



# Parking, Traffic & Pedestrian Strategy

## ESPERANCE TOWN CENTRE

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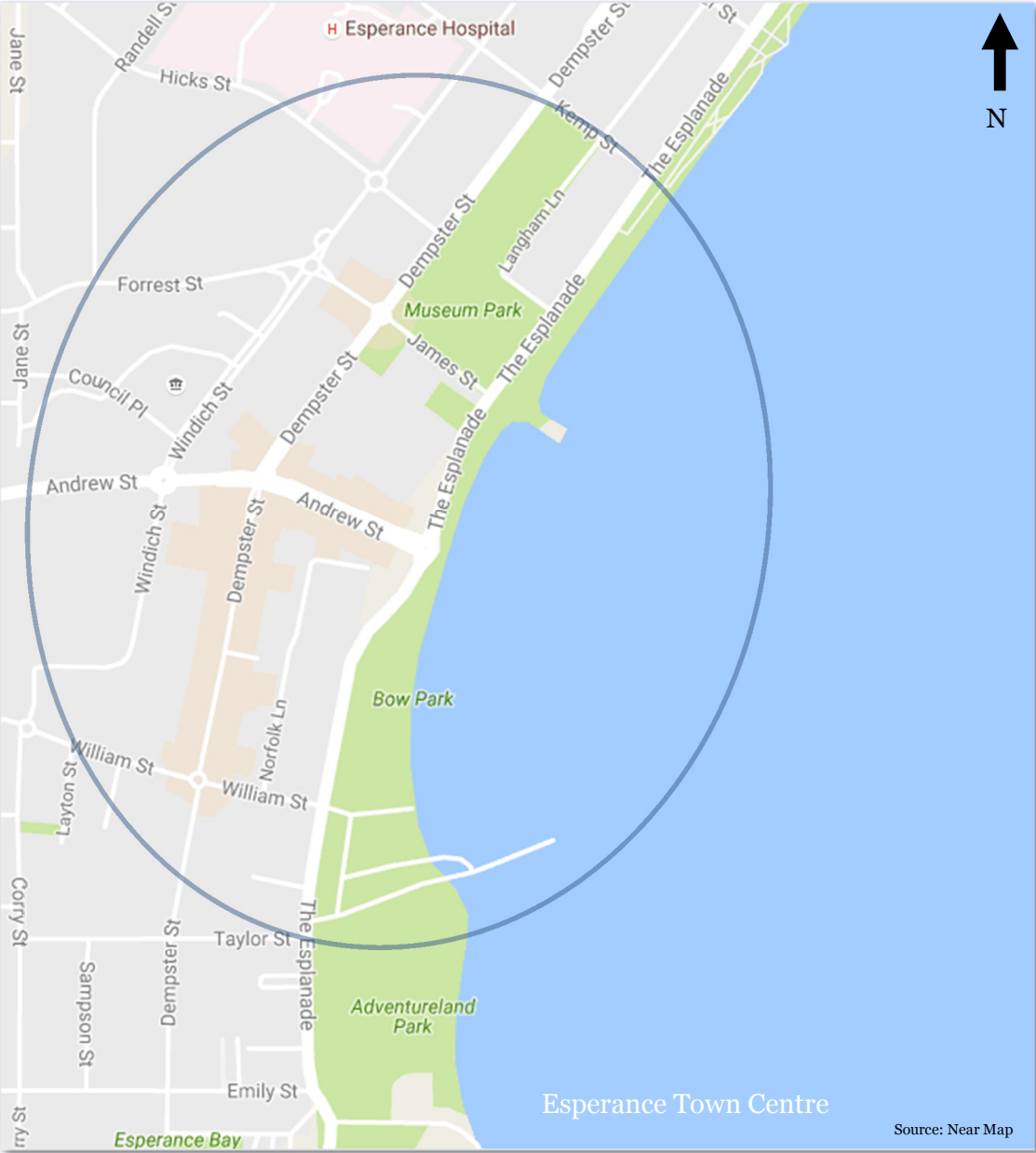
## APPENDICES

Appendix A Existing Situation Report

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# Executive Summary

The Esperance Town Centre Parking, Traffic and Pedestrian Strategy provides the framework to create a well-connected and accessible town centre that attracts economic investment, social activity and cultural diversity. Through establishing the needs of the community and the constraints of competing land uses, opportunities have been identified which provide progressive change to enhance the safety and efficiency of movement within and around the town centre. Through this enhancement of movement and connectivity, Esperance will establish its position as the dominant, central hub of the South East Region of Western Australia.



# 1. Introduction

To create long term sustainable and vibrant places, it is important to plan for connectivity, movement, safety and activation. The dominance of cars and parking within regional town centres often hinders the opportunities for increased economic growth, active transport opportunities and innovative street design to encourage social activity.

Esperance is characterised by its unique natural beauty and relaxed lifestyle, with the town centre at the heart of the region, playing a vital role within the community. Due to its remote location, the importance of planning for parking, traffic and pedestrians within the town centre is essential to encourage economic progression and provide strategic direction for the future prosperity of the town centre of Esperance.

## 1.1 Background

In late 2015, the Shire of Esperance finalised the Esperance Town Centre Revitalisation Master Plan for 2015-2035.



The Master Plan was developed through consultation with key stakeholders and designed to help make the town centre more liveable, attractive and sustainable.

The aim of the Master Plan is to provide a clear direction to revitalise the town centre of Esperance over a 20 year period with the purpose being:

- To enhance and future proof the town centre as the heart of Esperance and the economic, social and cultural hub of the South East Region.
- To attract and activate public and private investment in the town centre.
- To enhance the connectivity of current and future key attractors within and adjacent to the town centre.

The key initiatives proposed in the Master Plan include road network modifications, public parking provisions, cycle path networks and servicing.

One of the defining implementation actions evolving from the Master Plan was to prepare a Parking Strategy for the town centre.

The Shire of Esperance (the Shire) broadened the scope of the strategy to include traffic and pedestrians in conjunction with parking. This initiative of combining complimentary transport components will improve, enhance and encourage movement and connectivity within the town centre.

## 1.2 Purpose

This Parking, Traffic and Pedestrian Strategy provides direction for future planning of Esperance Town Centre. It aims to deliver the realistic, achievable and

measurable implementation of strategies and actions to improve movement, increase connectivity opportunities, revitalise the town centre and enhance prospects for future development.

## 1.3 Strategy Development

A review of existing Council documents, policies and local laws has set out the context for the Strategy.

Comprehensive investigations of the existing transport network, detailed analysis of data and site inspections assisted in developing an understanding of the existing functional characteristics of the day-to day operation of the town centre and the behaviour traits of users.

Significant community consultation was undertaken during the development of the strategy to understand how the town centre is currently being used and how it could be improved (from a traffic and transport perspective) to better meet the needs of the community. This was carried out via an online and paper survey and also via an interactive web based mapping program.

In the second phase of community consultation, three separate workshops were facilitated to engage with the Shire Councillors, business owners/operators and the general public. Three focus areas were presented at the workshops and participants developed ideas and options to improve parking, safety, traffic flow connectivity and amenity for all users within the town centre.

A series of supporting working papers have been prepared throughout its development and form the basis of this Strategy. Appendix A provides a review of the existing transport situation and Appendix B provides an overview of the consultation process and the concept plans tabled at workshops.

