

SHIRE OF IRWIN
DONGARA-PORT DENISON
A BRILLIANT BLEND

DONGARA TOWN CENTRE REVITALISATION PLAN

CONCEPT PLAN REPORT Rev B

JUNE 2014

GHD

EXECUTIVE SUMMARY



Dongara Town Centre Revitalisation Strategy

Dongara is a town of approximately 3,052 people located 360kms North of Perth. Dongara is a relaxed yet bustling town which is currently experiencing growth due to many factors including; an increased aging population as many people are choosing to retire in Dongara, nearby natural resources offering employment opportunities and as a holiday destination. The Town Centre Revitalisation Strategy aims to celebrate the elements which are currently succeeding in the town and build upon these aspects, whilst investigating areas which are not functioning so well and how to address these areas so that the town can develop sustainably into the future. The Town Centre Revitalisation scope area represents the hub of Dongara and it is crucial that it functions well for both everyday residents and stopover tourists alike. The Town Centre Revitalisation strategy not only looks at 'quick fix' short term goals, but also long term strategies which the Shire can progressively work towards. The recently adopted Strategic Community Plan and feedback included within the community consultation process has assisted this Town Centre Revitalisation Plan to ensure that concept and initiation plans are in line with community visions.

The draft Town Centre Revitalisation Plan is designed to be the basis for Dongara's short, medium and long term development. It is designed to partner with the District Structure Plan and provide a framework for redevelopment.

Following the project inception, GHD undertook an initial site visit in November 2013 to Dongara, over three days to meet with the key Shire project staff, key business owners and initiate a community consultation workshop. This gave GHD a firm basis and understanding of the needs and aspirations of the Dongara community and the vision to develop two concept master plans of the site. The idea of coming up with two plan options enabled GHD to integrate a number of ideas to address issues raised in the initial consultation and from there provide the opportunity for the community to choose which elements they supported and didn't. The second consultation was held in February 2014, from which GHD took the community and Shire's comments on board to develop a final preferred concept plan for the town centre.

Once the final plan is endorsed by The Shire of Irwin, the Shire is hoping to undertake this project through funding from future sources such as the Mid West Development Commission and Royalties for Regions.

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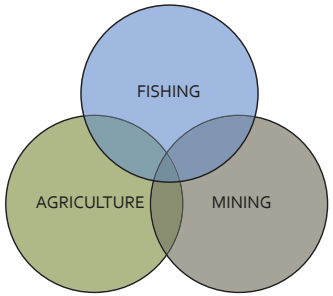
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1.0 CONTEXT

1.1 *Dongara Town Centre Revitalisation Scope Context*

The town sites of Dongara and Port Denision are located approximately 360 kilometers North of Perth and are bordered by Brand Highway to the East and the Indian Ocean to the West. The Irwin River intersects the two townsites. Dongara, to the North of the Irwin River, is only 65 kilometers south-east of Geraldton. Port Denison is located 3km South West of Dongara.

The area was initially settled in 1853 and at that time was predominantly small farms. Since this time, Dongara has grown to serve the broader agricultural hinterland and in recent times the economy has been influenced by the discovery of natural gas, the development of the rock lobster industry and the mining of lime sands (*Irwin District Historical Society*).



Although the Dongara Town Centre Revitalisation Plan scope area is limited to the Town Centre itself, many broader context elements influence visitor perception of the town centre and these areas have been taken into consideration for this study;

- Port Denison
- The Irwin River
- The coastline/beach access
- Surrounding residential development
- Brand Highway
- The tourist information board on Brand Highway
- The satellite section of the town located on Brand Highway to the South of Dongara
- The High School
- Existing Medical Centre
- The Recreation Centre
- The Racecourse
- The Cemetery

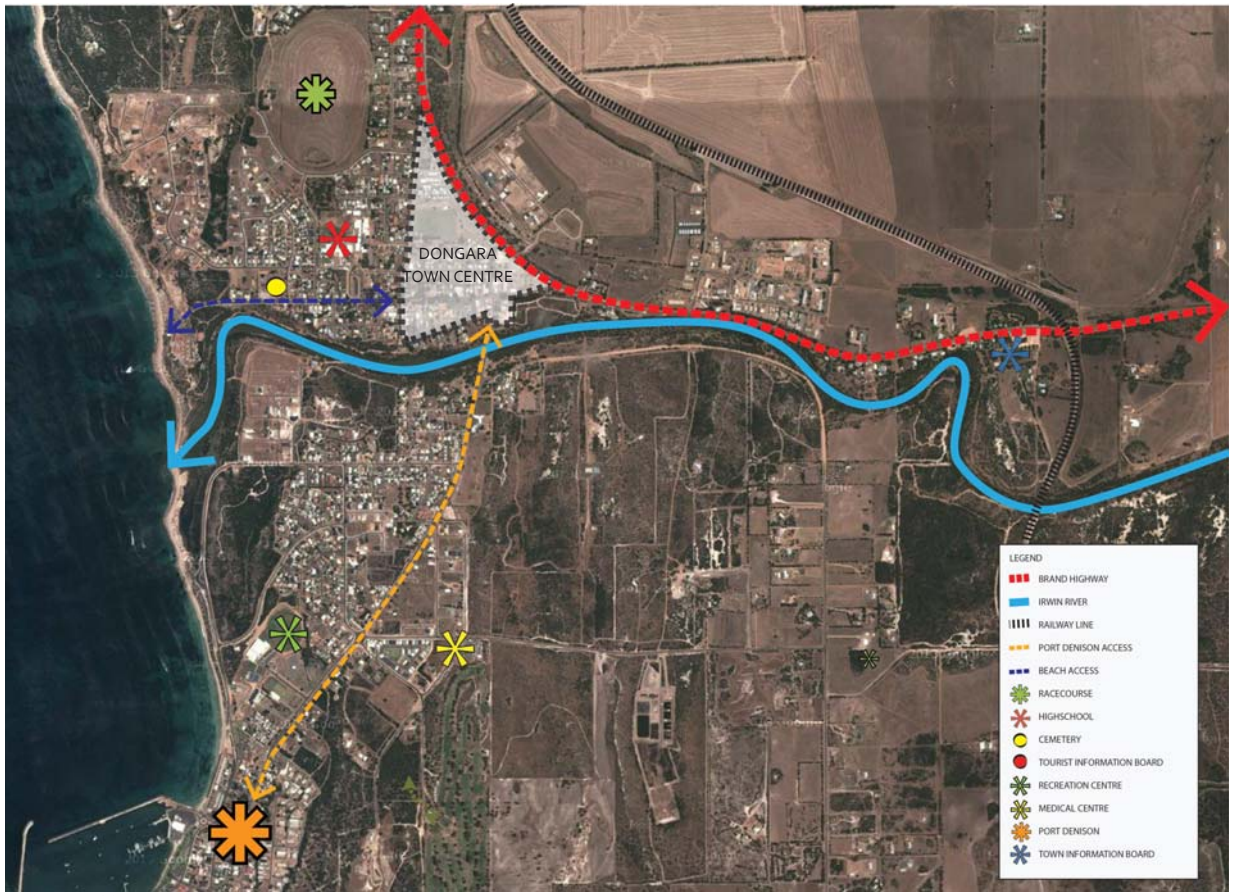


FIGURE 1 - CONTEXT PLAN


The Irwin River Estuary


The existing tourist information board on Brand Highway


The Irwin River

'It's the brilliant blend of coastal and rural landscapes, the blend of new and old and the blend of lifestyle and employment opportunities that make the Shire of Irwin as an enviable place to live, work and play'
- Shire of Irwin Website

STUDY AREA

1.2 *Dongara Town Centre Revitalisation Study Area*

The study area includes;

1. The areas bordered by Waldeck Street to the West and Brand Highway to the South
2. The existing entrance points off Brand Highway onto Moreton Terrace and Waldeck Street
3. Moreton Bay Terrace
4. Hunts Road
5. The Point Leander Drive link to Port Denison

For the purposes of this study, the following areas have also been taken into consideration;

1. The existing Civic buildings and Police station on the South West corner of the site (Shire Offices, the Museum, the Information Centre and the Autumn Hall)
2. Linkage opportunities to the Irwin River
3. Linkages to the broader path network
4. General consideration of both the Northern and Southern approaches to the town from Brand Highway

This report aims at building upon and working in conjunction with, the existing studies and plans which have been and are being undertaken by the Shire of Irwin including;

- Shire of Irwin Strategic Plan 2012 – 2022;
- Shire of Irwin Local Planning Scheme No.5;
- Shire of Irwin District Structure Plan; and
- Shire of Irwin Tourism Development Plan.
- Pubic Open Space Strategy
- Access and Inclusion Plan 2012-2017
- Dongara Town Centre Precinct Plan July 2009
- Cycle plan currently being undertaken by Hames Sharley

1.3 *Dongara Town Centre Revitalisation Process*

GHD were engaged by the Shire of Irwin to undertake the Town Centre Revitalisation Stratgey in November of 2013 and the following process has since been undertaken;

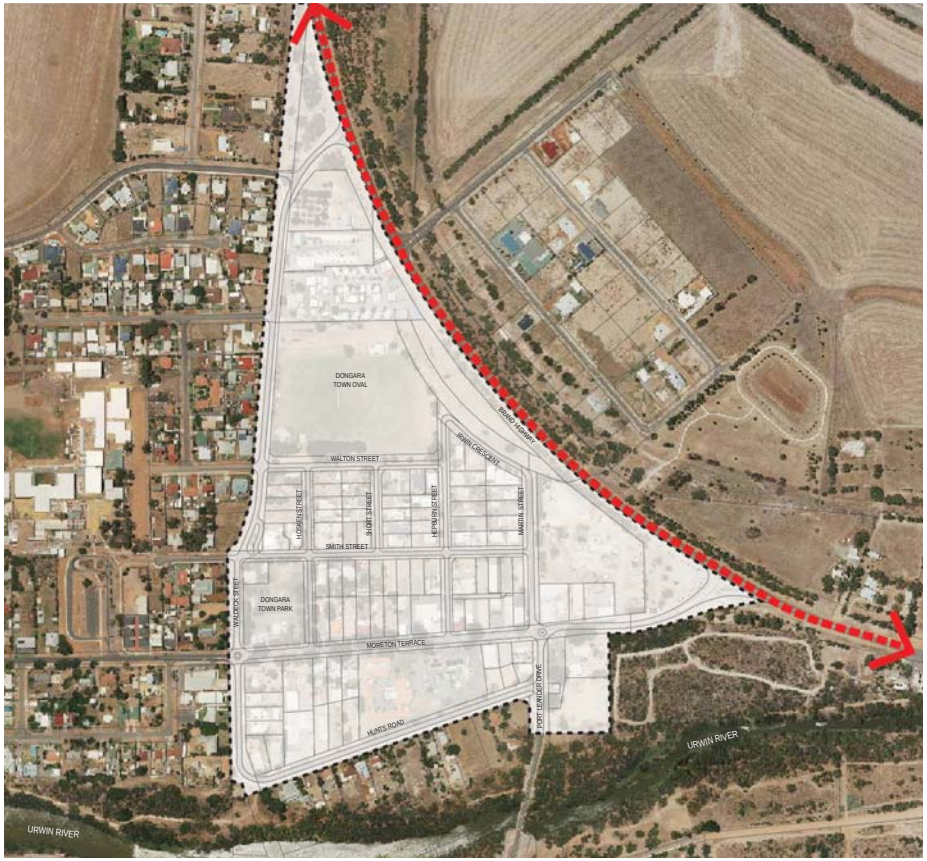


FIGURE 2 - Study Area





Design and Analysis Process Diagram

2.0 ANALYSIS

Through a combination of desktop analysis and onsite observations, GHD have undertaken an extensive background analysis of the Dongara Town Centre revitalisation scope area. This section provides a summary and analyses the findings to form a basis to the Concept Development.

2.1 *EXISTING TOWN CENTRE ZONING MAP*

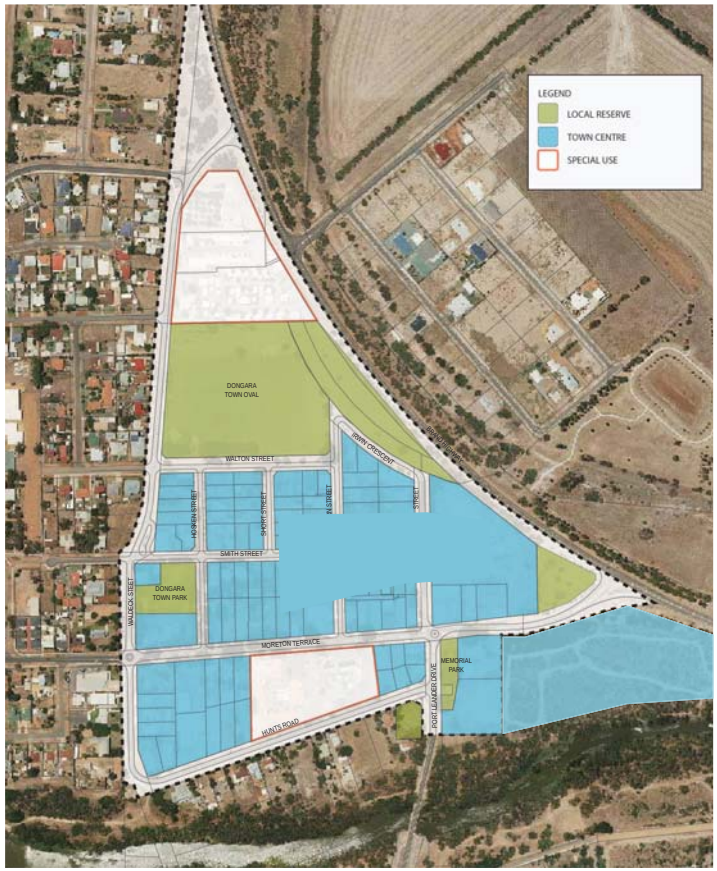


FIGURE 3 - ZONING PLAN

The Town Centre scope area is predominantly zoned 'Town Centre' with the exception of the Dongara Hotel Motel site and the site of the Old Mill, the Old Mill Motel and the Caravan Park which are zoned 'Special Use'. It is also of note that out of the scope area, to the east of the site and to the south of the existing town entry point onto Moreton Terrace, the land is also zoned 'Town Centre' which would impact on the main street and town entrance significantly in the future should this site be developed. There is a number of Public Open Space areas within the scope area including the Town Oval, Town Park, Memorial Park, and Entry park. The Dongara town site is bordered to the West predominantly by residential properties and also to the East of the Brand Highway where more recent residential subdivision is developing, along with a light industrial subdivision.

2.2 *HERITAGE PLACES*

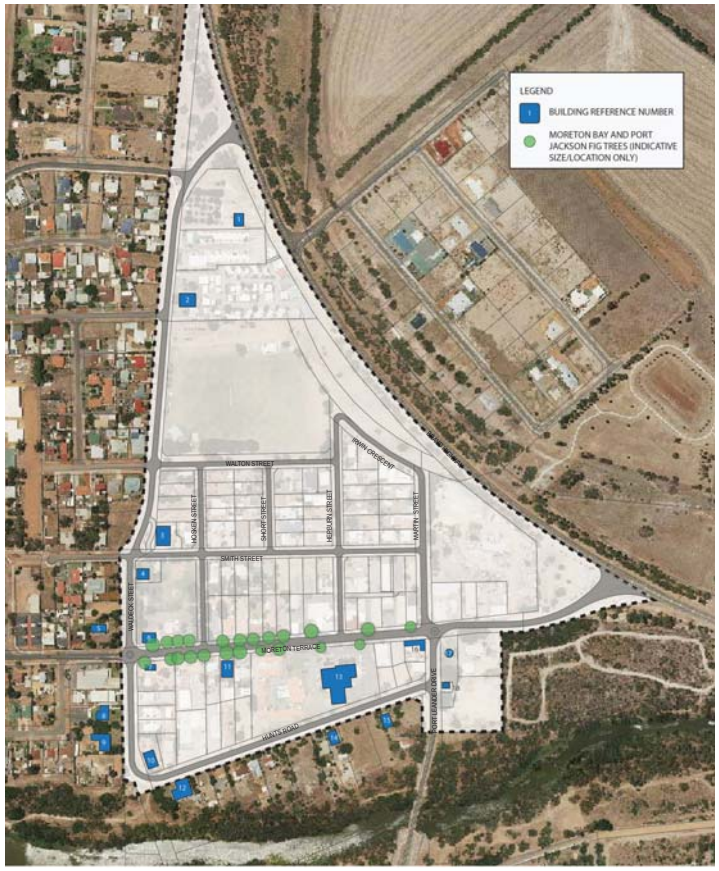


FIGURE 4 - HERITAGE TRAIL PLAN







SITE PHOTOS

Dongara Town Centre has many significant heritage buildings which are listed in the *Shire of Irwin Municipal Inventory of Heritage Places.* The Moreton Bay Figs on Moreton Terrace are also listed as part of this inventory. These heritage places form an integral part of Dongara's identity. The following buildings form part of the existing Dongara Heritage Trail;

1. Royal Steam Roller Flour Mill - *A great wayfinding landmark however it is in private ownership and can only be viewed from a distance*
2. The Bungalow
3. Dongara Bakery - *The bakery requires better signage so that visitors can find it easily*
4. Headmaster's Residence
5. Church of St John the Baptist
6. Dongara State School - *well utlised by the community however would benefit from being clustered with other community buildings and improved landscaping*
7. Uniting Church, formerly the Methodist Wesleyan Church
8. Dongara Post Office - *currently the Information Centre is located in here. This location is not ideal due to lack of parking and visibility however a community function for this building should be retained*
9. Old Police Station and Courthouse - *The museum is located within this building and works well in this building. However, better signage is required to guide visitors here*
10. Bank of Western Australia
11. Coffee Tree Cafe
12. Pearse House
13. New Dongara Hotel
14. Delmage House
15. The Cottage
16. Toko's Restaurant - *An important landmark for Dongara in a prominent location however has been underutilised and vacant for many years*
17. War Memorial and Memorial Park
18. Roads Board Office

2.3 *EXISTING PEDESTRIAN MOVEMENT*

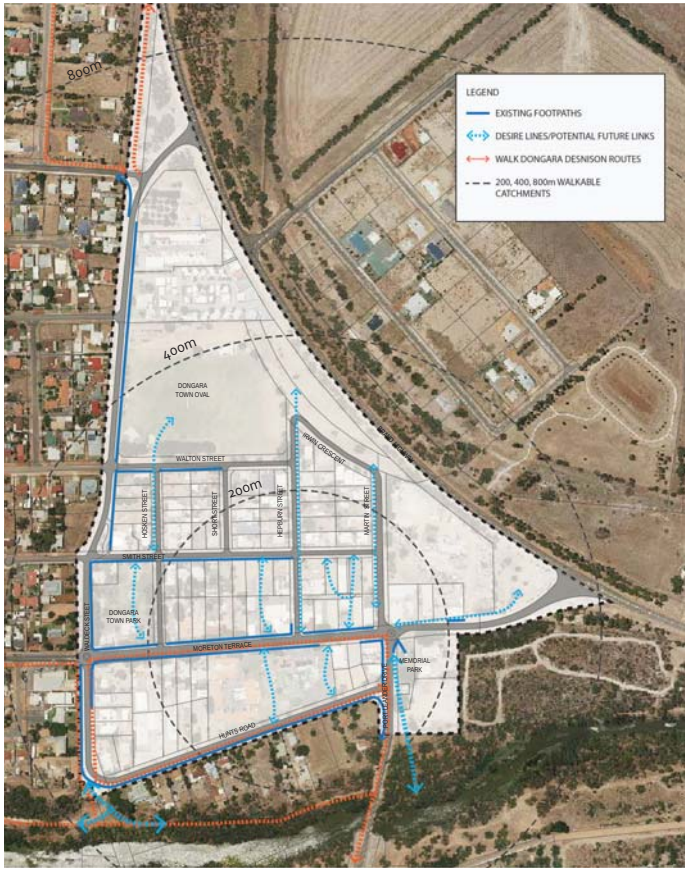


FIGURE 5 - PEDESTRIAN MOVEMENT

The Dongara Town Centre has the advantage of being reasonably compact, with the majority of the area falling within a 400m walkable catchment. However, many community members still rely on their cars within the town center due to defragmented and unsafe pedestrian connections. The Shire has recently installed a number of pedestrian paths however there are still many verges without any footpaths to provide safe linkage within the town center. There are also a number of footpaths which area uneven and safe, in particular on Moreton Terrace where tree roots are uplifting the pavement, and require upgrading.

