach to development and growth. This includes the private sector, from BHP-Billiton and other resource companies through to small businesses, which will be critical to creating partnerships and in bringing in additional expertise, enthusiasm and investment to build Newman. The NRP will help to identify opportunities for private sector involvement and their investment in the town.

## HOW HAVE WE DEVELOPED THE PLAN

The NRP delivers the shared vision of the Shire of East Pilbara and Liberal/National Government.

The NRP consolidates and builds upon previous work carried out including:

- Regional strategies, partnerships and visioning studies such as *Newman Tomorrow: Resourcing a Home for Generations* and the Western Australian Planning Commission (WAPC) Draft Pilbara Planning and Infrastructure Framework which help to identify regional challenges and Newman's role in the Pilbara; and
- Analysis conducted by the resource companies on current development conditions, issues and challenges facing the sector, the need for Government intervention and commitments the resource industry sector is willing to make.

The NRP was also informed by:

- Extensive consultation with community, landowners, corporate and government stakeholders to determine what their critical needs and concerns are;
- An understanding of the constraints and pressures affecting the local community, and the provision of basic infrastructure and housing;
- Newman's economic opportunities;
- An assessment of the requirements for services, facilities and infrastructure to address current shortfalls and meet the demands of a growing community;
- Retail and commercial analysis, in light of the population growth aspirations; and
- An understanding of the character of the Pilbara Region and Newman's unique sense of place.

## WHERE TO NEXT?

The NRP signals to all levels of Government and stakeholders what can be achieved in Newman and invites them to play their part in its transformation. The NRP will now be put to use immediately to guide the physical works funded through Royalties for Regions to revitalise the town centre.

## KEY CHALLENGES AND OPPORTUNITIES

There are a number of challenges and opportunities that have shaped the development of these plans including:



### Challenges

- Dependence on resource based regional economic growth;
- Difficulties attracting and retaining labour;
- High costs of living and operating businesses;
- Limited affordable housing and housing choice;
- Infrastructure (water, power etc) currently operates at capacity;
- Segregation between FIFO workers and the general community;
- The lack of strategic land use planning;
- Poor amenity within the public realm and streets;
- Poor connectivity and limited passive surveillance;
- Perceived decline in quality of life;
- Environmental and topographical features;
- A geographically remote location; and
- Harsh climatic conditions.



### Opportunities

- Deliver a shared and coherent vision and plan for future development;
- Enhance and promote Newman's unique Pilbara character, lifestyle, culture and natural environment;
- Provide a coordinated land and infrastructure supply for the long term;
- Take advantage of the Government funding opportunities, such as Royalties for Regions and Infrastructure Australia programs;
- Gain a lasting commitment from the Liberal/National Government and private sector stakeholders to work together to develop a more flexible, robust and adaptable local economy;
- Provide land for commercial, industrial and housing needs to diversify existing uses and activities which will improve the local economy and quality of life; and
- Provide a greater diversity of housing to meet the differing needs of the community.

## MORE INFORMATION

We look forward to the community, public and private sectors joining the Newman Revitalisation Project.

To find out more information on the NRP or clarify any aspect of the Newman Revitalisation Project, you are invited to contact:

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