

# Approach

Stakeholder and community engagement led to a clear brief and set of principles to guide the future development strategies. It confirmed a people focused place-led plan needed to assist in repositioning Tom Price as a contemporary village centre.

## CLIP themes



HOUSING



COMMERCIAL



CIVIC & COMMUNITY



TOURISM

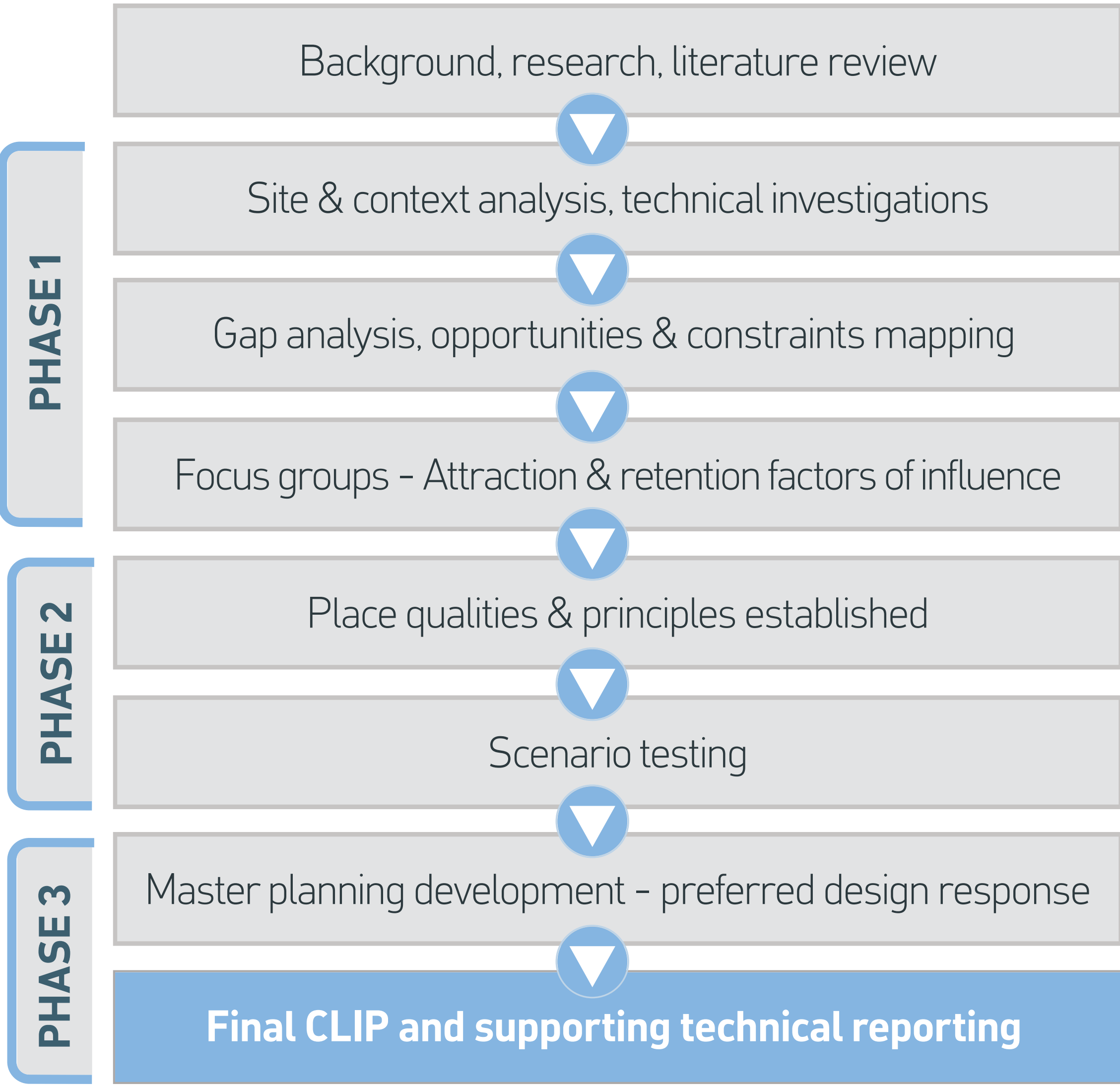


SPORT & REC



GREEN & CONNECTION

## Methodology



## User groups



Residents	Local workers & businesses
Students	Land owners & investors
Community groups	Community groups
Visitors	LGA officers
Sporting Groups	Industry
Cyclists, Walkers, Joggers	Traditional owners

## Engagement Reach - Tom Price and Paraburdoo

PHASE ONE		PHASE TWO	
Stakeholders interviews	17 people	Stakeholders interviews	5 people
Focus group workshops	41 people	School students & staff workshops - review of concepts	105 people
Pop-up sessions outside shops	180 people	Community workshops	32 people
		Pop-up sessions outside shops	210 people

## What we heard

We heard from more than 200 community, business, retail and government representatives at our focus groups and workshops together, with the feedback from pop-up sessions held within the town centre. Key priorities identified under each of the six themes were:



### HOUSING

- Affordable housing options/ short stay accommodation
- Housing needs relative to household types/ composition
- Retention and attraction of residents
- Land tenure
- High cost of construction, utilities, transport



### COMMERCIAL

- Lack of employment / training opportunities
- Lack of retail, food & beverage offer
- Diversification of the economy / new business - local business & industry
- Encourage resident workforce



### CIVIC & COMMUNITY

- Family friendly
- Strong social connections
- Small town
- Community events
- Support for stay-at-home parents, childcare / daycare
- Difficulty in maintaining long distance connection / cost of flights



### TOURISM

- Improve cultural awareness and engagement
- Increase attraction & retention of visitors to stimulate demand
- Retention of visitors in town centre
- Growth opportunities
- Location and range of accommodation options in town centre lacking



### SPORT & REC

- Outdoor laid-back lifestyle and activities
- Youth & children's activities
- Warm weather
- Limited entertainment options
- FIFO rosters
- Lack of retirement options



### GREEN & CONNECTION


- Celebrating the physical environment
- Conservation
- Town infrastructure i.e. paths, lighting, pedestrian & cycle friendly environments linking the town to key destinations
- Environmental impacts of waste water treatment plant





# Economic and Tourism Development Strategy Summary

The Economic and Tourism Development Strategy being prepared for the Shire of Ashburton will focus on three main themes:

 **Creating a Visitor Economy**

 **Creating a Training Economy**

 **Place Based Economic Development**

Tourism and visitor attraction is the most immediately obvious target in building economy diversity. In 2020/2021 Karijini attracted more than 500,000 visits with the wider region generating significant visitor activity. Industry based visits are also a major source of economic activity. Capturing a larger share of these markets through more and better accommodation development and enabling infrastructure to attract visitor and retain serving businesses is critical.