## 1.4 Study Objectives

The Parking, Traffic and Pedestrian Strategy has been developed as one of the key initiatives from the 2015-2035 Master Plan. The Master Plan outlines key proposals within specific precincts of the town centre that include improvements to the streetscape to make the experience to and within town more comfortable, connected and compact.

The key goals of this Strategy is to create a well-connected and accessible town centre that attracts economic investment, social activity and cultural diversity. These in turn allows a number of objectives to be created and supports a number of strategies as outlined below.

Goal	Objectives	Proposed Strategies
Economic Investment	Enhanced transport system and land use efficiency	To improve parking infrastructure and manage peak and seasonal parking demand for all vehicles, including cars, caravans, trailers and motorcycles.
	Economic and business development	To maximise parking, traffic and pedestrian outcomes for new developments and re-developments within the town centre.
	Affordable access to essential services and activities	To provide a connected, direct, legible and enjoyable walking and cycling network and environment that facilitates daily travel needs for all users, which is delivered effectively to maximise the community benefit.
Increased Social Activity & Cultural Diversity	Transport system accommodates all users including those with disabilities, low incomes and other constraints	To provide a diverse transport system that informs, educates and encourages residents and visitors to take up alternative transport modes and change behaviour patterns.
	Projects minimise the risk of crashes and support physical fitness	To develop and manage safe and efficient street networks that create low speed environments to enhance connectivity for all modes of transport.
	Helps create an inclusive and attractive community	To create streets that are places where people meet, work, dine and shop.
	Supports cultural activities	To create adaptable streets that can accommodate events, festivals and embrace local arts.

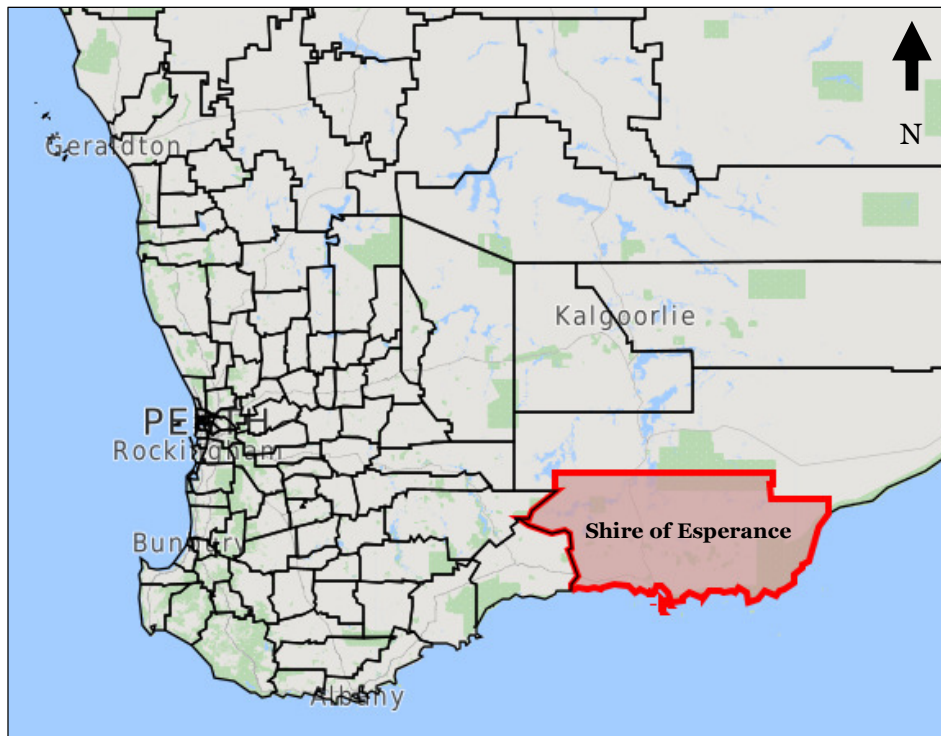
As part of the above, it is recognised and acknowledged that some objectives and supporting strategies overlap one another. In addition, the objectives allow clear performance indicators to be developed.

The planning period for the Strategy is 20 years and includes a progressive staged approach to achieving improvements within the town centre in the short and medium term, (i.e. within the next 5-10 years) and also includes longer term goals (10-20 years).

## 2. Profile of Esperance

Esperance is located on the southeast coast of Western Australia and approximately 725km by road from Perth.

In 2014 the population of The Shire of Esperance was 14,487. This consisted of 7,180 males and 7,307 females with the median age of 39 years. Interestingly and applicable to the development of the Strategy was that 14.9% of the population have a reported disability, and also that the total number of registered motor vehicles (2014) is 15,122 which exceeds the population. The majority of people (87%) drive to work with a small proportion (6%) walking to work.



Source: Australian Bureau of Statistics Website



### 3. Methodology

The focus area of the strategy encompasses land generally contained within Kemp Street, The Esplanade, the Taylor Street Jetty, William Street and Jane Street.



The development of the Esperance Town Centre - Parking, Traffic and Pedestrian Strategy involved six key stages.

Item	Description
Stage 1	An initial meeting held with the Shire of Esperance to define the scope and methodology for the project.
Stage 2	A review of the Master Plan, Council strategies and local laws to identify key issues and directives from previous strategies and policies.
Stage 3	A desktop review of the existing transport network and a comprehensive site investigation during the day and night to visually assess conditions in the town centre study area from a safety and traffic efficiency viewpoint.  Work included the analysis of traffic volume data, intersection surveys, and pedestrian desire lines, parking supply and demand as well as crash data to provide an insight into the existing behavioural patterns of the community and to establish the functional characteristics that make up the local street network.
Stage 4	A visual presentation to the Council to inform the stakeholders about the findings of Stage 2 and Stage 3 and gain specific direction on the priorities and vision for Esperance Town Centre.
Stage 5	Three workshops to understand how the town centre is currently being used and how it could be improved (from a traffic and transport perspective) to better meet the needs of the community as well as an online/ paper survey (and also via an interactive web based mapping program).
Stage 6	Development of the Strategy document to provide direction for future planning and to provide realistic, achievable and measurable implementation of strategies and actions to improve movement, increase connectivity opportunities, revitalise the town centre, and enhance prospects for future development.



## 4. Strategic Context

To ensure the Strategy is consistent and aligned to current policies, a review of all relevant planning guides, local laws and policy documents and considered in relation to the Esperance Town Centre has been undertaken. Relevant findings from key documents have been summarised below.

### 4.1 Local Planning Strategy 2010

The Local Planning Strategy provides direction and actions for the Central Business District with an emphasis on the commercial sections of Andrew and Dempster Streets and with the focus of civic uses around the Council Administration Offices and also The Esplanade between Kemp Street and William Street. The document does not include the foreshore.

The key transport outcomes from this Strategy include:

- Promote Andrew and Dempster Street as the main commercial area and cater for the day-to-day need of Esperance residents and visitors.
- Encourage streetscaping elements that are designed and implemented to link different areas of the precinct and to encourage al-fresco dining.
- Facilitate development of car parking in a coordinated layout throughout the CBD.

The key actions include:

- Opportunities for car parking behind (or under where topography suits) commercial premises should be identified.
- Sites for the development of public parking should also be identified and a strategy developed for the timing for their purchase and development. The strategy should include guidelines for the acceptance of cash in lieu for parking.
- Ensure that where access is provided from a laneway, the building will be required to be setback so there is appropriate access for parking, loading and service areas.

