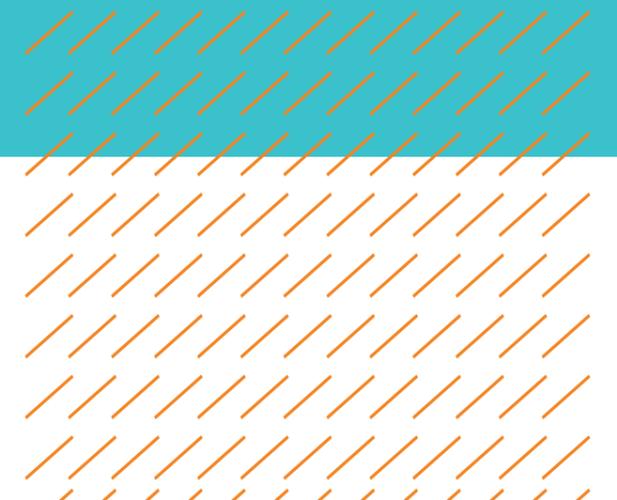


JURIEN BAY CBD

DRAFT URBAN DESIGN PLAN

21 MAY 2021



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ACKNOWLEDGMENT OF PEOPLE AND COUNTRY

On behalf of the community, the Shire of Dandaragan and PLACE Laboratory acknowledges the traditional owners of the land and sea of this area, the Yued People. They pay respect to the Elders past, present and emerging who hold the memories, traditions, culture and hopes for the future.

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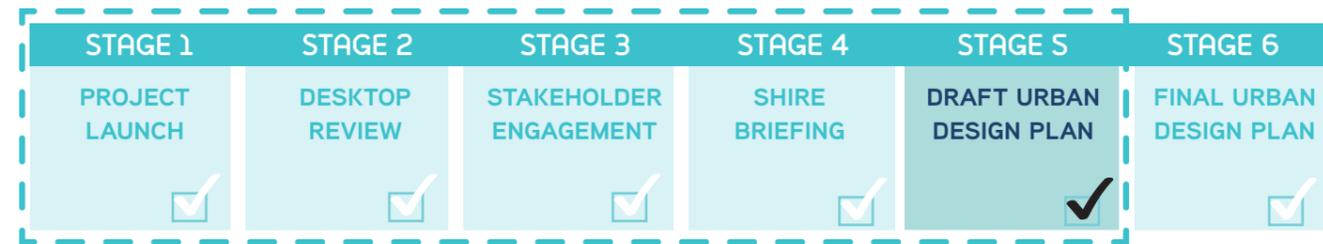
INTRODUCTION

PROJECT INTRODUCTION

The Jurien Bay CBD Urban Design Plan (the Plan) is a guide for future development opportunities. The Shire of Dandaragan (Shire) has engaged PLACE Laboratory to plan a vibrant, livable centre that achieves high utilisation and functionality, addresses community and business needs, and attracts visitors and future investment. The Plan sets the framework for redevelopment as private buildings reach the end of life, and it relies on everyone having a role to play in shaping the future success of their town centre.

Creating long term change and revitalising the Jurien Bay CBD is not about one idea but many small changes. The Urban Design Plan is the formulation of many short, medium and long-term actions. It will rely on ongoing engagement and support from local property owners and businesses to succeed.

THE PROJECT TIMELINE AND PROCESS



This project commenced in November 2020 and the Urban Design Plan is based on extensive research and engagement conducted over a three month period including:

- / Desktop review of Jurien Bay: Its history, the environment, policies, guidelines and frameworks relevant to the CBD;
- / Place audits of the built and green infrastructure in the CBD. Place audits were conducted at different times of days to capture the intangible qualities of Jurien Bay.
- / A series of face to face workshops with Stakeholders which identified values, opportunities and aspirations for the CBD;

PROJECT BACKGROUND

Jurien Bay is an important regional centre identified as one of nine 'Super Towns' by the Western Australian State Government. The Jurien Bay Place Vision and Activation Plan outlines that the Jurien Bay CBD should be a connected and beautiful town centre, satisfying locals and tourists needs.

Currently Jurien Bay's current population is 1,820 and the 2012 Growth Plan outlines a possible scenario for a population of 20,000 as a long-term aspiration and it outlined that long term land use and infrastructure planning may contribute not only to accommodating but facilitating population growth. Planning the future Jurien Bay CBD, needs to consider what will attract people and investments to town. The Urban Design Plan seeks to provide a long framework that includes a high-quality public realm that considers economic, community, tourism and environmental elements.

- / An engagement booklet issued to interested stakeholders to obtain their feedback on values, goals and aspirations for the CBD
- / A target tourism questionnaire for visitors conducted over the Christmas period.
- / Key themes from these stages were consolidated to form opportunities and directions and a Draft Jurien Bay CBD Urban Design Plan that have been presented at the Shire Councillor's meetings.
- / The last step us for the community to provide comments and feedback on the Draft Urban Design Plan and help shape a new long-term vision for Jurien Bay CBD.

PURPOSE OF THE DOCUMENT

The Shire sees this document Jurien Bay CBD Urban Design Plan as a document to guide working with stakeholders (private and public sector) to prioritise developments/ initiatives and a program of work including time frames (short, medium, long term) for public and private investments (separately and jointly) in improvements and activation of the CBD. This document includes:

- / A summary of the current character and qualities of Jurien Bay CBD;
- / The vision and unique CBD identity, sense of place statement, place principles and key design moves which guide the Plan;
- / Quick-wins strategies that responded to the extensive stakeholder engagement and broader analysis findings that could test ideas and, if successful, be a catalyst for change within the CBD and incentivise future investment
- / Medium and long term Urban Design Plan framework for the various precincts within the Jurien Bay CBD, with supporting indicative visualisations;
- / Design guidelines for future developments under the Jurien Bay CBD Urban Design Plan; and,
- / A recommended implementation framework for the Plan. and feedback to create a new short to long-term vision for Jurien Bay CBD that celebrates the town.

NEXT STEP

The Shire warmly invites stakeholders and community comments and feedback to create a new short to long-term vision for Jurien Bay CBD that celebrates the town.



Jurien Bay, 1966



Jurien Bay, Present Day



Jurien Bay, Long Term Vision (indicative only)

CHAPTER 01

JURIEN BAY CBD CONTEXT

1.1 REGIONAL CHARACTERISTICS



Regional Attractions Diagram

LEGEND

- Natural Attraction
- Marine Attraction
- Adventure-Based Attraction
- Heritage and Cultural Attraction
- Jurien Bay CBD
- Cervantes

LOCATION

The Jurien Bay township is well located 220km North of the Perth CBD and 190km from Joondalup. The neighbouring town of Cervantes (a popular tourist town for holiday makers and nearby to the Pinnacles) is less than 25km from Jurien Bay CBD.

Most visitors travel to Jurien Bay by car via Indian Ocean Drive. The town is positioned approximately half way between Geraldton and Perth. As a result Jurien Bay is an opportune location for visitors to stop on their journey for short or extended stays.

There are many well known regional attractions which make Jurien Bay an ideal 'home base' for visitors to the region including:

- / Multiple nature reserves and national parks featuring caves, hikes and wildflowers
- / Multiple marine based activities ranging from fishing, diving, wildlife encounters and stand up paddle boarding
- / Jurien Bay Skydive
- / Turquoise Way Trail: regional cycling and walking trail

1.2 JURIEN BAY CBD SCOPE AND EXISTING CONDITION

The Jurien Bay CBD activation area is located in the heart of Jurien Bay, between the Foreshore Precinct to the west and the Civic Precinct to the east. The Precinct is positioned prominently on Bashford Street, the main road through town.

The Precinct itself is roughly composed of four sections;

- / To the South, is a local retail district including a small shopping centre, opposite from the Shire building and visitor centre;
- / Centrally, bisecting the site, is a tourism precinct currently used as the Caravan Park; and,
- / North, a collection of retail and hospitality businesses catering to both locals and tourists.
- / Northern edge, a collection of light industrial businesses

The Coastal position of Jurien Bay holds psychological and emotional importance for residents, local businesses and tourists who express a strong connection to its turquoise coast. Despite this, the city centre does not coherently display its coastal character.



Existing Site Plan



South Entrance



North Entrance



Visitor Centre



Shopping Complex



Hotel and Sports Bar



High School



Caravan Park



Cafe



Foreshore, Jetty and Beach



White Street to the Foreshore



Roberts Street Intersection



Retail Area and Car park



Petrol Station



Restaurant, Shops and Tyre and Auto Stores



Motel Apartments



Holiday Accommodation



Holiday Development Site



Apex Park (closed)



Medical Centre



Jurien Bay SkyDive

1.3 CHARACTER AREAS

There are four distinct Precincts within the Jurien Bay CBD area:

Southern CBD: Focused on local life centred around the IGA, Civic Centre and close proximity to residential housing. Buildings are typically inwards facing with passive street frontages.

Central CBD: The area is mostly fenced off and tenanted by the Caravan Park resulting in a divided CBD. A few temporary structures and cabins exist, along with a cafe/reception building on the foreshore edge.

Northern CBD: This area has a mixture of local and tourism focused businesses. The area contains outward facing shopping strips built from the 60's to the 90's. Despite being framed by Pioneer Park on the southern edge, the businesses are not well connected to the park. Most businesses face away from Andrews Street, creating a hollow centre.

Northern Edge: The area is mainly light industrial structures consisting of large sheds, workshops, and vacant blocks with potential market driven medium and long-term redevelopment possibility as the town grows.



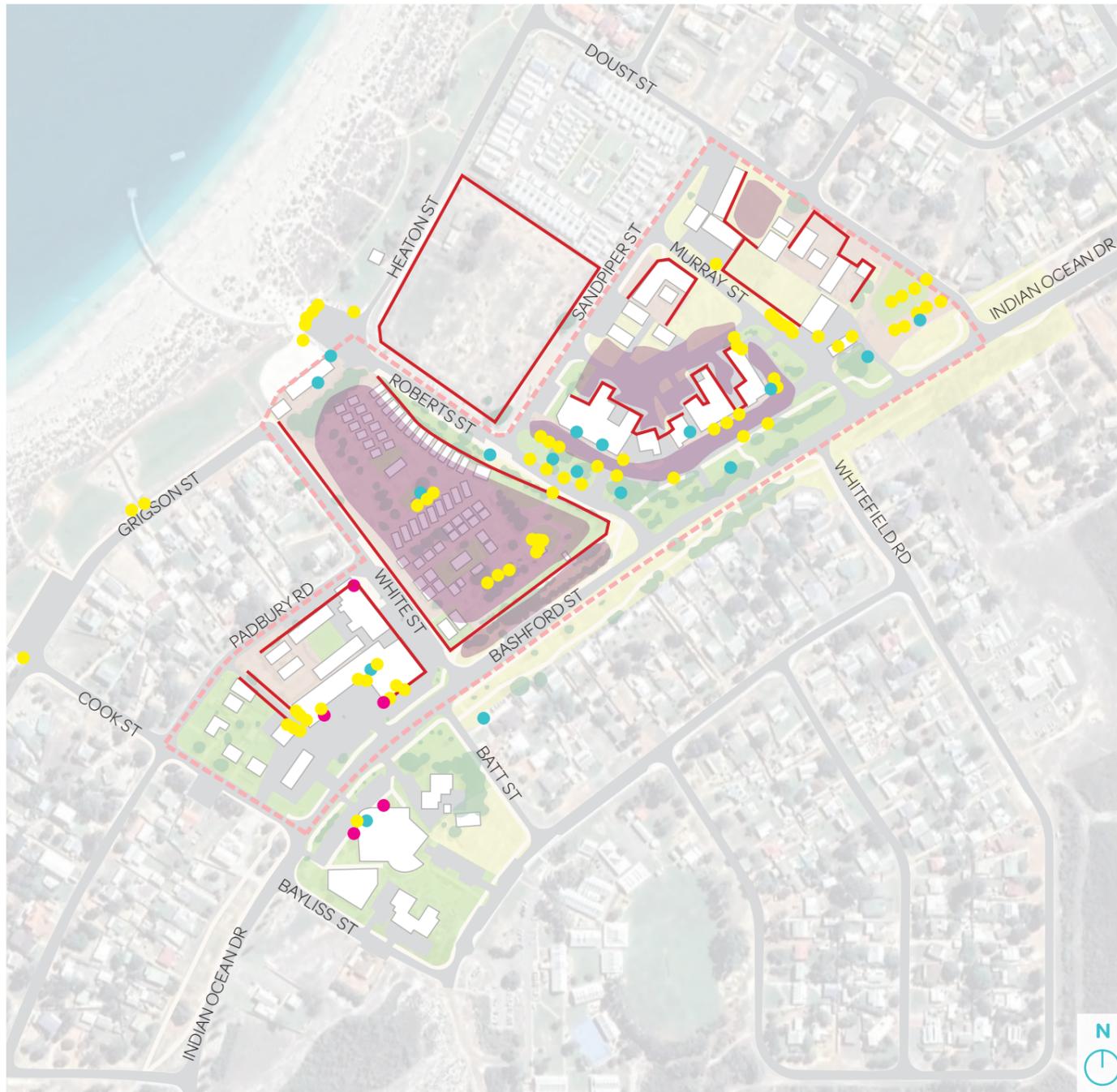
Character Areas Diagram



CHAPTER 02

CURRENT CONDITION

2.1 PLACE AUDIT MATERIALITY AND FURNITURE



Place Audit

LEGEND

- PUBLIC SEATING
- PUBLIC BINS
- FENCES AND WALLS
- BIKE RACKS
- POORLY LIT PLACES

PUBLIC SEATING

Seating furniture in the CBD is inconsistent, generally uncomfortable and often placed in unsheltered positions.

Successful seating should be:

- / Comfortable - suitable for sitting for short and long periods.
- / Usable - positioned in sheltered and useful positions.
- / Reflect Jurien Bay's identity - consistent style across the CBD, connected to Jurien Bay's character.



- Comfortable
- Usable
- Connected to Identity



- Comfortable
- Usable
- Connected to Identity



- Comfortable
- Usable
- Connected to Identity



- Comfortable
- Usable
- Connected to Identity



- Comfortable
- Usable
- Connected to Identity



- Comfortable
- Usable
- Connected to Identity

LIGHTING

There are several different lighting styles across the CBD, however they are generally understated and can be adapted to future development.

Lighting upgrades should meet security needs, allowing for a walkable urban space at all times of day.

Lighting might be considered as a narrative element of future designs within the Precinct.



- Functional (Safety)
- Poorly lit areas prevent evening walkability and could create potential safety risks.



- Consistent across CBD
- Functional (Safety)
- Adaptable for future



- Consistent across CBD
- Functional (Safety)
- Adaptable for future



- Consistent across CBD
- Functional (Safety)
- Adaptable for future



- Consistent across CBD
- Functional (Safety)
- Adaptable for future

BINS AND RUBBISH DISPOSAL

The number and visibility of bins should generally be reduced within the Jurien Bay CBD.

Placement of bins should be determined in consultation with the maintenance team based on:

- / Which bins are used the most by visitors
- / How quickly bins are filled
- / How frequently waste collection is required
- / Accessibility of the bins for the maintenance team
- / A balance of accessibility and discretion for visitors



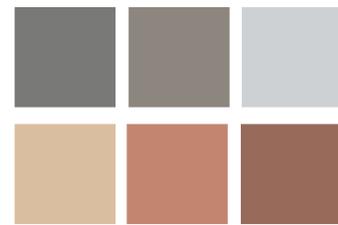
HARDSCAPE MATERIALS

There is an opportunity to reduce the degree of hardscaping within the Jurien Bay CBD.

There is an opportunity to implement hardscaping materials and colours which are connected to Jurien Bays coastal identity.

Hardscaping materials should be simple but sophisticated and easy to maintain.

EXISTING HARDSCAPE COLOUR PALETTE



SIGNAGE

Design elements should compliment the new tourism signage which has begun to be installed.