The substantial resources sector workforce has an identified need for a wide range of training services delivery. Presently, most industry training is delivered either on site or outside the Shire. Rio Tinto has indicated a strong interest in the prospects for training delivery in the towns. As with the visitor economy, this requires the development of infrastructure including training facilities, short stay accommodation, better office / commercial space and diversified housing options for businesses and service providers.

At its heart, place-based economic development is about activating town centres and activity nodes through community endorsed development. The CLIP closely follows these principles with the economic development & tourism strategy supporting the approach. Through effective urban design, the prioritised introduction of key infrastructure and the better use of underutilised space, place based economic development is intended to generate increased activity and engagement by residents and visitors and the businesses that serve them.

## What outcomes do we want?

Our communities will have the amenity and economic and social vitality to encourage long term population retention and growth.

The community, businesses and service providers will have access to affordable and flexible, commercial / office accommodation.

The community, businesses and service providers will have access to affordable and diverse housing options.

Our towns will have the physical capacity, innovative capability and adaptability to support economic diversification initiatives into the future.

Shire of Ashburton - Economic & Tourism Development Strategy  
(The Shire as change agent)

Key Focus Areas / Themes



Place Based  
Economic  
Development



Creating a  
Visitor Economy



Creating a  
Training Economy

## What will it involve?

The strategy will include both near term projects and initiatives designed to demonstrate progress as well as long term capability and capacity building measures that will equip the Shire to meet the challenges of the future.

Some of the initiatives include:

- Planning and developing RV short stay parking to generate increased visitor activity

- Redesigning the Tom Price town centre to activate underutilised space
- Investigating options for a pilot program of co-developed short stay accommodation to support the visitor and training economies
- Developing the feasibility and plan for the development of an in town training services hub

- Exploring alternative models for diverse. Affordable housing and planning the development and delivery of a diverse housing pilot program.
- Extending the visitor centre service functions
- Planning and delivering a new and extended visitor / cultural centre with extended visitor servicing functions





# PARABURDOO Vision & Principles

The Shire's vision is supported by a series of place principles which will guide the transformation of Paraburdoo to a thriving and integrated community into the longer-term.

Crafted through extensive consultation with stakeholders and the community, these principles underpin all future planning and development strategies, giving expression to the kinds of experiences people can expect to have from Paraburdoo into the future.

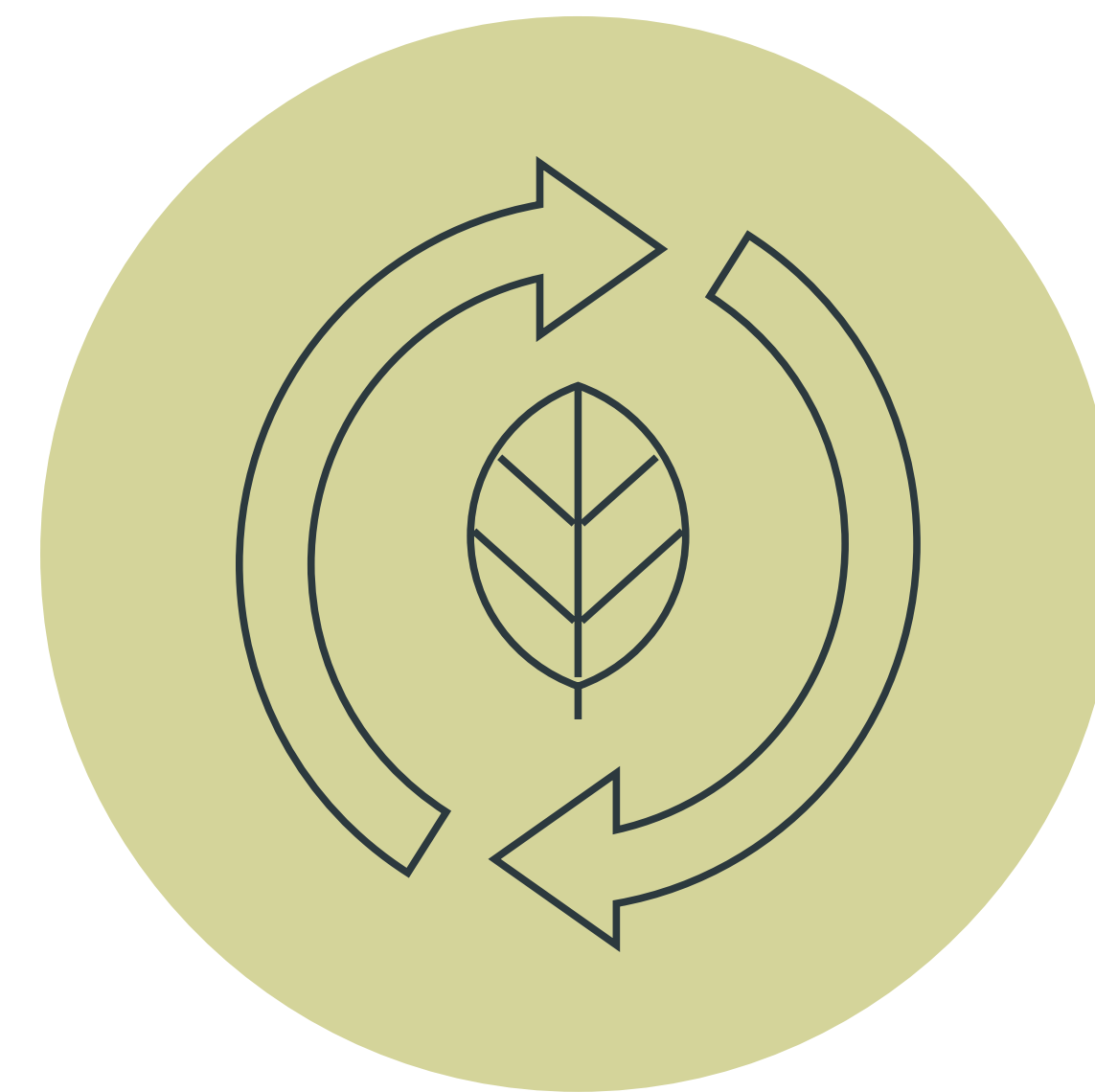
We will be a welcoming, sustainable, and socially active district, offering a variety of opportunities to community.