### 4.2 Local Planning Scheme 23

The objectives of the Central Area Zone are to provide for the efficient and safe movement and parking of vehicles without compromising pedestrian movement safety and convenience.

Provision for cash in lieu of parking spaces are subject to the following conditions:

- Payments made under this clause shall be paid into a special purpose fund to be used for the provision of public parking facilities and the local government may use this fund to provide or maintain public parking facilities anywhere within the Central Area, Tourist, Residential or Shops and Offices Zone.

Provisions for parking, access for loading and unloading vehicles are subject to the following:

- No land or buildings shall be developed unless provision is made for an area clear of the street for the purpose of loading or unloading goods or materials.
- The local government will seek to ensure that the majority of servicing vehicles will be able to leave and enter the street in a forward direction.

In addition the policy requires all areas utilised for vehicle parking, manoeuvring, access, egress and storage in the Central Area, Tourist, Residential, Industry – Business, General, and Shops and Offices Zone to be sealed, marked and formalised a per Australian Standard 2890.1-2004 (as amended).

### 4.3 Parking Facilities Local Law

The Shire of Esperance Parking Facilities Local Law provides the restrictions for parking in Esperance allowing Council to issue an infringement notice referring to specific clauses in the Parking and Parking Facilities Local Law. There are 69 items relating to specific offences with penalties ranging from \$35 up to \$50. The enforcement of the offences will assist in ensuring the function and safety of the pedestrian routes, thoroughfares and road network.

### 4.4 Parking Strategy 1996-2006

This study had assumed a 3.56%p.a. population growth over the 10 year time period. However, the growth rate between 1996 and 2014 has actually been around 1% p.a. with an increase in population of only 1,978 during this timeframe (Australian Bureau of Statistics website). The parking strategy highlighted the need for additional parking within the town centre (based on the assumed growth rate) and retaining the existing parking rates for land uses within the town centre which are 1 space for every 25m<sup>2</sup> gross floor area (GFA) for retail use and 1space for every 40m<sup>2</sup> GFA of office use.

## 4.5 Revitalisation Master Plan 2015-2035

The Master Plan document sets the vision for the streets and land uses within Esperance. Whilst there are street specific initiatives are outlined in the document, a summary of the overall key transport initiatives include:

- Upgrade existing mid-block pedestrian linkages to improve pedestrian legibility and safety.
- Widened footpaths.
- Provide for pedestrian shade and shelter (unbroken – street awnings connected).
- Provision of cycle paths.
- Opportunity to create a large centrally located off-street parking area with good vehicle and pedestrian connectivity to adjacent streets.
- Narrower traffic lanes.
- Modification of Andrew Street/Dempster Street roundabout to slow traffic.
- Modification to part of William Street as a local distributor.
- Designation of Dempster Street, south of William Street as an access road.
- Accommodation of future public transport and loading zones within the streetscape arrangement.
- Subject to land acquisition and finding, a new public car park with potential for up to 60 parking spaces will be developed in Dempster Street, preferable mid-block between Andrew Street and William Street.
- Frontages that directly address the street.
- Provide passive surveillance from surrounding public space and upper floors.
- On-site parking and service areas set behind or under buildings or otherwise screened from the street.

Through consultation processes undertaken previously as part of many policy and strategy documents, it is clear there is a perception within Esperance that more car parking is required, particularly for long vehicles, caravans and trailers.

## 4.6 Other Laws

In April 2016 the road traffic code changed allowing cyclists to ride on WA footpaths. Previously only children under the age of 12 were allowed on footpaths.

# 5. Existing Situation

To plan for the future an understanding of the past and present is required. A detailed study was undertaken to establish the current traffic flows, existing parking facilities, key linkages and characteristics that form the street network in Esperance Town Centre. Surveys were conducted to determine the actual traffic volumes in town, the number of parking spaces, the utilisation of parking in town and pedestrian activity at key crossing points. Refer to Appendix A for detailed survey data.

## 5.1 Parking

Visual observations were made via walking and driving the road network during daylight and night time hours under both wet and sunny conditions.

### 5.1.1 On-street Parking

Parking within the town centre generally consists of angle parking on both sides of the carriageway with a painted or solid central median separating the through lanes. There are a number of off-street parking facilities within the town centre which service businesses and shops, provide access to the foreshore and boat ramp as well as the yacht club, new skate park, scouts and Adventureland Park. It was evident during the site inspections that vehicles were parking on private property within the town centre, with two prominent sites being the south-western corner of Forrest Street and Windich Street and also the south-eastern corner of Andrew Street and The Esplanade. There were also a number of 4WD vehicles with trailers and caravans/RV's that were observed parking across a number of spaces within the Boulevard shopping centre car park. Parking was also observed within the verge on Dempster Street on Sunday morning whilst the Markets were held in the Heritage Village.

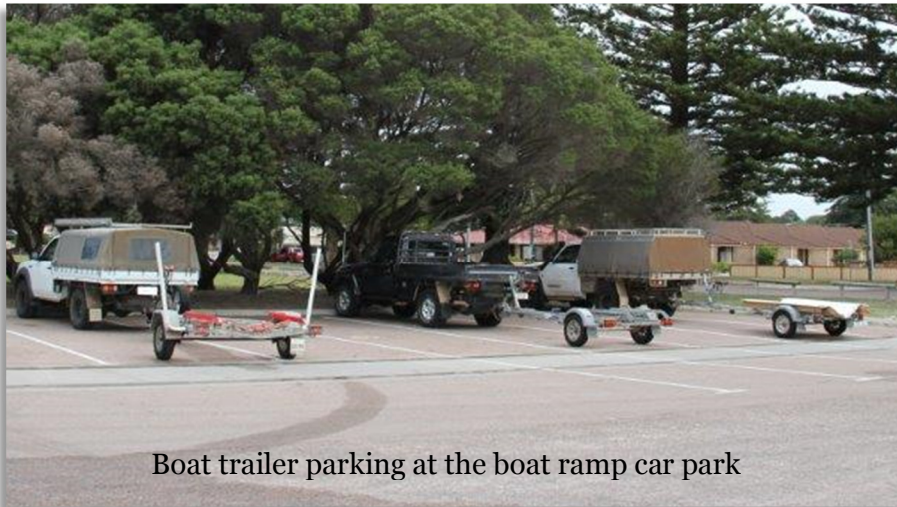
Motorcycle parking is provided at numerous locations around the town centre. However, marked spaces are not necessarily compliant with the requirement of AS2890.1 being 2.2m long and 1.2m wide. There is no specific motorcycle parking spaces adjacent to the foreshore north of Andrew Street.

Disabled parking spaces are located at various locations throughout the town centre, including several disabled parking spaces on Dempster Street and one on Andrew Street which are generally signed and marked appropriately. There are two disabled spaces within the boat ramp car park along the foreshore, one outside the tea rooms,

one on Hicks Street, one on Kemp Street and one on James Street outside the Museum. Disabled parking spaces were also noted within the Boulevard Shopping Centre and provided within some of the off-street private car parking areas.

Parking for caravans is also provided at three locations, including Randell Street to the west of the Boulevard Shopping Centre, Dempster Street adjacent to the visitor information centre and within the car park off Kemp Street adjacent to the visitor centre. All three locations provided two spaces in parallel. During the site inspection recreation vehicles (RVs), trailers and caravans were noted as parking across several unmarked bays in off-street parking spaces including the RSL carpark and the shopping centre carpark.