Private business signage is generally appropriate and gives a coastal town character. Standardising or mordenising too much of this signage may be detrimental to the small town character.

Signage which makes shopfronts uninviting, or gives the impression of being unwelcoming should be minimised.



'I can't' signage



- Regional/ Nostalgic
- Modern



- Regional/ Nostalgic
- Modern



- Regional/ Nostalgic
- Modern

FENCES AND WALLS

Some of the fences in the CBD prevent walkability, are unappealing or in need of maintenance.

There is an opportunity to reduce unappealing fencing such as a cyclone fencing.

There is an opportunity to reduce fencing in some areas to provide better connections, or make more spaces accessible.



- Functional
- Provides Character
- Allows Walkability



- Functional
- Provides Character
- Allows Walkability



- Functional
- Provides Character
- Allows Walkability



- Functional
- Provides Character
- Allows Walkability

2.2 GREEN INFRASTRUCTURE

Jurien Bay CBD is extensively hardscaped with little green space or tree protection from the sun and hot southeastern winds. The heat and dry winds make an uncomfortable place to inhabit for sustained periods.

Pioneer Park, Bashford St and the southern edge of the Caravan Park provide the greatest shade amenity and are a valuable asset for the Precinct.

Jurien Bay CBD has three primary defined green infrastructure qualities:

- / Large scale Norfolk Island Pines along Bashford Street
- / Mixed native, medium sized trees primarily along Pioneer Park and within the Caravan Park.
- / Some instances of clumps of smaller trees (such as along the Caravan Park on Bashford St)

Jurien Bay CBD should consider tree planting arrangements at different scales appropriate to the desired outcome:

- / Small scale: Most appropriate for intimate human experiences and gatherings due to their human scale.
- / Medium scale: Most appropriate for larger public places to provide dappled shade amenity.
- / Large scale: appropriate for grand statements like an avenue of trees, or as an arrival statement. Not appropriate for places where human scale is the desired outcome.

LEGEND

-  Open Green Space
-  Primarily Hardscaped Space
-  Small Scale Tree
-  Medium Scale Tree
-  Large Scale Tree
-  Site Boundary



HOT AND EXPOSED



HUMAN SCALE AND INTIMATE



MEDIUM SCALE AND SHADED



GRAND GESTURE STATEMENT



3.1 VISION

The Shire seeks to revitalise Jurien Bay CBD and provide long term direction for how the CBD may evolve as population and community need change and ensure:

The town centre is a clearly defined area that feels connected, vibrant, responsive and diverse with high levels of utilisation and functionality, which attracts private and public investment.

3.2 SENSE OF PLACE

The Sense of Place statement captures the unique, intangible qualities which are unique to the experience of visiting or living in Jurien Bay. The Jurien Bay Sense of Place statement was developed through desktop review, site analysis and conversations with stakeholders about the qualities they believed were unique to Jurien Bay.

COASTAL TOWN: Jurien Bay is defined by its connection to the coast. The Turquoise Coast is embedded in all aspects of Jurien Bay life: as a source of income through tourism and aquaculture, for adventure and recreation, and as part of the local identity. The coast can create challenges, such as prevailing windy conditions, but is ultimately the jewel in Jurien Bay’s crown.

ACTIVE AND ADVENTUROUS: Jurien Bay is a place which encourages people to spend time outdoors. It is known for a range of marine based activities and sky diving adventures as well as the emerging Turquoise Way trail and bike path. Several National Parks surrounding Jurien Bay, and although lesser known, position it as a strategic place for exploring the Australian landscape. Even if you are not thrill seekers, Jurien Bay, people still want to be out and about.

DOWN TO EARTH: Jurien Bay is not pretentious. It celebrates its relaxed, laid-back lifestyle cultivated by the community. Visitors are attracted to a slower pace of life which encourages them to stop and breath in the sea air. It is important that future development does not lose this quality which sets it apart from other holiday destinations.



3.3 PLACE PRINCIPLES

The Place Principles are unique design guidelines which were developed to ensure the Sense of Place Statement, the unique qualities of Jurien Bay, were embedded in the Urban Design Plan.



THE TURQUOISE WAY OF LIFE

Why is this important?

This will ensure the CBD is connected to its past, its stories and its coastal identity. The identity of Jurien Bay is very much connected to the Turquoise Coast and its coastal history and should be prominently featured in the CBD.

What this feels like:

- / The CBD is a nostalgic reminder of summer holidays and coastal town life.
- / An escape from the hustle and bustle to a slower pace of life.
- / The CBD is a celebration of the Turquoise Coast, the Crown Jewel of Jurien Bay.

What this looks like:

- / Coastal materials and planting integrated into the environment.
- / Story elements of Jurien Bay's history.
- / Connecting the CBD to the foreshore.
- / Spaces for seasonal activities.
- / Informal but sophisticated design language.
- / A connection with the Yued People.



THE GREAT OUTDOORS

Why is this important?

Creating sheltered comfortable outdoor spaces is important to encourage people to spend time in the CBD. This principle also provides an opportunity to connect people to nature and the environment within the CBD area.

What this feels like:

- / An active place where people want to get outside and make the most of their time.
- / The home base for a diverse range of land and marine activities, all at your doorstep.
- / It is easier to stroll to the bakery in the morning than to jump in the car.
- / A place to unwind after a day on the boat, 4WD driving or jumping from a plane.

What this looks like:

- / Increased shade from trees and structures.
- / Spaces sheltered from the wind and other elements.
- / Upgraded bike and recreational facilities.
- / Places to celebrate and hang out.
- / Retail and hire places for outdoor activities.
- / A walkable CBD with good connections, within and without.



KEEPING IT LOCAL

Why is this important?

The CBD is a place which reflects local experiences. The environment is not pretentious, down to earth and is a place to hang out. The CBD is an intergenerational space which accommodates the needs of a diverse group of people.

What this feels like:

- / After being in Jurien Bay for a short time, I already feel like one of the locals.
- / It is OK to run into the shops quickly for milk in my bathers.
- / You see people from all different age groups and backgrounds in the CBD going about their daily lives.

What this looks like:

- / Places for community to gather for different scales of events.
- / Small intimate spaces for day to day catch ups.
- / Access to 'comfort' upgrades like public seating, enhanced lighting and public amenities.
- / Attractions for the whole family.



WELCOME, WE ARE OPEN!

Why is this important?

The CBD supports local businesses to grow and succeed. Visitors arriving in Jurien Bay feel welcome and that there are diverse reasons to linger in the CBD area.

What this feels like:

- / The CBD is surprising, and I am curious to explore and see what is around the corner.
- / I want to stop here on my drive, get lunch and browse the shops or find some holiday souvenirs.
- / Jurien Bay is an excellent weekend getaway alternative to Busselton, Dunsborough or Rottnest.

What this looks like:

- / Public art trails.
- / Public spaces to support retailers and businesses.
- / Entrance and arrival statements.
- / A consistent palette of furniture.
- / Multi functional spaces for events at all times of day.

3.4 KEY MOVES

The key moves strategically leverage the strengths of the Jurien Bay CBD and address the current challenges identified in our analysis.

LEVERAGING STRENGTHS AS OPPORTUNITIES

Our key moves respond to the unique qualities of Jurien Bay CBD by:

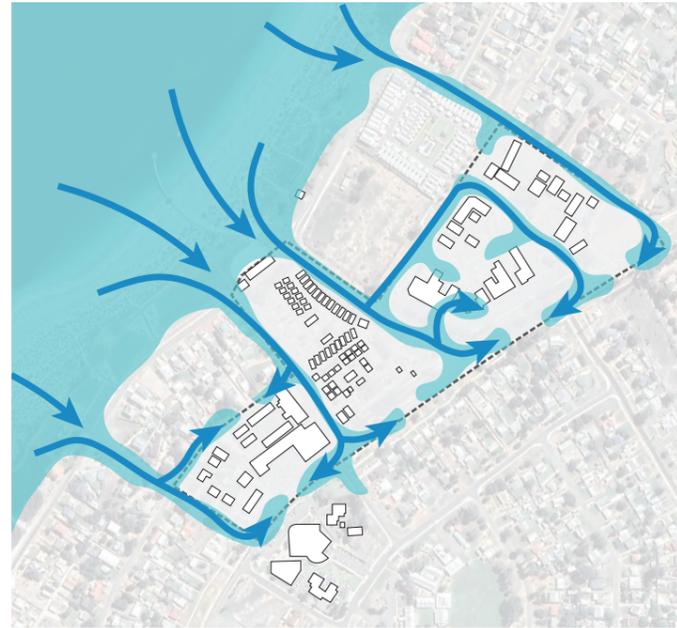
- / Recognising the Turquoise Coast as a physical asset and its cultural significance to residents and visitors to Jurien Bay.
- / Using Pioneer Park as the starting point for enhancing the green quality of Jurien Bay CBD.
- / Taking advantage of the Mediterranean climate of Jurien Bay which supports an active outdoor lifestyle for most of the year.
- / The position of Jurien Bay CBD along the main road in and out of town which, unlike other CBD areas, gives it visual prominence for visitors arriving in town.
- / Jurien Bay has the opportunity to be known for having good visitor amenity in the CBD, such as seating, alfresco dining and play areas. These attractions in the CBD would support local existing and future retailers.

MEETING THE CHALLENGES

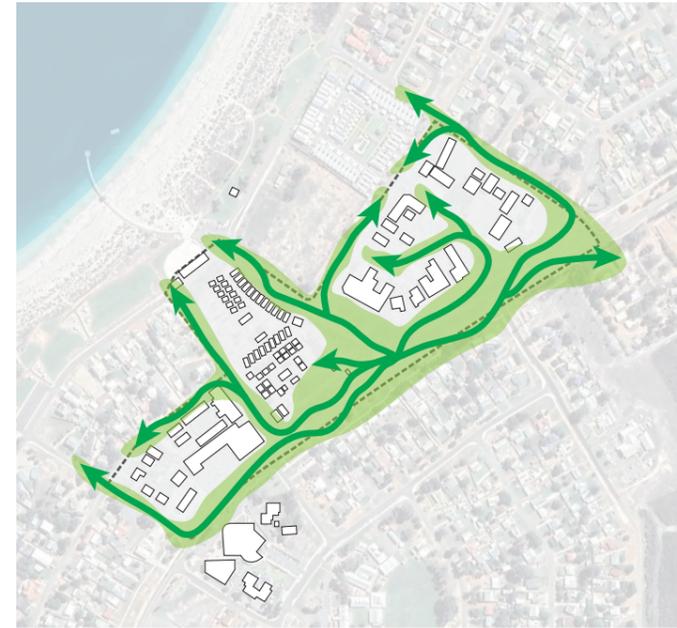
Our key moves address the key challenges we have found by:

- / Addressing poor connections through the CBD which prevent the walkability of the township.
- / Identifying a central heart for the CBD which draws people in; a space where people gather day and night where diverse activities occur.
- / Strategically redesign the car parks and public realm to reduce visual dominance of cars and establish the CBD as a place for people.
- / Providing some visual distance to parking to create a pleasant retail experience for visitors to browse the shops, enjoy alfresco dining and socialise while still having cars relatively close, allowing for ease and convenience.
- / Mitigating uncomfortable environmental conditions such as wind, heat and sun to make the spaces more habitable.

BRING THE COAST INTO THE CBD



ENHANCE AND EXPAND THE GREEN FOOTPRINT OF THE CBD



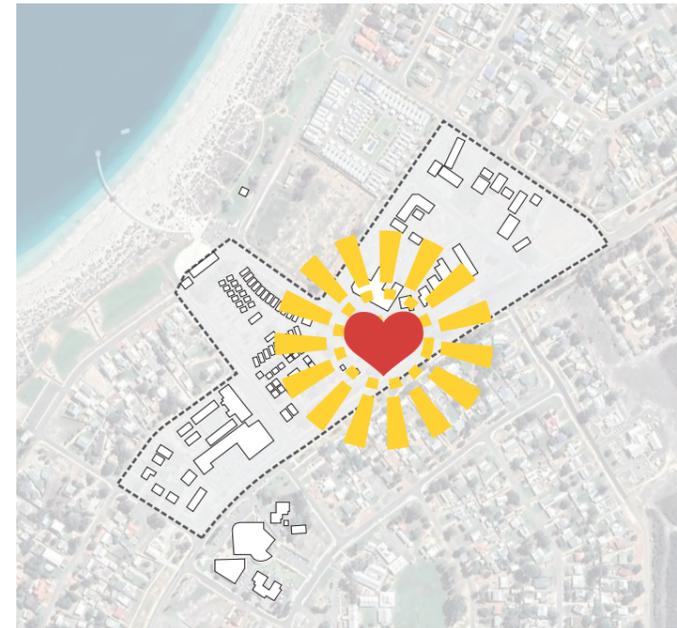
CONNECT AND UNIFY THE CBD (WALKABILITY, GREENING)



CREATE STICKY PLACES THAT PEOPLE LOVE



CREATE AN URBAN HEART



3.5 OPPORTUNITIES

KEY OPPORTUNITIES

The below opportunities are medium to long term suggestions for the CBD, which may occur as redevelopment happens to buildings and vacant land. Note, on the next page; there is opportunity vibe imagery.



- 01 Build upon and reinforce the avenue of Iconic Norfolk Island Trees with additional planting and landscaping and traffic management.
- 02 Enhance the green condition of the streets, including coastal planting and tree selection appropriate to the desired scale.
- 03 Create inhabitable spaces around buildings including: increasing planting, reducing hardscape, increase outwards facing frontages and places to gather.
- 04 Create pedestrian and cyclist friendly walking connections through town and to foreshore.
- 05 Explore connections through the Caravan Park to unify the CBD. Pop up seasonal vendors or playground that create a public feel through the Caravan Park but maintains visitors security and privacy
- 06 If the BP was to be redeveloped or at the end of the building life in the long term, there are both public-driven or private sector development scenarios for this central site that explore connecting to Andrews Street.
- 07 Create a secondary smaller public space at the southern retail area to support local businesses and day-to-day life i.e. parklets and additional seating.
- 08 Connect the CBD to the beach and Turquoise Way.
- 09 Enhance the aesthetics, visibility and pedestrian walkability of 'hidden' spaces like Andrews and Doust St.
- 10 Create arrival statements at the important road junctions between the foreshore and CBD that support pedestrian access and attract vehicles to stop and explore the town.
- 11 Encourage temporary, seasonal activation opportunities for proposed hotel development site.
- 12 Upgraded cafe/ restaurant experience that overlooks the foreshore and jetty.
- 13 Nodes along key walkways for public art, play, resting or public life activities that encourages town loops.
- 14 Future mixed use commercial development infill and upgrade for northern retail area and east of Bashford St.
- 15 Enhanced connections to school, medical centre, and residential areas.

3.6 OPPORTUNITY VIBE IMAGERY



CHAPTER 04

URBAN DESIGN PLAN

4.1 JURIEB BAY CBD URBAN DESIGN PLAN

The below Urban Design Plan shows a long term vision for Jurien Bay CBD. It shows the expected outcomes in the CBD over the medium and long term to inspire high-quality design for new and upgraded buildings and public spaces.