## CONSOLIDATION

Creating new destinations and experiences that captivate locals and visitors, building civic pride for future generations.

- + Diverse range of land uses and dwelling types
- + Critical mass of residents, visitors and workers to support existing and retail and community offering.
- + Mix of day-time and night-time activities to compliment the seasons



## REGENERATION

Celebrate Paraburdoo's unique qualities and make the town more responsive to the community's changing needs.

- + Increased tree cover across the town centre
- + Redevelopment of the town centre to reflect the areas unique place qualities
- + Celebration and cultivation of all history and heritage of the area
- + Redevelopment of vacant lots responding to the climate and changing needs
- + Sustainable building and development outcomes



## CONNECTION

Building on Paraburdoo's 'welcoming and inclusive' mantra by enhancing accessibility for all ages, abilities and nationalities, and celebrating Aboriginal culture.

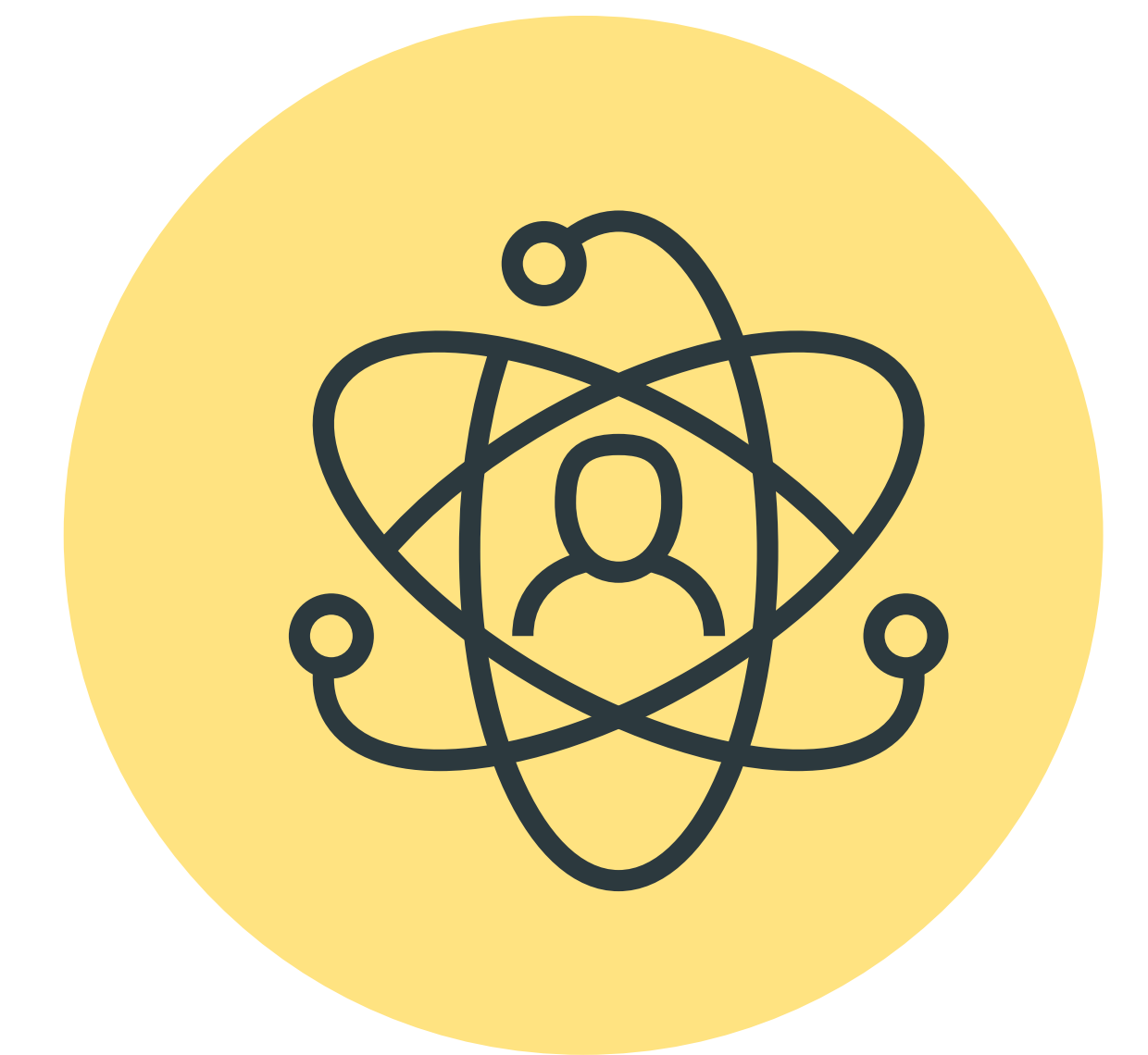
- + Strengthened way-finding within the town centre, defining a clear hierarchy of streets, spaces, use and scale
- + Safe and accessibility network for pedestrians and cyclists move around the town centre.
- + Space for events, festivals, markets and activities that bring life into the town centre.



## INTEGRATION

Bring recreation, art and culture into the town centre and surrounding parklands creating a sense of discovery, learning and adventure.