There are designated trailer parking spaces within the boat ramp car park adjacent to the foreshore. There were 5 spaces 15m long and 2.7m wide and 7 spaces which were 8.8m long and 2.7m wide.



Boat trailer parking at the boat ramp car park

There are two designated taxi parking spaces located on Andrew Street. During the night inspection three taxis were observed parked in this location.

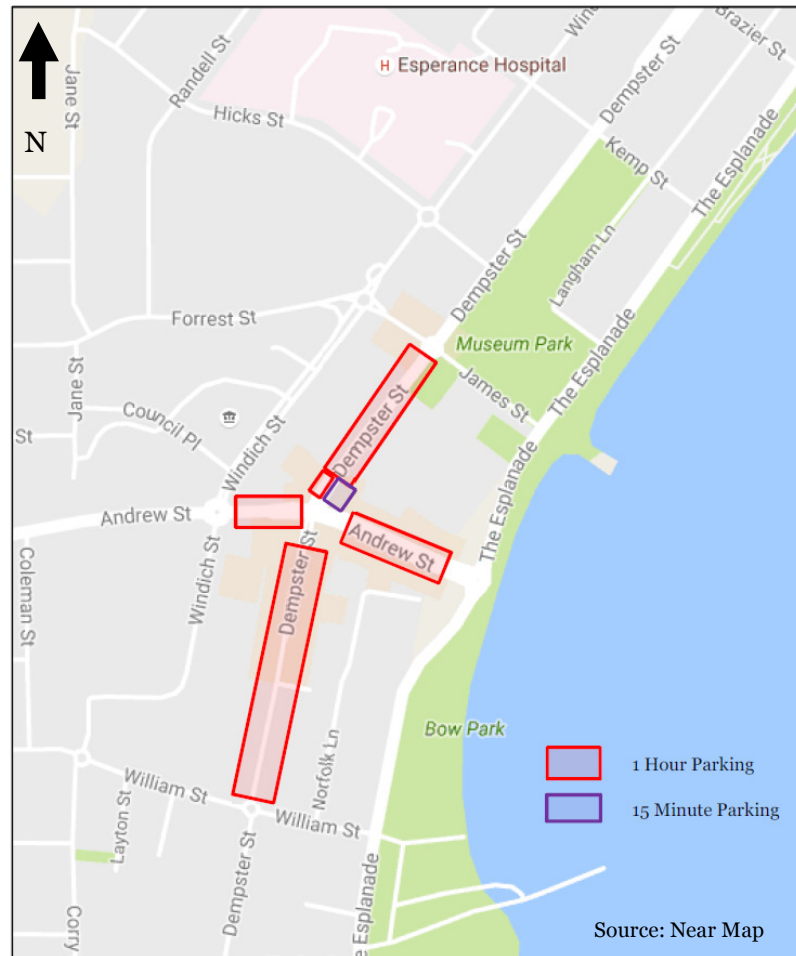


Current Bicycle parking in Dempster Street

Bicycle parking spaces were located on Dempster Street outside the cinemas, Dutton Arcade, the bakery and also outside the visitor centre. Bicycle racks were also provided within the Boulevard Shopping Centre. All bicycle parking racks were different designs with different levels of effectiveness and different colours.

There are no designated loading bays or on-street parking spaces dedicated or signed with loading restrictions. Loading is typically undertaken within the street or within the central median. In particular the 19m semi-trailer which services the IGA stands within the roadway on Andrew Street rather than entering the site.



Signed parking restrictions with a 1 hour parking limit exist on Andrew Street and Dempster Street. There are also 13 spaces with a 15 minute parking limit outside the Post Office on Dempster Street. Limits apply between 9am-5pm Monday to Friday and 9am-12noon on Saturdays. There are also time restrictions around the school on Windich Street and Andrew Street. Restrictions include *5 minute parking between 7:30-9:00am and 2:30-4:00pm on school days* for the 6 parallel on-street parking spaces on the western side of Windich Street and *no standing* on the eastern side of Windich Street and also restrictions for *no parking* on Andrew Street to cater for school buses. Discussions with local businesses indicated that these parking limits were not enforced and compliance varied.



### 5.1.2 Off-street Parking

The off-street car parking areas were generally sealed and line marked. However, the parking area behind the Esperance Motor Hotel did not have line marked spaces and the pavement was in poor condition with loose gravel and poor drainage. The access to this parking area was from Dempster Street via a 4m driveway between the buildings.



-  On street available spaces – 686 spaces
-  Off street available spaces – 1,067 spaces

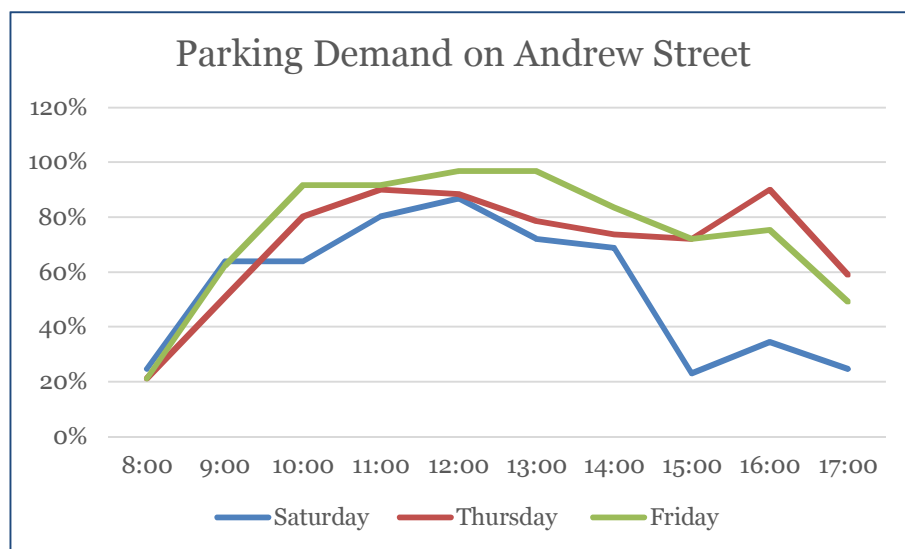
Total estimated available parking spaces within the town centre is 1,753 spaces

### 5.1.3 Parking Occupancy

There are an estimated 1,753 parking spaces within the town centre, including 686 on-street car parking spaces and an estimated 1,067 off-street spaces.

Peak parking demand for on and off-street parking is 55% and 58% respectively based on survey data collected on a Friday. The overall average utilisation within the town centre was very low (based on off-peak season demand) with just over half the car parking spaces utilised at any one time. It was noted that whilst the surveys are considered to be representative of the general day to day conditions in Esperance, they did not represent the peak summer period when tourist activity is high, for instance during December and January during school holidays. Details of the parking surveys can be found in Appendix A.

For on-street parking demand, Andrew Street recorded the highest occupancy and this was also confirmed during the site investigations. A graph of the three survey days for Andrew Street (between The Esplanade and Dempster Street) is shown below. Demand on Windich Street (south) during the afternoon school peak period exceeded supply for a short period of time, with vehicles parking within the verge. The lowest utilisation of car parking was within James Street with only 12 parking spaces occupied, leaving 58 spaces vacant during the highest peak period.



A summary of the highest peak parking demand for each on-street survey location is shown below.