LEGEND

	EXTENT OF WORKS		PAVING		DECKING		SWALE PLANTING		TURF
	ROAD (GREY ASPHALT)		PEA GRAVEL		EXISTING TREES		LOW PLANTING (COASTAL)		LOW PLANTING (MT LESUEUR)
	RED ASPHALT		FEATURE PAVING		NEW TREES				



4.2 JURIEN BAY CBD OUTCOMES BY AREAS

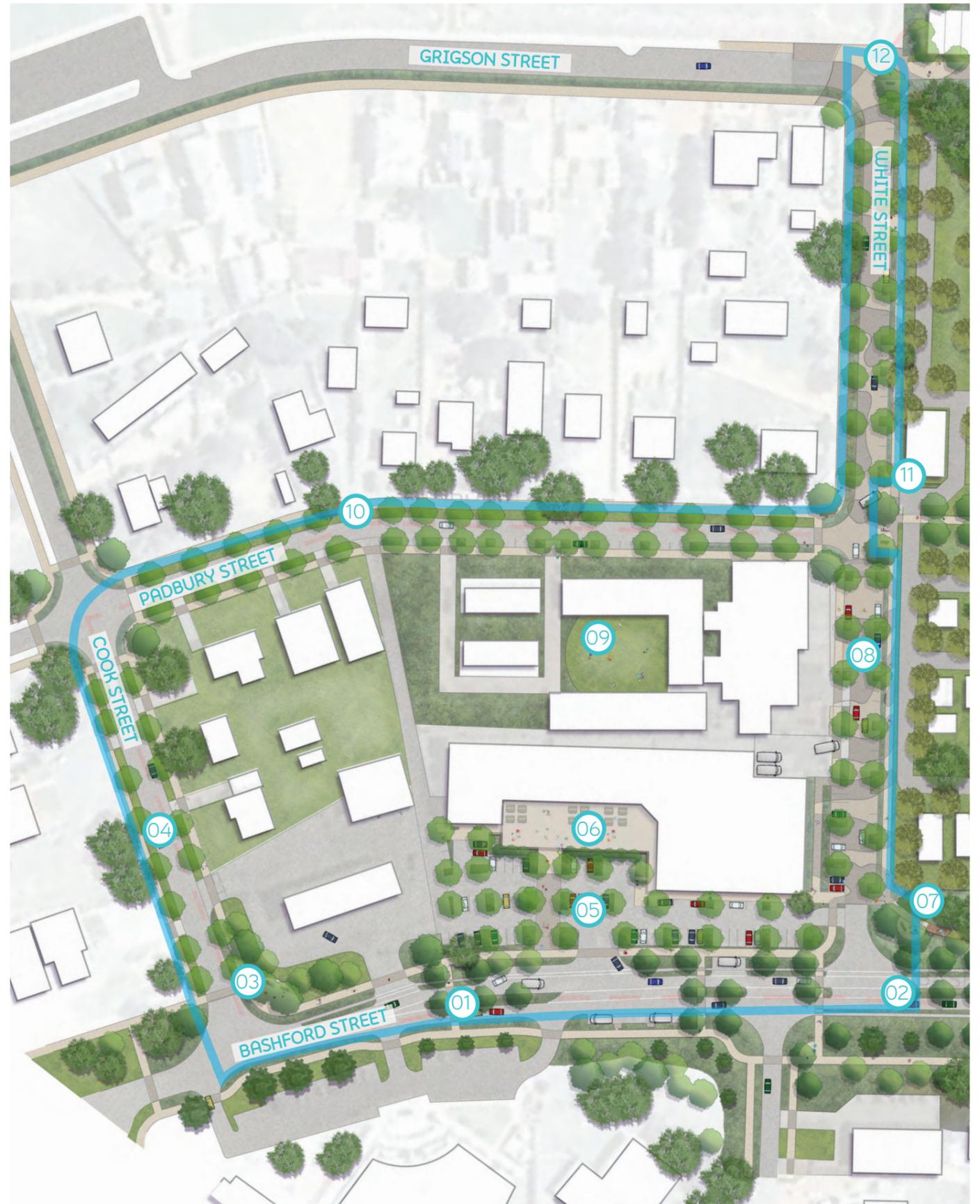


4.3 THE SOUTHERN CBD

Below are identified opportunities for the Southern CBD aim to enhance public life for locals, visitors and businesses. Upgrades around the IGA will make it a more comfortable space for longer informal catch ups.

LEGEND

- 01 Create safe walking connections between the Shire offices, the civic centre and the Southern Commercial Precinct.
- 02 Reprioritise Bashford Street, to create separate bike lanes and additional medians to green the street. The effect will signal arrival into town, slow traffic and unify the character of the street while providing valuable green amenity.
- 03 Enhance the pedestrian arrival node at the entrance to town. Simple seating, planting and public art will signal to visitors they entered the CBD.
- 04 Neighbouring secondary streets can benefit from enhanced tree canopy and walkways. Walkways are moved into the verge away from the road to enhance safety and walkability.
- 05 The shopping centre car park is reconfigured to ensure a reasonable amount of parking is provided. Long vehicles, caravans and trailers should be discouraged in this car park, and clear signage should direct them to their designated areas.
- 06 A sheltered alfresco seating place for locals and visitors to stop in the CBD longer has been created by reclaiming parking bays. This opportunity would need to happen by working with the retail, local hospitality, and restaurateurs. Short-term temporary parklets could be installed first to guide if viable.
- 07 A more substantial arrival node (but not the primary node) is recommended at the intersection of White Street, indicating a turn off for the beach and the new Caravan Park entrance. The Arrival node could include a graphic treatment or piece of public art.
- 08 White Street parking is reprioritised as a parallel parking to balance car parking demand with enhanced green infrastructure.
- 09 The motel edge parking is reprioritised to parallel parking which will enhance green amenity and obscure the motel, and provide increase privacy for patrons.
- 10 Discussions with private landowners and policy frameworks may guide an increase in green amenity, address maintenance issues (such as private driveways and gardens) and upgrade the quality of materials of private businesses and residences.
- 11 The Caravan Park entrance is moved to White Street, reducing caravan and large vehicle traffic along Roberts Street.
- 12 A small node at the end of White Street signals arrival to the Foreshore.



THE EVERYDAY HANGOUT

The experience:

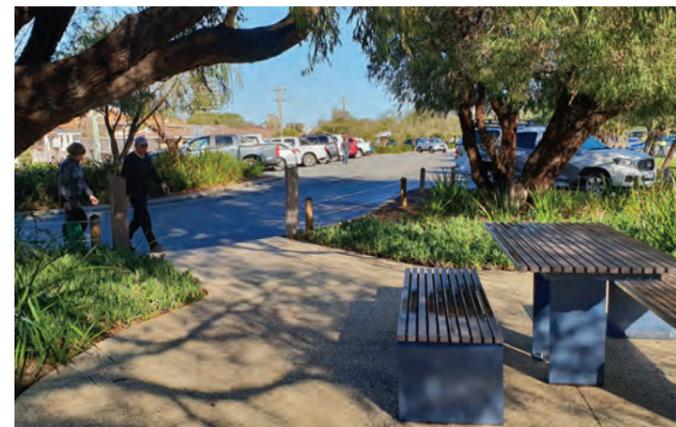
- / Have a chat at the post office
- / Grab a coffee on the go
- / Get lunch while doing your weekly shop
- / Have a coffee meeting off site



GREENING THE STREETS

The experience:

- / Connect the coast to the CBD
- / Comfortable to stroll down
- / No hot steering wheels!



GREEN ARRIVAL NODES

The experience:

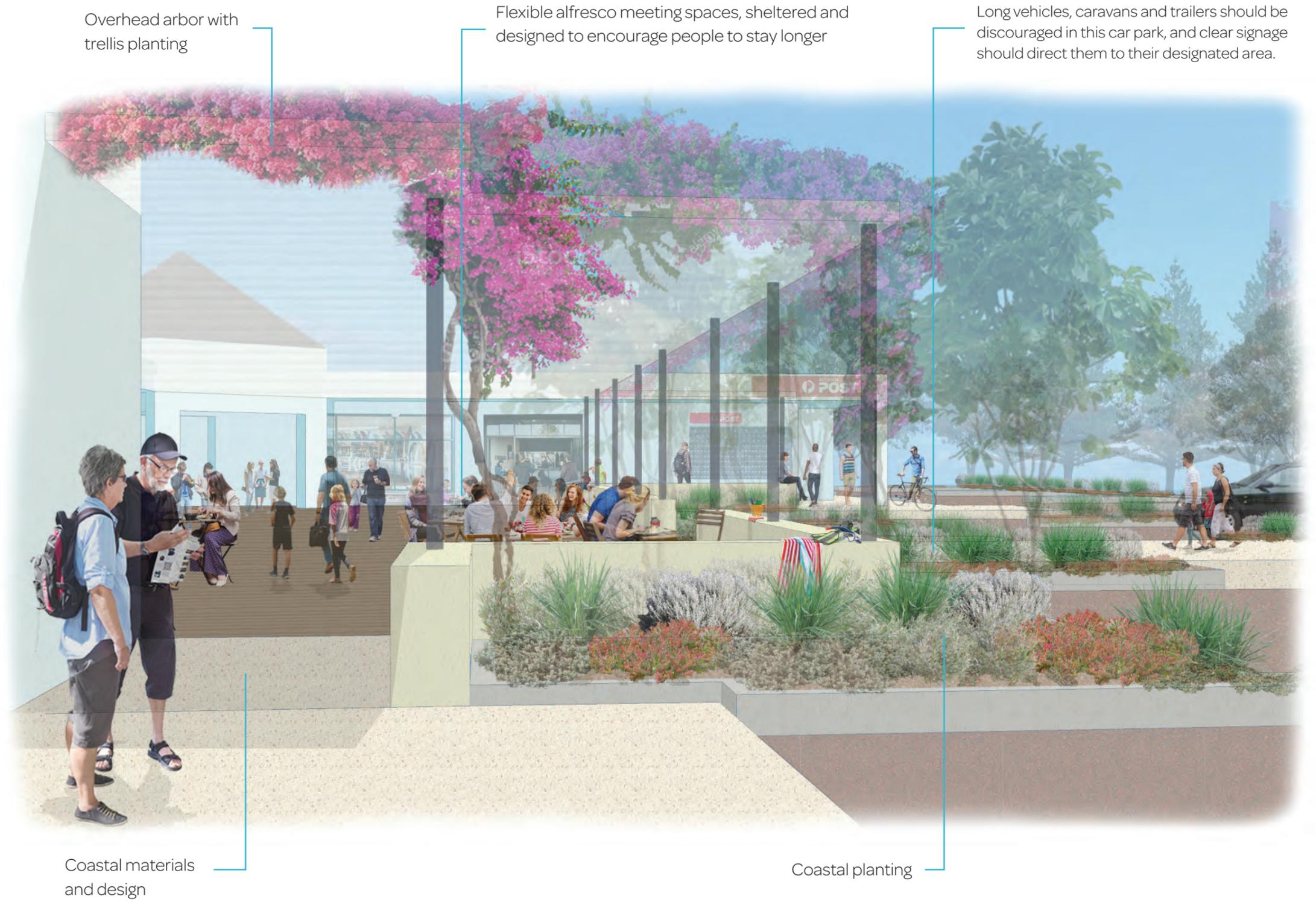
- / Places to stop and catch your breath
- / I can tell when we are near Jurien Bay because the streets get greener



THE EVERYDAY HANGOUT



EXISTING CONDITION



Overhead arbor with trellis planting

Flexible alfresco meeting spaces, sheltered and designed to encourage people to stay longer

Long vehicles, caravans and trailers should be discouraged in this car park, and clear signage should direct them to their designated area.

Coastal materials and design

Coastal planting

4.4 CENTRAL TOURISM DISTRICT

The Central Tourism District upgrades focus on creating a safe and connected CBD. They try to balance the commercial interests of the Caravan Park while creating multiple approaches for a walkable CBD. The ideas are long term and will require stakeholder engagement.

LEGEND

- 01 Reprioritise Bashford Street, to create separate bike lanes and additional medians to green the street. The effect will signal arrival into town, slow traffic and unify the character of the street while providing valuable green amenity.
- 02 The caravan stop point is retained and increased on Bashford Street.
- 03 A proposed boardwalk between White Street and Bashford Street creates interest and enhances walkability. A raised promenade will be more visible from the street enhancing users feelings of security. Understory swale planting creates a green experience.
- 04 Where cabins are moved to allow better connections, well maintained cabins are moved and reused on premises.
- 05 Hard and softscape upgrades are recommended for the Caravan Park. Aging buildings or infrastructure should be removed and upgraded. Over the long term, as Jurien Bay's population increases, opportunities to move the Caravan Park out of the CBD should be explored in favour of facilities to support the tourism district ambitions of the Shire and community. This is a long term opportunity to be determined through extensive community and stakeholder engagement.
- 06 The entrance to the Caravan Park is moved to White Street, removing a portion of caravan and large vehicle traffic from Roberts street, allowing it to become the primary beach promenade.
- 07 A central green corridor allows access and egress through the camp site, planting and other design features maintain a sense of privacy for Caravan Park guests.
- 08 Proposed play, and guest facilities are co-located in a common green area at the centre of the Caravan Park.
- 09 Both entrances through the Caravan Park have arrival spaces signaled by hardscape, seating and feature trees. The Cabin at the northern entrance can be maintained or replaced with a cafe and deck for guests or visitors to the town.
- 10 Potential future beach apartments and existing cafe with pedestrian thoroughfare connects both sides of the foreshore. The promenade to be treated in the same or complimentary material palette as the Foreshore Masterplan.
- 11 General discussion with private landowners of the hotel development site to determine if a portion can be used for temporary activation opportunities. Simple lawn, concrete path and planting would neaten the space in a premier location in the town. This space could be used for special events, and provide a place to host local events, such as the foreshore markets, while construction occurs elsewhere throughout the town.



BOARDWALK

The experience:

- / Walking across the CBD is interesting
- / I walked the boardwalk because I was so curious!



CARAVAN PARK AVENUES

The experience:

- / Walking to the shops is so much easier and comfortable than before
- / We stay at the Caravan Park because the kids have more room to play than at a holiday home
- / Despite the avenue, good screening means my camp site still feels private



TEMPORARY ACTIVATION SPACE

The experience:

- / Its good we have a space for our markets while the foreshore upgrades happen
- / I am glad the hotel development site is clean and neat
- / I am glad we get to host temporary attractions at Jurien Bay, particularly in the busy seasons

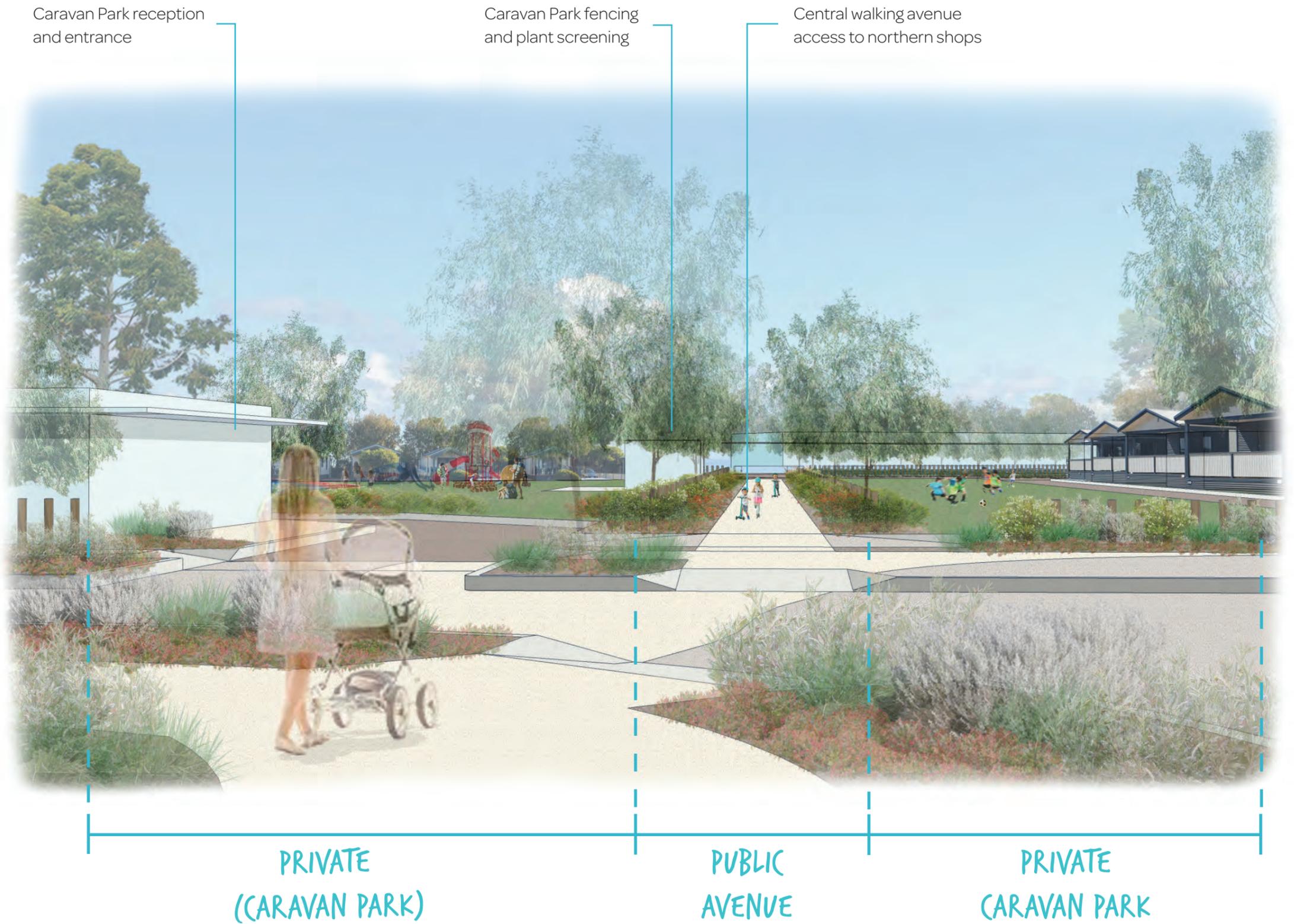


WHITE STREET CARAVAN PARK ENTRANCE



EXISTING CONDITION

NOTE: The Caravan Park CBD connection walk with landscape buffer requires stakeholder engagement and design development. Imagery is indicative.