- + People-centric public open spaces to meet the future needs and wishes of those who live, work and play in the town
- + Adaptable and flexible spaces to accommodate changing needs
- + Equitable and inviting community
- + Places to play, relax and be entertained



## OPTIMISATION

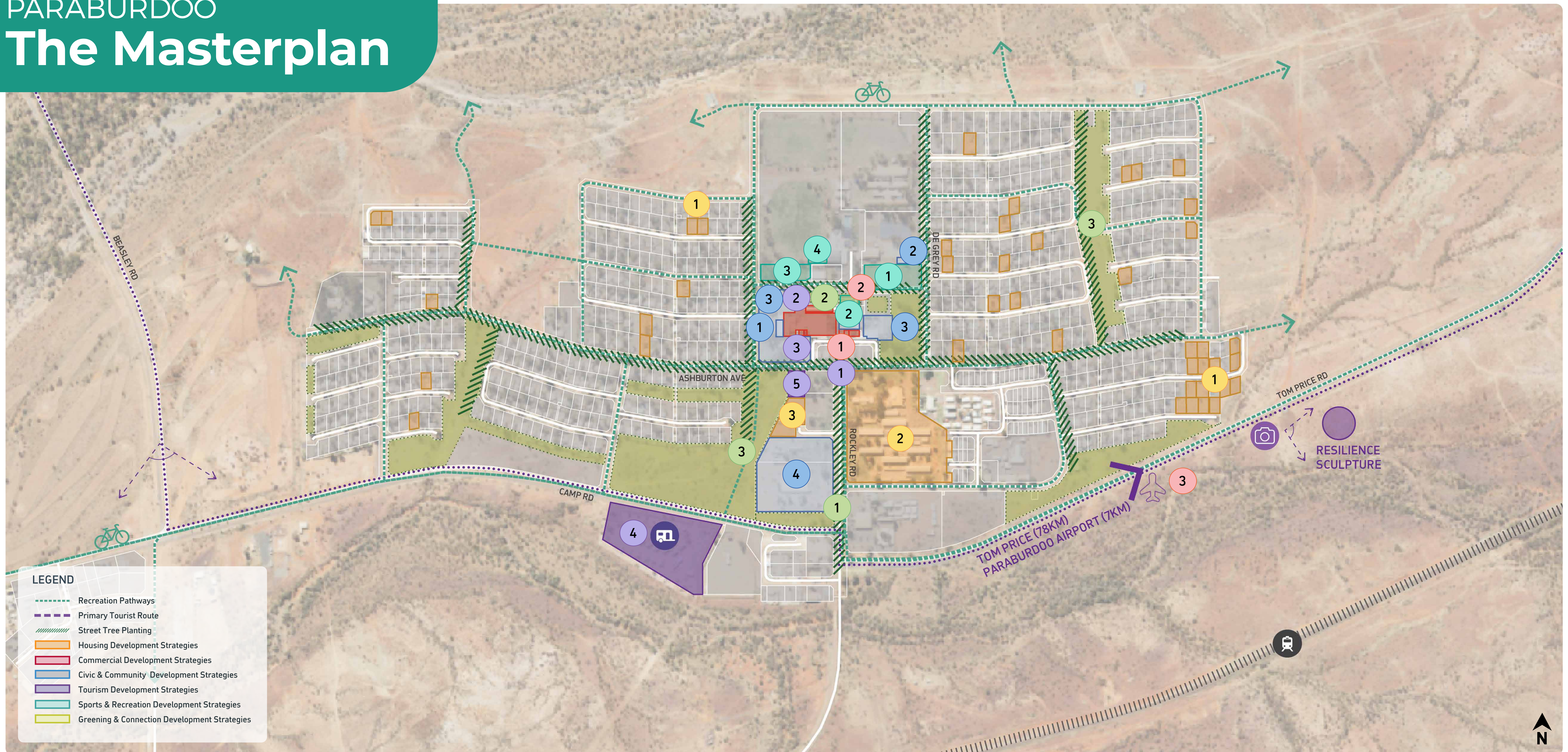
Improving existing facilities to ensure opportunities to enjoy and connect communities.

- + Density at the heart of the town centre that is sensitive to human scale.
- + Co-location of facilities to share ongoing maintenance and costs
- + Customisation of existing infrastructure and assets to meet current and future demands
- + Space for intergenerational living responding to nuances of culture, climate and identity while celebrating the memory of place





# PARABURDOO The Masterplan



## HOUSING

- 1 Potential redevelopment of vacant lots to integrate a greater diversity housing
- 2 Consolidation of FIFO workers accommodation within Rocklea Palms
- 3 Potential integration of retirement living in close proximity to health services

## COMMERCIAL

- 1 Optimise activation of town centre frontages onto the public realm
- 2 Strengthen existing pedestrian network linking the town centre north-south
- 3 Refurbishment of Paraburdoo Airport

## CIVIC & COMMUNITY

- 1 Potential relocation of the Youth Building within the town centre
- 2 Potential integration of maker spaces within the existing Youth Centre
- 3 Integration of cultural walk with QR code system to celebrate Indigenous and European history
- 4 Potential consolidation of Essential Services Precinct to integrate new Hospital and Ambulance services

## TOURISM

- 1 Enhance arrival experience on entry to the town centre
- 2 Integration of Indigenous Garden
- 3 Potential new destination play area
- 4 Redevelopment of caravan site for public use
- 5 Potential Cultural Centre to link visitors to local attractions

## SPORT & RECREATION

- 1 Potential refurbishment of the Bowling Club to integrate additional activities
- 2 Redevelopment of central village green providing flexible space for a variety of activities
- 3 Relocated dog park
- 4 Relocated playspace to provide increased passive surveillance from the Recreation Centre

## GREEN & CONNECTION

- 1 Potential greening of strategic corridors defining the street hierarchy
- 2 Additional tree planting to car park spaces
- 3 Link linear open space/drainage with the wider recreational network