2.4 *EXISTING VEHICULAR MOVEMENT*

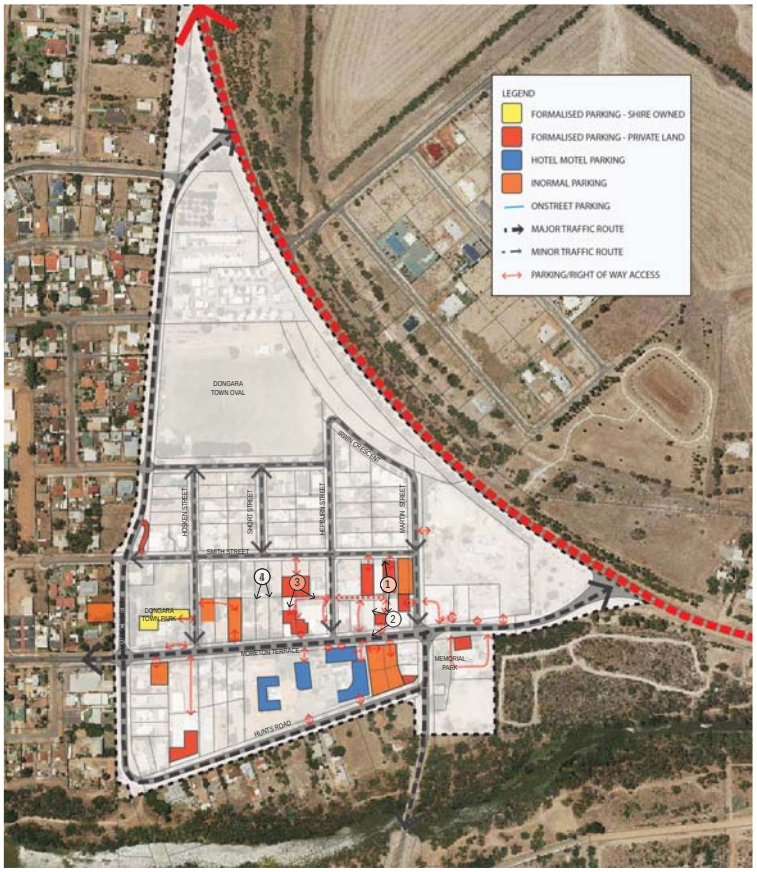


FIGURE 6 - VEHICULAR MOVEMENT

Vehicle movement within the town centre site is currently busy. Vehicles can move into and out of informal and formal parking areas at multiple locations creating an unsafe pedestrian and driving environment. Parking is also disorganised and could be consolidated to more efficient layouts. Moreton Terrace is not currently conducive to pedestrians with little traffic calming measures to slow traffic and create a more pedestrian orientated main street.


View 1



View 2

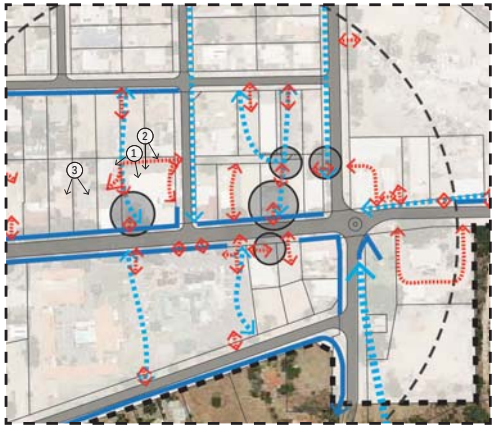

View 3


View 4


View 5

2.5 *VEHICLE AND PEDESTRIAN MOVEMENT OVERLAY*

At many key intersections vehicle and pedestrian movement is currently conflicting. Vehicles dominate the main street environment and driveway / lane way access occurs often along Moreton Terrace creating unsafe pedestrian movement along Moreton Bay Terrace. Due to poor sight lines, the back of shop lane ways, right of ways and parking areas are further intertwined with pedestrian desire lines causing an unsafe environment for both pedestrians and vehicles. The following pedestrian and vehicle overlay maps illustrate the areas of conflict.



Inset A

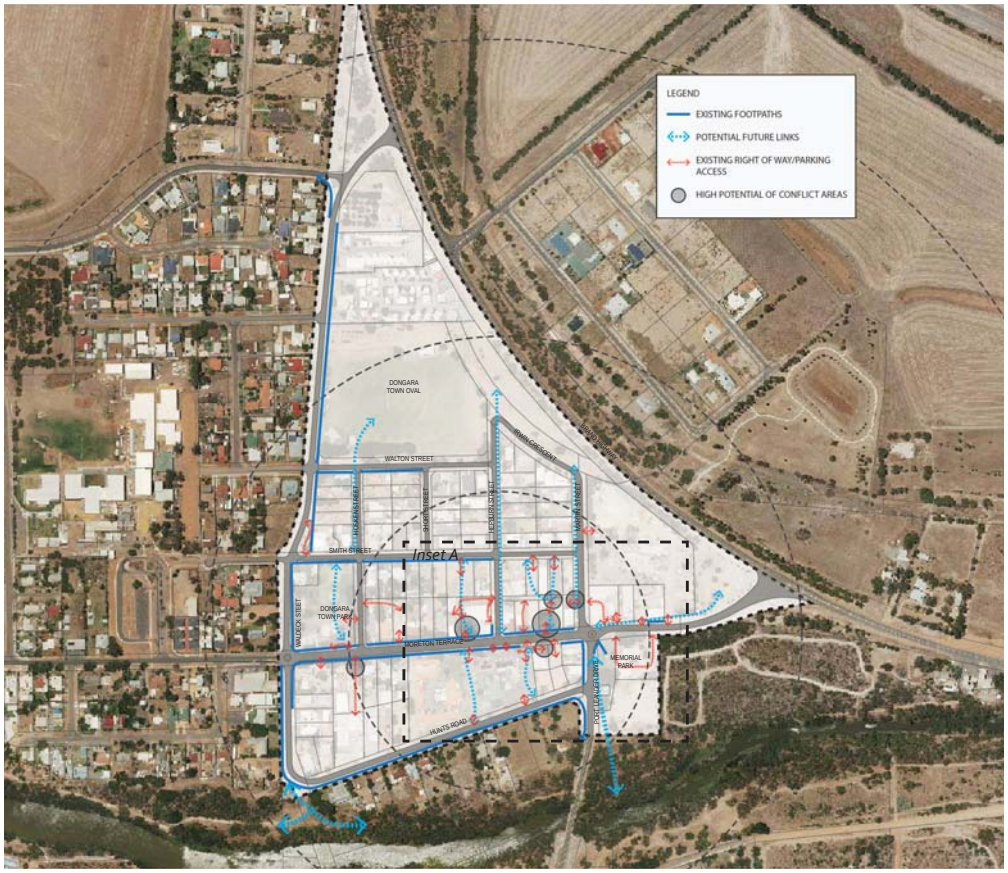


FIGURE 7 - PEDESTRIAN AND VEHICULAR MOVEMENT OVERLAY



View 1 - Undesirable Pedestrian and Car interfaces



View 2



View 3

2.6 *BUILDING USES*

Building use within the town centre is varied. In particular, along Moreton Terrace, there are a number of current land uses that are not ideal for the main street location, such as light commercial/ industrial uses and residential properties, some backing onto the main street which is detrimental to the main street activities. There is also a number of vacant lots, vacant buildings and buildings with no street frontage which detract from the Main Street.

EXISTING BUILDING USES

1. The Flour Mill - Privately owned
2. Motel
3. Dongara Town Oval Pavilion
4. Backpackers
5. Bakery
6. Church
7. Old School - Dongara Denison Local Rag and Pottery Club
8. Playgroup
9. Op Shop
10. Resource Centre
11. Private Residence
12. Private Residence
13. Ray White
14. IGA
15. Dongara Sport and Tackle and Pisces Fish and Chips
16. Dongara News and Video
17. Vacant
18. NAB bank
19. Batavia Boulavard - Post Office, Harcourts, Dongara Office Supplies,Stamps and Stuff
20. Pharmacy and Fig Tree Fashions
21. Cafe, Leading Edge Computers, Pixie Prints
22. Westpac
23. Hardware and Petrol Station
24. Unknown Shed
25. Dongara Concrete
26. Moreton Place - Laundry, pizza bar and takeaway
27. Tyre Power
28. Music Shop
29. Vet Clinic
30. Toko's - Vacant
31. Vacant Building
32. Dongara Hotel Motel
33. Private Residence
34. Cafe
35. Beauty Salon
36. Mitre 10
37. Church
38. RSL
39. Urwin Autumn Centre
40. Shire Offices
41. Information Centre
42. Museum
43. Police Station

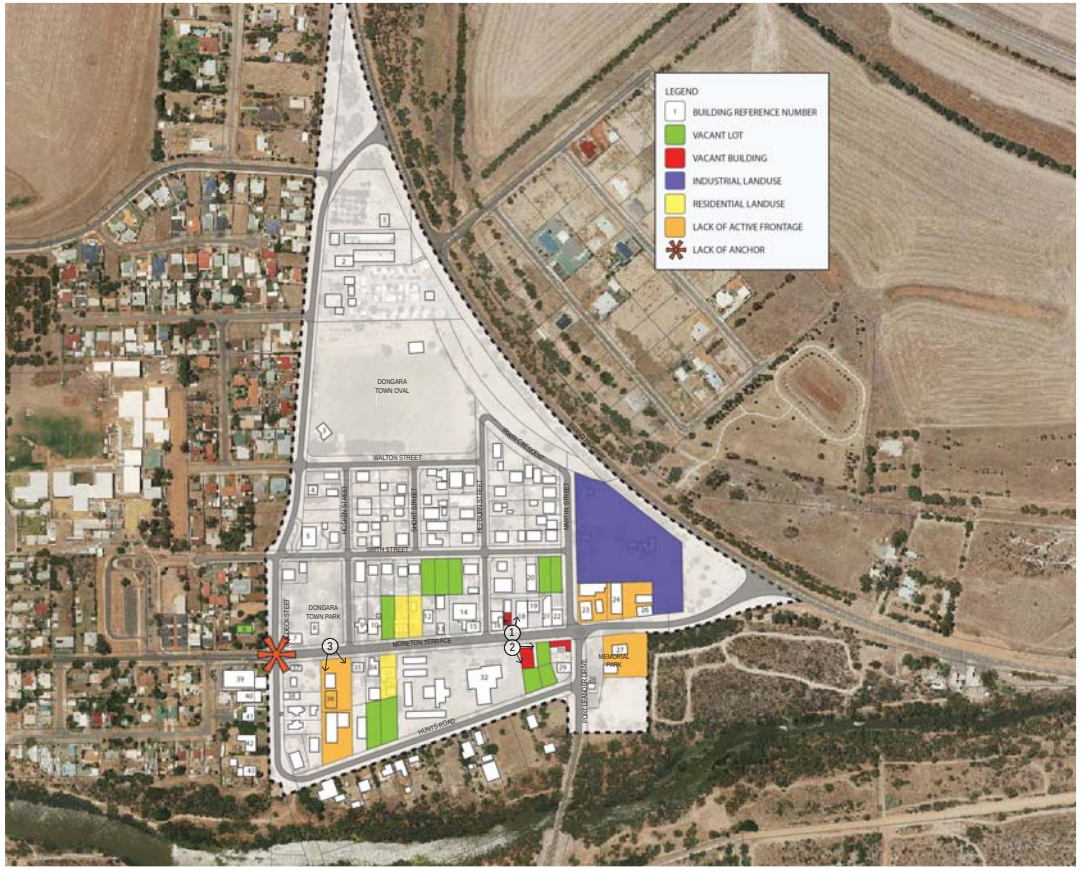


FIGURE 8 - EXISTING BUILDING USE ANALYSIS



View 1- Vacant Buildings on Moreton Terrace



View 2 - Vacant Buildings on Moreton Terrace



View 3 - Buildings lacking frontage onto Moreton Terrace

2.7 Analysis findings

From the desktop and site analysis the following Town Centre strengths, weaknesses, opportunities and threats (SWOT) have been identified.

This analysis provides a foundation and direction for the design development of a Town Centre Revitalisation Strategy.



2.7.1 STRENGTHS

The following key strengths have been identified as important elements of Dongara which need to be protected and strengthened in future planning for the Town Centre;

- The retail/commercial precinct of Dongara is relatively condensed and is predominantly located along Moreton Terrace.
- There is good diversity in the retail mix provided within the Town Centre, in particular for a town of this size.
- The style of main street with smaller individual shops rather than large shopping developments is desirable.
- There is a plentiful amount of Public Open Space designated within the Town Centre including; a Town Oval which functions as the main District Park for residential areas to the North of the Irwin River, a small town park at Waldeck Street and a Memorial Park at Point Leander Drive.
- Heritage is a significant element to Dongara and forms an integral part of the community identity. There are a number of historic buildings located within the Town Centre area which add to both the amenity and sense of place of Dongara.
- The Moreton Bay figs not only provide an important historical reference in the town but provide invaluable shade, shelter and amenity to the streetscape.
- The friendly, laid back nature of the town which is conducive to tourists.
- Local residents positive attitude and enthusiasm towards Dongara.
- The locality of Dongara to Brand Highway.
- The location of Dongara adjacent Irwin River.
- The Shire own some key lots on the Main Street and within the town centre scope area which have potential to be developed.
- Most of the existing parking areas are located at the rear of Moreton Terrace





2.7.2 WEAKNESSES

The following key weaknesses have been identified as being areas where there is opportunity for improvement within the Town Centre;

- Key visual buildings are vacant due to high rents, high turnover of businesses and competition with Geraldton.
- There is currently some unsuitable use of properties within the Town Centre, in particular Moreton Terrace, which are not ideal for the Main Street location and lack street frontage activation. This includes both residential and commercial buildings in locations which would be more suited to retail use.
- Pedestrian movement through the Dongara Town Centre is lacking cohesion and safety. Many of the footpaths, in particular on Moreton Bay Terrace, are currently uneven due to the Moreton Bay figs and require investigation into an upgrade solution that allows the roots moisture and movement, whilst still being trafficable. In other areas, the path network is also very disjointed and many streets within the town centre do not have any footpath on either side of the road, forcing pedestrians to walk on the road.
- There is currently a strong desire line between the back of shop parking areas and Moreton Terrace however, no formalised paths convey pedestrians through these spaces causing conflict between vehicles and pedestrians.
- Vehicle movement within the town centre site is currently busy. Vehicles can move into and out of informal and formal parking areas at multiple locations creating an unsafe pedestrian and driving environment.
- Parking is disorganised and could be consolidated to more efficient layouts. Much of this parking is on private land
- The town centre is currently lacking a civic hub and areas for the community to gather
- It is not evident currently where visitors to the town should park and there is a lack of parking for RV's and caravans.
- Moreton Terrace is not currently conducive to pedestrians with little traffic calming measures to slow traffic and create a more pedestrian orientated main street.
- The Information Centre is currently located on Waldeck street and as a visitor to the town, is difficult to locate.
- Currently, the town centre offers a heritage trail, however signage is inconspicuous and hard to find. The trail is lacking interaction with many of the buildings and relies on a pamphlet available from the information centre, only open at certain hours.
- The approach to Dongara on the Brand Highway from the South creates confusion as the small satellite suburb appears to be Dongara Town Centre. The existing information board on Brand Highway is not in an ideal location and does not provide relevant information for tourists.
- Multiple vehicular driveways entering and existing carparks across footpaths with limited sight lines
- The existing town entry precinct requires upgrading