4.5 THE NORTHERN EDGE

Upgrades along the Northern Edge will neaten the presentation of the CBD and accommodate the required market-led expansion in the CBD area as the town grows.

LEGEND

- 01 Create safe walking connections between the CBD and the town bus point.
- 02 Reprioritise Bashford Street, to create separate bike lanes and additional medians to green the street. The effect will signal arrival into town, slow traffic and unify the character of the street while providing valuable green amenity.
- 03 Create a simple arrival node at the entrance to town with seating and planting to support the town's walkability and provide public realm amenity.
- 04 Upgrade and enhance the current RV rest stop area to provide a green 'stop and stretch' location. In addition, this area could accommodate long vehicle parking. The place can be adapted for commercial use in the future as the population of Jurien Bay increases.
- 05 As indicated by the Taktics4 Economic Needs Assessment (Appendix A), one of the major grocery retailers (Coles or Woolworths) may be a market entrant as Jurien Bay's population increases to between 2,500 (milestone 1) and 5,000 people (milestone 2). Sufficient space is available in the Northern Edge Precinct which is in close proximity to existing local shops which would help consolidate the CBD.
- 06 Opportunity for retail and hospitality commercial offerings linked to the grocery store by sheltered outdoor spaces could create a comfortable outdoor shopping and dining experience that compliments the CBD and the outdoor lifestyle of Jurien Bay.
- 07 Neighbouring secondary streets can benefit from enhanced tree canopy and walkways. Walkways are moved into the verge away from the road to enhance safety and walkability.
- 08 The shopping centre car park is configured to ensure a reasonable amount of parking is provided while ensuring sufficient green coverage to make the space comfortable and prevent an 'eyesore'.
- 09 Over time and market-driven the existing industrial businesses may be repurposed or redeveloped into offerings that are more in keeping with the CBD.



OUTDOOR SHOPPING EXPERIENCE

The experience:

- / I am glad we have more shopping options in town
- / New development in Jurien Bay always feel like a cool place to hang out
- / The Shire have done a great job cleaning up the area while development happens



STOPPING LONG VEHICLE BAY

The experience:

- / One day the long vehicle stopping bay might be developed, but for now I am glad it is neat, tidy and green
- / We stopped on our way from Geraldton to Perth as it was the nicest pullover we had seen.



GREEN ARRIVAL NODES

The experience:

- / Places to stop and catch your breath
- / I can tell when we are near Jurien Bay because the streets get greener



4.6 THE NORTHERN CBD

THE GREEN HEART OF JURIEN BAY

The Northern CBD is an important landmark location for visitors and locals arriving in Jurien Bay CBD. The mature trees, clear sight lines to the foreshore, tourism focused businesses and valuable public space, make it the perfect place to locate a 'green heart'.

Creating a green heart addresses clear issues Jurien Bay CBD faces:

- / Increasing green amenity throughout the CBD will help manage sun and wind conditions.
- / A clear arrival/ destination point in the CBD which attracts visitors and creates a unified CBD.

Development of the Green Heart will take time to establish, and works are recommended to be staged in immediate, medium term and long term activities (Chapter 6 Implementation Plan). For example any development of the BP is a long-term aspirational opportunity that the current or future owner may consider.

To ensure design moves are robust and sustainable, the medium term and long term outcomes for the Green Heart have been set to align with population and tourism milestones provided by independent economic needs assessment conducted by Taktics4 (Appendix A).

THE NORTHERN CBD: MEDIUM TERM OUTCOME



THE NORTHERN CBD: LONG TERM OUTCOME



4.7 THE NORTHERN CBD: MEDIUM TERM

LEGEND

- 01 Create safe walking connections between the CBD and the surround residential areas, school and medical centre.
- 02 Reprioritise Bashford Street, to create separate bike lanes and additional medians to green the street.
- 03 Create a signature arrival node at the intersection of Bashford Street and Roberts Street.
- 04 Remove a section of the car park in Pioneer park to bring the park closer to the urban form, enhances the space with built form, green infrastructure and public life furniture amenities
- 05 Create a sweeping verandah along the length of the high street, connecting all of the businesses and creating comfortable areas for people to walk and linger across the whole town area.
- 06 If the BP was to be redeveloped or at the end of the building life in the long term, there are both public-driven or private sector development scenarios for this central site. Shown adjacent is an indicative commercial building with sheltered alfresco seatings, playspace, toilet facilities and a connection to Andrews Street.
- 07 Enhanced green planting buffers to the car park edge may reduce urban heat island effect, provide shelter from the winds and visual safety barriers to the road. The effect, combined with the verandah awning, will create comfortable spaces where people feel safe to linger outdoors.
- 08 Roberts Street, and it remains the main avenue to town with parallel parking and paving ties in with the Foreshore Masterplan.
- 09 Andrews Street is upgraded with more street parking, green infrastructure and public spaces to support long term CBD building renewal.
- 10 Possible future market driven new developments should address the street and public life activities.
- 11 Toilets and bicycle end of trip facilities are incorporated within the CBD, with good visibility and universal access.
- 12 Street upgrades to and installation of new parking along Sandpiper Street.



SECTION A:A - PIONEER PARK AND COURTYARD (MEDIUM TERM)



Buffer coastal planting to the road



Indicative courtyard building with alfresco dining and toilets and play area with lookout.



Section A:A Scale 1:250

Connecting the CBD to the park to create a central heart for the town for small events and every day use

NOTE: The redevelopment of the BP site is a long-term vision that would be market driven. The outdoor space with alfresco seatings, playspaces, toilet facilities and connections to Andrews Street are indicative only and would work in conjunction with a future building which could be a future public or private sector development.



SECTION B:B - ROBERTS STREET, BAKERY AND CARAVAN PARK
(MEDIUM TERM)



Section B:B Scale 1:250

Seating nooks for visitors to the CBD

Verandah and green buffer from the cars with seating creates a welcoming and safe CBD experience. Protected from the sun, visitors can rest while browsing the shops, or stop for a coffee or alfresco dining.



NOTE: Parklets and seating are shown as repurposed parking bays to reduce the cars' dominance and support nearby businesses by encouraging foot traffic, additional seating areas, and planting. A parklet can be temporary installation that can become permanent if successful.



VIEW DOWN ROBERTS STREET TOWARDS THE FORESHORE (MEDIUM TERM)

NOTE: The redevelopment of the BP site is a long-term vision that would be market driven. The outdoor space with alfresco seatings, playspaces, toilet facilities and connections to Andrews Street are indicative only and would work in conjunction with a future building which could be a future public or private sector development.

Road connection to coast maintained

Increased tree canopy for sun and wind protection

Sheltered outdoor "verandah" for businesses and visitors



Paving element continues from Foreshore Masterplan along White Street and Robert Street.

Safe cycling connections

Enhanced planting representing coast and Mt Lesueur national park

Sheltered park space for locals and visitors

4.8 THE NORTHERN CBD: LONG TERM OPTION

- 01 Roberts Street between Bashford Street and Sandpiper Street is closed and converted into a flexible linear park.
- 02 Prominent sight lines to the foreshore from Bashford Street are maintained, through considered tree planting locations.
- 03 Native wildflower planting representative of Mount Lesueur species are planted to create a buffer to the street, with striking flower displays.
- 04 A landmark playground attracts visitors to stop and stay longer, increasing the potential for economic rub.
- 05 Determine the long term suitability of the Caravan Tourist Park in the CBD and the future direction of the Tourism Precinct.
- 06 The redeveloped of the BP site is a long-term vision that would be market driven. The outdoor space with alfresco seatings, playspaces, toilet facilities and connections to Andrews Street are indicative only and would work in conjunction with a future building which could be a future public or private sector development.



SECTION C:C - PIONEER PARK AND COURTYARD (LONG TERM)



"Green POS Avenue" for summer pop up events in the CBD

Adventure playground that references the coastal location

Courtyard with alfresco dining and toilets and local outdoor village feel



Section C: C Scale 1:250

Seating nooks for visitors to the CBD

Connecting the CBD to the park to create a central heart for the town for small events and every day use

NOTE: The redevelopment of the BP site is a long-term vision that would be market driven. The outdoor space with alfresco seatings, play spaces toilet facilities and connections to Andrews Street are indicative only and would work in conjunction with a future building which could be a future public or private sector development.



SECTION D:D - ROBERTS STREET, BAKERY
AND CARAVAN PARK (LONG TERM)



A green place with seating amenity for locals and visitors

Verandah and green buffer from the cars with seating creates a welcoming and safe CBD experience. Projected from the sun, visitors can rest while browsing the shops, or stop for a coffee or alfresco dining.

Section D:D Scale 1:250



NOTE: Parklets and seating are shown as repurposed parking bays to reduce the cars' dominance and support nearby businesses by encouraging foot traffic, additional seating areas, and planting. A parklet can be temporary installation that can become permanent if successful.



VIEW DOWN ROBERTS STREET TOWARDS THE FORESHORE (LONG TERM)

Connection to coast is maintained through a "Green Park Avenue"

Increased tree canopy for sun and wind protection

Sheltered outdoor "verandah" is also proposed for this scenario

NOTE: The redevelopment of the BP site is a long-term vision that would be market driven. The outdoor space with alfresco seatings, playspaces, toilet facilities and connections to Andrews Street are indicative only and would work in conjunction with a future building which could be a future public or private sector development.



The Green Park Avenue becomes available for diverse public activity

Safe cycling connections and enhanced planting are also proposed for this scenario

Play space brought to the forefront of the precinct as a landmark CBD attractor

CAR PARKING

The experience:

- / I am glad we have more shopping options in town
- / New development in Jurien Bay always feel like a cool place to hang out
- / The Shire have done a great job cleaning up the area while development happens



Note: Indicative car parking only



5.1 DESIGN GUIDELINE PRINCIPLES

The Jurien Bay CBD Urban Design Place Plan has been developed in accordance with the following principles:

Sustainability: The needs of the community, environment and economy are effectively managed to ensure Jurien Bay CBD is maintained now and for future generations.

Quality and Enjoyment: Public Spaces designs should enhance the physical quality and appearance of the CBD, creating enjoyable spaces which increase visitation and use.

Diversity, Flexibility, and Innovation: The CBD area provides a diverse range of experiences which creates a sense of place and facilitates a sense of belonging.

Access and Equity: The CBD is accessible to all members of the community and are considered in future designs.

Financial Responsibility: Designs for the CBD demonstrate accountability and responsible use of public funds and assets.

Integration: The CBD is integrated with the surrounding urban and natural environment, ensuring it does not operate in isolation.

Consultation and Collaboration: Consultations with relevant stakeholders is an ongoing process to ensure design outcomes achieve the best possible results.

Safety: The design and location of open spaces consider safety, accessibility, and surveillance.

5.2 LANDSCAPE TYPOLOGIES

STREETSCAPE



Streetscapes, including verges and medians, should generally consist of strong plantings with lower-level shrubs. Swales for road stormwater infiltration should be provided in roadside verges and median strips where required. Small, linear activities, such as seating nodes, small play activities and public art, may be accommodated along the streetscape.

TOURISM PRECINCT



The Central Tourism Precinct, currently tenanted by the , should be integrated into the Precinct and be more permeable without compromising tenant's security. Options to relocate or reduce the footprint of the Caravan Park should be explored to create a better connection throughout the CBD and with neighbouring areas.

Urban planning, landscape and place making initiatives should future proof the Caravan Park site for long term urban development.

URBAN PARKS



Pioneer Park will be upgraded with enhanced amenities and connections to surrounding buildings. Park will be extended outside the BP to cater to visitors and informal events of different scales that will complement CBD businesses attracting visitors and providing reasons to revisit.

Green links between pioneer park, other areas of the CBD and surrounding areas will ensure a cohesive environment. The intersection of Roberts Street and Bashford will be a key arrival point for the town centre, with strong connections to the Foreshore.

LIGHT INDUSTRIAL AREAS



Over time, the Northern Edge industrial precinct may be relocated, allowing a better transition between the CBD and surrounding accommodation and residential areas. Mixed-use commercial development infill will support future businesses and employment outcomes. It is anticipated this will occur according to the phases of the Implementation Plan (Chapter 06) and Tactiks4 population milestones (Appendix A).

MIXED COMMERCIAL AREAS



The CBD will focus on providing retail, tourism, hospitality to support local community and visitors. Capacity to support commercial tenancies will also be increased to support local businesses and employment outcomes.

The **Northern CBD** Precinct will primarily focus on providing tourism focused hospitality and retail experiences which support both locals and visitors. Revitalisation of existing tenancies and upgrades to Andrews Street and Pioneer Park should support activation of the Precinct. A proportion of commercial tenancies can support community services and private commercial interests where they are sensitive to the identity of the areas.



The **Southern CBD** area should retain a local amenity focus supporting locals while still accommodating visitors to Jurien Bay CBD. Upgrades should provide quality of life enhancements which allow people to meet and linger for longer periods of time.

Both areas of the CBD should have strong connections to each other and be well integrated with the surrounding urban environment.

5.3 GREEN INFRASTRUCTURE

TREE SPECIES

Development Objective

Jurien Bay selects trees that reduce urban heat island effect, increase street appeal, provide urban habitat and are at the appropriate scale for the Precinct.

Development Controls

Tree selection for Jurien Bay CBD will be sympathetic to the identity of the Precinct, considering its history, connection to local species, habitat creation opportunities and water sensitive qualities.

Native trees typical of the area are recommended where possible. Planting may be supplemented by other WA or Native species.

Exotic trees may be considered and used with restraint as feature plants in some locations.

Tree species selection will consider the scale (small, medium or large trees) of the space and the desired impact for the design.

/ Small trees to be used in intimate spaces most suitable for the human scale.

/ Medium trees to be used in public open spaces requiring increased tree canopy.

/ Large trees to be used as grand statement pieces, such as an arrival avenue or singular arrival statement.

Development Guidance

Tree Species selection will comply with the Shire's Policy on tree Selection, 'C-7TSRRF04 – Street Trees and Streetscapes'.