On-Street Peak Parking Demand					
Location	Peak Day	Peak Time	Supply	Demand	Occupancy
The Esplanade	Saturday	3:00 PM	8	4	50%
Service Road South	Friday	2:00 PM	40	27	68%
Service Road North	Friday	1:00 PM	57	50	88%
Andrew Street (East)	Friday	12:00 noon	61	59	97%
Andrew Street (West)	Thursday	12:00 noon	15	14	93%
Dempster Street (South)	Thursday	10:00 AM	122	80	66%
Dempster Street (North)	Friday	10:00 AM	81	63	78%
Dempster Street (North of James)	Friday	11:00 AM	34	26	76%
James Street (East)	Friday	11:00 AM	70	12	17%
James Street (West)	Thursday	11:00 AM	30	16	53%
Hick Street (East)	Thursday	3:00 PM	18	7	39%
Hicks Street (West)	Thursday	10:00 AM	41	39	95%
Windich Street (South)	Friday	3:00 PM	20	24	120%
Windich Street (North)	Friday	10:00 AM	50	26	52%
Forrest Street Private Property	Saturday	3:00 PM	0	12	Illegal Parking

Off-street parking areas were grouped together for the purpose of collecting data over the duration of the day. The highest overall occupancy occurred at 12:30pm, however most areas were underutilised with less than 50% occupancy for the majority of the day. Two vacant private properties were included in the parking survey, due to the amount of informal parking occurring at these locations. It should be noted that the utilisation shown is the peak period for the specific area of parking and this may not necessarily occur at the same time as other parking areas within the town centre.

Results of the parking assessment indicate that there is a significant amount of on-street and off-street parking available within the town centre and the majority of parking spaces are under-utilised for most of the day, despite current perceptions, which may be caused by drivers being unable to park directly outside their destination.

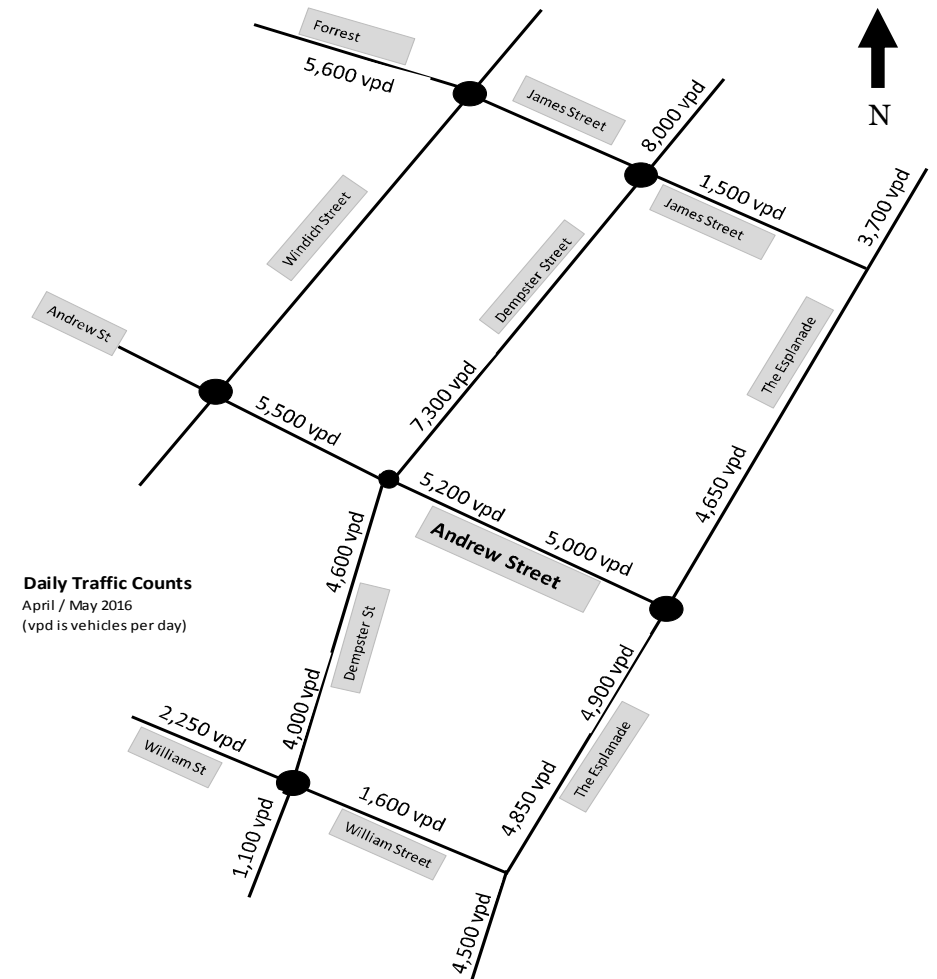
## 5.2 Traffic Movement

The road hierarchy within Esperance as indicated in the Main Roads WA Road Information Mapping System indicates that Dempster Street is a local distributor road and Andrew Street east of Dempster Street is also a local distributor road. All other roads within the town centre study area are access roads. All roads have a 50km/h speed limit. There are 40km/h school speed zone restrictions on Andrew Street between 7:30-9:00am and 2:30-4:00pm on school days.

Site observations indicated that there is poor Give Way compliance at the Dempster Street and Andrew Street roundabout, with vehicles travelling straight through, potentially due to the poor deflection associated with the size of the roundabout. It was also noted that some delay occurred at this roundabout during the midday peak times due to vehicles on Dempster Street reversing out from parking spaces.



Speed data was obtained from automatic traffic counts with results indicating that the speed limit of 50km/h is suitable and drivers are generally travelling at or below the posted speed limit. The lowest recorded speed was in Andrew Street at 33km/h.



### 5.3 Road Safety

Collision information has been provided by the Shire and also obtained from the Main Roads WA Crash Analysis Reporting System (CARS) for the streets within Esperance Town Centre between 2011 and 2015.

Results of crash records indicate there are a number of “thru” crashes at four way intersections (where drivers are colliding at 90 degrees when travelling straight through the intersection) as well as rear end crashes at intersections. The severity of the majority of crashes were minor property damage only. Between 2011 and 2015 the majority of crashes occurred at the Dempster Street and James Street roundabout with 10 recorded crashes and at the Dempster Street and Andrew Street roundabout with 7 recorded crashes. Other intersections typically recorded between 1 and 3 crashes over the 5 year period.

The midblock crash records indicate a large number of crashes involving rear-end collisions as well as vehicles manoeuvring to and from parking spaces. Between 2011 and 2015, Dempster Street recorded 45 crashes, Andrew Street recorded 14 crashes and James Street recorded 5 crashes. Other streets typically recorded between 1 and 3 midblock crashes with the majority being property damage only.

### 5.4 Pedestrians

The recently redeveloped foreshore has set the standard for excellent pedestrian facilities within Esperance. Footpaths within the town centre ranged from 1.6m wide up to 3.4m wide. There are no zebra crossings for pedestrians within Esperance. However there are informal crossing locations indicated by red pavement colouring, although it was noted that these are starting to fade.

There are also internal pedestrian connections and linkages from Windich Street through to Dempster Street through private properties including arcades, stairways and car parks. A connection from the parking area north of Andrew Street via a 3m wide laneway beside DOME café also provides well-lit pedestrian connectivity to off-street parking areas. To the south of Andrew Street there is another off-street car parking area, however the connection is only via walking through the Esperance Motor Hotel.