2.7.3 OPPORTUNITIES

- The success of the Town Centre is very much dependant on uncovering and celebrating that which is unique to Dongara. One of the more apparent features of the town is it's many heritage buildings and the heritage listed Moreton Bay Fig trees. This lends itself to reinforcing the heritage elements throughout the Town Centre to create a village atmosphere.
- Private residences are currently up for sale on Moreton terrace and could potentially be redeveloped to retain the character buildings and create civic 'active' spaces to the front of buildings.
- Vacant lots along Smith Street and Hunt's Road have the potential to become formalised parking areas for the town centre and The Shire needs to consider how to secure parking areas for the future.
- The Shire currently own a series of lots adjacent to the existing Community Centre. There is the opportunity for the Shire to develop these blocks to form a new Civic Precinct which could integrate key civic buildings and facilities such as; Information Bureau, Community Resource Centre, Op Shop, Library, flexible learning facility etc.
- The heritage trail needs to be improved to engage with visitors, tell a story and be more accessible.
- Introduce traffic calming measures to Moreton Terrace to improve pedestrian connectivity.
- Investigate signage and landscaping features on Brand Highway to draw traffic into the town centre.
- Consider diverting through traffic to an alternative route which gives Moreton Terrace a quieter, pedestrian orientated feel.
- The Shire have recently installed some new pathways with pram ramps and hand rails however this network needs to be expanded upon to 'fill the gaps' and allow safer routes/encourage walking .
- Introduce clear signage and wayfinding for tourists to key attractions within the town centre and signify the town centre location.
- Create formalised pathways where existing desire lines exist.
- Council to implement arbor report recommendations and ensure Moreton Bay Fig trees are regularly maintained. Footpath surfacing to be investigated to allow a more permeable surface for the roots. Investigation of porous paving treatment to allow moisture and movement of Fig Tree roots.
- The Shire could introduce higher rates to buildings that are vacant to encourage owners to offer more affordable rents. Investigate filling shop fronts of vacant premises with 'fillers' to provide interest points when vacant.
- The Shire could offer incentives for owners to improve and upgrade the front of shops and activate shop frontages.
- Due to the prevalence of back of shop parking areas, movement can be restricted/minimised off Moreton Bay terrace to access these parking areas and instead be accessed off either Smith Street or Hunts road. Where access onto Moreton terrace is maintained, these access ways could be changed to one way (off Moreton Terrace).
- Consolidation of existing parking areas

2.7.4 THREATS

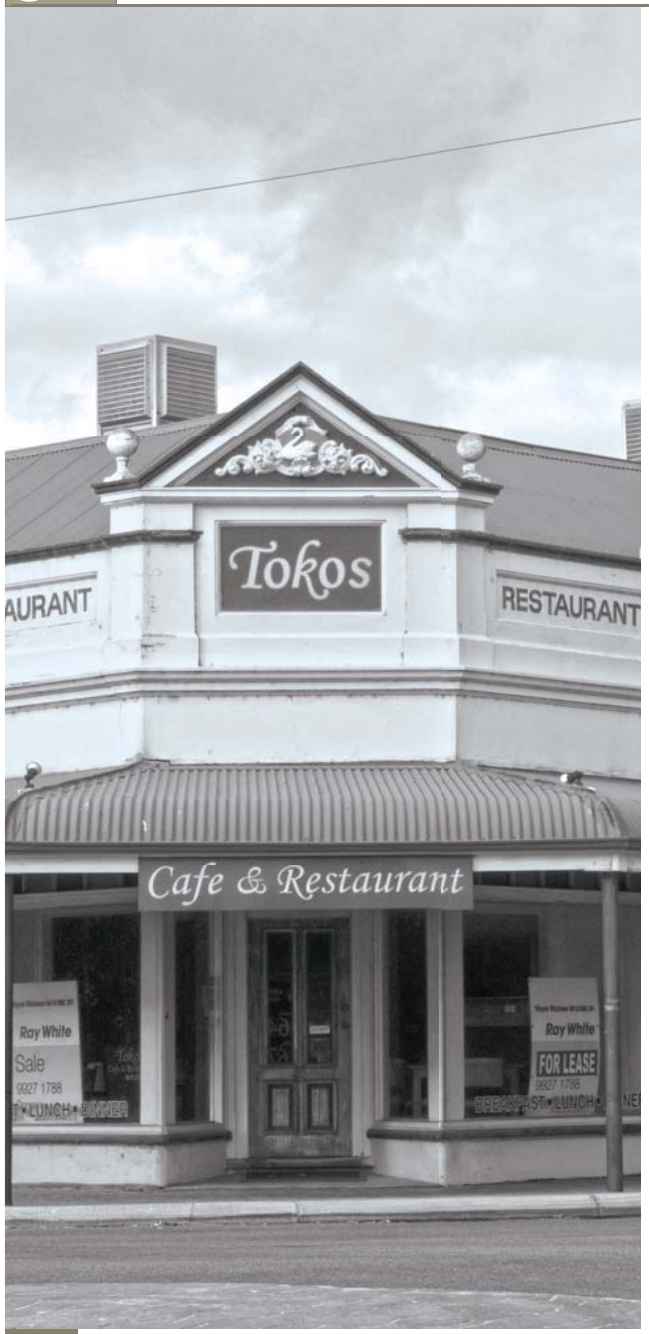
- Existing land in private ownership which limits the power the council have over change to these properties.
- Speed limits along Brand Highway and limitations by Main Roads as to what can be done along Brand Highway.
- The outskirts to the south of Dongara confuses Northbound traffic as to where Dongara is located, due to the town sign being located approximately 2km from the town centre
- Some heritage buildings are becoming degraded through lack of maintenance and risk irreparable damage.
- Existing street trees prohibit pathways in some locations
- As key industry which has traditionally supported Dongara declines, Dongara needs to ensure it is putting in place measures now that help sustain the town into the future, such as tourism.







3.0 CONSULTATION SUMMARY



3.1 Initial Project Visioning Consultation

The project was commenced with a consultation visioning phase. This involved a direct email out to all business owners within the Town Centre to establish the project goals and objectives. Key stakeholders identified by the Shire of Irwin were also contacted by phone directly in addition to the mail out to establish individual meetings. Meetings were set up in Perth, Dongara and by teleconference for those business owners and stakeholders keen to participate.
For key stakeholders not available for individual meetings and for the general community an open day was advertised and held on the 30.11.13 at the Dongara Hotel. 18 members of the community attended this meeting. The following summarised the comments received at this first consultation meeting;

General Summary of Comments

An evident theme that many community members and business owners expressed was the **Community Spirit** of Dongara and the desire to maintain the relaxed and friendly atmosphere

There was a general concern regarding the need to **attract year round tourists** to the town, capturing travellers off Brand Highway and getting them to stay longer (end of destination tourists rather than just passing through)

Residents on a whole were positive towards the Dongara Town Centre however felt it needed a **revamp** and empty shops to be filled

Most residents would like to shop locally but would shop in Geraldton for items /services that they could not obtain from Dongara. They felt Dongara needs to offer a more **diverse** range of shops and services Pedestrian **safety** was important and many people expressed concerned about the unsafe/uneven footpaths and general lack of footpaths

Many people voiced their concern that there is an **age gap** in the town and young adults will generally move away for education and work opportunities. It was also raised that there is little for young people to do in the town

The need to for Dongara to create it's own **identity** that was unique and attracted people to the area

Encouragement of **festivals** and **events** to boost the local economy and celebrate Dongara/the region. Also, people commented that the Shire should decorate the main street for events - e.g. Christmas lights in the trees

An enhanced linkage between The Town Centre and the **Irwin River**

Key Stakeholder Findings

Business Owners/operators key concerns;

- High rents
- Drawing visitors into the town off Brand Highway
- Lack of tourist attractions
- The town needs to encourage more Festivals/events
- Lack of parking
- Need to keep young people in Dongara
- Improve building frontage on Moreton Terrace
- More commercial properties within the town need to be rented offering a diverse range of retail/services
- Need to encourage locals to 'Buy Local, Shop Local'
- River under utilised
- The Shire need to promote Dongara more
- Currently the hotel provides a key central focus to the town and is well kept. Given the high proportion of the Main Street frontage that the hotel owns, this business is critical in the success of the Main Street

Community Groups key concerns;

- The town centre is currently lacking a community focal point
- Lack of community rooms
- The main street is tired
- Festivals are not run to their full potential
- There is a lack of youth activities and organised events for youth
- The river is under utilised
- The Moreton Bay figs should be retained however maintained in order to reduce damage and potential hazards caused by the trees
- Parking is adequate however caravan parking was needed
- Key buildings such as Toko's need to be utilised
- The Shire need to encourage new business into the area
- Concern regarding the Op Shop building and emphasis on it's importance to the community
- Community members had mixed feelings regarding the entry feature "Lobster" but most agreed that it had some historic value to the town and that it should be integrated into an upgraded entrance in some way

Community consultation session

A Day in The Life activity outcomes ;
(Community members were asked to brainstorm the daily needs of various members of the community to give them perspective of people's needs which are not necessarily there own)

- Education/TAFE/High school to year 12
- Sporting/Social Clubs
- Entertainment
- Art/Music/Culture
- Restaurants/cafes
- Childcare
- Library
- Police
- Community Resource Centre
- Car wash
- Skateboarding facilities
- Safe pedestrian routes
- Well lite pedestrian areas
- Parking
- Tourist Information
- Toilets
- A range of shops
- Quality food outlets
- Accommodation - rental and holiday
- Even pavements
- Signage
- Medical facilities
- Digital TV reception
- Services such as handyman, mechanics, trades
- Playgrounds
- Services such as post shop, banks, centrelink, chemist etc
- Employment opportunities
- Social activities

3.2 *Draft Concept Options Community Consultation*

Following an in-depth review of existing planning documents, the initial consultation and a robust site analysis, two concept options were developed in conjunction with discussion with the Shire of Irwin. These options looked to address the key objectives and visions established during the first round of consultation. Following advertisement by the Shire of Irwin a community open day was held on the 22.02.14. In addition to 6 members of the Shire of Irwin, 20 community members were present. A short presentation of the two options was tabled followed by individual group sessions with a GHD facilitator at each station to allow the community to give direct feedback and ask questions. Questionnaires were also handed out and collected. An advertisement period with posters of the two options was held for 3 weeks to allow the community to provide feedback to the Shire of Irwin.

General Summary of Comments

One of the consistent comments that was voiced by the community at the consultation was the concern that **parking** in the future is not being considered and that during peak times, parking in the town centre is already under strain. The community members who attended the meeting were concerned that much of the parking allocation was on private land and the Shire need to set aside parking areas under Shire ownership.

There was mixed support for the concept of changing Moreton Terrace to **oneway** and allowing for wider streets and a more **pedestrian priority** environment however on a whole, more people were in favour of this option than against.

Many people were against the new entry point of Option 1 onto Martin street and were concerned about the impact on businesses on the East side of Moreton Terrace and considered it to be an unnecessary cost.

Concern was raised by some community members present that the RV area would take business away from the existing caravan parks in Dongara.

It was raised that the plan needs to accommodate the **aging population** and the implications this will have on future planning of the town centre area.

In general people seemed supportive of the idea of a **Civic Space** on Moreton Terrace however there was concern about what would happen to the heritage buildings on Waldeck street if some of the existing functions/ services were removed from this area.

Community members in attendance seemed very supportive of the idea of **restricting access** into laneways off the main street to one way and closing Batavia Boulevard to vehicular traffic and transforming this into a **community space.**

General feedback seemed to be that people did not want the Civic space to impede on the town park area at all and it was valued for the markets and it's amenity value

Community consultation session

General Comments;

- Existing entry to Dongara should stay unaltered, changes would impact negatively on existing commercial interests
- Additional parking should be installed along Hepburn Street.
- Short term parking needed outside the newspaper agent
- Suggestion of angled parking along Moreton Terrace
- Support alfresco areas and creation of civic spaces
- Urgent need for walking surfaces to be level
- Public carparks used by business owners congesting parking areas along Moreton Terrace
- Hosken and Hepburn Streets should be one way entrance only
- Questions regarding possible medical centre and associated parking
- Some people preferred keeping Moreton Terrace two way and just introducing traffic calming measures
- Do not take land from town park for buildings
- General feeling to keep markets at town park on grass and under shade of trees
- New planned shopping complex is needed
- Hunts Road is currently a hazard with industrial sites and heavy traffic.
- The shire needs to provide assistance to relocate inappropriate commercial uses out of the town centre
- Moving bus bays from outside library/shire buildings is important to provide better parking and access to museum and shire offices. Proposed location adjacent Town Park
- Most responses are more in favour of Option 1 excluding the relocation of the entry into town off Brand Highway which the majority want to remain as is.
- Address shade in summer - ensure survival of Moreton Bay figs
- Concern for lack of maintenance on existing shops.
- Parking for tourist near the main street or river is needed
- General support for information centre on Moreton Terrace
- Delivery bay required in front of Post Office



Consultation Poster - Option 1

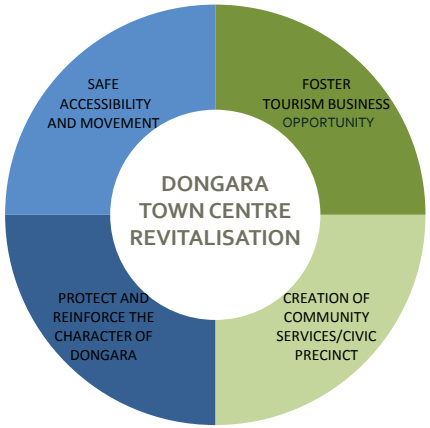


Consultation Poster - Option 2

4.0 PROJECT PRINCIPLES

4.1 *Project Vision*

The project Vision for Dongara Town Centre Revitisation, has been simplified into four overarching principles;



The Key objectives of the vision are;

1. Address parking facilities and general traffic movement
   Provide cohesion to increase legibility and safety
2. Disabled Access
   Create easy access for people of all abilities
3. Interpretive Signage
   Give visitors clear, concise information that tells the story of Dongara
4. Entry statements
   Capture visitors travelling on Brand Highway and promote Dongara
5. Lighting
   Create a safe environment which is usable at all times
6. Landscaping
   Create multi-use, visually appealing community spaces
7. Public Amenities
   Provide accessible public amenities
8. Playgrounds
   Provide spaces and activities for children and young people
9. Public Open Space
   Create a cohesive and connected public open space network
10. Outdoor furniture/cooking facilities
    Provide facilities for the community and visitors to utilise
11. Moreton Bay figs
    Address maintenance and safety issues to ensure the trees can successfully remain an integral part of Dongara's main street
12. Artworks/Sculptors
    Reinforce Dongara's sense of place
13. Security
    Retain Dongara's safe community feel
14. Tourism/business opportunities
    Promote Dongara as a tourism destination to enhance the economic viability of the town
15. Use and longevity of existing buildings
    Address long term maintenance and governorship of heritage buildings to ensure Dongara's heritage is protected

4.2 *Foster Tourism and Business Opportunties*

A key vision of the town centre revitalisation is positioned around the creation of a prosperous, diverse and thriving economy. To do this the town centre needs to strengthen its retail role and ensure that the local catchment is serviced within Dongara rather than nearby Geraldton.

This can be achieved by improving the diversity and balance of retail and community offerings on the main street. Key elements to achieve this include;

- Strengthening the retail role and service the local and tourist catchment;
- Ensuring the range of health, education, leisure, recreation and social facilities on offer are adequate;
- Ensuring the access to tourism information and facilities are legible, easily found and attractive; and
- Improving the diversity and balance of activities along the entire length of Moreton Terrace.

STRENGTHENING THE RETAIL ROLE TO SERVE THE LOCAL AND TOURIST CATCHMENT

Key initiatives –

1. **Additional/ new supermarket development**
   It is understood discussions are underway for the redevelopment of the Concrete Yard at the eastern end of Moreton Terrace, to provide a new supermarket/ shopping precinct to replace the current IGA. The development of this site as a purpose built facility will allow for appropriate and safe parking allocations, and good pedestrian connections into and out of the site. The development will need to ensure an attractive edge is created along Brand Hwy with good visibility and signage to attract passing tourist traffic. This will also remove the visually unattractive Concrete Works from the entrance into town.
   The shire will need to ensure this development addresses the existing park entry at the junction of Moreton Terrace and Brand Highway and the 'Lobster' to allow for safe access for tourists.
2. **Reduce vacant tenancy rates and encourage development of land with existing inappropriate uses**
   Currently various key buildings along the main street are empty and have been so for quite some time. The shire needs to create incentives to increase the tenancy rates for these buildings and or encourage pop up shops to activate the streetscape.
   For sites with rear frontages to the main street and vacant/underutilized land the shire should encourage quality residential development and offices, located above shops or at the rear that will improve the local demand for goods and services and extend the opening hours of Moreton Terrace.

ENSURING THE RANGE OF HEALTH, EDUCATION, LEISURE, RECREATION AND SOCIAL FACILITIES ON OFFER ARE ADEQUATE

Key initiatives –

1. **Medical centre**
   Development of a medical center to vacant site at the southern end of Point Leander Drive with appropriate parking allocations and pedestrian connections back through to the Town Centre.
2. **Civic precinct**
   It is understood the current provision of building space for community facilities is not adequately servicing the needs of the community. The consolidation of current civic facilities into a purpose built building that also offers additional services is proposed for the western end of Moreton Terrace.
3. **Creation of civic meeting spaces**
   Currently the main street does not provide public realm or public open space for the community or tourists to safely meet, sit and gather. It is proposed that the widening of the streetscape through the creation of a one way street and the closing of certain road access ways will facilitate this.