SMALL TREE EXAMPLES



Firewood Banksia
Banksia menziesii



Desert Quandong
Santalum acuminatum



'Moort' tree
Eucalyptus platypus

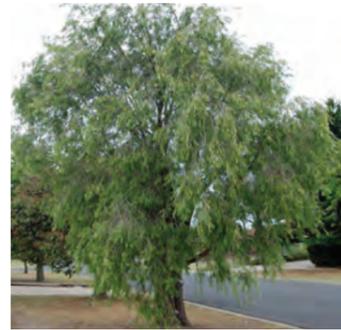


Rottnest Island Tea Tree
Melaleuca lanceolata



Little Ghost Gum
Eucalyptus victrix

MEDIUM TREE EXAMPLES



Peppermint tree
Agonis flexuosa



Sheoak
Allocasuarina fraseriana



Red Flowering Gum
Corymbia ficifolia



Weeping paperbark
Melaleuca leucadendra



Tuckeroo
Cupaniopsis anacardioides

LARGE TREE EXAMPLES



Norfolk Island Pine
Araucaria heterophylla



Morton Bay Fig
Ficus macrophylla



Tuart
Eucalyptus gomphocephala



Wandoo
Eucalyptus wandoo



Tipuana
Tipuana tipu



Poinciana
Delonix regia

EXOTIC TREE EXAMPLES



Lemon Tree
(Various species)



Fruitless olive tree
(various species)

SHRUBS AND GROUNDCOVERS

Development Objective

Jurien Bay CBD shrubs and groundcovers increases the green amenity, create a cooling, attractive backdrop for the street and reflect the local character of Jurien Bay CBD.

Development Controls

Plant selection for Jurien Bay CBD will be sympathetic to the identity of the Precinct, considering the history, geographic proximity, habitat creation and water sensitive qualities.

Native planting typical of the Mount Lesueur area is recommended where possible. Planting may be supplemented by other WA or Native species.

Exotic plants may be considered and used with restraint as feature plants in some locations.

Plant species should be selected to ensure passive surveillance and traffic sight lines are maintained.

Development Guidance

Plant selection can respond to the following plant palette types:

Coastal Planting

Coastal planting will aim to replicate WA coastal habitats using low water and low maintenance native coastal varieties.

Wildflower planting

Coastal planting will aim to replicate the Lesueur Park wildflower experience and use low water and low maintenance native which show case local wildflowers.

COASTAL PLANTING EXAMPLES



Blueberry Lily
Dianella revoluta



Coastal Pigface
Carpobrotus virescens



Common Emu Bush
Eremophila Glabra



Thick-Leaved Fan Flower
Scaevola crassifolia



Coastal Rosemary
Westringia Dampieri



Cushion Bush
Leucophyta brownii



Coastal Daisy Bush
Olearia axilaris



Grey Honey Myrtle
Melaleuca incana



Saltbush
Atriplex cinerea 'Grey'

LOCAL WILDFLOWER PLANTING EXAMPLES



Heart-Leaf Flame Pea
Chorizema cordatum



Blue Lechenaultia
Lechenaultia biloba



Pink Rice Flower
Pimelea ferruginea



Eremaea beaufortioides



One-Sided Bottlebrush
Calothamnus quadrifidus



Burdett's Banksia
Banksia burdettii



Pink Summer Calytrix
Calytrix fraseri



Plumed Featherflower
Verticordia plumosa



Scarlet Honey Myrtle
Melaleuca fulgens

TURF

Development Objective

To enhance the green amenity of Jurien Bay through the appropriate use of Turf.

Development Controls

Turf will be used appropriately in parks, meeting places and verges as an attractive public feature and as an alternative to paved hard surfaces.

Turf will be irrigated, fertilised and maintained to ensure it is appealing for public open spaces.

Where suitable water sensitive planting is preferred on verges.

Development Guidance

Turf is most suitable in parks and large gathering spaces, and on verges where water sensitive native planting is not able to be applied.

RECOMMENDED



Empire Zoysia

“Empire Zoysia is hard wearing, drought tolerant and reasonably shade tolerant. Requiring less mowing and fertilising than other warm season grasses it is a sustainable choice. A no mow trial over a year in Bullsbrook showed it to manage without mowing and fertiliser and still resemble a reasonable lawn. It is salt tolerant and will grow in heavy, poor draining soils. In terms of winter colour retention it rates higher than couch but below buffalo and kikuyu.”

“Empire Zoysia has excellent drought tolerance due to its massive rhizome systems but is less invasive than couch or kikuyu. It shows good resistance to insects and turf diseases. A new variety of Zoysia macrantha has recently been introduced as Zoysia ‘Nara’. It appears very promising with increased salt tolerance, a fine leaf and rapid growth rate.”

- Landscape Industry Association WA

SUITABLE ALTERNATIVE



Velvetene

“Velvetene is a superior cultivar of seashore paspalum developed in Perth. A fine leafed sterile grass with a wax coating, giving a bright green, shiny appearance, it is useful when water quality is limited. Providing drainage is adequate, Velvetene can be watered with seawater so it is an excellent choice for coastal locations. Velvetene will also survive storm surges or rising water tables in low lying boggy areas. It is not as invasive as couch or kikuyu.”

- Landscape Industry Association WA

INVASIVE: DO NOT PLANT



Kikuyu
Penisetum clandestinum



Couch Grass
Cynnodon dactylon

BIODIVERSITY AND HABITAT

Development Objective

Jurien Bay CBD will find opportunities to enhance biodiversity and support local habitats in Jurien Bay CBD.

Development Controls

Declared weed species shall be avoided in plant species selections.

Local native flora shall be used where possible (excluding riparian weeds or lawn areas).

Design Guidance

Consider using a range of plants that provide habitat for small birds, lizards and predatory insects.

Prioritise endemic native species where possible.

SPECIES TO AVOID



Japanese or Brazilian Pepper
Schinus terebinthifolius



Century Plant
Agave americana



Athel Pine
Tamarix aphylla



Perennial Sea Lavender/ Statice
Limonium sinuatum



All Exotic Succulents



Rose Geranium
Pelargonium capitatum



Sunflower
Helianthus annuus



Common Lantana
Lantana camara



Fountain Grass
Cenchrus setaceus



Bridal Creeper
Asparagus asparagoides



Veld Daisy
Dimorphotheca ecklonis



Gazania
Gazania Sp.



Golden Crownbeard
Verbesina encelioides



Nasturtium
Tropaeolum majus



Coastal Morning Glory
Ipomoea cairica

5.4 HARDSURFACES

GROUND TREATMENT: PAVING AND HARD SURFACES

Development Objective

Hard surfaces are neat, sensitive to their setting and of an appropriate finish for where they are located.

Development Controls

Ground treatments should be appropriately applied for their character and at an appropriate investment level for their location in the town precinct.

Development Guidance

Where possible hard surfaces should be well shaded to prevent radiant heat from creating hot, uninhabitable spaces. Where safe and possible, permeable paving or adjacent planted areas should allow rainwater to penetrate into the ground rather than into drainage systems.

CENTRAL COURTYARD

The Central Courtyard public space should be finished to a high quality finish. Walkways on the edge should have a finish consistent with the connecting secondary walkways.

WALKWAYS

Primary Walkway

White Street and Robert Street should be finished with high quality materials and in a pattern consistent with the Town Plaza finish of the Foreshore Masterplan.

Secondary walkways

Streets off of White Street and Robert Street but still in highly trafficked areas should be finished in concrete with a unique detail feature. This could include, oxidised colour pigments, embedded shells or stones, etching, or stamping.

Tertiary walkways

Walkways which provide connections between areas and are less traveled should be finished in broomed concrete or similar.

PRIMARY WALKWAY



Coloured Concrete or Concrete Aggregate



Walkway Paver

SECONDARY WALKWAY



Concrete Walkway: Etched with Sandblast



Concrete Walkway: Seeded with Shells

TERTIARY WALKWAY



Concrete Walkway: Broomed Finish

ROAD SURFACES

Development Objective

All road surfaces should provide appropriate marking for cyclists and vehicles.

Primary Road Surface

White Street and Robert Street should be finished with high quality materials and in a pattern consistent with the Town Plaza finish of the Foreshore Masterplan.

Secondary Road Surface

Road surfaces within the Northern CBD Precinct should be treated in a coloured asphalt which signals to vehicles they have entered the Precinct. This area is framed by Sandpiper Street to Murray Street, the car park along the shops; and includes Andrews Street.

Tertiary Road Surface

Other roads throughout the CBD should be finished in simple, well maintained black asphalt.

PRIMARY ROADWAY



Coloured Concrete Aggregate



Paver Pattern: Trafficable



Trafficable Sand Blasted

SECONDARY ROADWAY



Coloured Asphalt

TERTIARY ROADWAY



Simple Asphalt

5.5 SMALL STRUCTURES AND FURNITURE ELEMENTS

All furniture items are indicative only, and may be subject to availability and price changes. They are intended as a style guide reference.

Development Objective

Consistently applied structures and furniture elements create a cohesive character which is typically 'Jurien Bay'; simple but sophisticated, cohesive but not generic.

Development Controls

Public structures and furniture elements will conform to a furniture style guide to be developed for Jurien Bay CBD.

Public furniture and structures will be sensitive to the identity of Jurien Bay and consider its character.

Public furniture and structures will be placed in locations where they are sheltered from the environment, and made accessible for all users as much as practical.

Furniture belonging to private businesses and residences will be well maintained and presented.

Development Guidance

Furniture and shelter elements will be consistent with Shire Policy.

The use of Smart furniture that has economic, maintenance and ecological benefits is recommended where possible provided the Shire has ongoing capacity to manage the necessary systems.

SEATING AND TABLES

What?

A consistent, simple-but-neat palette of benches, tables and seating options accessible for all visitors.

Where?

At key nodes of arrival where people are encouraged to stay longer, particularly at the IGA and in the Northern CBD area to generate economic rub.

Along walking routes to encourage a walkable CBD for people of all abilities.

Why?

A consistent palette of furniture creates a sense of unity for the CBD area, and creates a sense of a well maintained and cared for community.

INDICATIVE PRICE RANGE

Low	\$500
Medium	\$750
High	\$1000

\$ OPTION: BOTTON AND GARDENER AVENUE RANGE



\$ OPTION: STREET FURNITURE AUSTRALIA LINEA RANGE



\$\$ OPTION: BOTTON AND GARDENER TERRAIN RANGE



BICYCLE AMENITIES

What?

Bike racks and repair stations to be located across town. A more substantial end of trip facility could be collocated with new toilet facilities in the Northern CBD precinct.

Where?

At key town arrival points and landmark destinations.

Why?

Ensures a cyclable CBD supported by appropriate bicycle facilities.



PWS 1, 3 and 5 Wave Bike Rack



Street Furniture Australia Spiral Hoop

RUBBISH BINS

What?

Bins and shelter with a neat cohesive finish sensitive to other furniture items.

Potentially 'Smart' integration of waste management where the Shire has capacity for ongoing management.

Where?

At critical locations which should be identified through qualitative assessment of waste data belonging to the Shire.

Why?

Cohesive treatments ensures optimal presentation of bins: a services which is essential but generally unattractive. The placement of bins should be based on waste management data to avoid the town presenting as a 'town of bins'.



Street Furniture Australia Bin Enclosure. Smart option available



Botton and Gardiner Noosa Bin

BOLLARDS

What?

Where possible traffic harm reduction should be managed through strategic placement of landscape elements such as stone boulders, tree planting or other structures. Where required, bollards should be sensitive to other furniture palette and be consistently applied across the Precinct.

Where?

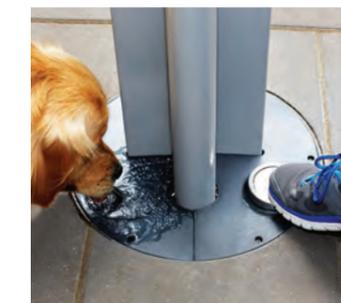
Bollards should be applied where traffic harm reduction is required and can not be managed through other means like strategic placement of landscape elements.

Why?

Bollards are an important fixture in creating safe public spaces and walkable locations.



Street Furniture Australia Wide Bollard



Street Furniture Australia Arqua Dog Bubbler

PUBLIC ART

What?

Public Art may include graphic treatments, sculpture, murals, structures, lighting, pavilions or other art displays produced in consultation with community and local artists, including the local Yued people.

Where?

At key destination points, sites of significance or along points where art encourages curiosity to support wayfinding.

Why?

Public art enhances the visibility of community, creates a sense of things 'happening', and creates reasons for people to stop and stay longer.



LIGHTING

What?

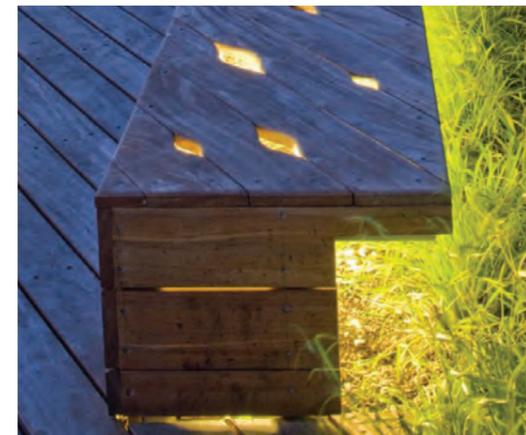
Streets and walkways should be well lit and safe. A lighting strategy is to be undertaken with a lighting engineer to balance CPTED with Dark Sky Principle, which tries to avoid over-lighting an area and directing light upwards.

Where?

Main streets, pedestrian walkways, public spaces and seating nodes.

Why?

Evening lighting is required to discourage antisocial behaviour and ensure safe, habitable spaces outside of daylight hours. Lighting should be designed so that it can be dimmed or turned off after a certain time.



5.6 CBD BUILDING INFRASTRUCTURE

SITE PLANNING, ORIENTATION AND SETBACKS

Development Objective

To achieve an attractive development outcome where buildings express their individuality while also being cohesive with Jurien Bay CBD.

Development Controls

The primary building entrance and facade will generally orient to the primary street. Where commercial tenancies are positioned adjacent to a public open space, the Shire may support the primary entrance facing the space.

For lots with multiple street frontages, the building must address both adjoining streets through orientation, design detail, materials and major opening(s).

Where possible based on lot configuration and site design constraints, buildings shall be orientated and designed to be energy efficient.

Development Guidance

Further variations to setbacks may be acceptable to the Shire where they are demonstrated to not have a detrimental impact on the function of the development or on the amenity or development potential of abutting properties.

Passive solar design measures shall consider appropriate landscaping (trees, wall creepers etc.) to create shade in summer for car parking areas and buildings, and to allow the penetration of winter sun.



BUILDING DESIGN AND QUALITY

Development Objective

The design of new buildings shall promote a high quality, retail and hospitality focused commercial area through building articulation and presentation to the street. This will be achieved through diverse building designs and materials encouraged to avoid a rigid, uniform outcome.

Upgrades to existing buildings will reflect the presentation and quality of the street.

Upgrades and new developments will respond to the Place Principles and the coastal identity of Jurien Bay.

Development Controls

Portions of a building which are visible from the primary or secondary streets are to incorporate:

Horizontal and vertical articulation to assist in breaking up the building mass through the use of architectural features;

Variation in colours and materials with a minimum of two different colours and two different materials to be used, sympathetic to materiality and presentation of the public spaces in the CBD;

Glazing to the street frontage, where practical, to promote active street frontages, surveillance of the street and/or open space;



The built form should express a strong connection to Jurien Bay and reflect its sense of place.

Areas of prefabricated concrete panels for external wall systems, i.e. 'tilt-up' visible from the primary street or secondary street frontage shall be detailed with expressed joints with a rendered and painted finish, or clad to the satisfaction of the Shire; and

Building form shall use architectural features to establish visually distinct pedestrian access points. This includes the provision of legible pedestrian access points from the rear car parking areas to the rear entrance points of the building and distinctive entry doors and canopies to the street elevations.

Development Guidance

Contemporary regional/commercial design style is encouraged which supports tourism, hospitality and retail uses. The design style should be sympathetic to a coastal regional setting.