Pedestrian surveys were conducted across all four approaches to the Andrew Street and Dempster Street roundabout. This roundabout was observed to have the highest pedestrian crossing activity within the town centre and was perceived to cause the

greatest concerns in regard to right of way for vehicles over pedestrians. There is currently no zebra crossing installed and pedestrians are required to give way to vehicles.

### 5.5 Analysis

The results indicate there are potential opportunities to improve the current situation and influence the behaviours affecting the current situation. An analysis of the existing transport network, system and usage indicates that:

- There is a significant amount of on-street and off-street parking within the Shire of Esperance.
- The demand for parking is typically localised to a few specific areas, with other areas largely under-utilised.
- The current parking time restrictions are poorly complied with and rarely enforced.
- Traffic flows are relatively low and the street network appears to have suitable capacity to function adequately.
- The peak traffic periods occurred around midday on a Friday and Saturday, which also aligns with the peak parking demand.
- The pedestrian footpaths are generally wide and link to surrounding areas.
- The existing central medians along Dempster Street, Andrew Street and Windich Street could facilitate pedestrian refuges and allow improved pedestrian safety.
- Survey results indicated the number of pedestrians crossing at the approaches to the Andrew Street and Dempster Street roundabout potentially warrant the installation of zebra crossings.

Based on the above, there are many ways to improve the current situation in order to achieve the aims of the strategy: to enhance the town centre, improve connectivity, movement and safety and increase economic activity.

Accordingly there are opportunities to:

- Increase the utilisation of alternative parking areas through better access, direction signs, improved pavement texture and more attractive pedestrian links and connections.
- Provide designated parking for caravans, RVs and trailers within the town centre with such locations clearly signed at the approaches to the Town Centre.
- Improve the management of parking through a review of parking time restrictions and signage (including way finding signs).
- Provide additional bicycle parking facilities and additional disabled parking bays where needed/requested.
- Provide loading zones and suitable service areas.
- Modify the roundabout at Dempster Street and Andrew Street to increase the deflection, reduce speeds and improve safety.
- Improve existing pedestrian walkways (through lighting and pavement) and provide additional new links for pedestrians to connect car parking areas to businesses and retail centres.
- Provide more seating to allow pedestrians to rest, people to meet and to generally activate movement within the streets.
- Potentially provide zebra crossings for pedestrians on all four approaches to the Andrew Street and Dempster Street roundabout.
- Provide *Way Finding Signage* with distances that will aid tourists and locals to estimate travel time via walking, cycling or driving and to reach destinations through increased pedestrian trips within the town centre.

To create long term sustainable and vibrant places, it is important to plan for connectivity, movement, safety and activation. Through further consultation and stakeholder engagement and gaining a deeper understanding of the needs of the community, opportunities will be further developed to progressively improve the parking, traffic and pedestrian situation in the Town Centre of Esperance.

## 6. Consultation & Community Engagement

A series of workshops and surveys were carried out to allow the community to provide feedback on transport issues within Esperance Town Centre.

The community consultation was conducted in two stages:

1. An online and paper survey to provide direct input about how the community uses the town centre and how to improve the centre to better meet their needs.
2. Three workshops to inform the Shire, businesses and the community about the existing situation in Esperance and undertake formal discussion on ideas for three specific focus areas within the town centre study area.

The Shire also provided an additional online platform to obtain feedback from the community via Social Pinpoint. This allowed the community to provide short comments, likes and dislikes on a map.

### 6.1 Survey

The objective of the survey was to capture the needs and priorities of the community and identify specific issues relating to parking, traffic and pedestrian movements that would improve their experience when using the town centre. Refer to Appendix B for survey results and workshop discussions.

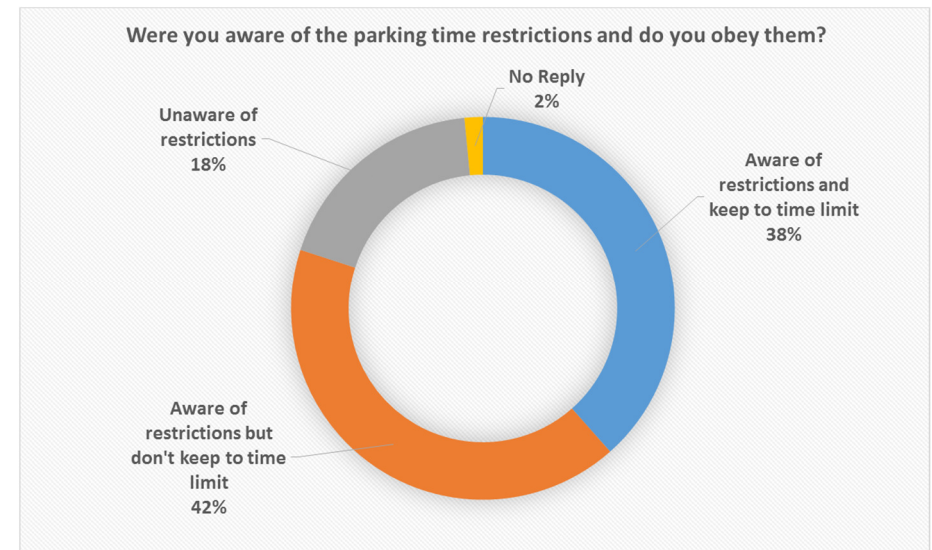
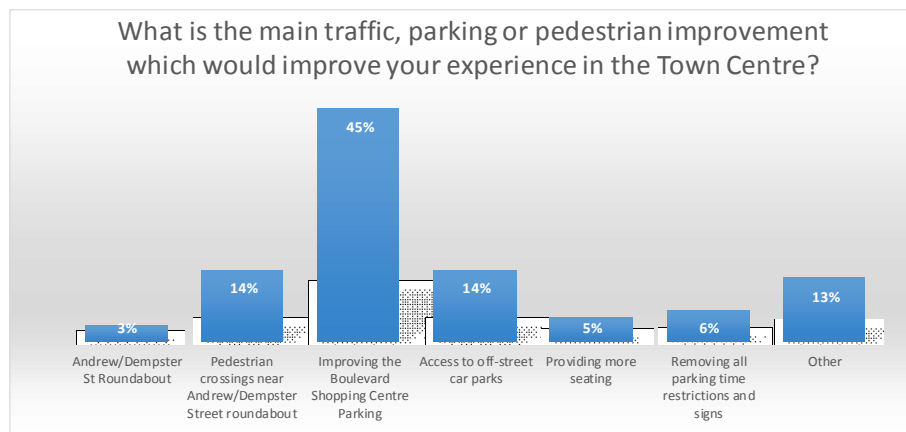
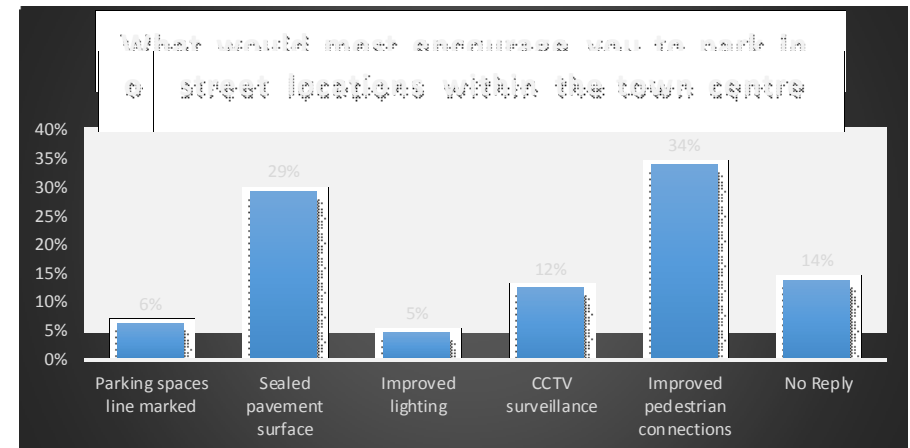
There were a total of 63 responses to the survey including 49 responses to the on-line survey and 14 responses via paper copies of the survey. The majority of respondents were residents from a very broad range of ages with most in the 40-44 year age group and the majority of respondents (75%) being from females.