ENSURING ACCESS TO TOURISM INFORMATION AND FACILITIES ARE LEGIBLE, EASILY FOUND AND ATTRACTIVE

Key initiatives –

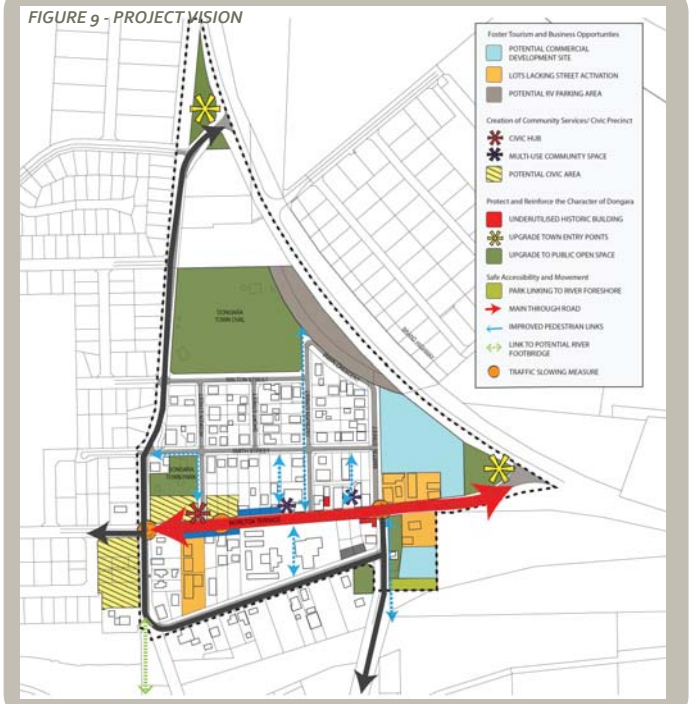
1. **Relocate Tourist Centre**
   Currently the tourist information centre is located on Waldeck Street along side the council offices. It is proposed to relocate this into the main street where it can be integrated with other uses such as an art gallery and café making it more attractive, vibrant and visible. It is proposed the regional bus routes servicing Dongara are also relocated to a safer location with good access to the tourist information centre, with an appropriate level of adjacent car parking.

IMPROVING THE DIVERSITY AND BALANCE OF ACTIVITIES ALONG THE ENTIRE LENGTH OF MORETON TERRACE.

Key initiatives –

1. **Create street activation and appropriate activities to the western end of Moreton Terrace**
   Introduction of a purpose built civic centre to the western end of Moreton Terrace will allow for the introduction of additional services and activities to the town centre. It will also allow for the promotion of tourism activities to this end of town.
   The formalisation of parking to the rear of Moreton Terrace with parking time limits for on street parking will increase and facilitate pedestrian movement and activity along the main street.

FIGURE 9 - PROJECT VISION





Engaging the community - a community garden

4.3 Creation of Community Services/ Civic Precinct

Currently a number of community facilities are provided through the Town Centre. These include the library, childcare centre, community resource centre, Centrelink, YAK, op shop and information centre. Whilst some of these services are located in different areas of the Town Centre, the op shop, community resource centre and Centrelink are located in two inadequate buildings to the western end of Moreton Terrace. Community feedback has been that these buildings do not adequately service the needs of the community and a central location for all community services 'hub' would be desirable. The Shire currently owns both these sites and an additional vacant lot to the east of the community resource building.

WELL LOCATED AND INTEGRATED COMMUNITY SERVICES

Key initiatives –

1. **Creation of a purpose built co-location community services building and precinct**
   Development of a community hub that is designed, sited and located to suit the existing three lots along the western end of Moreton Terrace currently owned by the Shire. It is proposed this hub would include;
   - Library;
   - Community Resource Centre with appropriate training facilities;
   - Community Garden;
   - Day Care Centre;
   - Centrelink;
   - Op Shop;
   - Flexible meeting spaces for community groups such as the Local Rag and YAK;
   - Tourist information centre; and
   - Some limited commercial tenancies for appropriate uses such as an art gallery showcasing local and regional artists with adjacent café.

   It is important that the community services precinct is designed to;
   - Promote actives uses on the ground floor and at public interfaces;
   - Has adequate parking allocations provided to the rear of the site with good pedestrian links and connections to the main street and town park;
   - Provides for a generous public open space/ civic square meeting space to the front of the development along Moreton Terrace;
   - Ensure all design is DDA compliant and promotes equitable access for all; and
   - Is designed to engage with and encourage use and passive surveillance of the town park.
2. **Better directional signage to community uses**
   Ensure pedestrian way finding signage to community facilities within the Town Centre is upgraded and integrated into the overall signage strategy for Dongara.



4.4 Protect and Reinforce the Character of Dongara

The Town Centre Revitalisation Plan aims to build up on Dongara's heritage assets and rural township character. This plan acknowledges the important of the built and environmental heritage of Dongara in both its local and tourist identity.

RECOGNISE AND RETAIN HERITAGE VALUE OF DONGARA

Key Initiatives

1. **Maintain, enhance and utilise shire heritage buildings.**
   Dongara has a traditional, rural town feel that is particularly associated with the presence of heritage buildings. These buildings contribute to the Town Centre's sense of place and distinctive identity. It is important that that these assets are protected and celebrated.
   Future development along Moreton Terrace should be undertaken with sensitivity and fit with the existing scale, materials and building stock of the main street
2. **Upgrade heritage tourist trail**
   The existing heritage tourist trail is inconspicuous and hard to navigate. A more user friendly version should be developed with better signage to increase tourist interest in this important element of the town.
3. **Protect and enhance Moreton Bay Figs**
   The mature Moreton Bay Figs along both sides of Moreton Terrace have been placed on the State Heritage Register; Place Number 04367. An assessment of the current state of the figs was undertaken by Arbor Logic in 2012 and it was found that those trees with large amounts of their root zone covered in impervious surfaces such as road pavement and footpaths are being negatively impacted. The use of alternative surface materials to improve permeability, water penetration and gaseous exchange to the root zone is a key initiative to be implemented in the town centre revitalisation plan. To support this, the introduction of swale planting through the main street to collect stormwater and surface drainage to feed to the roots of trees is recommended.

REINFORCE THE BOUTIQUE VILLAGE ATMOSPHERE OF THE TOWN CENTRE

Key Initiatives

1. **Maintain a walkable, human scale within the town centre.**
   Create a hierarchy of spaces within the Town Centre which prioritise pedestrian movement and encourage public interactions through the development of a one way street down Moreton Terrace. Reinforce this with established public space nodes or civic meeting areas.
2. **Encourage sale of local produce and goods**
   Provide incentives and encourage local businesses to stock and sell local goods and produce from the region to create a sense of uniqueness in the experiences available to tourists visiting Dongara. Showcasing local goods and services will also provide support and community awareness for local employment.
3. **Encourage outdoor events within the town centre**
   The development of flexible outdoor spaces should allow for the accommodation of programming for different events. This will allow special events during Easter and Christmas to accommodate increased numbers. Upgrading of the town park should include a program of markets, informal amphitheatre seating and potential power outlets to allow for potential outdoor events.
4. **Create a bespoke suite of street and site furniture**
   Integrate public artwork into street and site furniture to reinforce the character of Dongara and reinforce the small scale village atmosphere of the Town Centre. Existing bus stops on the main street incorporate local art work and this should be built upon with seating, signage and lighting opportunities maximised. Streetscape guidelines that can be consistently applied across the town centre will reinforce the identity of Dongara.
5. **Encourage sustainability initiatives within the town centre**
   Introduce water sensitive urban design treatments into the streetscapes to assist with surface drainage, soften hard surfaces and limit root penetration towards compacted road treatments and building foundations.





4.5 Safe Accessibility and Movement

With Dongara projecting future growth in the aged care demographic, it is vital that equitable and safe access to the town centre is provided for all. The Town Centre Revitalisation Plan aims to increase the pedestrian permeability and amenity within the town centre whilst also addressing traffic congestion and parking issues.

IMPROVE PEDESTRIAN ACCESS, AMENITY, SAFETY AND LEGIBILITY

Key Initiatives

1. **Increase short term and disabled parking**
   Locate short term parking along Moreton Terrace in close proximity to key pedestrian links and peak parking demand areas such as the Post Office, News Agency, Takeaway Shops.
2. **Reassess and improve the location of pedestrian crossings**
   Ensure pedestrian crossings and footpaths are consistent with desire lines for movement throughout the Town Centre. Look at raised pedestrian crossings for key areas such as crossings to the Civic Precinct and Town Park. Integrate town centre pedestrian networks with crossings and ensure adequate street furniture and rest areas are associated near crossings. Upgrade and prioritise pedestrian laneways from rear parking areas to the main street.
3. **Increase pedestrian verges and improve pavement treatments**
   Widen pedestrian footpaths and introduce composite timber decking over Moreton Bay Fig Trees to allow surface drainage. Replace remainder of pedestrian footpaths with consistent permeable paving at suitable falls and grades to ensure DDA compliancy. Ensure entrance access ways to all buildings are also DDA compliant.
4. **Encourage the use of bicycles within the Town Centre**
   Provide bicycle end-of-trip facilities for cyclists at key convenient nodes along Moreton Terrace, such as the civic precinct, Batavia Boulevard and the IGA.

REDUCE THE IMPACT OF TRAFFIC CONFLICTS AND VOLUMES

Key Initiatives

1. **Creation of one way traffic down Moreton Terrace**
   Reduce Moreton Terrace to one way with increased on-street parking opportunities to slow traffic and increase the size of useable road verge for pedestrian and retail/ hospitality opportunities.
2. **Reduce traffic speed down Moreton Terrace**
   Introduce traffic calming devices and raised pedestrian crossings to reduce speeds along Moreton Terrace.
3. **Formalise parking allocations for the town centre**
   In addition to providing short term parking for on-street parking along Moreton Terrace, provide unrestricted long term parking to the rear of shop developments on the northern side of the main street. Shire to look at formalising parking arrangements both in terms of provision (trees, kerbs, asphalt) and ownership.
4. **Create RV parking and overnight stay area**
   Remove RV and other large vehicles from main street parking provisions by providing a designated RV parking and overnight stay area. Ensure adequate signage to direct users to the RV area and upgrade pedestrian and cycle routes from the RV area to the main street.





5.0 INITIAL CONCEPT DESIGN DEVELOPMENT

5.1 Concept Option 1 - Masterplan



FIGURE 10 - CONCEPT OPTION 1 - SCALE 1:4000 @ A3

The broad principle behind Option One is to create a new entry into Dongara off Brand Highway via Martin Street, closing the existing entry point and creating more of a park at the existing Lobster entry park. It is proposed to turn Moreton Terrace into a one-way street only, allowing for widened verges and a more pedestrian orientated environment. This would also allow sufficient room for a generous drainage swale on Moreton Terrace. The plan aims to encourage activation of street frontage along Moreton Terrace and provide pedestrian permeability through the site. A large Civic Space is proposed on the main street with integrated information centre and community facilities. Laneway access into rear parking areas is restricted to one way from Moreton Terrace.

1. Planting and signage directing south bound traffic to main town entrance point in 500m, along with a new sign 3km south reading 'Town Centre 3 km'
2. Overnight RVparking area. Planting and shade trees create nooks for vehicles to pull into with path links to the town centre
3. Proposed bbq and picnic area for public use and within easy access to the RV parking area
4. New main entrance into Dongara with sculpture/signage and planting
5. Visitor pull over bay with information board directing visitors to key features of the town including; parking areas, RV overnight parking, information centre, cultural centre, main shopping precinct
6. Potential development of current concrete yard site with activated frontage onto Martin Street. Parking and potential back of building utility area screened through planting along Brand Highway and within the development itself
7. Existing entrance road closed and a park created with walking tracks which loop past Lobster entry feature with interpretive signage of Dongara's history
8. Upgrade to existing Memorial park including screen planting along limestone wall and feature seating element under fig tree to match furniture on Main Street
9. Potential future medical centre site
10. Consolidation of parking at back of shops
11. Proposed street trees with emphasis on major streets to increase amenity value and shade to pathways
12. Cultural precinct to include existing police station, museum and council offices. Additional potential use could include an art gallery

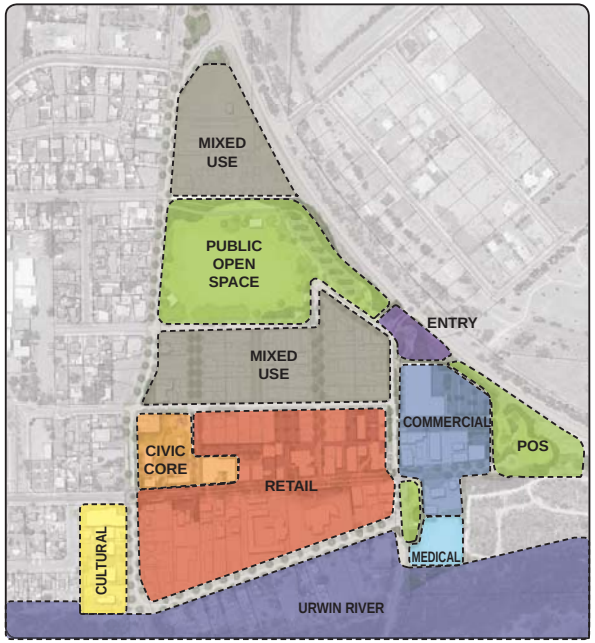


FIGURE 11 - CONCEPT OPTION 1 PRECINT PLAN - NTS

5.2 *Concept Option 2 - Masterplan*



FIGURE 12 - CONCEPT OPTION 2 - SCALE 1:4000 @ A3

The broad principle behind Option Two was retaining the existing entry and two way traffic flow on Moreton terrace however , slowing traffic through road surface treatments such as rumble strips, raised pedestrian crossings and formalised kerbs and crossovers. Laneway access is proposed to be closed or restricted to one way only to create formalised pedestrian laneway links between Moreton terrace and adjacent streets. The existing entry is proposed to be upgraded with parking allowance for tourists to utilise the park and be able to access to the lobster for photos. A Civic area is proposed on the main street integrating key community facilities and the information centre. An area of raised pedestrian priority environment on Moreton Terrace links to the hotel carpark and provides an area which can be closed off for markets and events, central to the main street.

1. Planting and signage sculptural element directing south bound traffic onto Waldeck Street and into Dongara Town Center
2. Overnight RV parking area. Flexible parking space for vehicles of varying sizes with planting and shade trees
3. Upgrade and add additional picnic shelters to the oval perimeter
4. Screen planting within highway reserve to screen concrete yard and potential future development
5. Additional planting and upgraded signage at entrance to Dongara with pedestrian access
6. Parking area to allow access to entry park with walking tracks, picnic tables and planting improvements to create a more usable space
7. Memorial park becomes part of heritage/river walk trail with green link down to the river
8. Consolidation of parking at back of shops. Encourage entry off back streets and minimise entry points off Moreton terrace (restrict to one way)
9. Proposed street trees with emphasis on major streets to increase amenity value and shade to pathways
10. Heritage Precinct
11. Upgrade existing heritage trail and create a town loop that integrates the river and key heritage buildings. Information signage along the route to be upgraded with years of buildings inset into concrete paths outside of buildings.

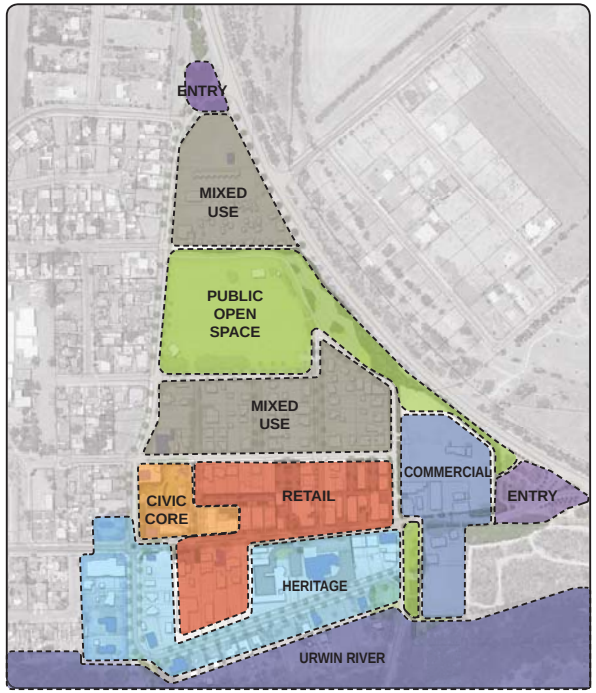


FIGURE 13 - CONCEPT OPTION 2 PRECINT PLAN - NTS

6.0 FINAL CONCEPT DESIGN

6.1 PRINCIPLES PLAN

LEGEND

- PUBLIC OPEN SPACE
- CIVIC AREA
- POTENTIAL COMMERCIAL DEVELOPMENT SITE
- RV PARKING AREA
- FORMALISED PARKING AREA
- PARK LINKING TO RIVER FORESHORE
- ENTRY LANDSCAPE FEATURE
- SMALL COMMUNITY CIVIC/GATHERING SPACE
- MAIN THROUGH ROAD
- LANEWAY ACCESS
- KEY PEDESTRIAN LINKS

KEY PRINCIPLES

1. TURN MORETON TERRACE INTO A ONE-WAY STREET ONLY, ALLOWING FOR A MORE PEDESTRIAN ORIENTATED ENVIRONMENT
2. ENCOURAGE ACTIVATION OF STREET FRONTAGE ALONG MORETON TERRACE
3. PROVIDE PEDESTRIAN PERMEABILITY THROUGH THE SITE
4. PROVIDE CIVIC SPACE ON MAIN STREET WITH INTEGRATED INFORMATION CENTRE AND COMMUNITY FACILITIES
5. RESTRICT LANEWAY ACCESS INTO REAR PARKING AREAS TO ONE WAY FROM MORETON TERRACE



Oneway traffic allows for widened verges creating opportunities for alfresco areas and seating elements integrated around the existing fig trees. The road and pavement are at one level to create a pedestrian focused environment with traffic calming measures including changes in paving treatment, planting and bollards.