END OF TRIP FACILITIES

Development Objective

The revitalisation of the CBD area will include end of trip facilities to support the Turquoise Way and diverse travel choices.

Development Controls

End of trip facilities should be considered for development within the CBD area in one location and should include;

- / Public toilet amenities to support the Jurien Bay CBD area;
- / A minimum of six bike racks and a bike repair station;
- / A minimum of one female shower and one male shower, located in separate change rooms or a minimum of two separate unisex shower and change rooms; and,
- / Showers and toilets should meet contemporary accessibility requirements.

Development Guidance

The showers must dispense both hot and cold water.

- / The end of trip facilities shall include:
- / Non-slip surfaces,
- / Hooks and/or benches for people's belongings,
- / Adequate lighting and ventilation; and
- / Secure change rooms capable of being locked.



Facilities in the Northern CBD Precinct can provide public toilets in addition to end of trip facilities for cyclists, campers and trekkers.

SIGNAGE

Development Objective

Business signage shall be well designed and integrated into the building design to achieve identification of individual businesses as appropriate to the human scale.

Development Controls

Signage shall be of a size and scale that reflects the surrounding environment and the need for exposure to passing trade based on the subject development.

Where possible, signage will not obstruct visibility into businesses maintaining an active street front presence.

Development Guidance

Applications for signage will be assessed by the Shire in accordance with the Signs application process.



Contemporary graphic signage with simple type fonts should be used sensitively and reflect to Jurien Bays coastal context.

LOADING AREAS

Development Objective

Loading areas shall be designed in a manner that minimises conflict between the delivery/ collection of goods and the access of employees and visitors to the site.

Development Controls

Loading areas shall be designed to accommodate vehicular maneuvering on site, including allowances for reversing so that vehicles can leave in forward gear, and shall not prohibit on-site vehicular circulation.

Loading areas are to be screened from view of the primary and secondary streets. As an alternative the loading area should include design features to maintain a high-quality presentation to the streetscape, including the use of colours and materials consistent with the broader building design to the satisfaction of the Shire.

Development Guidance

Service and loading areas can be accommodated within new building areas.

WASTE MANAGEMENT

Development Objective

Bin storage and service facilities are to be provided on site in a manner that does not negatively impact on views from the adjacent streetscape.

Development Controls

Public bins are to be positioned based on proven needs assessment and with consideration of maintenance requirements.

Outdoor storage of goods should not be permitted forward of the building line, and outdoor storage areas are to be delineated in accordance with the approval of the City and are to be screened from view of the primary or secondary street in the manner approved.

Waste and recycling storage points are to be screened by solid fencing or landscaping to ensure they are not visible from public streets.

External bin storage areas are to have a minimum site area of 10m² where located external to a building, and may be designed as a single enclosure or multiple smaller enclosures.

Where visible from the primary or secondary street an external bin enclosure must include screening to a minimum 1.5m in height sufficient that the bins are not visible from the primary or secondary street.



Loading bays and waste management should engage planting, fencing or walls where possible and be generally neatly presented.

PARKING AND ACCESS

Development Objective

The on-site vehicular circulation and parking system shall achieve a safe, efficient, convenient, and functional movement of multiple modes of transportation.

Development Controls

Vehicle access locations and circulation pattern shall minimize conflict with pedestrians and bicycles.

Car parking spaces will be an appropriate distance from walkways, alfresco, seating spaces and public spaces to ensure they are comfortable and habitable.

Campervan spaces should be well considered and appropriately marked to ensure there are no conflicts between long vehicles and other traffic.

The car park area is to consist of a sealed finish such as asphalt, paving material or concrete in accordance with 5.5 Landscape Design Features.

Car park areas will provide adequate shade as far as practical to increase visitor comfort and minimise heat island effect.

All vehicular access ways, service areas and parking areas shall be designed to enable vehicles to enter and leave in forward gear.



6.1 IMPLEMENTATION PLAN

The Implementation Plan provides a framework for implementing the Jurien Bay CBD Urban Design Plan. Priorities within the Implementation Plan may be adjusted by the Shire based on internal changes in priority and resource availability. The Implementation Plan has been aligned to the economic milestones recommended by the Taktics4 Economic Needs Assessment

IMMEDIATE: QUICK WINS

IMMEDIATE: QUICK WINS

The actions in this phase are either:

- / Temporary activation projects which allow for ideas to be tested and proven; or,
- / Upgrades not dependent on population and tourism milestones.

MILESTONE 1: MEDIUM TERM

MILESTONE 1: MEDIUM TERM ACTIONS

Medium term actions have been determined based on:

- / Upgrade projects identified through earlier temporary activation outcomes ; or,
- / Upgrades economically viable at Milestone 1.

MILESTONE 2: LONG TERM

MILESTONE 2: LONG TERM ACTIONS

Long term actions have been determined based on:

- / The planning time required to achieve these outcomes; or,
- / Upgrades economically viable at Milestone 2.

6.2 QUICK WINS/ IMMEDIATE ACTIONS



No.	Action	Timeline	Potential Activities
1	Initiate conversations with businesses and property owners with access to significant public space: IGA, Motel and Caravan Park	Quick Wins/ Immediate	1.1 Start a dialogue with the large businesses in town who have significant influence on the public realm or significant land to establish opportunities for development in line with a shared vision.
2	Trial parklets in two or more locations in the Precinct	Quick Wins/ Immediate	2.1 Recommended trial locations include in front of the CBD area near the cafe's, retail and bakery commercial centre and at the front of the IGA shopping centre adjacent the cafes and retail area. 2.2 Success measure criteria for the parklets should be developed and implemented.
3	Establish Shire policies and guidelines which support future development	Quick Wins/ Immediate	3.1 Develop a cohesive street furniture style guide to be consistently applied between the Foreshore Masterplan and the CBD Urban Design Plan. 3.2 Develop design guidelines for developers and businesses in the CBD Precinct (see Chapter 5, 5.6). 3.3 Develop a Public Open Space strategy to safeguard the CBD for future developments. 3.4 Conduct a waste management review and strategy for placement of bins.
4	Progress staged revitalisation of the streetscape including enhancing connections across town.	Quick Wins/ Immediate	4.1 Developed staged Streetscape upgrades focusing on: / White Street and Robert Street (including pedestrian connections between Heaton Street and Grigson Street around the Caravan Park). / Secondary streets particularly Andrews Street. 4.2 Incorporate CBD Urban Design Plan elements in to streetscape upgrades: planting, significant tree canopy enhancements, surface treatments, seating nodes, road realignments, cycling connections, additional parking. 4.3 Align staging of Roberts Street and White Street to the foreshore plaza upgrade to ensure consistent road and walkway treatments are applied. 4.4 Review and implement the current street tree strategy.
5	Upgrade the car parking in the Northern CBD Precinct.	Quick Wins/ Immediate	5.1 Upgrade car park asphalt, ensuring a neat and presentable appearance which can be adapted to future development. 5.2 Consolidate outcomes of the parklet trials in the Northern CBD into the car park redesign.
6	Ensure the Northern Edge is neat and presentable.	Quick Wins/ Immediate	6.1 Set guidelines for the quality of fencing and vacant lots for private owners. 6.2 Enhance green infrastructure to make the vacant areas and roadways feel less empty and support with the relevant street upgrades. 6.3 Ensure the caravan pullover point at the northern entrance to town is to a standard which is neat and representative of the town centre.
7	Start a public art collection	Quick Wins/ Immediate	7.1 Review existing public art collection and create a new public art trail strategy. 7.2 Build the art collection over time, ensuring pieces are selected or commissioned carefully for their contribution to Jurien Bay CBD. 7.3 Public art trails should create a CBD loop which encourages walking trails throughout.
8	Enhance the BP corner for walkability	Quick Wins/ Immediate	8.1 Support built form with shade options with tree planting to create layers of shade and wind protection. 8.2 Position a temporary art installation to encourages visitors to explore the full corner.
9	Temporarily activate the vacant block on Roberts Street and Sandpiper St	Quick Wins/ Immediate	9.1 Work with developers to provide neat, cost effective treatments to the vacant lot which allow for public life events, 9.2 Use the space to trial pop up events and host community events that support CBD businesses.

6.3 MEDIUM TERM ACTIONS

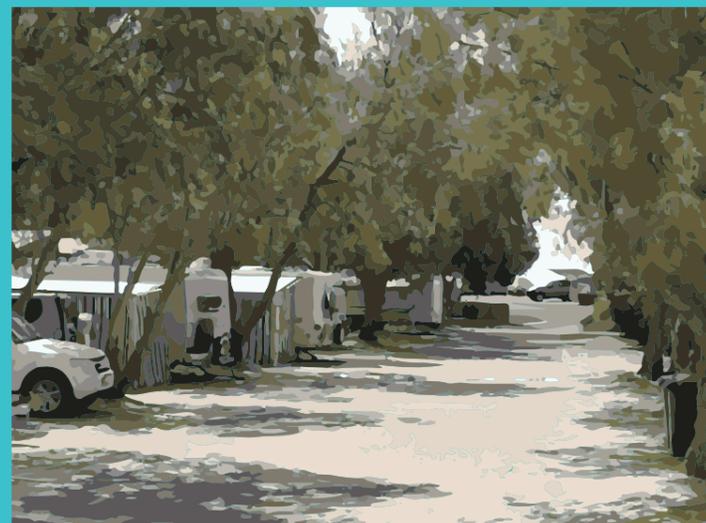


No.	Action	Timeline	Potential Activities
	Pioneer Park upgrade (Stage One)	Medium Term	1.1 Engage a consultant to develop a detailed design with the Shire and stakeholders which adapts the parking lot corner in front of the BP into a public park.
	Design a sheltered courtyard: Northern CBD precinct	Medium Term	2.1 Engage a consultant to work with the Shire and stakeholders to explore long term visions for the area around the existing BP building. This action is to entice, and influence redevelopment in consultation with current or future owners and a potential idea could include public or commercial development with a sheltered outdoor courtyard area.
	Connect the town through the Caravan Park	Medium Term	2.2 Develop connections between White Street and Roberts Street, including the potential for a secure avenue through the Park. 2.3 Caravan Park upgrades are required to create a neat and cohesive CBD Precinct.
	Encourage landlords to revitalise and modernise the existing shopping area's public interface	Medium Term	4.1 Define an acceptable car parking quantity to be reclaimed as outdoor space, which will support locals, encourage longer visits and economic rub. 4.2 Implement planting and built elements which provide shelter from the sun and wind. 4.3 Reprogram the car park into a linear arrangement which minimises congestion, increases shade and achieves the correct balance of car parking and walkability.
	Make signature entrance statements at key arrival spots	Medium Term	5.1 Consider significant arrival statements at the intersections of White Street and Bashford Street, and Roberts Street and Bashford Street. This could be art, built form or grand planting, or a combination of these. 5.2 Secondary smaller statements could be considered at the southern and northern entrance into town. 5.3 Entrance statements should be future proofed for later stage of development.
	Ensure town centre has facilities to support cyclists	Medium Term	6.1 Provide toilets and bike end of trip facilities integrated to Pioneer Park.
	Expand the shopping hub in the Northern CBD and into the Northern Edge	Medium Term	7.1 Future development within the Northern CBD should support active 'life on the streets'. 7.2 Developments in the Northern Edge should accommodate a long term outdoor shopping precinct with space for one large supermarket chain. 7.3 Provide additional parking to support the precinct which is functional, presentable and sheltered from the sun and wind.

6.4 LONG TERM ACTIONS



No.	Action	Timeline	Potential Activities
	Develop a secondary shopping hub	Long Term	<p>1.1 Engage a consultant to develop sustainable design guidelines.</p> <p>1.2 Attract investment from a developer for a secondary shopping hub.</p>
	Reclaim the roadway on Roberts Street between Bashford Street and Sandpiper Street to create a linear park	Long Term	<p>2.1 Engage a consultant to develop a detailed design for a landmark public open space in Roberts Street in the CBD Precinct.</p> <p>2.2 Ensure the design considers future development of the Caravan Park.</p> <p>2.3 The park should include a landmark playground and toilets.</p>
	Review options for the Caravan Park lease	Long Term	<p>3.1 Determine the suitability of relocating the Caravan Park elsewhere within Jurien Bay to allow for the continued growth of the Jurien Bay CBD.</p>
	BP long term development of site	Long Term	<p>4.1 If the BP was to be redeveloped or at the end of the building life in the long term, there are both public-driven or private sector development scenarios for this central site. The outdoor area may have alfresco seatings, playspaces toilet facilities and a connection to Andrews Street. Consult with owner to discuss possibilities and opportunities.</p>



JURIEN BAY CBD

APPENDICES

APPENDIX A
TAKTICS4 RETAIL
DEMAND ASSESSMENT

Tactics4
Jurien Bay Town Centre

DRAFT
RETAIL DEMAND ASSESSMENT

PN 2014
Shire of Dandaragan
Place Laboratory
Jan 2021

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EXECUTIVE SUMMARY

Key findings include:

To be completed upon receiving client feedback

1 INTRODUCTION

Tactics4 was commissioned by the Shire of Dandaragan to assess the retail consumer markets influencing Jurien Bay to inform and guide the planning and design for the Jurien Bay Town Centre Development Strategy. The purpose of the commission was to:

- identify the demand for retail and related activity in Jurien Bay over a range of potential growth scenarios to inform and guide the Jurien Bay Development Plan.
- Identify the demand for accommodation in Jurien Bay over a range of potential growth scenarios to inform and guide the Jurien Bay Development Plan.
- Compare Jurien Bay under a range of resident population growth thresholds with other towns around Australia which share relevant town characteristics.
- Identify the extent and profile and influence of the resident population market on Jurien Bay retail businesses.
- Identify the extent of and profile of the visitor market on Jurien Bay retail businesses.
- Calculate the demand for current and future provision for retail and related activity in Jurien Bay under a range of specific population and visitor growth milestones.

2 RESIDENT POPULATION MARKET

2.1 Usual Resident Population

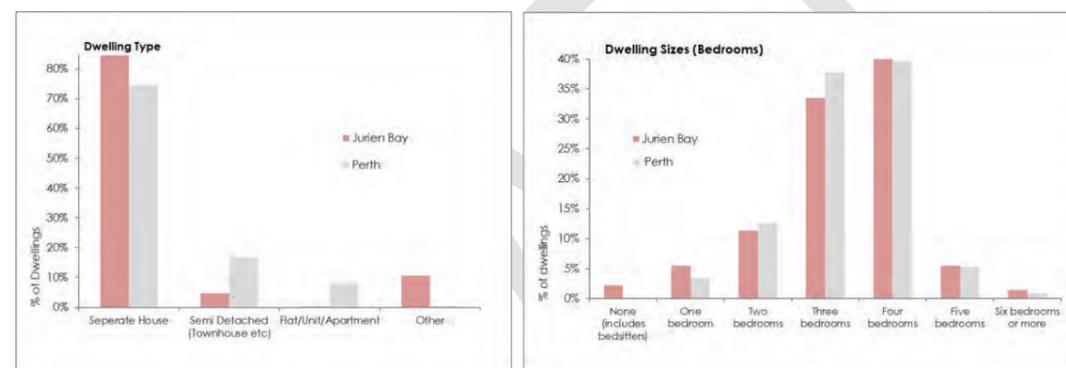
Analysis of the Population and Household Census (ABS 2016) for Jurien Bay reveals:

- A usual resident population of 1,760 persons
- An average occupancy of 2.2 persons per dwelling which is 16% smaller than Perth (2.6 persons) characterised by more 1 and 2 person households and fewer 3, 4 and 5 person households.

2.2 Dwellings

Jurien Bay recorded 1,495 dwellings in the 2016 Census, key findings reveal:

- a higher proportion (84%) of separate houses (Perth 75%), lower proportion of townhouses, apartments and flats and higher proportion of caravan, improvised sleep-outs.
- the size of dwellings (Bedroom numbers) is consistent with Perth averages.
- only 55% of all dwellings were occupied on census night, significantly less than Perth (89%).