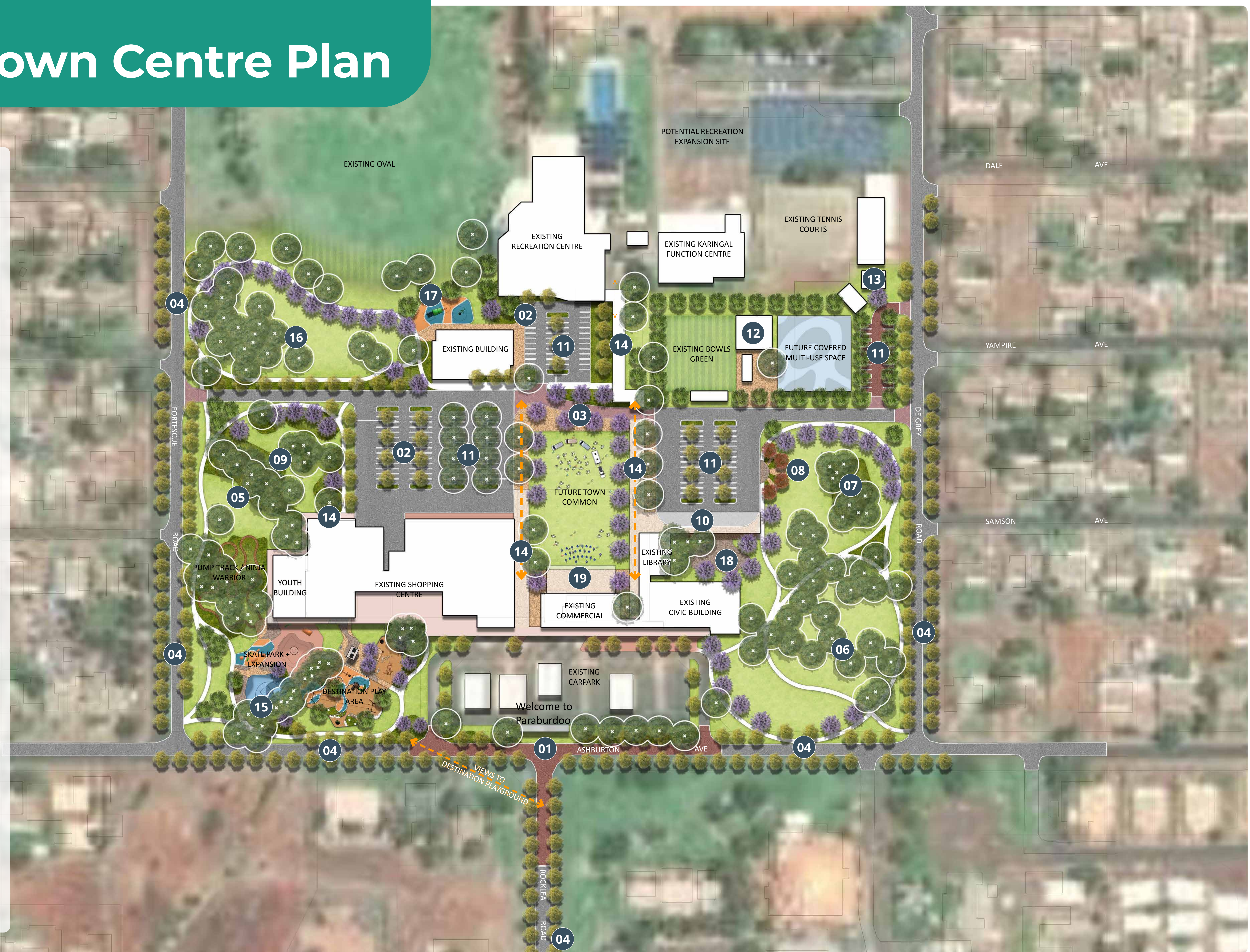


# PARABURDOO

## Detailed Town Centre Plan

### LEGEND

- 01 Welcome to Paraburdoo electronic information board - as part of the Shire suite of entry signage
- 02 Additional tree planting to existing carpark areas to provide shade
- 03 Shared zone to provide traffic calming & pedestrian connection from future town common to recreation centre
- 04 Greening opportunities to the existing streetscape
- 05 Cultural nodal walk with QR code system to celebrate indigenous history
- 06 Formalise civic space / gardens
- 07 European & mining history gardens with QR code system along a nodal walk
- 08 Retain and enhance Anzac Memorial
- 09 Indigenous culture gardens
- 10 Bus drop off space with shade structure
- 11 Reconfigure car park to reduce hardstand & formalise vehicle movement
- 12 Refurbish &/or extension to bowls building
- 13 Re-purposed youth building for potential maker space
- 14 Build upon existing pedestrian shelter to provide shaded connections throughout town
- 15 Opportunity for co-location of half court basketball with the skatepark
- 16 Relocated dog park
- 17 Relocated playspace to provide increased passive surveillance from recreation centre
- 18 Youth hangout zone
- 19 Town common stage





TOM PRICE

# Vision & Principles

The Shire’s vision is supported by a series of place principles which will guide the transformation of Tom Price to a thriving and integrated community into the longer-term.

Crafted through extensive consultation with stakeholders and the community, these principles underpin all future planning and development strategies, giving expression to the kinds of experiences people can expect to have from Tom Price into the future.

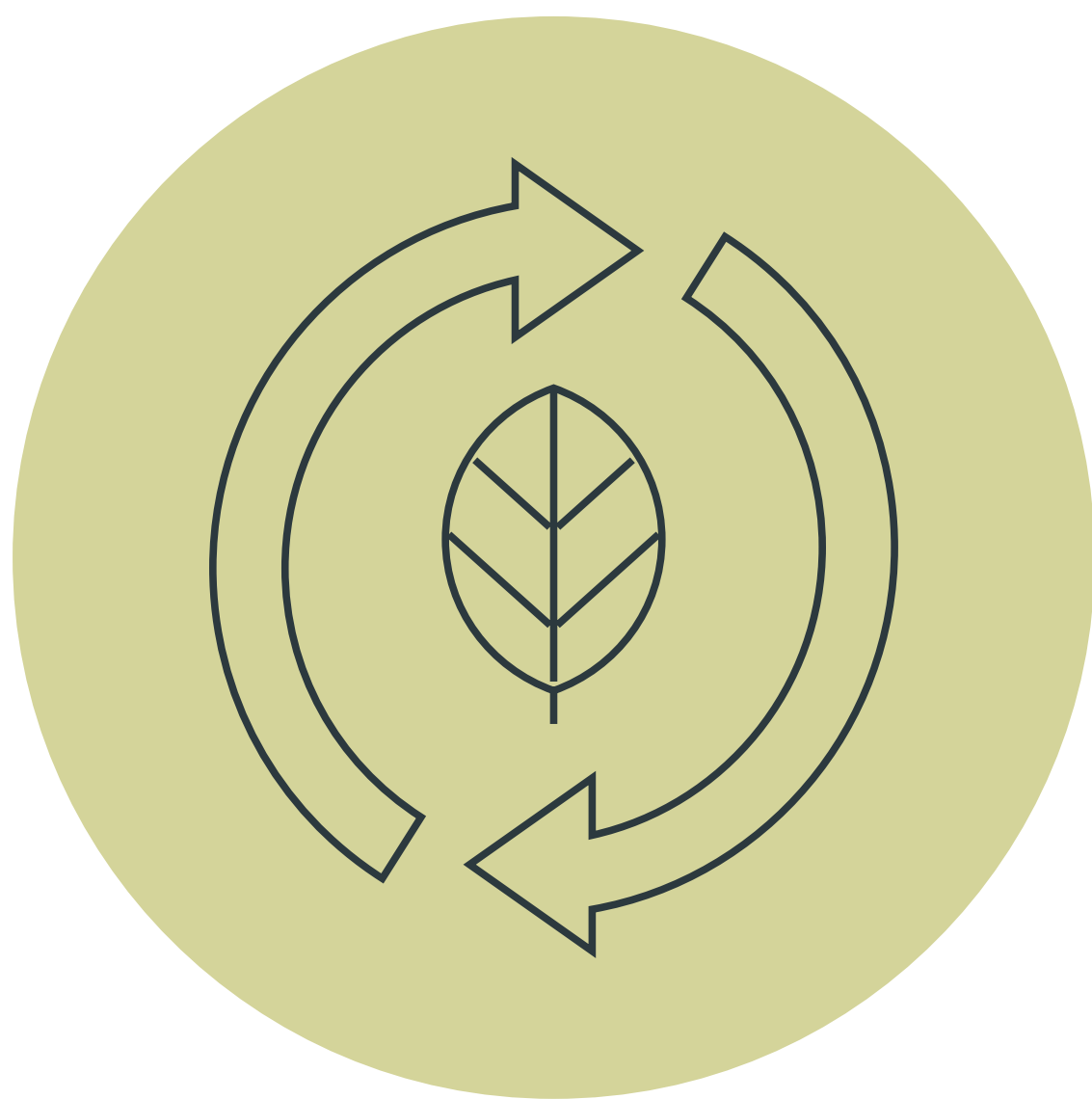
We will be a welcoming, sustainable, and socially active district, offering a variety of opportunities to community.