DONGARA TOWN OVAL
WALTON STREET
IRWIN CRESCENT
BRAND HIGHWAY
HOSKEN STREET
SHORT STREET
HEPBURN STREET
MARTIN STREET
SMITH STREET
DONGARA TOWN PARK
MORETON TERRACE ONE WAY TRAFFIC ONLY
POSSIBLE FOOTBRIDGE CROSSING OPTION A
POSSIBLE FOOTBRIDGE CROSSING OPTION B
IRWIN RIVER

6.2 CONCEPT MASTERPLAN



The final plan is a hybrid of the Two Options taking into consideration the feedback from the Shire of Irwin and Community members. Community members were generally supportive of restricting access on to Moreton Terrace to a one way arrangement to create a pedestrian friendly street with wide verges and alfresco opportunities. However, there was mixed support for relocating the entrance off Brand Highway onto Martin Street, and therefore in the short term the existing entrance has been retained with the intention that the Shire can investigate the feasibility of the alternative entry further as a future project dependant upon development of the site earmarked for proposed redevelopment. The plan also has additional parking to reflect a large concern of the community regarding future parking limitations. The plan also highlights existing vacant lots where the Shire can investigate potential parking expansion in consultation with lot owners.

1. Upgrade to Northern entry landscaping with planting and signage. Clear directional signage required both North and South giving adequate warning of Dongara township turnoff.
2. Short stay RV Area (refer to section 6.3.3)
3. Picnic facilities and shelters within close vicinity to the RV and residential areas
4. Parking to Walton Street to allow for town overflow during busy periods and sports games
5. Potential future entry point off Brand Highway onto Martin Street
6. Pedestrian and Cycle Link to residential land on East side of Brand Highway
7. Potential future supermarket development (refer to section 6.3.2)
8. Parking area for entry park, pathway links through park and upgrade to park facilities and entry feature (refer to section 6.3.3)
9. Upgrade to memorial park including additional furniture and continuation of path to link with southern side of park.
10. Potential future development site
11. Potential parking area with linkages to Irwin River walkways
12. Consolidation and formalisation of parking areas to the rear of Moreton Terrace
13. Upgrade to Moreton Terrace including limiting to one way only, restricting laneway access, raising intersection and crossing areas flush with pavement and upgrading paving treatment. Refer to Section 6.3 for details
14. Upgrade to Town Park and creation of a central Civic Area on Moreton Terrace (refer to section 6.3.1)
15. Relocation of bus stop to either side of Waldeck Street, opposite the Town Park.
16. Street trees and footpaths to all verges within the town centre to provide accessibility, shade and amenity
17. Existing civic area retained (refer to section 6.3.1) and extended into Moreton Terrace. Tourist Bureau relocated to Moreton Terrace.
18. Link to the Irwin River foreshore and potential future footbridge linking to the south side of the river



ARTIST'S IMPRESSION - MORETON TERRACE LOOKING WEST

6.3 MORETON TERRACE PRECINCT

1. Upgrade and extension of existing playground including creating shade, additional formal and informal play elements and seating/ picnic areas
2. Replace gazebo with larger covered stage area for civic events
3. Relocation of Coach (transWA) Bus Stop - consolidate with local bus stops.
4. Parking area for community building.
5. Planted kerb out stands
6. Decking flush with pavement around Moreton Bay Figs
7. Encourage retail frontage to Moreton Terrace
8. Consolidation of parking area to more efficient layout to maximise spaces
9. Planted swale to treat road drainage
10. Seating integrated around Fig Trees with uplighting to trees
11. Consolidation of parking and oneway laneway arrangement to allow civic area in front of IGA
12. One way street allows for increased verge width giving opportunities for alfresco areas along the main street
13. Raise intersections and crossing points flush with footpaths and pave to give pedestrian priority
14. Restrict laneway access to create pedestrian only laneways
15. Batavia Boulevard closed to vehicles to become a civic space with pedestrian laneway access to the rear parking areas
16. On-street parking predominantly to the south side of Moreton Bay Terrace (parking limit of 30 minutes to be imposed along Moreton Terrace)
17. Link through Hotel to access Hunts Road and river walks
18. Vacant land with potential for future parking
19. Seating area under fig tree and path linking through memorial park
20. Improvements to entry road - refer to section 6.3.3







6.3.1 Civic Precinct Principles

The concept of the Civic Precinct on the Main Street of Dongara is to provide a central hub of information and events for both the local community and visitors alike. This area backs onto the Town Park which will become the centre for events, markets and recreation within the town centre. It also links to the existing historic buildings on Waldeck street which contain additional civic and service functions. Key recommendation for the Civic Precinct are;

1. The playspace in the town park is upgraded with additional play elements, shade and a skatable link which links the school to the civic area.
2. The existing band rotunda shall be replaced with a larger multi-use event stage.
3. The bus stop will be relocated North on either side of Waldeck street, adjacent the Town park with clear linkage to the main street and information centre. In the long term, the existing toilets shall be rebuilt adjacent the bus stop and incorporate a shelter and seating for this area.
4. The Town Park car park space is consolidated and formalised and can be multiuse to enable markets and events.
5. The proposed buildings should incorporate and link to the old school house which will also form part of the civic precinct.
6. Civic buildings to address street frontage and activate both Moreton and Hosken Streets with linkage through to the Town Park
7. The road is raised through this section of Moreton Terrace flush with pavement level to create a pedestrian priority area and create easy flow between the town park and the civic buildings
8. The information centre and a cafe are integrated with other community functions such as the op shop and community resource centre, to activate the building at all times of the day.
9. Parking area provided to the rear of the proposed Civic building
10. The existing heritage buildings on Waldeck Street will be kept the same except for the library and the information centre which will be integrated into the proposed civic facility. It is proposed that the information centre building will continue to be utilised as a community building such as an art gallery.
11. A pedestrian link will be created from the Civic Precinct to the River foreshore and potential walking bridge over the river.





MORETON TERRACE CIVIC PRECINCT



6.3.2 Future Supermarket Principles

The potential development of the existing Dongara Concrete site is crucial to the Town Centre due to it's prominent location within close proximity to the retail precinct and the visibility of the site from Brand Highway. This development must be in keeping with the style and scale of Dongara and provide visual and physical links to the main retail precinct of Moreton Terrace. It is also important that this site is developed is such a way as to be visual from Brand Highway as it has the potential to attract passers by into Dongara

Key recommendations of future development of this site include;

1. Development must have active frontage to Martin Street with good pedestrian connectivity to the main retail precinct of Moreton Terrace.
2. Adequate parking must be provided to the rear of the development with soft landscaping to break up the parking area and provide a sufficient buffer to Brand Highway.
3. It is recommended that any development should be visible from Brand Highway however screening to amenity areas and parking should be addressed.
4. Development should address Moreton Terrace with pedestrian connection to/from Moreton Terrace provided
5. Pedestrian connection to the Entry park should be provided with some allowance for parking for this area.
6. The building vernacular should be in keeping with the vernacular of Dongara, no higher than 2 stories and have pedestrian scale interfaces on all sides.



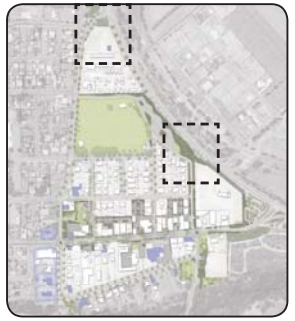


Example of Supermarket addressing street frontage



Example of Supermarket with local vernacular and addressing street





6.3.3 Entry Precinct Principles

The entry to Dongara Town Centre off Brand Highway is critical for the continued growth and development of the town. The entry itself must clearly indicate to passers by where to enter the town as well as encompassing the unique character of Dongara and providing intrigue so that people want to drive into the township and explore the area further.

Due to the historical and emotive significance of the existing Lobster entry feature to the community, it is proposed to retain this feature however better integrate it into the surrounding landscape. Improved dunal style planting is proposed to 'ground' the feature into it's surroundings. It is also proposed to develop a parking area, information signage, picnic facilities and a pathway to the Lobster so that passersby can utilise the area as a rest stop, take photos and then be tempted into the town centre itself.

Key recommendations for the entry precinct include;

1. Improvements to entry park including picnic facilities, internal path linkages (to lobster) and external path linkages to the Town Centre and potential supermarket development site. Additional areas of mass planting and copses of trees are proposed to give the area greater impact from Brand Highway.
2. Parking area to allow tourists to pull in and take photos of the Lobster
3. Pullover bay with town information board giving visitors a clear map and town information.
4. The entry road between the Highway and Martin Street requires upgrading with formalised kerbs and driveways, planting and trees in nibs and parallel parking bays along the road. Pedestrian crossing points shall be formalised.
5. Raised road treatment with paving to demarcate the start of the retail precinct and slow vehicles.
6. Seating under existing fig trees and pathway through Memorial park to link south to the river.











The concept for the Entry Precinct is derived from the fishing industry and it's historic influence on the town. The idea is to mimic a sculptural representation of the keel of a ship integrated into dunal landforms and planting within the entry precinct to create an installation rather than a stand alone item. This form could be utilised for other furniture elements through the town centre.

6.4 OVERNIGHT RV PRECINCT



The *Tourism Development Plan 2013-2018* undertaken by the Shire of Irwin identifies the opportunity and benefits of establishing an RV and caravan site next to highway (opposite Irwin Crescent) including Sullage Point, toilets and Visitor Centre.
This study identified the need to attract the self-contained RV camping market which would otherwise go elsewhere. The study highlights the following points to support the rationalisation behind a future short term RV area;

- A short stay RV area has the potential to generate increased exposure of the town's attractions and increased retail spend
- The town is not currently seen as being RV friendly which is an opportunity missed due to the distance from Perth.
- In Dongara - Port Denison 41% of its primary market (Perth residents) stay in caravan parks or camping sites. Of significance is a high propensity to use free camping sites when travelling, the figure is 90% and they are keen to see more sewerage dump facilities and appropriate parking for which there is a significant preparedness to pay a fee of between approximately $4-$5 for dump facilities, rest bays and water access.



Key elements of the RV precinct include;

1. Two way entry off Waldeck Street
2. One way access around RV parking areas
3. Allocation of two RV parking bays with planted buffers between parks to give privacy and provide shade
4. Buffer planting between RV parking area and Brand Highway
5. A central information board for visitors with information regarding local caravan parks, should they decide to extend their stay, and local activities.
6. Entry/exit off Irwin Cres
7. BBQ and picnic area which can be utilized by both the overnight campers and residents/park users
8. Potential future entry point of Brand Highway
9. Pedestrian links into Dongara Town Centre





6.5.1 STREET FURNITURE, LIGHTING AND MATERIALS



SEATING AND TABLES



CUSTOM BENCH SEATS AROUND TREES





CSA SEATS AND PICNIC SETTINGS

BOLLARDS , BIKE STANDS AND RUBBISH BINS



LEDA SECURITY BOLLARDS



URBAN ART PROJECTS BIKE STANDS



MORBEL RUBBISH AND RECYCLE BINS

LIGHTING



iGuzzini STREET LIGHTING



LIGHTING INTEGRATED WITH FURNITURE



LIGHTING IN FIG TREES

The material palette has been inspired from the current town vernacular, the historic built form, as well as the natural environment of Dongara with simplistic finishes in timber, stone and concrete. This simplistic, slightly rustic palette retains the relaxed feel of the town with historic references through colour and materials used in a more contemporary form. Where possible, seating and lighting elements are proposed to be integrated around the Moreton Bay figs. Bike and recycling facilities are also proposed to celebrate a sustainable and forward looking township.

6.5.2 TREE PALETTE

LARGE STREET TREES - Moreton Terrace



Ficus macrophylla - Moreton Bay Fig

SMALL STREET TREES



Hibiscus tiliaceus - Cottonwood

CIVIC AREA TREES



Eucalyptus torquata - Coral Gum



Olea eropaea - Olive Tree

PARK TREES



Melaleuca lanceolata - Rottnest Teatree



Eucalyptus sideroxylon - Red Ironbark

6.5.3 SHRUB/GROUND COVER PALETTE



Acacia lasiocarpa - Glow Wattle



Carpobrotus virescens - Coastal Pigface



Eremophila glabra - Tar Bush



Ficinia nodosa - Knobby Club-Rush



Olearia axillaris - Coastal Daisy Bush



Scaevola crassifolia - Cushion Fanflower



Westringia fruticosa - Coastal Rosemary



Murraya paniculata - Orange Jessamine



Leucospermum cordifolium



Atriplex cinerea - Grey Saltbush



Myoporum parvifolium - Creeping Boobialla



Convolvulus cneorum - Silverbush

The planting palette proposed consists of a range of hardy, waterwise, native and exotic plants with varying textures to create year round interest. Hardy coastal natives reflect the proximity to the coast with mixed silver and green toned flowering exotics to soften and cool spaces within the town centre. Trees are equally hardy and waterwise. Additional Moreton Bay figs are recommended for the Eastern end of Moreton Bay terrace to continue the town vernacular out to the Brand Highway.

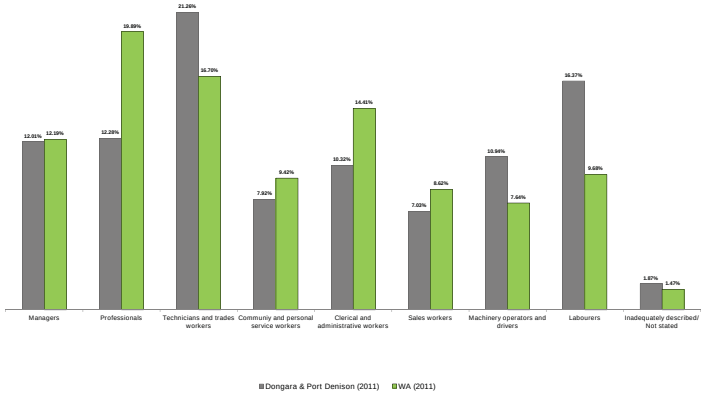
7.0 ECONOMIC CONSIDERATIONS

7.1 *Introduction*

EXISTING INDUSTRIES WITHIN DONGARA

As identified within the *Dongara – Port Denison Draft District Structure Plan, 2013* the economy for Dongara is based strongly on its agricultural base (fishing, farming and mining) with an increasing shift to diversify into the coastal retirement and tourism industries. The medium age of employed full-time people in Dongara is 44 in comparison to the median age for full time workers across the state which is 40 which further demonstrates the population trend for the communities aging population.

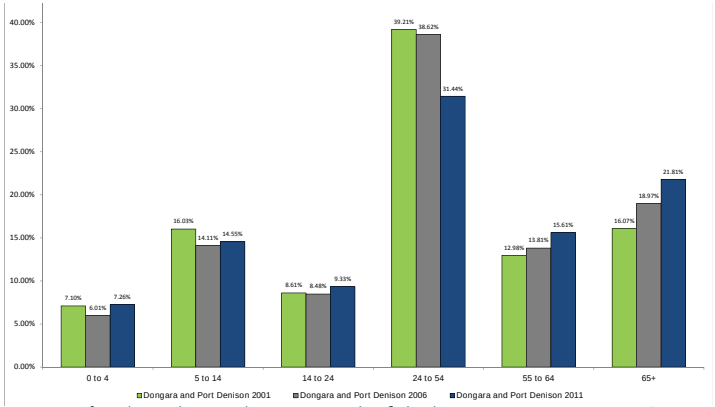
Tourism is a significant contributor to the local economy however it is acknowledged that Dongara is not reaching its full potential, the town's heritage, coastal and riverine environment, and general scenic value provide an opportunity to capitalise on these natural assets.



Key Industries as identified in the Dongara - Port Denison District Structure Plan, 2013

CURRENT POPULATION DEMOGRAPHICS AND POPULATION PROJECTIONS

Dongara – Port Denison has seen a population increase of 24.5% over the last 10 years, the 2011 census stated that the local population is sitting at 2765 residents with the total Shire of Irwin catchment at 3566. The age breakdown has generally seen a shift towards the 55 to 64 age bracket and the 65+ age bracket as the population ages. Whilst Dongara must plan for and respond with the correct support services to cater for its aging population, to continue as a successful sustainable town it must look to attract and retain youth through employment, education and a greater variety of services.



Percentage of People in Each Age Bracket 2001-2011 as identified in the Dongara - Port Denison District Structure Plan, 2013

The rate of future population growth will vary depending on the future development of key industries and supporting infrastructure and will also depend on the level of economic investment and when this investment occurs. Population projections for the Shire of Irwin therefore do vary however a range of projections has been indicated below.

Source	Estimated Population				
Year	2006	2011	2016	2021	2026
WA Tomorrow - Band C (DPI 2012)	3200	3800	4300	4800	5300
ABS	3054	3566			
Local Planning Strategy	3599	3800	3901	4060	4227

Population Projections as identified in the Dongara - Port Denison District Structure Plan, 2013



Given this projected growth and the shift in the demographic of Dongara towards an increasingly aging population, it is crucial that the town centre development allows for this expected growth. The following recommendations, which form an integral parts of the overall concept, aim to address the evolving community of Dongara;

- Increased all access accessibility
  - Level access including upgrading of existing pavements to create level access
  - Raised pedestrian crossovers
  - Footpaths to all verges and upgrading of cracking/uneven footpaths
- Increased sense of safety
  - Consolidated vehicle access and parking areas to increase safety to pedestrian.
  - Defined crossing points
  - Slowing of traffic along Moreton Terrace through various means
  - Close proximity of parking areas for the less mobile
  - Introduce more lighting to the Main Street to encourage night activation
- Community facilities centrally located in one area
- Encouragement of development in a controlled manner in keeping with the existing sense of place whist within a compact and defined town centre

7.2 *Projected Commercial Benefits of the Town Centre Revitalisation Plan*

TOURISM INDUSTRY

Tourism is a significant contributor to the local economy however it is acknowledged that Dongara is not reaching its full potential. The town's heritage, coastal and riverine environment, and general scenic value provide an opportunity to capitalise on these natural assets.