In general the results from the survey indicated the following responses from the community:

- Respondents travel to the town centre for a variety of reasons.



- Respondents typically travel to the Town Centre on a frequent basis - every day or 2-3 times a week.
- Most trips to town are for long periods of time with only 11% of respondents spending less than 30 minutes in the town centre.
- The majority of respondents travel as a driver of a private motor car.
- The majority of respondents park in Andrew Street, Dempster Street and Shopping Centre.
- Very few respondents cycle into the Town Centre.
- The majority of respondents are not concerned about loading zones.
- There was a perceived need for more seating.
- There was a perceived need for better pedestrian facilities to cross the road.



## 6.2 Workshops

The objectives of the workshops were to provide information about the current transport situation in the Esperance Town Centre, provide examples of best practice in other coastal towns and to stimulate discussions and ideas through workshopping three focal points within the study area in order to obtain feedback on parking, traffic and pedestrian issues.



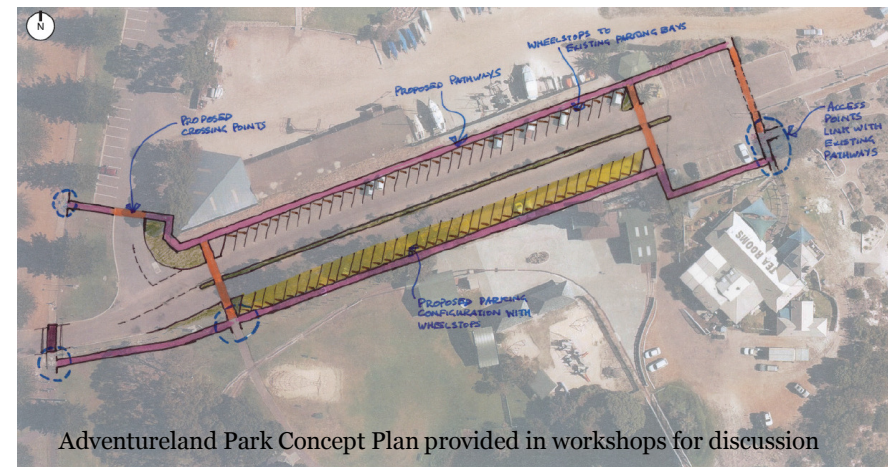
Consultation Workshop

The three focus areas of Adventureland Park, Andrew Street and the Boulevard Shopping Centre resulted in detailed discussions and sharing of ideas.

### 6.2.1 Adventureland Park

- Agreement on the need to provide a pedestrian/shared cycle path connection from The Esplanade to the foreshore/tea rooms. Some participants were happy to provide a path on both sides and others were just happy with a single path on one side of the road.
- Agreement on the need for signed parking spaces including some parent/pram parking spaces, more disabled bays, and motor-cycle and scooter parking spaces.

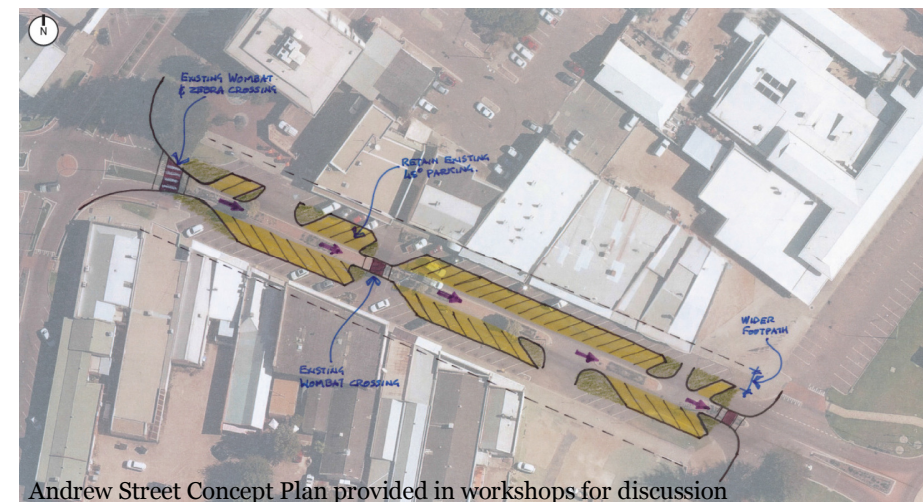
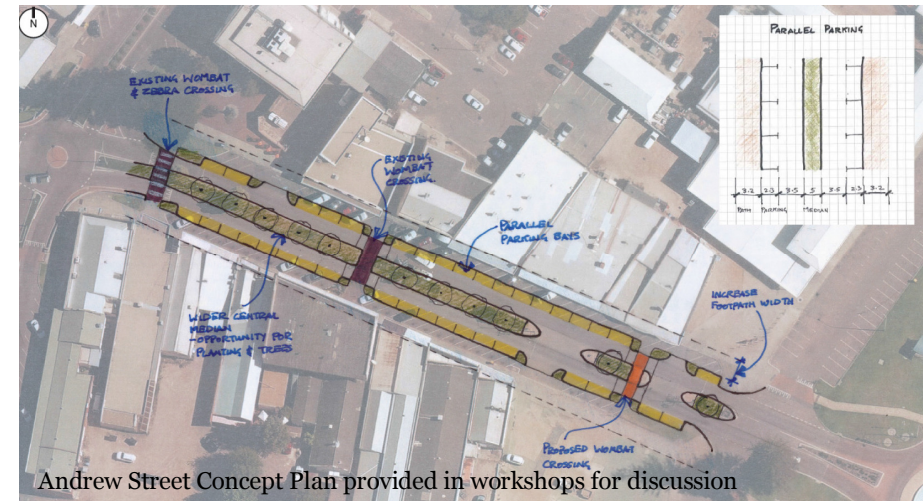
- Agreement on the need to provide bicycle parking facilities (bike racks) with a preferred location to be in the vicinity of the toilets.
- Agreement on the need to maintain the existing trees for shade.
- Agreement on the need for signage for parking spaces and also directional way finding signs for motorist, pedestrians and cyclists.
- General agreement on converting the existing 90 degree angle parking spaces to 45 degree angle parking spaces with one way flow on each carriageway.
- General agreement on providing a turnaround facility at the end of the street (e.g. a roundabout).
- General agreement that the gravel area adjacent to The Esplanade should allow provision for long vehicle parking (e.g. caravans, RVs and trailers).
- General agreement on maintaining the central median but widening and beautifying and incorporating a break for pedestrians to cross and also to improve its visual appeal.