Analysis of dwelling approvals for small areas since the 2016 census reveals that the Shire of Dandaragan has approved 108 residential dwellings at an average of 22 new dwellings p.a. since 2016. If we assume that:

- the distribution of new dwellings in the Shire of Dandaragan is consistent with the current proportion of 55% of all dwellings in the Shire of Dandaragan are in Jurien Bay.
- half of these new dwellings remain unoccupied – consistent with current 2016 dwelling profiles in Jurien Bay.

Then Jurien Bay now has a total of:

- 54 approved new residential dwellings at an average of 11 new dwellings p.a.
- 27 new occupied residential dwellings with a dwelling occupancy of 2.2 persons/dwelling.
- A current 2020 usual resident population of 1,820 persons.

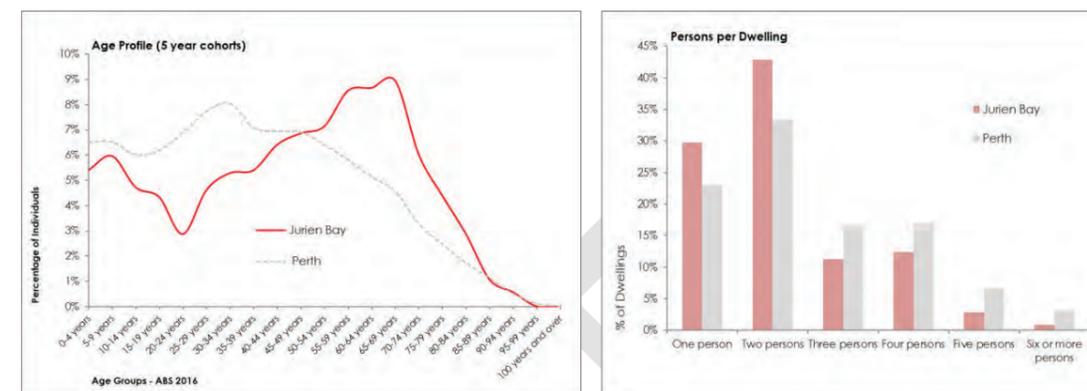
2.3 Migration

- 20% of all usual residents had moved to Jurien Bay less than one year earlier (Perth 15%).
- Nearly all new arrivals were from WA.
- 51% of all usual residents had moved to Jurien Bay in the previous five years (Perth 37%).
- Nearly all these new arrivals were from WA.

2.4 Personal Characteristics

Analysis of the personal characteristics of all Jurien Bay usual residents reveals:

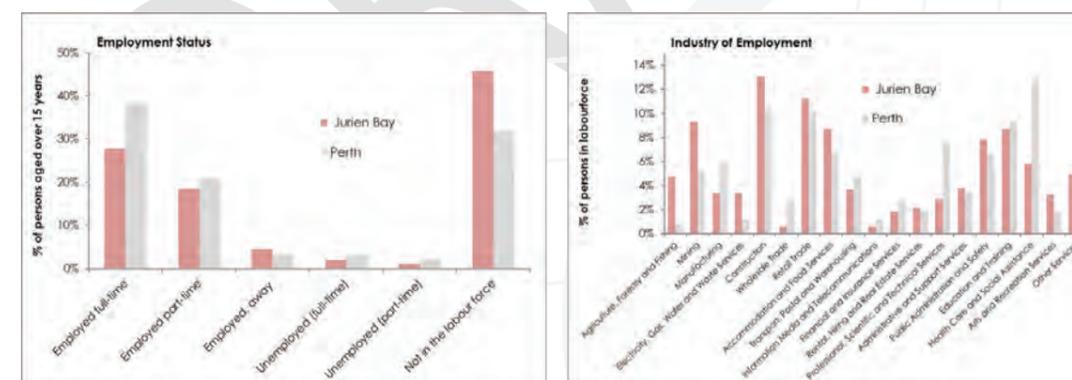
- An average age of 44.7 years which is 16% older than Perth average of 37.5 years characterised by fewer people aged 0-45 years and more people aged 55-85 years.
- a higher proportion (36%) of residents were born Australian (Perth 19%)
- a higher proportion (59%) of residents were born in North West Europe (Perth 53%)

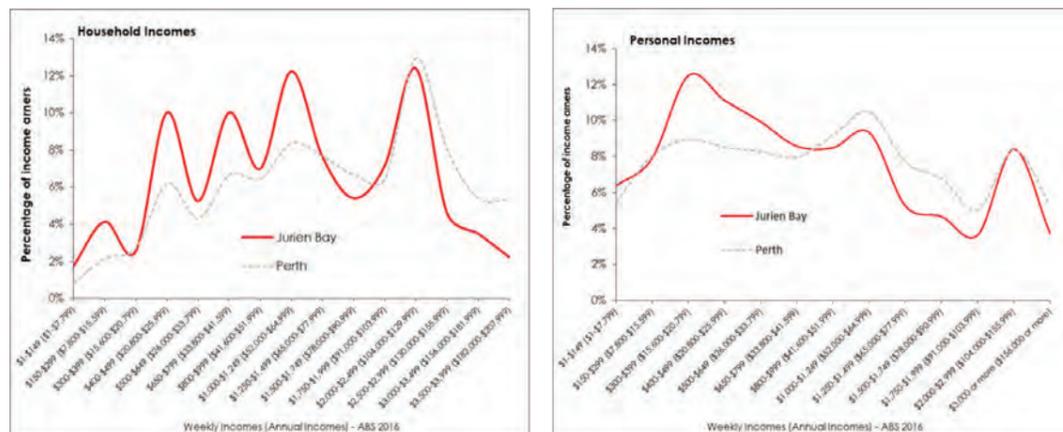


2.5 Employment and Income

Analysis of the employment and income characteristics of all Jurien Bay usual residents reveals:

- More residents (46%) aged over 15 years were participating in the labourforce (Perth 32%).
- Personal incomes 11% below Perth average.
- Household incomes 25% below Perth averages characterised by fewer income earners per dwelling (11% below Perth average).

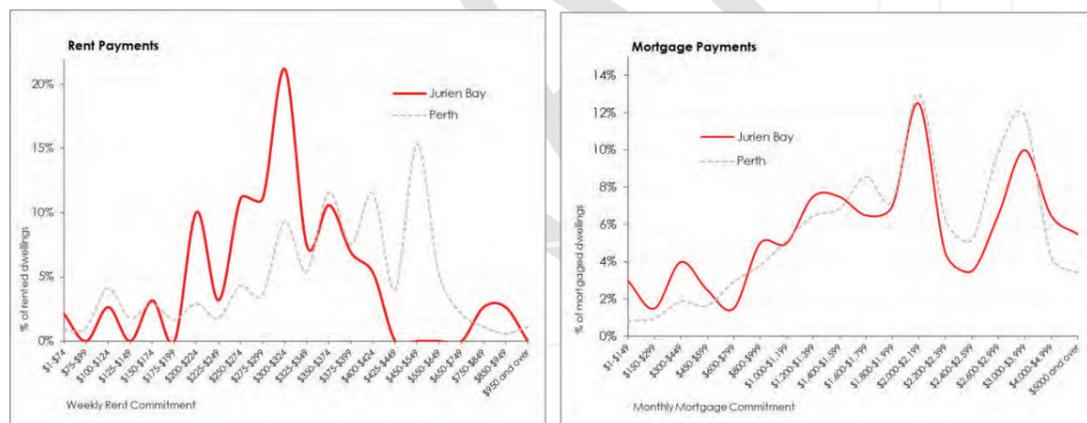




2.6 Commitments

Analysis of the financial commitment characteristics of all Jurien Bay usual residents reveals:

- a higher proportion (42%) of dwellings owned outright with no mortgage (Perth 29%) and lower proportion (28%) of dwellings with a mortgage (Perth 42%).
- the proportion of rented dwellings is consistent with Perth (27%).
- the average monthly mortgage repayment on mortgaged dwellings is 2% below Perth averages.
- the average weekly rent for rented properties is 15% below Perth averages.



2.7 Summary

These socio-economic demographic profiles reveal that the usual residents of Jurien Bay are characterised by:

- Smaller households and older households which is typically conducive to lower spending on day-to-day retail goods and services – especially food/grocery.
- Fewer people working or in the labourforce and lower personal and household incomes which is typically conducive to lower spending on all retail goods and services.
- Slightly fewer financial commitments in relation to housing costs, although this lower commitment is not sufficient to offset the lower disposable income levels which is therefore also typically reaffirms the lower spending on retail goods and services.

- Overall, the Jurien Bay resident population has characteristics which are conducive to a lower level of retail spending than Perth averages.

3 RESIDENT RETAIL SPENDING AND SALES CAPACITY

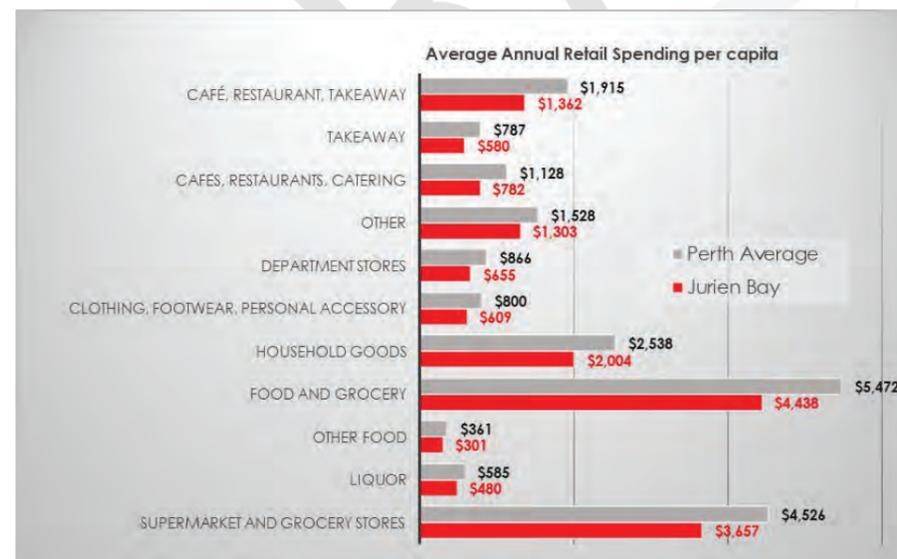
3.1 Resident Retail Spending Profile

The correlation between Retail Trade (ABS 2020) and Household Expenditure Survey (ABS 2015) data indicators show that the socio-economic profiles of Jurien Bay residents are currently estimated to be spending and average of \$10,370 per person p.a. on retail goods and services (21% below Perth averages) inclusive of \$4,438 p.a. on Food/Grocery (19% below Perth averages) and \$1,362 p.a. on café/restaurant/takeaway (29% below Perth averages).

Retail Store Category	Jurien Bay	Perth Average	Jurien Bay
Supermarket and Grocery stores	\$3,657	\$4,526	-19.2%
Liquor	\$480	\$585	-18.1%
Other Food	\$301	\$361	-16.5%
Food and Grocery	\$4,438	\$5,472	-18.9%
Household Goods	\$2,004	\$2,538	-21.1%
Clothing, Footwear, Personal Accessory	\$609	\$800	-23.9%
Department Stores	\$655	\$866	-24.3%
Other	\$1,303	\$1,528	-14.7%
Cafes, Restaurants, Catering	\$782	\$1,128	-30.7%
Takeaway	\$580	\$787	-26.3%
Café, Restaurant, Takeaway	\$1,362	\$1,915	-28.9%
Total Retail	\$10,370	\$13,119	-20.9%

8501.0 Retail Trade, Australia (August 2019)

Table 12 Retail Turnover, State by industry Subgroup, Seasonally adjusted



3.2 Resident Retail Spending Capacity

Correlation of these resident retail spending profiles to Jurien Bay and Shire of Dandaragan resident populations reveals a total retail spending capacity of \$39.7M p.a. including:

- \$19M generated by Jurien Bay residents and \$20M p.a. generated by residents within the balance of the Shire.
- \$17M p.a. in food and grocery spending (inclusive of supermarket, liquor, and other grocery goods)
- \$5M in spending at café/restaurant/takeaway venues
- \$17M in other retail goods and services

Resident Location	Resident Population	Total Available Retail Spending Capacity			Total Retail
		Food & Grocery	Café/ Restaurant/ Takeaway	Balance of Retail	
Jurien Bay	1,820	\$8,142,680	\$2,507,960	\$8,392,020	\$19,042,660
Balance of Shire	1,980	\$8,858,520	\$2,728,440	\$9,129,780	\$20,716,740
Shire of Dandaragan	3,800	\$17,001,200	\$5,236,400	\$17,521,800	\$39,759,400

Usual Residents	Resident Population	Potential Market Capture by Jurien Bay Businesses			
		Food & Grocery	Café/ Restaurant/ Takeaway	Balance of Retail	Total Retail
Jurien Bay	1,820	85%	80%	20%	56%
Balance of Shire	1,980	65%	50%	20%	43%
Shire of Dandaragan	3,800	75%	64%	20%	49%

Not all this retail spending is captured by Jurien Bay retailers/businesses. We estimate that Jurien Bay businesses:

- are currently capable of potentially capturing 80%-85% of all food/grocery and hospitality (food/beverage) spending generated from Jurien Bay residents – meaning that 15%-20% of this retail spending is 'escaping' to businesses outside Jurien Bay.
- are currently capturing 20% of all other retail spending – meaning that 80% of this retail spending is 'escaping' to other businesses including Perth and online.
- are currently capable of potentially capturing 50%-65% of all food/grocery and hospitality (food/beverage) spending generated from other Shire of Dandaragan residents – meaning that 35%-50% of this retail spending is 'escaping' to businesses outside Jurien Bay.
- are currently capturing 20% of all other retail spending from Shire of Dandaragan residents – meaning that 80% of this retail spending is 'escaping' to other businesses including Perth and online.

3.3 Estimated Retail Sales Potential from Residents

Based on these estimated market capture rates Jurien Bay businesses have the potential to be capturing \$19M p.a. in total retail sales from resident spending from Jurien Bay and Shire of Dandaragan residents. including \$12M pa. in food/grocery sales \$3.5M p.a. in café/restaurant/takeaway sales and \$3.5M p.a. in other retail sales

Usual Residents	Potential Sales Capture by Jurien Bay Businesses				
	Resident Population	Food & Grocery	Café/ Restaurant/ Takeaway	Balance of Retail	Total Retail
Jurien Bay	1,820	\$6,921,278	\$2,006,368	\$1,678,404	\$10,606,050
Balance of Shire	1,980	\$5,758,038	\$1,364,220	\$1,825,956	\$8,948,214
Shire of Dandaragan	3,800	\$12,679,316	\$3,370,588	\$3,504,360	\$19,554,264

4 VISITOR RETAIL SPENDING AND SALES CAPACITY

Residents are not the only consumers of retail goods in Jurien Bay. Visitors will also contribute to overall retail sales in Jurien Bay.

4.1 Visitor Numbers

Analysis of the Tourism Australia visitor fact sheets for the Coral Coast and the Shire of Dandaragan reveals:

- a total of 1.15M visitors to the Coral Coast in 2019.
- an average stay of 5.5 nights
- a total of 6.4M visitor nights.

Coral Coast			
Visitor Type	Overnight Visitors in Coral Coast	Average stay in Coral Coast (nights)	Estimated Total Annual Visitor Nights
Intra state	946,000	4.9	4,635,400
Interstate	89,000	8.1	720,900
International	112,000	9.0	1,008,000
Total	1,147,000	5.5	6,364,300

4.2 Visitor Accommodation

Analysis of the visitor accommodation summary for Jurien Bay reveals:

- A total of 880 units available in Jurien Bay – split evenly between caravan sites/rooms and hotel/holiday homes.
- Creating a total annual available room night capacity of 320,000 room nights
- Assuming an average room occupancy of 2.2 persons per unit per night creates a potential capacity of over 700,000 visitor nights
- A documented annual average room/unit occupancy of 50% results in an estimated 350,000 visitor nights in Jurien Bay.