As identified in the Draft Tourism Development Plan 2013-2018 Dongara-Port Denison, five key strategies have been outlined to develop and increase tourism for Dongara. These are;

- Strategy one – Implement actions which will encourage tourist traffic on the Brand Highway to divert through Dongara – Port Denison
- Strategy two – Drive increased visitation by branding and maximised exposure of the destination using electronic means
- Strategy three – Attract and develop appropriate events
- Strategy four – Support the coordinated efforts of local tourism related businesses
- Strategy five – Prioritise and source funding for tourism related product and infrastructure development

The Town Centre Revitalisation plan directly targets strategies two, three and four with key initiatives to be implemented to increase and grow tourism within the Dongara. These initiatives include;

- Increasing diversification among businesses within the Town Centre;
- Redevelopment of entry areas, signage off the Brand Hwy and guidelines for the development of the future supermarket site frontage to the Brand Hwy;
- Upgrades to the function and aesthetic of the Main Street;
- Upgrade and relocation of the Tourist Information Centre with additional integrated facilities;
- Development of annual events and festival calendar;
- The development of the RV area; and
- Upgrade to existing heritage marketing, pamphlets and signage for the heritage trail.

LOCAL ECONOMY

Key initiatives within the Town Centre Revitalisation Plan which look to address the economic issues facing Dongara include;

- Reduction in vacant and underutilised land within the Town Centre to increase employment and variety of services on offer;
- New and retained jobs;
- Redevelopment of the concrete works to provide a larger supermarket encouraging retention of local spending within town;
- Initiatives for the council to address high rents and vacant tenancies within the town centre;
- Increased tourism revenue;
- Increased private investment;
- Encouraging tourists to the town as above

INITIATIVES TO ENCOURAGE LOWER COMMERCIAL RENTS AND REDUCE VACANT TENANCIES

A large issue within the Town Centre currently, is the amount of visual vacant buildings, in particular on Moreton Terrace, which affect the ambience of the town and discourage future growth. The following recommendations look at options the Shire could implement to encourage tenancy of vacant buildings;

- Investigate establishing benchmarking for commercial/ retail rents;
- Shire to conduct a survey of comparative rents in similar towns. Use these results to conduct meeting with property owners to discuss rents and strategies to fill empty shops.
- Increasing Rates for Long Term Vacant Tenancies - Shire to investigate the development of differential rates based on vacant tenancies and length of vacancy
- Investigation of possible Pop-Up Retail - Pop up shop leases usually last for 6 weeks to 12 months. The aesthetic value of changing retail through pop-up shops will increase consumer confidence and allow the showcasing of micro local industries that can not afford long term tenancies.
- This will also support the development of local services and produce.
- Pop up tenancies can be focused on high town vacancy periods such as Easter, Christmas and long weekends. The Shire will need to create a framework to facilitate the development of pop up tenancies.

7.2 *Projected Community Benefits of the Town Centre Revitalisation Plan*

- Improve safety and accessibility throughout the town centre
- Improved appearance of the Town Centre
- Increased civic pride
- Creation of a central community hub with better services offered including upgraded training facilities
- Increased diversification of offerings on the main street
- Upgrade of public open space facilities
- Improved employment opportunities within the town centre
- A town which is more prepared for the changing demographics of the area and has suitable accessibility and services to meet the changing needs of the community
- Improved tourist facilities to attract more visitors to the town
- Increase community engagement and interaction
- Be better aligned to service the expanding population
- Improve traffic movement and parking

7.2 *The Importance of Community Support*

Although the majority of the projects highlighted in the Town Centre Revitalisation Plan and Strategy will be implemented by the Shire of Irwin, the ongoing support and success of the Town Centre ultimately comes down to the communities support and enthusiasm. The community's role in the Town Centre Revitalisation is central to any future development and therefore community engagement needs to be ongoing. The community can support the Town Centre Revitalisation in a number of ways;

Business Owners;

- Support to close off laneways
- Maintaining buildings and shop frontages
- Supporting community events
- Investing in local redevelopment
- Developing vacant or under utilised properties
- Actively attempting to fill empty buildings
- Extending trading hours

Community Members;

- Supporting local events and festivals
- Supporting local shops and services
- Take pride in streets and maintenance of properties
- Take part in community consultation
- Support changing habits such as driving when it is feasible to walk or bike around the town centre



8.0 IMPLEMENTATION

8.1 Implementation Strategy

ACTION PLAN

A comprehensive action plan sets out the context of key initiatives identified through the final concept plan. The action plan is not exhaustive or exclusive. The actions have been broken down into the achievable goals for the Shire and separated into items which can be achieved in the short term, i.e. 'Quick Fixes', medium term 'Priority Actions' and Long Term Strategic Actions;

Anticipated Timeframes	
Quick Fix	Immediate to Short Term - 0-2 Years
Priority Action	Short Term - 0-5 Years
	Short to Medium - 5-10 Years
Long Term Strategic Action	Medium to Long Term - 10 Years +

In summary, many of the 'aesthetic' improvements can be implemented in the Short Term with relatively low impact on users and stakeholders. Some of the Short Term fixes include;

- Street tree planting and verge planting
- Implementing parking restrictions on the main street
- Relocating bus stops
- Improve planting and pathways to Entry Park
- Improve signage to Brand Highway and relocate/update town information board/map
- Introduce lighting to Moreton Bay Figs
- Initiate new community and information centre building feasibility and design as a catalyst project for the revitalisation strategy

Medium Term goals include priority items that require a higher level of planning and funding input and form the bulk of the Revitalisation strategy. Key items include;

- Moreton Terrace road improvements including creating a one way street, introducing raised intersection and crossing treatments, upgrading paving treatments and installing Moreton Terrace drainage
- Upgrade to Moreton Terrace footpaths including decking over Moreton Bay figs
- Closing/restricting access to lane ways
- Upgrade to street lighting
- Investigation of land for future parking allocation
- Civic Precinct and Information Center moving onto Moreton Terrace
- Improve greater town centre pedestrian footpaths
- Establishment of RV parking area
- Create parking area and picnic spot at Entry Park
- Formalise pedestrian links to the residential development on the East of Brand Highway, to the river foreshore and to the potential pedestrian bridge over Irwin River
- Upgrade of heritage walk including signage and pamphlets

Long term action items are longer term strategic items which require significant planning input to ensure the continued success of the vision and allowing for future growth. These include;

- Offer incentives to property owners to rent vacant properties
- Investigate regular markets, festivals and events held in the township
- Create long term strategy for heritage buildings including incentives for owners to maintain buildings

CATALYST PROJECTS

Two key projects have been identified as potential 'Catalyst' projects for the Town Centre Revitilisation, which can be undertaken as Priority Actions so that the community can see progress and positive outcomes within a relatively short time frame and which are crucial to the overall vision for the Town Centre. These projects are

- Batavia Boulevard

  Closing Batavia Boulevard to through traffic and creating a pedestrian only civic space including soft and hard landscape treatment and furniture items. This catalyst project will require support from the property owners however is seen as a key central focal point within the main retail precinct which can be transformed relatively easily to reflect the initiative for the whole of Moreton Terrace to become a more pedestrian friendly social space.

- New Community Building and Information Centre on Moreton Terrace

  Moving the information centre onto Moreton Terrace in a more visual and central location is also seen as a key initiative for the Town Centre Revitalisation. This new building would be located on the Eastern corner of Moreton Terrrace and Hosken Street and along with the Information Centre and potential cafe, could integrate many key community services such as the Resource Centre and the Op Shop. This building would be the first step in the overall community civic precinct with the additional community building to the West of the site and the Town Park upgrades forming part of later staging works.



Existing Community Resource Centre on Moreton Terrace



Batavia Boulevard

8.1.1 Quick Fixes

The following 'Quick Fixes' have been determined to be short term (0-2 years) achievable goals that will facilitate the longer term goals for the Dongara Town Centre Revitalisation process. These actions are reasonably affordable and require minimal planning and stakeholder input. The idea of the Quick fixes are to generate community and business enthusiasm and demonstrate the Shire of Irwin's commitment to the revitalisation strategy.

Initiative	Action	Project Driver	Other Stakeholders	Anticipated timeframe
1.1	Improve the appearance of shop fronts Undertake an audit of building exteriors in the Town Centre to identify which are most in need of upgrading Provide advice to building owners on the benefits of upgrading and maintaining their buildings and how this can be done cost effectively. Shire to investigate incentives for shop owners to maintain and present shop frontages.	Shire of Irwin	Business Owners	Quick Fix
1.2	Implement short term parking restrictions for existing on-street parking along Moreton Terrace	Shire of Irwin	Business Owners General Public	Quick Fix
1.3	Undertake consultation and feasibility study to close carparking to front of IGA and Batavia Boulevard • Undertake detail design of area and apply for funding resources Create activation of these new pedestrian laneways through street art, paving treatment and planting and encouragement of tenancy of shops in these areas.	Shire of Irwin	Batavia Boulevard Business Owners and Land Owners	Quick Fix Catalyst Project
1.4	Undertake signage audit study for the Brand Hwy. Develop a new signage style guide for the Brand Hwy to increase awareness of Dongara - Port Denison and associated amenities. Include removal of the existing visitor information board on Brand Highway and replace in a more suitable location, with maps and update information. Undertake consultation with MRWA on implementing signage recommendations	Shire of Irwin	MRWA	Quick Fix
1.5	Upgrade northern entry road entrance statement and planting along Waldeck Street Upgrade planting around existing Lobster at Moreton Terrace Entrance	Shire of Irwin	Business Owners General Public	Quick Fix
1.6	Footpaths • Undertake footpath strategy for entire town centre	Shire of Irwin	Business Owners General Public	Quick Fix
	• Upgrade/install footpaths to Hosken Street, East Moreton Terrace, Martin Street and Hepburn Street	Shire of Irwin	Business Owners General Public	Quick Fix
1.7	Street Trees • Undertake street tree strategy for entire town centre • Implement verge street tree planting strategy	Shire of Irwin	Business Owners General Public	Quick Fix
1.8	Address opening hours of Tourist Information Centre during peak seasons or holiday events (long weekends, Easter , Christmas) to ensure TIC is open on Sundays Development of Civic Precinct and relocation of community services and Tourist Information Centre • Prepare feasibility study for co-location building • Prepare concept designs and undertake community consultation, identify and apply for funding sources	Shire of Irwin Shire of Irwin	Tourist Information Centre Staff Business Owners General Public	Quick Fix Catalyst Project
1.9	Street improvements to the Eastern section of Moreton Terrace including formalising kerbs, installing footpaths, installing verge planting and additional street trees, and repaving footpaths and road crossovers.	Shire of Irwin	General Public	Quick Fix

8.1.2 Priority Actions

Priority Actions have been considered due to their importance strategically for the Town Centre Revitalisation however greater planning, consultation and funding barriers mean that they cannot be achieved as 'Quick Fixes'. These items will ideally be achieved in the short term (0-5 years) or medium term (5-10 years)

Initiative	Action	Project Driver	Other Stakeholders	Anticipated timeframe
1.10	Introduce incentives to reduce vacant tenancies	Shire of Irwin	Business Owners/Property	Priority Action
1.11	Encourage re-development of inappropriate land uses	Shire of Irwin	Business/Property Owners	Priority Action
1.12	Encourage re-development of under utilised sites and vacant land	Shire of Irwin Property Owners	Business/Property Owners	Priority Action
	Develop guidelines for future development on Moreton Terrace addressing street activation, parking requirements and facade vernacular requirements	Shire of Irwin	Business Owners General Public	Priority Action
1.13	Redevelopment of Concrete Works site Shire to develop guidelines for site and ensure potential development is in line with these	Potential Developers Shire of Irwin	Business Owners General Public Shire of Irwin	Priority Action
1.14	Undertake detailed design, tender and construction of civic precinct and multi- function building	Shire of Irwin	Business Owners General Public Shire of Irwin Community groups including; community resource centre, local rag, op shop, play centre	Priority Action Catalyst Project
1.15	Undertake design and feasibility study to move regional bus parking from the existing location on Waldeck Street to the Old School House on Waldeck Street	Shire of Irwin	Business Owners General Public Transport Authority	Priority Action
1.16	Undertake car parking audit and prepare car parking strategy to formalise parking allocations within Town Centre. Ensure strategy addresses short term, long term and disabled parking provisions. Create strategy to formalise ownership issues associated with informal town centre parking and investigate securing appropriate areas of vacant land for future parking allocations	Shire of Irwin	Business Owners General Public	Priority Action
1.17	Upgrade and improve facilities and access to entry park and 'lobster' including; safe pedestrian and cycle linkages back to the Town Centre, parking, walk track to the lobster, planting improvements, picnic shelters and entry sign.	Shire of Irwin	Business Owners General Public	Priority Action
1.18	RV Area Consult with Main Roads on potential access directly for a new RV area. Undertake detailed design, tender and construction of RV parking and short stay area.	Shire of Irwin	Business Owners, in particular caravan park owners and other accommodation providers General Public MRWA	Priority Action
1.19	Undertake development of upgraded heritage trail tourist information Design, preparation and installation of publications and upgraded interactive signage along trail	Shire of Irwin/ Irwin District Historical Society Inc	Irwin District Historical Society Inc Tourist information Centre Owners of Historical buildings	Priority Action

Initiative	Action	Project Driver	Other Stakeholders	Anticipated timeframe
1.20	Moreton Terrace Upgrade Identify and apply for funding sources for Main Street Improvements. Undertake preliminary design and consultation for Main Street Improvements. Look to implement a low speed limit along Moreton Terrace Prepare detail design for one way traffic system down Moreton Terrace addressing; • One way - consultation, design, tender and construction of one way section of Moreton Terrace • Drainage - Central drainage swale to collect run-off from Moreton Terrace • Lighting - including; lights in trees, street lights and feature lighting to civic areas and furniture • Modification of vehicle entry/ exits onto Moreton Terrace • Consider WSUD opportunities for swale planting to medians and side verges to collect surface run off for redirection to Moreton Bay Figs • Introduce planting to nibs along the main street to break up and soften streetscape • Create raised threshold treatments to entire length or at designated pedestrian crossing points • Upgrade to paving to street and pavements including decking to Moreton Bay figs • Prepare designs for surface treatments over Moreton Bay Fig Trees • Prepare designs for pavement, lighting and street furniture designs with integrated public art elements • Identify and locate EOTF for cyclists along Moreton Terrace • Prepare designs for public realm/ civic spaces to front of IGA • Prepare designs for detailed signage suite and strategy • Furniture palette	Shire of Irwin	Business Owners General Public Community groups MRWA	Priority Action
1.21	Walking bridge over Irwin River to link township south of the river with the town centre Create pedestrian links from town centre to potential new bridge location	Shire of Irwin	Business Owners General Public	Priority Action
	• Upgrade/install footpaths to primary links to rest of Town Centre	Shire of Irwin	Business Owners General Public	Priority Action
1.22	Investigate new town entry point onto Martin Road and closing off existing entry onto Moreton Terrace	Shire of Irwin	Business Owners General Public MRWA	Priority Action
1.23	Undertake town oval improvements including; • Addition of bbq/picnic facilities • Investigate feasibility of building change room facilities • Lighting for picnic areas and potential lighting to allow for evening sport events/practices • Addition of parking to Walton Street	Shire of Irwin	Business Owners General Public	Priority Action
1.24	Create and market an annual events and festival calender to promote Dongara local produce and services and encourage the development of outdoor events. Shire to investigate formalising an events coordinator role to plan and grow future events.	Shire of Irwin	Business Owners General Public	Priority Action
	Identify funding sources for upgrade of Town Park Undertake design, consultation and implementation of upgrades to the Town Park	Shire of Irwin	Business Owners General Public	Priority Action
1.25	Planning Scheme Amendments	Shire of Irwin	Business Owners General Public	Priority Action
1.26	Medical Centre development	Potential Developers	Business Owners General Public Shire of Irwin	Priority Action

8.1.3 Long Term Strategic Actions

Long Term Strategic Actions have been identified which require extensive planning...text here

Initiative	Action	Project Driver	Other Stakeholders	Anticipated time frame
1.27	Heritage Shire to consider long term plan for management and maintenance of historic buildings and historic trees	Shire of Irwin	Business Owners General Public Dongara Heritage Group	Long Term Strategic Action
1.28	Events Shire to investigate long term strategy for events and festivals in Dongara and ensure facilities are able to cater to expanding and new events.	Shire of Irwin	Business Owners General Public Community Groups	Long Term Strategic Action
1.29	Upgrades to Memorial Park • Link pathway to south • Furniture items	Shire of Irwin	General Public	Long Term Strategic Action
1.30	Upgrades to Town Oval • Onstreet parking • BBQ areas, shelters and additional shade trees • Lighting for evening sports/events	Shire of Irwin	General Public	Long Term Strategic Action
1.31	Investigation into new entry point into Dongara off Brand Highway onto Martin Terrace	Shire of Irwin	Business Owners General Public MRWA	Long Term Strategic Action
1.32	Long term parking strategy	Shire of Irwin	Business Owners General Public	Long Term Strategic Action

8.2 *Capital Works Expenditure*

Cost Consultants RBB, have undertaken a cost estimate of the key items of work that form the Town Centre Revitalisation plan. The costing has been broken down into the four key areas of the project and each concept element within these areas is itemised, allowing The Shire of Irwin a comprehensive list which they can determine feasibility, prioritise items, and apply for funding. A summary of RBB's costing is below;

Area	Cost Excluding GST
1.0 ENTRY UPGRADES	$1,190,000.00
2.0 OVERNIGHT RV PARKING	$1,230,000.00
3.0 MORETON TERRACE PRECINCT	$1,400,000.00
4.0 CIVIC PRECINCT (INCLUDING PROPOSED CIVIC BUILDINGS)	$10,760,000.00
TOTAL COST EX GST (INCLUDING CONTINGENCIES)	**$18,996,000.00**

RBB

CONCEPT ESTIMATE REV 1

DONGARA TOWN CENTRE REVITALISATION PROJECT

GHD

23 May 2014

Ralph Beattie Bosworth
Construction Cost Consultants
Ralph & Beattie Bosworth Pty Ltd as trustee for the Ralph & Beattie Unit Trust No. 2 ABN 58 260 502 981

12 Kings Park Road West Perth Western Australia 6005
PO Box 456 West Perth Western Australia 6872
Telephone 08 9321 2777 Facsimile 08 9481 1783
Email info@rbb.com.au www.rbb.com.au

GHD

DONGARA TOWN CENTRE REVITALISATION PROJECT
CONCEPT ESTIMATE REV 1
RBB JOB No: 17029

SUMMARY 23-May-14

Ref	Scope		$
1	ENTRY UPGRADES		1,190,000.00
2	OVERNIGHT RV PARKING		1,230,000.00
3	MORETON TERRACE PRECINCT		1,400,000.00
4	CIVIC PRECINCT		10,760,000.00
5	Sub-Total		$ 14,580,000.00
6	Preliminaries		Included
7	**Net Construction Cost (at current prices)**		**$ 14,580,000.00**
8	Design Contingency	10%	1,458,000.00
9	Construction Contingency	10%	1,458,000.00
10	Client Contingency		Excluded
11	Headwork's and Statutory Charges; allowance		100,000.00
12	Public Art		Excluded
13	Professional Fees	8%	1,400,000.00
14	Gross Project Cost		$ 18,996,000.00
15	Escalation to tender		Excluded
16	**Estimated Total Commitment (excl GST)**		**$ 18,996,000.00**
17	GST		1,899,600.00
18	Total		$ 20,895,600.00

NOTES

1 This estimate is based on the following documentation:
GHD architectural "6.0 Final Concept Design drawings
2 Only those works shown in these documents have been included.
3 No specialist design / cost advice has been received for:
- Mechanical
- Electrical
- Hydraulics
- Fire Services
- Structural works
- Civil works
4 The estimate is based on costs current as of May 2014.
5 The estimate assumes no major upgrade to existing services
6 The estimate excludes any allowance for rock excavation and removal of hazardous / toxic materials
7 The estimate assumes that the work will be competitively tendered.
8 The estimate assumes that the work can be carried out during normal working hours without disruption to normal construction activities.
9 The estimate assumes that the appropriate services of sufficient capacity are available for the undertaking of the works.