### CONSOLIDATION

**Creating new destinations and experiences that captivate locals and visitors, building civic pride for future generations.**

- + Greater intensity of dwellings in the town centre, where the people want to be.
- + Diverse range of land uses and dwelling types
- + Critical mass of residents, visitors and workers to support existing and retail and community offering.
- + Mix of day-time and night-time activities to compliment the seasons



### REGENERATION

**Celebrate Tom Price’s unique qualities and make the town more responsive to the community’s changing needs.**

- + Increased tree cover across the town centre
- + Redevelopment of the town centre to reflect the areas unique place qualities
- + Celebration and cultivation of all history and heritage of the area
- + Exemplary design outcomes
- + Sustainable building and development outcomes



### CONNECTION

**Building on Tom Price’s ‘welcoming and inclusive’ mantra by enhancing accessibility for all ages, abilities and nationalities, and celebrating Aboriginal culture.**

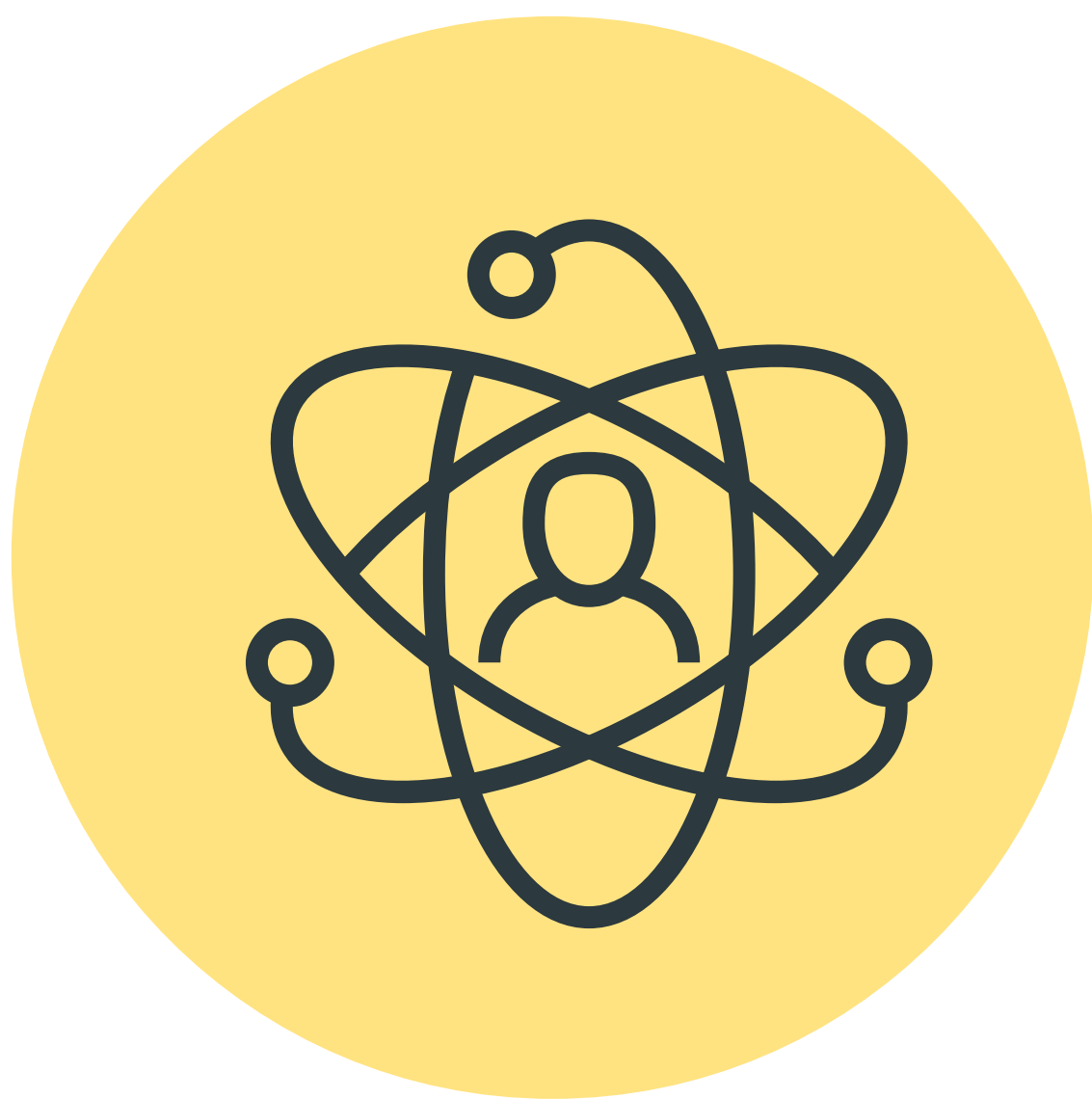
- + Strengthened way-finding within the town centre, defining a clear hierarchy of streets, spaces, use and scale
- + Safe and accessibility network for pedestrians and cyclists move around the town centre.
- + Space for events, festivals, markets and activities that bring life into the town centre.