Jurien Bay						
Accommodation	Available Units	Available annual room nights	Average person occupancy	Potential Visitor nights	Average Annual Market Occupancy	Average Annual Visitor Nights
Caravan Park sites and rooms	407	148,555	2.1	311,966	50%	155,983
Hotel/Motel Rooms	273	99,645	2.1	209,255	50%	104,627
Holiday Homes	200	73,000	2.5	182,500	50%	91,250
Total	880	321,200	2.2	703,720	50%	351,860

Correlation of these visitor night profile to the broader Coral Coast visitor numbers suggest that:

- 7% of all Coral Coast intra state (domestic) visitor nights are spent in Jurien Bay.
- 1.5% of all Coral Coast interstate and international visitor nights are spent in Jurien Bay.
- Equating to the equivalent of an average of 960 visitors per day in Jurien Bay.

Of course, we recognise that these numbers vary significantly by seasonality, but they provide an accurate annual snapshot.

Jurien Bay			
Visitor Type	Estimated Nights spent in Jurien Bay	Estimated Total Visitor nights in Jurien Bay	Average annual visitors per day in Jurien Bay
Intra state	7.0%	324,478	889
Interstate	1.5%	10,814	30
International	1.5%	15,120	41
Total	5.5%	350,412	960

4.3 Visitor Retail Spending

- Analysis of the visitor total spending profile indicate that:
- Coral Coast (including Jurien Bay visitors) spend a total of \$130 per visitor night.
- Resulting in a total spending capacity of \$45.6M p.a. in visits involving stops in Jurien Bay.

Jurien Bay		
Visitor Type	Average spend per visitor night	Total Annual Visitor Spend
Intra state	\$131	\$42,506,618
Interstate	\$118	\$1,275,993
International	\$122	\$1,844,640
Total	\$130	\$45,627,251

Not all this spending is retail based, in fact the breakdown of spending profile reveals that only 27% of all spending is captured by retailers including:

- 8% by food/grocery spending retailers
- 16% by hospitality (food and beverage) businesses
- 3% by other retailers

Distribution of Retail Spending				
Visitor Type	Food & Grocery	Café/ Restaurant/ Takeaway	Balance of Retail	Total Retail
Intra state	8%	16%	3%	27%
Interstate	8%	16%	3%	27%
International	8%	16%	3%	27%
Total	8%	16%	3%	27%

4.4 Estimated Retail Sales Potential from Visitors

Based on the extrapolation of this visitor data we estimate that visitors to Jurien Bay are currently spending up to \$12.3M p.a. in retail businesses in Jurien Bay, including:

- \$3.6M p.a. in food/grocery retailers.
- \$7.3M p.a. in café/restaurant/takeaway retailers.
- \$1.3M p.a. in other retail businesses.

Estimated Total Visitor Retail Spending in Jurien Bay				
Visitor Type	Food & Grocery	Café/ Restaurant/ Takeaway	Balance of Retail	Total Retail
Intra state	\$3,400,529	\$6,801,059	\$1,275,199	\$11,476,787
Interstate	\$102,079	\$204,159	\$38,280	\$344,518
International	\$147,571	\$295,142	\$55,339	\$498,053
Total	\$3,650,180	\$7,300,360	\$1,368,818	\$12,319,358

Correlation of the current retail spending and retail sales profiles for Jurien Bay residents and visitors to adopted sustainable retail sales productivity (The number of total sales per sqm p.a.) required to sustain a retail business in Jurien Bay, reveals the need for Jurien Bay retailers to capture an average retail sales productivity of \$7,000/sqm p.a. in retail sales, including:

- Retail sales of \$8,500/sqm p.a. in food/grocery sales.
- Retail sales of \$6,500/sqm p.a. in café/restaurant/takeaway sales.
- Retail sales of \$4,500/sqm p.a. in other sales.

These sales and sales productivity indicate the opportunity for Jurien Bay businesses to sustain a total of 4,600sqm of retail floor space including:

- 1,900 sqm in food and grocery retail floor space.
- 1,600sqm in café/restaurant/takeaway floorspace.
- 1,100 sqm in other retail floor space.

The analysis also reveals that on average retail businesses currently rely on 60% of sales from residents and 40% from visitors, including:

- 78% reliance on residents for food/grocery sales
- 32% reliance on residents for café/restaurant/takeaway sales
- 72% reliance on residents for other retail sales

5 JURIEN BAY – RETAIL DEMAND MILESTONES

Now that we have ascertained the baseline for current market conditions, the next step is to extrapolate these findings for future growth milestones to better determine the retail demand under a range of resident and visitor growth scenarios. For this exercise, we have identified a range of usual resident population growth scenarios to be used to guide decision making relating to the forecast demand for retail activity in Jurien Bay.

5.1 Usual Resident Milestones

In consultation with the Shire of Dandaragan we have adopted three relatively uniform population milestones to assess retail demand including usual resident Jurien Bay population of 2,500, 5,000, and 7,500. As growth occurs in Jurien Bay – it can be assumed that other areas within the Shire of Dandaragan may experience increases in residential development and usual resident population. Although we have focused most of the future growth for each milestone predominantly within Jurien Bay.

	Usual Resident Population				
	Jurien Bay	% of Shire	Balance of Shire	% of Shire	Shire of Dandaragan
Current	1,820	48%	1,980	52%	3,800
Milestone 1	2,500	55%	2,045	45%	4,545
Milestone 2	5,000	70%	2,143	30%	7,143
Milestone 3	7,500	75%	2,500	25%	10,000

5.2 Market Share

We may logically expect that the amount of escape expenditure may diminish as the resident population increases and the amount of retail floor space increases and becomes more sustainable. This will be likely to occur at different rates for each retail category. The table below shows the expected increase in market share from resident growth in Jurien Bay and the balance of the Shire of Dandaragan as each milestone is achieved. It shows:

- Food and grocery and Café/restaurants/takeaway retailers may expect to increase their market capture from the current 80%-85% market capture to 95% market capture by milestone 3 (7,500 residents) – minimising the extent of escape expenditure from this category.
- Even other comparison goods categories may expect to increase market capture from a current low of 20% to 60% under milestone 3 scenario (7,500 residents) – still accounting for an escape of 40% of other retail sales to be captured outside Jurien Bay.

Potential Market Capture by Jurien Bay Businesses

Resident Location	Resident Population	Food & Grocery	Café/ Restaurant/ Takeaway	Balance of Retail	Total Retail
Jurien Bay	1,820	85%	80%	20%	56%
Jurien Bay	2,500	85%	80%	20%	56%
Jurien Bay	5,000	90%	90%	40%	68%
Jurien Bay	7,500	95%	95%	60%	80%
Balance of Shire	1,980	65%	50%	20%	43%
Balance of Shire	2,045	65%	50%	20%	43%
Balance of Shire	2,143	70%	60%	40%	55%
Balance of Shire	2,500	75%	70%	60%	68%
Shire of Dandaragan	3,800	75%	64%	20%	49%
Shire of Dandaragan	4,545	76%	67%	20%	50%
Shire of Dandaragan	7,143	84%	81%	40%	64%
Shire of Dandaragan	10,000	90%	89%	60%	77%

5.3 Visitor Milestones

For this exercise, we have also identified a range of potential visitor growth milestones to inform and guide decision making relating to the forecast demand for retail activity in Jurien Bay. We have adopted three potential uniform growth scenarios including:

- 5% growth in annual visitor nights
- 10% growth in annual visitor nights
- 15% growth in annual visitor nights

Under these 3 visitor growth milestones the analysis reveals:

- An increase in potential visitor nights in Jurien Bay to 420,000 p.a. from the current estimated 350,000 p.a.
- An increase in the average number of daily visitors in Jurien Bay to 1,150 visitors per day – from the current estimated 960 visitors per day.
- An increase in potential retail sales to \$14.7M p.a. from the current sales estimate of \$12.3M p.a.

Growth/Sales	Estimated Total Visitor nights in Jurien Bay	Average annual visitors per day in Jurien Bay	Food & Grocery	Café/ Restaurant/ Takeaway	Balance of Retail	Total Retail
Current	350,412	960	\$3,644,280	\$7,288,559	\$1,366,605	\$12,299,444
Visitor growth 5%	385,453	1,056	\$4,008,708	\$8,017,415	\$1,503,265	\$13,529,388
Visitor growth 10%	402,973	1,104	\$4,190,922	\$8,381,843	\$1,571,596	\$14,144,360
Visitor growth 15%	420,494	1,152	\$4,373,136	\$8,746,271	\$1,639,926	\$14,759,332

5.4 Sustainable Increase in Retail Floorspace

Based on these assumptions in relation to resident and visitor growth milestones the model results show that Jurien Bay could expect to sustain up to 13,600sqm of retail floor space an increase of 9,000sqm in retail floor space, including:

- An additional 3,300sqm in food and grocery floor space (creating a total of 5,250 sqm)
- An additional 1,600sqm in café/restaurant/takeaway floor space (creating a total of 3,200sqm)
- An additional 5,400sqm of other retail floor space (creating a total of 6,500sqm)

Floor space sustained by resident and visitor growth (sqm)	Food & Grocery	Café/ Restaurant/ Takeaway	Balance of Retail	Total Retail
Current	1,920	1,640	1,082	4,643
2,500 residents and 10% visitor growth	2,290	1,874	1,266	5,435
5,000 residents and 15% visitor growth	3,651	2,516	3,277	8,977
7,500 residents and 20% visitor growth	5,252	3,227	6,512	13,658

Change in Floor space sustained by resident and visitor growth (sqm)	Food & Grocery	Café/ Restaurant/ Takeaway	Balance of Retail	Total Retail
2,500 residents and 10% visitor growth	369	234	183	793
5,000 residents and 15% visitor growth	1,361	642	2,011	3,541
7,500 residents and 20% visitor growth	1,600	711	3,236	4,681
Current to Full growth	3,331	1,587	5,430	9,015

5.5 Future Land Needs

This additional floor space would require an increase in land for retail purposes. The current floor space should be able to be accommodated on approximately 1.4Ha of land. Current retail activity in Jurien Bay is likely to be less efficiently laid out than might be expected from new retail developments.

Increases in additional retail floor space will require an additional 2.7 Ha of land to be set aside for this purpose.

Land Area Required (Ha)	Change in Land Area	Total Land Area
Current		1.4
2,500 residents and 10% visitor growth	0.2	1.6
5,000 residents and 15% visitor growth	1.1	2.7
7,500 residents and 20% visitor growth	1.4	4.1
Current to Full growth	2.7	-

5.6 Market Reliance

There will also be a shift in the reliance on consumer markets as each milestone is achieved. Cafes and restaurants currently rely on visitors for up to 68% of their sales, but this will change to closer to 42% as resident population increases. By the time that resident milestone is achieved, the township of Jurien Bay will be less reliant on the tourism sector for sustaining retail activity.

Reliance on Retail Sales from Residents	Food & Grocery	Café/ Restaurant/ Takeaway	Balance of Retail	Total Retail
Current	78%	32%	72%	60%
2,500 residents in Jurien Bay	79%	34%	74%	62%
5,000 residents in Jurien Bay	86%	49%	89%	76%
7,500 residents in Jurien Bay	90%	58%	94%	84%

Reliance on Retail Sales from Visitors	Food & Grocery	Café/ Restaurant/ Takeaway	Balance of Retail	Total Retail
Current	22%	68%	28%	40%
10% Visitor Growth	21%	66%	26%	38%
15% Visitor Growth	14%	51%	11%	24%
20% Visitor Growth	10%	42%	6%	16%

6 COMPARATIVE TOWNSHIPS

We assessed all regional townships throughout Australia (excluding NT, Tasmania, and ACT) which comprise a usual resident population between 2,000 – 7,500 residents.

This analysis identified 370 townships which were further characterised by:

1. Locality - inland or coastal
2. distance to nearest regional townships over 150km – which most accurately conveys the isolation of the Jurien Bay residents from similar commercial/retail activity offer.
3. Extent of hinterland catchment population (as distinct from reliance on township only population)

This analysis reveals:

- 24 regional townships – including 10 in WA, 4 in SA, 7 in Qld and 3 in NSW, no townships in Victoria met the criteria – due predominantly to the relatively small size of the state and the subsequent small distances between towns.
- 7 coastal townships, 17 inland townships
- 8 townships between 2,000-3,000 population, 11 townships between 3,000-5,000 population and 5 townships between 5,000-7,500 population
- Only 5 townships whose population represented less than 60% of the hinterland population (Jurien Bay township population represents 49% of hinterland population).

Township	State	2016 Resident Population	Inland/Coastal	Distance to nearest major town (km)	Hinterland Population (Including Town Population) (SA2)	Town Population as % of Hinterland Population	Supermarkets	Dept Stores/Major Stores
Jurien Bay	WA	1,800	coastal	220	3,700	49%	IGA	Mitre10, Hardware
Ceduna	SA	2,200	coastal	470	2,600	85%	Foodland, IGA	Betta, Sportspower, Toyworld
St George	Qld	2,400	inland	300	2,700	89%	IGA, Foodworks	
Exmouth	WA	2,500	coastal	550	4,300	58%	IGA x 2	Betta, Mitre10
Merredin	WA	2,600	inland	260	5,100	51%	Sup IGA	Target
Bordertown	SA	2,700	inland	200	6,000	45%	Foodland	Betta, Sports
Longreach	Qld	2,700	inland	460	3,700	73%	Supa IGA, Foodworks, Indep	Target
Thursday Island	Qld	2,900	coastal	500	4,500	64%	Indep	
Tom Price	WA	2,900	inland	350	6,000	48%	Coles	Betta, Mitre10
Charleville	Qld	3,100	inland	530	4,300	72%	Supa IGA, IGA	
Derby	WA	3,300	coastal	200	7,700	43%	IGA	Betta, Mitre10, Home Timber
Clare	SA	3,300	inland	150	4,000	83%	WW, Foodland	Target
Roxby Downs	SA	3,600	inland	260	3,900	92%	WW	Mitre10
Katanning	WA	3,700	inland	200	4,600	80%	WW, IGA	Betta, Sportspower, Thrifty
Weipa	Qld	3,900	coastal	800	3,900	100%	WW	
Manjimup	WA	4,200	inland	200	5,500	76%	Coles, WW	Target, Retravisoin, Reject
Narrogin	WA	4,300	inland	200	4,700	91%	Coles	Target, Betta, Makit
Kununurra	WA	4,300	inland	800	7,200	60%	Coles, Indep	Target, Betta, Home Timber
Carnarvon	WA	4,400	coastal	475	5,200	85%	WW, IGA	Betta, Toyworld, Home Timber
Newman	WA	4,500	inland	450	4,600	98%	WW	Sportspower, Retravisoin, Home Timber
Goondiwindi	Qld	5,500	inland	220	6,400	86%	Coles, Foodworks, Indep	Reject
Narrabri	NSW	5,900	inland	170	7,200	82%	WW, Coles, Indep	Target
Roma	Qld	5,900	inland	400	6,800	87%	WW, IGA, Foodworks	Reject
Moree	NSW	7,400	inland	350	8,200	90%	WW, Coles	Target, HN
Merimbula	NSW	7,500	coastal	175	10,600	71%	WW, WW, Foodworks	HS

The findings reveal:

- Towns with less than 3,000 residents did not have a Coles or WW
- Every town between 3,300 – 4,500 residents had at least a Coles or WW
- Every town over 5,500 residents had either both full line supermarkets (Coles and WW) or at least 3 supermarkets (including at least one full line supermarket)

The findings suggest that:

- One of the or both supermarket operators may be attracted to Jurien Bay between milestone 1 (2,550 residents) and milestone 2 (5,000 residents) population.
- That the second full line operator may subsequently be attracted to Jurien Bay between milestone 2 (5,000 residents) and milestone 3 (7,500 residents) population.