DONGARA TOWN CENTRE REVITALISATION PROJECT
CONCEPT ESTIMATE REV 1
ENTRY UPGRADES

23-May-14

Ref	Scope	Unit	Qty	Rate	Sub-Total	Total $
	SOUTHERN ENTRY					
	Site Preparation					
1	Break up and remove existing bitumen road and paving	m2	2,720	22.00	59,840.00	
2	Allowance for site preparation for pedestrian paving	Item	1	19,000.00	19,000.00	
3	Allowance for vegetation removal	Item	1	10,000.00	10,000.00	88,840.00
	Entry Park Improvements					
4	Feature paved areas	m2	330	110.00	36,300.00	
5	Feature seating walls etc	m	50	500.00	25,000.00	
6	BBQ's	No	3	8,300.00	24,900.00	
7	Picnic bench	No	3	1,700.00	5,100.00	
8	Shade structure	No	3	11,000.00	33,000.00	
9	Entry feature and signage; allowance	Item	1	50,000.00	50,000.00	
10	Irrigated lawn	m2	2,300	35.00	80,500.00	
11	Shrub planting	m2	1,500	17.00	25,500.00	
12	Allowance for tree planting	No	30	550.00	16,500.00	
13	Allowance for feature planting	Item	1	5,000.00	5,000.00	
14	Allowance for picnic area and path lighting	Item	1	40,000.00	40,000.00	
15	Allowance for water supply to BBQ areas	Item	1	8,300.00	8,300.00	
16	Allowance for power suply to BBQ areas	Item	1	6,600.00	6,600.00	
17	Allowance for bins and sundry street furniture	Item	1	5,000.00	5,000.00	
18	Allowance for lighting to Southern Entry	Item	1	15,000.00	15,000.00	376,700.00
	Car Parking Area					
19	New car park	m2	680	80.00	54,400.00	
20	Car park lighting	Item	1	28,000.00	28,000.00	82,400.00
	Pullover Car Parking Area					
21	Pullover car park	m2	100	80.00	8,000.00	
22	Allowance for town information board	Item	1	5,000.00	5,000.00	
23	Allowance for town information board lighting	Item	1	3,500.00	3,500.00	16,500.00
	Upgrade Entry Road between Brand Hwy and Martin Street					
24	Road paving; allowance to re-seal exsting road	m2	2,620	50.00	131,000.00	
25	Parallel parking bays	m2	80	80.00	6,400.00	
26	Crossovers	m2	116	100.00	11,600.00	
27	Pedestrian paving	m2	350	66.00	23,100.00	
28	Shrub planting	m2	3,650	17.00	62,050.00	
29	Irrigated lawn	m2	2,300	35.00	80,500.00	314,650.00
	Raised road treatment to demarcate the start of the retail precinct					
30	Refer to Moreton Terrace Precinct					
31	Sub-Total				879,090.00	879,090.00
32	Preliminaries			15%		130,910.00
33	**Net-Construction Cost (Southern Entry)**					**1,010,000.00**
	NORTHERN ENTRY					
	Upgrade to Northern entry landscaping with planting and signage					
34	Shrub planting	m2	8,000	17.00	136,000.00	
35	Allowance for directional signage	Item	1	5,000.00	5,000.00	
36	Allowance for lighting to Northern Entry	Item	1	10,000.00	10,000.00	151,000.00
37	Sub-Total				151,000.00	151,000.00
38	Preliminaries			15%		29,000.00
39	**Net-Construction Cost (Northern Entry)**					**180,000.00**

DONGARA TOWN CENTRE REVITALISATION PROJECT
CONCEPT ESTIMATE REV 1
OVERNIGHT RV PARKING PRECINCT

23-May-14

Ref	Scope	Unit	Qty	Rate	Sub-Total	Total $
	Site Preparation					
1	Allowance to remove existing trees	Item	1	10,000.00	10,000.00	
2	Allowance for site strip and site preparation	Item	1	140,000.00	140,000.00	150,000.00
	Two way entry road off Waldeck Street					
3	Road paving	m2	1,050	72.00	75,600.00	
4	Pedestrian paving	m2	425	66.00	28,050.00	
5	Planting - minimal	m2	2,350	8.00	18,800.00	122,450.00
	One way access around RV parking areas					
6	Road paving	m2	1,525	72.00	109,800.00	109,800.00
	RV parking bays with planted buffers between bays					
7	RV parking bays	m2	1,100	72.00	79,200.00	
8	Buffer planting	m2	1,035	22.00	22,770.00	
9	Allowance for water supply	Item	1	30,000.00	30,000.00	
10	Allowance for sewer dump facility	Item	1	100,000.00	100,000.00	
11	Allowance for lighting to RV parking bays	Item	1	53,000.00	53,000.00	284,970.00
	Buffer planting between RV parking bays and Brand Hwy					
12	Buffer planting	m2	5,200	22.00	114,400.00	114,400.00
	Central Information Board					
13	Allowance for central information board	Item	1	5,000.00	5,000.00	5,000.00
	Entry/exit off Irwin Crescent					
14	Road paving	m2	75	72.00	5,400.00	5,400.00
	BBQ and picnic area					
15	Pedestrian paving	m2	850	66.00	56,100.00	
16	BBQ's	No	2	8,300.00	16,600.00	
17	Picnic bench	No	2	1,700.00	3,400.00	
18	Shade structure	No	2	11,000.00	22,000.00	
19	Planting - minimal	m2	5,700	8.00	45,600.00	
20	Allowance for bins and sundry street furniture	Item	1	7,500.00	7,500.00	
21	Allowance for lighting to BBQ and picnic area	Item	1	7,000.00	7,000.00	158,200.00
	Pedestrian links into Dongara Town Centre					
22	Pedestrian paving	m2	350	66.00	23,100.00	23,100.00
	Overflow parking to Walton Street					
23	Parking bays	m2	700	72.00	50,400.00	
24	Shrub planting	m2	400	17.00	6,800.00	
25	Pedestrian paving	m2	600	66.00	39,600.00	96,800.00
26	Sub-Total				1,070,120.00	1,070,120.00
27	Preliminaries			15%		159,880.00
28	**Net-Construction Cost (Overnight RV Parking Precinct)**					**1,230,000.00**

DONGARA TOWN CENTRE REVITALISATION PROJECT
CONCEPT ESTIMATE REV 1
MORETON TERRACE PRECINCT

23-May-14

Ref	Scope	Unit	Qty	Rate	Sub-Total	Total $
	Site Preparation					
1	Break up and remove existing bitumen road and paving	m2	3,720	22.00	81,840.00	
2	Remove existing street lights on Moreton Terrace	Item	1	7,000.00	7,000.00	
3	Allowance to protect Moreton Bay Fig trees	Item	1	5,000.00	5,000.00	93,840.00
	Planted Kerb Out Stands					
4	Shrub planting	m2	600	17.00	10,200.00	10,200.00
	Decking Flush with Pavement around Moreton Bay Figs					
5	Decking around Moreton Bay Figs	m2	825	240.00	198,000.00	198,000.00
	Encourage Retail Frontage to Moreton Terrace					
6	Car parking	m2	500	72.00	36,000.00	
7	Shrub planting	m2	325	17.00	5,525.00	41,525.00
	Consolidate Existing Parking Areas to Maximise Efficiency					
8	Modify existing car parking areas	m2	3,400	25.00	85,000.00	85,000.00
	Planted Swale to Treat Road Drainage					
9	Form and plant Swale	m2	420	45.00	18,900.00	
10	New lighting to Moreton Terrace	Item	1	65,000.00	65,000.00	83,900.00
	Seating Integrated Around Fig Tree with Uplighting					
11	Allowance for seating	Item	1	25,000.00	25,000.00	
12	Allowance for lighting	Item	1	18,000.00	18,000.00	43,000.00
	Consolidate Existing Parking and Oneway Laneway Arrangement to allow Civic Area in front of IGA					
13	Adjust existing car parking	m2	480	40.00	19,200.00	
14	Paving to new civic area	m2	330	66.00	21,780.00	
15	Shrub planting	m2	275	17.00	4,675.00	45,655.00
	Increased verge width - opportunity for Alfresco areas along Moreton Terrace					
16	Alfresco area; allowance	m2	300	750.00	225,000.00	
17	Pedestrian paving - Moreton terrace	m2	2,700	66.00	178,200.00	
18	Road paving - One way road	m2	877	72.00	63,144.00	466,344.00
	Raise intersections and crossing points flush with footpaths to give pedestrian priority					
19	Crossovers	m2	204	100.00	20,400.00	20,400.00
	Restrict laneway access to create pedestrian only laneways					
20	Pedestrian paving	m2	200	66.00	13,200.00	13,200.00
	Batavia Boulevard closed to vehicles to become a civic space with pedestrian laneway access to rear parking areas					
21	Timber decking	m2	135	240.00	32,400.00	
22	Pedestrian paving	m2	275	66.00	18,150.00	
23	Shrub planting	m2	130	17.00	2,210.00	52,760.00
	On-street parking predominantly to the south side of Moreton Terrace					
24	On street parking paving	m2	800	72.00	57,600.00	
25	Allowance for bollards	Item	1	50,000.00	50,000.00	
26	Allowance for signage	Item	1	10,000.00	10,000.00	117,600.00
	Link through Hotel to access Hunts Road and river walks					
27	Pedestrian paving	m2	135	66.00	8,910.00	
28	Shrub planting	m2	130	17.00	2,210.00	11,120.00

DONGARA TOWN CENTRE REVITALISATION PROJECT
CONCEPT ESTIMATE REV 1
MORETON TERRACE PRECINCT

23-May-14

Ref	Scope	Unit	Qty	Rate	Sub-Total	Total $
	Vacant land with potential for future parking					
29	Future car parking	m2	1,030			Excluded
	Seating area under fig tree and path linking through memorial park					
30	Pedestrian paving	m2	200	66.00	13,200.00	
31	Allowance for seating	Item	1	12,000.00	12,000.00	25,200.00
	Work covered under other Areas					
32	Improvements to Entry Roads - refer to Entry Upgrades					Excluded
33	Upgrade Existing Playground - refer Civic Precinct					Excluded
34	Replace Gazebo with Covered Stage Area - refer Civic Precinct					Excluded
35	Relocate Coach (transWA) Bus Stop - refer Civic Precinct					Excluded
36	Parking Area for Community Building - refer Civic Precinct					Excluded
37	Sub-Total				1,213,904.00	1,213,904.00
38	Preliminaries			15%		186,096.00
39	**Net-Construction Cost (Moreton Terrace Precinct)**					**1,400,000.00**

DONGARA TOWN CENTRE REVITALISATION PROJECT
CONCEPT ESTIMATE REV 1
CIVIC PRECINCT

23-May-14

Ref	Scope	Unit	Qty	Rate	Sub-Total	Total $
	Site Preparation					
1	Break up and remove existing bitumen road and paving	m2	1,000	22.00	22,000.00	
2	Allowance to protect Moreton Bay Fig trees	Item	1	2,500.00	2,500.00	24,500.00
	Upgrade playspace in the Town Park					
3	Shade structures	Item	1	20,000.00	20,000.00	
4	Replace sand	m2	300	35.00	10,500.00	
5	Skateable link	m2	475	60.00	28,500.00	
6	Allowance for play equipment	Item	1	25,000.00	25,000.00	
7	Allowance for picnic benches, bins and sundry street furniture	Item	1	15,000.00	15,000.00	99,000.00
	Replace Gazebo with Covered Stage Area					
8	Remove Gazebo	No	1	500.00	500.00	
9	Remove paving	m2	120	10.00	1,200.00	
10	Covered Stage Area	Item	1	58,000.00	58,000.00	59,700.00
	Relocate Coach (transWA) Bus Stop					
11	Allowance for relocating Coach (transWA) Bus Stop	Item	1	5,000.00	5,000.00	5,000.00
	Parking Area for Community Building					
12	Allowance for upgrade to existing car parking	m2	1,000	25.00	25,000.00	25,000.00
	Incorporate and link old school house to proposed buildings					
13	Pedestrian paving	m2	250	66.00	16,500.00	
14	Shrub planting	m2	300	17.00	5,100.00	21,600.00
	Civic buildings to address street frontage					
15	Pedestrian paving	m2	450	66.00	29,700.00	
16	Shrub planting	m2	200	17.00	3,400.00	33,100.00
	Raise road through Moreton Street section					
17	Raised road paving	m2	373	100.00	37,300.00	37,300.00
	Parking Area to rear of proposed Civic Building					
18	Car parking	m2	800	80.00	64,000.00	
19	Shrub planting	m2	100	17.00	1,700.00	65,700.00
	Civic Precinct Buildings					
20	New information centre and café; double storey building	Item	1	5,770,000.00	5,770,000.00	
21	New community centre; double storey bulding	Item	1	3,240,000.00	3,240,000.00	9,010,000.00
	Pedestrian link from Civic Precinct to river foreshore					
22	Pedestrian paving	m2	250		-	-
23	Walking bridge					Excluded
	Work covered under other Areas					
24	Integrate proposed Information Centre and Café with other community functions - Excluded					Excluded
25	Existing heritage buildings on Waldeck Street - Excluded					Excluded
26	Sub-Total				9,356,400.00	9,356,400.00
27	Preliminaries			15%		1,403,600.00
28	**Net-Construction Cost (Civic Precinct)**					**10,760,000.00**

APPENDIX A
COMMUNITY CONSULTATION FEEDBACK DOCUMENTS

A Day in the Life……

Project	Dongara Town Centre Revitalisation
Purpose	Community Workshop # 1
Details	02 December 2013, Dongara Hotel
Subject	Community Workshop #1 Outcomes of ***A Day in the Life*** Activity

Who am I…..	What I need……
30 something parents	Quality Education
Parent's with school aged children	Transport
One parent fifo	Sporting/Social Clubs
	Movies
	Art/Music
	Quality Food
	Retail (clothes, sports gear, shoes, good food supplies)
	Medical facilities
	Chemist
	Childcare
	Good school (to Year 12)
	Library
	Good police facilities
	Community Resource Centre
	Family Activities
	Carwash
	Skateboarding facilities
	Cafés/restaurants in walking distance
	Safe pedestrian routes/footpaths
	Safe, well lit public areas

GHD Pty Ltd ABN 39 008 488 373
GHD House 239 Adelaide Terrace Perth PO box 3106 Perth WA 6832 Australia
T 61 8 6222 8222 **F** 61 8 6222 8555 **E** permail@ghd.com.au **W** www.ghd.com

A Day in the Life……

Who am I…..	What I need……
End of Destination Tourist	Parking (cars and caravans)
Couple in Caravan	Tourist Information
20-35 yrs	Chemist
55-70 yrs	Toilets
Perth Resident	Shops and Supplies
Grey Nomad	Food, eateries
	Large map of town
	Paper maps
	Holiday accommodation
	Directional signage with distance to Town Centre
	Toilets at information centre
	Clear signage
	Even pavements
	Good information on the area from Tourist Bureau
	Tourist Bureau to be open on Sunday
	Activities such as fishing
	Medical facilities
	Mechanics
	Hardware
	Digital TV reception
Single Parent	A good place to bring up children
Single mother with 2 Children	Facilities for Sporting groups Centrelink
	Day-care
	Playgroup
	Good medical access
	Handyman
	Good policing
	Community Resource centre
	Free activities for children
	Somewhere to meet others like myself
	Education

A Day in the Life……

Who am I…..	What I need……
	Playgrounds
	Shopping
	After-school activities
	Singles Club
	Affordable rental accommodation
	Proximity of all activities
	Digital TV reception
Retiree	Good medical assistance
Couple with limited physical ability	Access to community resources
Retired in Dongara for 5 years	Disabled parking
Farmer with no kids in town	Chemist
	Home help
	Centrelink
	Toilets
	Get large items to the tip e.g. verge collection
	Safe parking for Gopher
	Toko’s as information centre
	Good footpaths
	Volunteer organisations
	Social activities
	Wheel chair/disabled access
	Sporting clubs
	Mix with all sections of the community
	Bus to Geraldton
	Libraries
	Op Shop
	Digital TV reception
Country Resident	Agricultural Supplies
Hobby Farmer	Local Tradesmen
Family with 3 children	Banks
Single Farmer	Centrelink