### INTEGRATION

**Bring recreation, art and culture into the town centre and surrounding parklands creating a sense of discovery, learning and adventure.**

- + People-centric public open spaces to meet the future needs and wishes of those who live, work and play in the town
- + Adaptable and flexible spaces to accommodate changing needs
- + Equitable and inviting community
- + Places to play, relax and be entertained



### OPTIMISATION

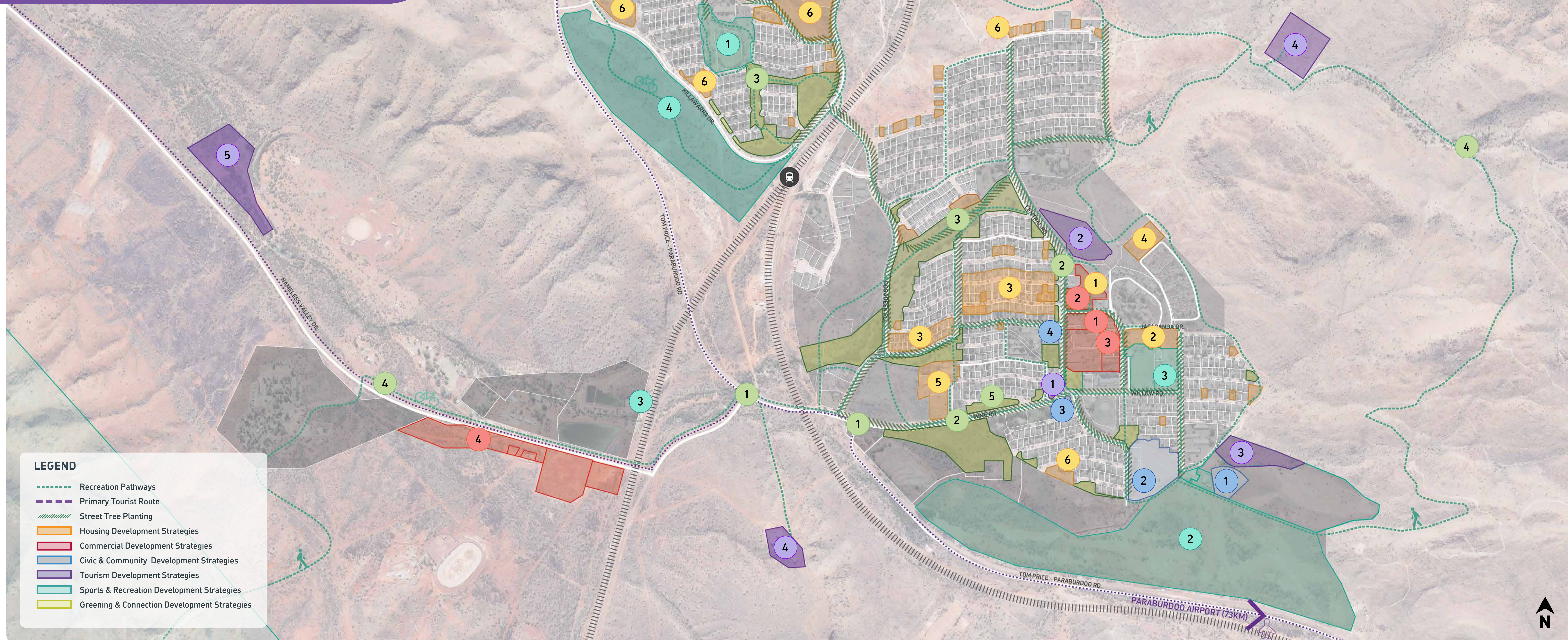
**Improving existing facilities to ensure opportunities to enjoy and connect communities.**

- + Density at the heart of the town centre that is sensitive to human scale.
- + Co-location of facilities to share ongoing maintenance and costs
- + Customisation of existing infrastructure and assets to meet current and future demands
- + Space for intergenerational living responding to nuances of culture, climate and identity while celebrating the memory of place





# TOM PRICE The Masterplan



## HOUSING

- 1 Potential partnership to redevelop Lot 2 integrating a mix of service worker housing
- 2 Potential partnership to redevelop the Drive-in site for a diversify the housing for non-RTIO workers
- 3 Redevelop old RTIO housing stock to accommodate changing needs of families
- 4 Expand FIFO Village north, integrating Transit Worker Accommodation
- 5 Redevelop the Hospital site
- 6 Infill development of 'lazy lands' and vacant lots

## COMMERCIAL

- 1 Redevelop the village green to stimulate greater activity within the town centre
- 2 Redevelop Lot 2 to integrate commercial, training and community uses on the ground floor
- 3 Optimise activation of town centre by locating frontages onto the public realm
- 4 Integrate light industrial area along Nameless Valley Drive

## CIVIC & COMMUNITY

- 1 Relocate Drive-in site to the Golf Course
- 2 Relocate Police site to the Essential Services Precinct
- 3 Redevelop the Shire Administration building
- 4 Integrate the existing Town Hall with Memorial Park
- 5 Link Area W Civic Hub to facilities within Minna Oval

## TOURISM

- 1 Potential new Interactive Visitor Centre integrating cultural and heritage experiences
- 2 Potential development of a new RV short stay site within the Tourism Precinct
- 3 Integrate overflow caravan parking within a redeveloped Golf Course
- 4 Link potential astrotourism destinations
- 5 Integrate possible destination experience at Kings Lake

## SPORT & RECREATION

- 1 Upgrade Minna Oval and facilities
- 2 Redesign and green 9 hole Golf Course with driving range
- 3 Consolidate potential new Sports & Rec Centre within Clem Thompson Sports Precinct
- 4 Integrate potential new MTB Park

## GREENING & CONNECTION

- 1 Integrate consistent wayfinding signage to navigate visitors to key destinations
- 2 Integrate streetscape greening program
- 3 Regenerate drainage reserves to link recreational corridors
- 4 Connect recreational cycle and pedestrian pathways
- 5 Redevelop the arboretum - botanical planting unique to the region