A Day in the Life……

Who am I…..	What I need……
	Community Centre
	Good advice from Shire
	Good medical facilities
	Good police facilities
	Need bulk items so might shop in Geraldton
	Schooling (Geraldton)
	Bank
	Post Office
55 Year Old Business Person	Find easy parking
Tradesman	Affordable rent for business
Run a store and live out of town	Good premises
Café owner	Only work school hours so the shop is closed during weekends
Professional- children left home	Business promotion
	Retail
	Hardware
	Shire permits and information/assistance
	Fast food
	Accommodation
	Advertising information
	Business directory
	Good policing
	Good medical facilities
	Community Resource Centre
	Digital TV reception
	Good parking and access
	Staff and access to training
	Collaboration – e.g. Chamber of Commerce
	Tourism Council
	Transport (deliveries/receiving stock)
15-34 Year Old	School Information

A Day in the Life……

Who am I…..	What I need……
28 Year old female	Childcare
15-17 year old male	Casual Employment Opportunities
20yr old male farm hand	Entertainment
Teenager at school	Rental accommodation
	Centrelink
	Recreation facilities
	Library
	Community Resource centre
	Good parking
	Casual work for after school
	Social Activities
	Youth Centre
	Sport facilities
	Mobile coverage
	Internet
	Digital TV
	Social activities
	Access to girls/guys of similar age
	Education
	Mentors
Town Resident	Access to police
Female Pensioner	TV/Radio reception
35yr old male living in Northshore	Centrelink
Single 20 yr old female	Good medical facilities
	Chemist
	Tradesman
	Public Transport
	Deli
	Car wash facility
	Improved river track walks
	Career opportunities
	Female doctor

A Day in the Life……

Who am I…..	What I need……
	Retail – clothes, shoes
	Pub/music
	People their own age
	Art/Culture
	Travel Agent
	Coffee shop
	Gym
	Mobile coverage
Wheelchair bound person	Find services
Male, 65yr old resident	Suitable accommodation
Male, 30-40yr old with motorised wheelchair	Public toilets (accessible)
Don on Gopher	Centrelink
Single male in 40s	Home help
	Medical centre
	Activities and transport assistance
	Police
	Community Resource Centre
	Good policing
	Safe/even pavements
	Access into shops
	Access to toilets in Memorial park
	Safe access into/out of town
	Employment opportunities
	Volunteering opportunities
	Social opportunities
	Phone/TV/Internet
	Wheel Chair mechanic
	Disabled parking
	Shop accessibility – into shops and within shops (isle width)

Dongara Town Centre Revitalisation Plan
Consolidation of Community Feedback
Community Workshop 22.02.14

	Option 1	
1	Entry Area/ Realigning Main Entrance	Vehicle entrance into the town is out near the race course estate, by the old mill or at the intersection near the 'lobster'. These options work well. Entry at Martin Street would add another intersection on a busy Brand Hwy. Existing entry to Dongara should stay unaltered, changes will impact negatively on existing commercial interests.
		The issue of cars pulling up on Brand Highway at the lobster for photos. Vehicles pull up anywhere going left and right and facing left and right on the edge of the road. Tourists do not have a sense r road awareness. Signage, 'for photos' and an entry turning left off the brand Highway into the lobster, would be an improvement. Or is it proposed the park 'upgrade' includes a toile block and picnic tables, shaded areas, town advertising board, bins etc
		The Caltex and BP roadhouses have facilities, and as a rest stop, the heavy vehicle area opposite both roadhouses (the BP and Caltex) need improvements, to ensure the trucks are off the road enough, not to block vision of moving traffic. This is a risk that needs to be addressed sooner rather than later.
		We are <u>not</u> in favour of "Option 1" as we believe that creating a new entry point via Martin Street will be extremely detrimental to business and tourism in Dongara. It is already difficult to attract passing traffic into Dongara via the current direct route approach off Brand Highway. How will a less direct approach assist in this matter? In our opinion the ascetics appeal of the proposed new route is far less appealing than our current entry point, albeit the ascetics of our current entry point does need addressing. On this note we wonder if part of the "landscaping" that consideration has been given to continuing the Moreton Bay fig tree theme up to the intersection of the Brand Highway to enhance the current theme of the town centre and provide a seamless theme to the town centre?
		Do not agree with new entry along Martin St. The houses and businesses on Martin St are not an appealing entrance to town.
		Disagree with closing current main entry for private commercial development reasons
		Disagree with relocating main entry to Martin Street also as passes residential area on west side and encourages more use of the roads south of the town oval and RV area which are also residential.
		Maintain the existing entrance into Dongara to the roundabout than make it one way through town. Create an entrance off Brand Hwy to the RV site but not connected to martin Street, that way we still have only two access roads into town.
		No significant advantage to Option 1 – it will make it more awkward for residents to access the light industrial area and increase traffic flow in an established residential area, decrease the flow of traffic past established businesses, cost the Shire a considerable amount of money. It is unnecessary at this time – our rates are already high enough. Let's leave it as is and review in a couple of years time
		Don't think Martin St entry makes any better entry. As is now, there is a flow on down Moreton Terrace
		The access into Moreton Terrace to the roundabout from Brand Highway should stay
		Everyone who comes to Dongara knows where the entrance is and I see no advantage to such a costly exercies
		We strongly object to the proposed idea of closing off the Moreton Tce entry from Brand Highway. The Dongara hardware premises has been part of the main street on the corner to Port Denison since 1956 and exposure to passing trade encouraged our development of more buildings and business opportunities along moreton terrace

		I disagree with plan 1 because the cost that would be involved in closing the Brand Hwy end of Moreton Terrace and creating a new entrance of Martin Street. Martin Street is narrow and would require a lot of work to bring it up to the standard required. I don't believe by creating a new entrance this would encourage more people to come into Dongara
		The current brand highway intersection has a good safety record. The martin st/moreton terrace round about will casue problems for truck access. Do we need another park in this area?
		I personally, do not like the new entry suggestion – plenty of townscape will need to be done on Martin Street
		I do not agree with point 1 – moreton terrace needs obvious attention however it is such a focal point with heritage listed trees and is the main CBD area with easy access to majority of businesses.
2	Upgrade Northern Entrance from Brand Hwy	Agree with upgrading Waldeck Street entry and streetscape to enhance its use
3	Create one way street along Moreton Terrace	Moreton Terrace works well as a two way, reducing the speed with signage and rumble strips would assist slowing traffic.
		We are in favour of turning Moreton Terrace into a one way street, but suggest that the current parallel parking along the northern side of Moreton Terrace be converted into marked angled parking to increase the number of car bays available within the main street. The current parallel bays on the southern side of Moreton Terrace be kept for parking for caravans, coaches, etc. This could be achieved in conjunction with any proposed traffic restrictions allowing Moreton Terrace to become a single lane combined with friendly pedestrian crossing(s). This would still allow some of the shared "pedestrian priority" including wider walk way enhancements to be incorporated into this concept. We do not agree that town has adequate car parking facilities as documented in the study. We would not be in favour of any alternation(s) that reduces the current car parking in the main street. The matter of kerbs and cross overs could be incorporated in the above point. However, adequate access to caravans etc. needs to be a consideration to any traffic restrictions.
		Great plan. Enables development of the main street into a more appealing setting and alfresco area for eateries and creation of civic space
		Bringing all traffic into and out one street could create problems for heavy vehicles going through to Denison, also for delivery trucks. Turning Moreton terrace into oneway between the round abouts may be ok.
		Dislike one way! Plenty of room for pedestrians
		West travel only would inconvenience more people (residents mostly). East travel only would stop visitors from experiencing the peace and tranquillity of the shady fig trees.
		We strongly object to the propoed idea of making Moreton terrace a one way street. Some years ago the new roundabout on Martin Street and Moreton Terrace had a detrimental effect on the hardware business but these near proposed changes would be disastrous
		Upgrade to Hunt's rd if Moreton Tce becomes one way as corner towards police station is quite dangerous for some drivers as they speed around corner
		I am also against making Moreton terrace one way, if people don't have the option of going both ways then a large number of people will bypass the main street if they are coming in from the Waldeck street end this will have a negative impact on the main street
		The one way street would be better for the fig trees and will bush traffic to other streets. People may walk from their parked car to the shops. Increase this distance and people will shop elsewhere. Our beaches and river areas are for walking
		Not sure where parking is addressed – however perhaps have marked bays and limited parking of say 30 minutes on Moreton terrace. Not sure re. one way street – think we need to keep moreton accessible and not discourage people by having to drive in a big loop.
4	Street frontage and activation along Moreton Terrace	Good concept but will come at great expense to businesses.

		Moreton Tce commercial frontage is far too small to justify this development. What happens when this commercial land between bp roadhouse and typrepower is developed? This plan does not allow for expansion of main street commercial
5	Pedestrian Permeability through the site	There is urgent need for the walking surfaces in the street to be level. The figs from the fig trees are going to continue to drop and the corellas will continue to visit in summer.
		Upgrade to the street might start with level walking surfaces (footpaths)
		Raised seating around the fig trees might be considered, walkways near fig trees might we considered, somewhat urgent as the walking areas are not safe.
		Safer pedestrian environment is preferable.
		As above, pedestrian considerations should be low priority
6	Civic space on main street with integrated information centre and community facilities	Consider a redo of the resources/ op shop building completely. Render the facility to improve its appearance, or demolish that building, alternatively build onto that facility, go to a second level with a lift, bring the front of the building closer to Moreton Street, include the library and art gallery in that building. Including paved car parking.
		There is currently very bad traffic congestion along Moreton Tce, particularly around Batavia Bld. This public carpark seems to be over utilised by business owners in the immediate area. This doesn't allow for the correct intended purpose of the site.
		Civic space is a great idea – especially visitor centre on main street
		Disagree with any 2 storey development, as indicated in concept plans, as inconsistent with current streetscape and not necessary in small town
		Keep any new building development to single storey.
		Additional facilities are not required in this area or POS
7	Town Park	Leave the town park as a town park. For the markets. Improve parking on both sides of Hoskins Street. Upgrade the children's park. Please do not take land from that park for a building of any sort.
8	Restrict laneway access into rear parking areas to one way off Moreton Terrace	Improved accessible streetscape. One way vehicle streets will create more confusion. Our shop layout is all over the place that is the problem.
		Both Hosken and Hepburn streets should be one way entrance only, turning right off Moreton Tce, the same as IGA entrance.
		Good idea
		Advantage to whom?
		One way access to rear parking would work well, especially with the one way street proposal
		Closing off laneways is a good idea
9	Potential future medical site	The land area proposed for a health facility? What parking would be provided? Where would the entrance and exits be?

		Parking adjacent to proposed medical centre would be advantageous
10	Create an Overnight RV Pull in Area	Create a overnight RV pull in reduced rates over years, not for caravans or buses, only trucks. Need to include toilet facility, appropriate lighting. If buses and caravans and families travelling were to use an RV pull off area soon the kids would have their bikes out riding around the area. This has to be done in addition to improving the truck pull off areas near the roadhouses on the highway
		Do not agree with a free overnight RV pull in. With 4 existing caravan parks in town, we should be encouraging visitors to utilise these. Maybe a subsidy plan could be put in place for the overnight stays.
		There is an area near the town oval to put in an overnight stay for RV
		Not a big fan – don't think it will encourage more time in Dongara/Denison. They will do shopping in Geradton as the regional centre
		Already have 4 van parks!
		Ample parking space is available at caravan parks. Pay money or if you are too miserable to pay, stay on the highway. There is no benefit to us
		Consideration must be given to caravan parks in town which provide facilities for these travellers

	Option 2	
1	Entry Area/ Access into Town Upgrade and provide parking to entry park, improve pedestrian linkages	Entry into Dongara works well. Is creating a park on the Brand Highway in the best interest of Safety We are more in favour of this option as closing off Moreton terrace will affect our business Option 2 is a much better option for the flow of traffic and the shops and repair workshops rely on the passing vehicles for their living.
		Include parking and pedestrian/ cycle access.
		I like plan 2 better as if we get rid of the entrance we have the industrial area will suffer and the supply to town from the industrial area will be harder. It is hard enough already for some shops to get supplies in with trucks.
		Slowing down traffic a good idea. Don't know about rumble strips – not that inviting/relaxing. Raise pedestrian crossing a good idea
		Much better idea than Martin Street entry. It's a great area that could look so much more inviting
		Agree – would also like to see the concrete mob on the corner moved out of town. It's a disgrace and will only improve the town centre by its' removal
		I agree with upgrading the area around the entrance to Moreton terrace near the large crayfish and providing parking will also encourage people to stop
		Is Peter Dawson going to move his business enabling the entrance to the town to be far more attractive
2	Slow traffic along Moreton Terrace with traffic calming devices	Moreton Terrace works well as a two way, reducing the speed with signage and rumble strips would assist slowing traffic.
		Agree and with maintaining current access to Brand Highway. However consider road east of roundabout should be two-way and west roundabout one way to improve pedestrian access and visibility for disabled/ elderly
		Don't know about the surface treatments etc, but definitely low traffic flow down

		Truck access for delivery to retailers must be considered
		Agree partly, perhaps slow traffic to 40kph
3	Restrict laneway access into rear parking areas to one way off Moreton Terrace	Agree
		I like the idea of no cars in front of the post office and next to the news agent to make it safer for people
		Great idea
4	Civic space on main street with integrated information centre and community facilities	Great! Visitor centre on Main Street
5	Town Park	Leave the town park as a town park. For the markets. Improve parking on both sides of Hoskins Street. Upgrade the children's park. Please do not take land from that park for a building of any sort.
		I would leave the town park alone as it has quite a few uses and is used regularly
6	Create shared 'pedestrian priority' commercial multifunction zone with weekend markets	Create of a civic space near the hotel for markets? There are problems with this proposal. How to fasten the market marquees onto a hard road surface, and what of available parking? The existing car parking area is proposed to be taken up by markets.
		Where would this be
		Disagree – currently markets in shaded, grassed area. Gets warm in Dongara and having markets on hot, paved unshaded area would be a backwards step. However support closing main street for Easter markets rather than at foreshore, where too windy and hot.
		The present location of the local markets is more preferable because of the grass and shade, however a street market a few times during the year would be desirable.
		I'm happy with the current monthly market and venue. It's comfortable and has all round parking
		Current weekend market location is ideal
		One way street is much better for pedestrians – east to west
7	Formalise kerbs and cross overs into all sites along the main street	Entry from Moreton Terrace to the hardware premises must remain open as it is for the fuel tanker, trucks, caravans, machinery to carry out their normal duties as suppliers of customers.
8	Create an Overnight RV Pull in Area	Should be parking access to RV pull in, but not access to Martin Street. Would Main Roads agree to this as, as only RV's pulling in and out.
		I like the idea of RV parking to utilise the space, but it might need to be for long vehicles overnight or day stopover so it doesn't affect local tourist parks.
		Don't like – don't think it has any benefits for tourism. Just free camping and use Geraldton for food and petrol
		Haven't we already got 4 van/rv caravan parks

		I think the overnight stop for caravans is a good concept as this will encourage people to stop in Dongara and hopefully come into town and support businesses
		So they don't have to pay at caravan park?!
		There is currently a rv pull in next to the hotel? You will receive complaints from business owners who currently won caravan parks, providing shire free stay – would a toilet block have to be built – they are not all self-sufficient.

General Comments

1.	Dongara main commercial area needs serious changes, little changes unfortunately will not address the towns needs. The current town area has outlived its use by date. A new, planned shopping complex in needed. One way streets and entry improvements will not fix the current problems within the CBD.
2.	Hunts road is used, taking through traffic off Moreton Street. Hunts road is a hazard with industrial sites and heavy traffic. The concrete yard on Martin Street is industrial. These industrial sites need shire persuasion and help to move out of the main area. Whatever it takes, assistance to relocate these industries to an appropriate area, reduced rates over a number of years. They have to relocate. Then the town will have a chance to grow the CBD appropriately.
3.	Obviously improved and new signage on the Highway and within the towns of Dongara & Port Denison are integral to any revitalisation strategy.
4.	Moving bus bays from outside library/shire buildings important to provide better parking and access to museum and shire offices.
	One thing the Shire might need to look at is bus parking for tourists near the main street or near the river to buy from local people and stretch their legs.
5.	Overall I think Option 1, excluding key point 1 (realignment of entry) seems quite acceptable.
6.	Happy with this plan (option 1). Maybe still keeping lobster entry, two way to roundabout, but really not an issue with myself, I guess it all depends on what private owners are going to do with property's.
7	The only industry on the horizon for Irwin Shire is the care for the elderly thus the CBD environment should be geared to that group Slow traffic flow, plenty of parking close to shops, ensure survival of trees that give adequate shade in summer
8	The local shop owner's and building owners need to take responsibility for their shops, lack of maintenance really shows
9	I know the Dawson's is an eyesore on the town but can the shire help out in trying to get IGA there – that would encourage more people into town
10	It might be better if the shire buys the land around the yellow building to build their civic centre as this would keep the centre of town together, not stretch it out. It would also take e business away from local shops. Having another café near the town park
11	Would like to see large diagrams of the above in a couple of places in the main street, not sure of why they are at the rec centre
12	We need a delivery bay for deliveries in front of the post office please
13	Hosken Street should be one way as the road is not wide enough for both ways of traffic to flow
14	Tokos restaurant should be utilised more, I know current owners want too much rent but would be a great place to have open again and is right on the corner to see when tourist come into town.
15	In general option 2 is a good proposal with one way street
16	Could a one way traffic be introduced – exit through hunts road
17	I'm sure all businesses would like an increased customer base by encouraging tourists however our local also need to support their small/med retailers and moreton terrace is long overdue for an upgrade.
18	Agree mostly with points raised in option 2 in principal

GHD

GHD House, 239 Adelaide Tce. Perth, WA 6004
P.O. Box 3106, Perth WA 6832
T: 61 8 6222 8222 F: 61 8 6222 8555 E: permail@ghd.com.au

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Document Status

Rev No.	Author	Reviewer		Approved for Issue		
		Name	Signature	Name	Signature	Date
A	Angela Brown	Martin Coyle	Martin Coyle	Martin Coyle	Martin Coyle	26/05/2014
B	Angela Brown	Martin Coyle	Martin Coyle	Martin Coyle	Martin Coyle	10/06/2014