# TOM PRICE Housing

drive-in-site town centre

## KEY FEATURES

- 1 Potential superlot accommodating smaller residential dwellings
- 2 Extended residential lot subdivision pattern
- 3 Potential shop-top residential apartments fronting Stadium Rd
- 4 Extended road network
- 5 Greening of entry into residential neighbourhood
- 6 Pedestrian pathways linked north-south, east-west
- 7 Pocket parks integrated within the new development

## INDICATIVE YIELD

SEPARATE HOUSES = 18

TOWNHOUSE / APARTMENTS = 28

TOTAL = 46 dwellings / 133 people (2.9 pp/hh)





# TOM PRICE Housing

lot 2 - town centre

## KEY FEATURES

- 1 Staged redevelopment of early childhood centre to accommodate potential mix of community and commercial co-working spaces.
- 2 Integration of commercial/training facilities on Ground Floor with potential residential uses above
- 3 Redevelopment of Youth Centre integrating community uses fronting the village green
- 4 Car parking internalised within new developments
- 5 Potential for new 2 storey dwellings
- 6 New north-south pedestrian connection
- 7 Pedestrian pathways linked into the existing network

## INDICATIVE YIELD

COMMERCIAL = 1500m<sup>2</sup>

TOWNHOUSE / APARTMENT = 104 dwellings

/ 300 people (2.9 pp/hh)





KEY FEATURES

- 1
- New Sound Shell / Stage / Outdoor Cinema supporting green room facilities and storage
- 2
- Removal of secondary access to consolidate car parking and prioritise pedestrian movement east-west
- 3
- Alfresco dining to shop fronts
- 4
- Shaded pedestrian connections
- 5
- Future extension of existing water play
- 6
- Dry creek bed within play space - adding nature play elements
- 7
- Retain large village green lawn for event space
- 8
- Opportunity for market stalls - trees to frame stalls bays and provide shade
- 9
- Large shade structures with variety of seating opportunities overlooking the village green
- 10
- Additional car parking between trees along verge
- 11
- Public art to strengthen road access
- 12
- Continuous shade structures to pedestrian area
- 13
- Reconfigured car parking and loading zone to service existing uses and future events



Example storage



Example outdoor seating



Example night art



Example sound shell



Example sound shell





# TOM PRICE Civic & Community town centre masterplan

## KEY FEATURES

- 1 Realignment of Mine Rd and Willow Rd intersection to slow traffic on arrival into the town centre
- 2 Redevelopment of the existing Shire Administration
- 3 Shire car parking and RV/caravan visitor parking
- 4 Potential new Interactive Visitor Centre promoting the areas unique culture and local heritage
- 5 Potential destination play space
- 6 Greening opportunities to existing streetscape to strengthen north-south connections to the town centre
- 7 Public art to strengthen visual axis
- 8 Integration of the existing Community Centre, library and co-working spaces within Memorial Park landscape setting
- 9 Expansion of existing skatepark
- 10 Formal entry to Clem Thompson Oval Precinct
- 11 Paved verges to future built form to activate the streetscape
- 12 Potential to reconfigure car park to cater for caravans
- 12 Future sound shell / stage / outdoor cinema
- 13 Opportunity for indigenous gardens





### KEY FEATURES

- 1 Formal entry to RV parking
- 2 Reception building
- 3 Formal RV parking
- 4 Drop point
- 5 Existing rock outcrops
- 6 Informal grassed RV parking for potential overnight stays
- 7 Buffer planting to boundary
- 8 Screen planting to interface
- 9 Ablution facilities
- 10 Kitchen facilities
- 11 Emergency exit
- 12 Shade shelters & picnic facilities
- 13 Informal gravel pedestrian paths
- 14 Internal gravel roads



Example RV parking bay



Example RV public amenity



Example drop point



Example short-stay experience



## KEY FEATURES

- 1 Existing drainage corridor creating a landscaped buffer between the Essential Services Precinct and the Golf Course
- 2 Existing clubhouse converted to caravan park reception
- 3 Proposed overflow caravan parking
- 4 Proposed car parking
- 5 Proposed mini putt putt and practice green
- 6 Proposed new golf clubhouse / Drive-in food outlet
- 7 Proposed driving range (250m)
- 8 Proposed new Drive-in site
- 9 Possible expansion of overflow park
- 10 Retained large outdoor event space
- 11 Greened 9 hole Golf Course





# TOM PRICE

## Sport & Rec

clem thompson sports precinct

### KEY FEATURES

- 1 Formalised entry square
- 2 Greening opportunities to the existing streetscape
- 3 Potential new Sports & Rec Centre integrating bowls club, gym, squash and indoor basket ball courts
- 4 Future car parking
- 5 Existing skatepark
- 6 Formal entry to Clem Thompson Oval
- 7 Existing Clem Thompson Sports Pavilion
- 8 Paved verges to future built form to activate the streetscape
- 9 Potential new pavilion accommodating Female change rooms / away side team rooms
- 10 Relocated cricket nets
- 11 Additional play space
- 12 Existing bowls green



Example local art



Example seating spaces integrated in landscape



Example integrated play spaces



Example residential edge to oval



# TOM PRICE

## Area W Masterplan

development strategies

### KEY FEATURES

- 1 Development of 'lazy lands' to accommodate a greater diversity of housing lots (teacher/non-RTIO worker accommodation)
- 2 Extension of residential subdivision to accommodate changing needs of family housing
- 3 Potential short stay accommodation / service worker accommodation
- 4 New pavilions to integrate small cafe, greater storage and change rooms
- 5 New playspace adjacent to cafe providing for increased passive surveillance
- 6 Potential car parking providing ease of access to adjacent sports pavilions
- 7 Car parking and bus drop-off for primary school, Civic Centre and oval activities
- 8 Upgrade of Minna Oval to accommodate soccer, rugby and athletics track
- 9 Drainage corridor piped to activate and integrate the oval space with adjacent pavilions
- 10 Amphitheatre walls overlooking oval
- 11 Amphitheatre walls with shade structure overlooking covered hard courts and oval
- 12 Pocket park with playspace supporting future residential development
- 13 Greening opportunities to the existing streetscape defining a street hierarchy
- 14 Realignment and connection of existing roads to improve permeability