Adventureland Park Concept Plan provided in workshops for discussion

## 6.2.2 Andrew Street

- Agreement on providing an entry only access into the boat ramp car park from the roundabout or from The Esplanade and longer vehicle parking bays within this car park.
- Agreement on the need for signage for parking spaces and also directional way finding signs for motorist, pedestrians and cyclists.
- Agreement on unlimited parking time restriction in off-street parking locations.
- Agreement on more disabled parking spaces.
- Agreement about the need to upgrade the surface and improve parking in the off-street area behind the Chemist/The Esperance Hotel.
- Agreement on the need to provide more seating.
- Business and Community were in favour of maintaining current parking restrictions, particularly the 15 minute parking on Dempster Street outside the post office.
- General agreement on the proposed Andrew Street and Dempster Street roundabout concept, including improved deflection through the roundabout and removal of left turn slip lanes.
- Consideration to providing shade for the boat ramp car park.





Andrew Street Concept Perspective provided in workshops for discussion

- Agreement on improving circulation outside Red Rooster with one-way flow and reduced conflict with drive-through exit.
- General agreement on providing more bicycle parking.
- General agreement that parking space width could be wider especially for the number of larger vehicles (4WD) although this may reduce the number of overall available spaces.
- Consideration to providing a roundabout at Forrest Street and Randell Street to facilitate turning movements and assist in circulation to access on-street parking spaces.
- Consideration to re-installing the speed hump across Forrest Street in line with the western pedestrian connection.
- Concerns were raised regarding trolleys and the need for more trolley bays.

Consideration to use the existing verge on Forrest Street outside the coffee shop for additional parking, including providing a sealed surface and to landscape this area to improve the visual amenity.

### 6.2.3 Boulevard Shopping Centre

- Agreement on one-way flow through the car park.
- Agreement on providing long vehicle bays on Forrest Street and Windich Street.
- Agreement that parking spaces within the shopping centre need realignment and reline-marking to provide consistency/for greater clarity.
- Agreement on the need for signage for parking spaces and also directional way finding signs for motorist, pedestrians and cyclists.
- Agreement on providing more disabled parking spaces.
- Agreement on providing improved pedestrian pathway connections to/from the shops, along Forrest Street and to/from Windich Street.



Forrest Street Concept Plan provided in workshops for discussion

## 6.3 Social Pinpoint

The *Social Pinpoint* website provided an opportunity for the community to easily comment on specific locations within the town centre and like or dislike comments provided by others. The comments were not limited to traffic, parking and pedestrian issues. In summary the site provided the following during the general consultation period:

- 560 total visits to the website.
- Average time spent on the site was 5 minutes.
- 101 comments were added.



It was evident from the responses provided on the website that the community were supportive of simple and effective measures to improve the town centre. The following comments received positive support:

*“If Andrew St was a more pedestrian friendly precinct it may encourage more people to park and walk to their destinations which would in turn increase the foot traffic passing by local businesses.”* (19 likes)

*“Make Andrew Street one way from the Post Office to the foreshore with angle parking either side of the one way road and the other side a mall linking the Foreshore and Town Centre.”* (18 likes)

*“Windich Street would be an ideal spot for long vehicle parking - passengers can head to the Boulevard or Dempster easily. The signage for long vehicle parking spaces in town is missing.”* (12 likes)

## 6.4 Analysis

The online survey and workshops provided an opportunity for the community to express their views and participate in discussions regarding parking, pedestrian and traffic issues within Esperance Town Centre.

Whilst a number of elements were discussed, it was evident that there were several key findings that must be considered when shaping the future of the town centre. These include:

- Improvement to pedestrian connections and pedestrian crossings.
- New signage for parking spaces and type of parking spaces and also for way finding signage.
- Better access to off-street car parking areas, particularly the boat ram car park.
- Consideration to one-way flow within the Boulevard Shopping Centre Car Park.
- Provision of more long vehicle parking opportunities within the town centre.
- Provision of more bicycle parking (single racks, well designed & modern), particularly along the foreshore.
- Maintaining the current time restrictions for parking in Andrew Street and Dempster Street but enforcing the restrictions.

## 7. Key Findings

Throughout the investigations, analysis and consultation process, several key findings were revealed.

### Parking

- Despite the perception that there is not enough parking in Esperance, survey results indicate that there is an adequate number of parking spaces within the town centre. Some areas have higher utilisation than other areas and some areas are very poorly utilised.
- The current on-street parking time restrictions are considered reasonable by the community, however poorly obeyed and rarely enforced.
- Access (for vehicles and pedestrians) to/from off-street car parking areas require upgrades to surface conditions.
- Whilst disabled and motorcycle spaces are provided, more thought is required to providing more conveniently located parking spaces for other vehicles such as caravans, RVs, trailers, people with disabilities, parents with prams, motorcycles, taxis and bicycles at various locations throughout the town centre.
- There was limited information to inform tourists about specific parking spaces for long vehicles, key destinations and no provision of way finding signage for visitors and tourists.

### Traffic

- Traffic volumes indicate the streets are operating at an acceptable level of service with spare capacity.
- The roundabout at Andrew Street and Dempster Street is constrained with poor deflection and requires improvement.
- Vehicles are generally driving below the speed limit, although lower speeds would encourage more pedestrian movements.
- Crash analysis indicates collisions at intersections were typically through movement collisions and also rear end collisions with reversing from car parking spaces also concern at midblock locations.

### Pedestrian

- Survey results indicated a significant amount of pedestrian activity and crossing movements at the Andrew Street and Dempster Street roundabout. Safety concerns were raised regarding the priority for vehicles over pedestrians at this location.
- The Esplanade provided no formal crossing locations to the foreshore, particularly at key destinations like playgrounds and cafes.
- Access to off-street car parking areas for pedestrians was poorly signed
- There is very few locations along footpaths where seating was provided to allow pedestrian to stop and rest.
- Some footpaths are constrained with infrastructure such as rubbish bins and sign posts.



Raised pedestrian crossing point on Andrew Street

## 8. Strategies & Proposed Measures

The overall goal of the Strategy, based on the Master Plan is to attract economic investment and address social impacts and cultural diversity through a well-connected and accessible town centre. Based on identified objectives and strategies, the following overarching measures have been developed which are broken down in more detail as part of the Actions and Implementation Plan.

Objectives	Proposed Strategies	Overarching Measures
Enhanced transport system and land use efficiency	To improve parking infrastructure and manage peak and seasonal parking demand for all vehicles, including cars, caravans and motorcycles.	<ul style="list-style-type: none"> <li>• Parking time restrictions.</li> <li>• Rationalise on-street parking.</li> <li>• Upgrade off-street parking.</li> <li>• Ensure sufficient and suitable parking for all vehicles is provided.</li> </ul>
Economic and business development	To maximise parking, traffic and pedestrian outcomes for new developments and re-developments within the town centre.	<ul style="list-style-type: none"> <li>• Regular reviews of local laws, fines and parking rates in planning schemes to ensure efficient management of parking availability.</li> <li>• Ensure funds received from infringement notices and developer contributions are used for community benefit and to improve transport options.</li> </ul>
Affordable access to essential services and activities	To provide a connected, direct and legible and enjoyable walking and cycling network and environment that facilitates daily travel needs for all users, which is delivered effectively to maximise the community benefit.	<ul style="list-style-type: none"> <li>• Increase the number of safe crossing locations for pedestrians and reduce pedestrian/vehicle conflicts.</li> <li>• Provide shade, wind protection &amp; seating.</li> <li>• Ensure all pathways and thoroughfares have suitable pavement width for passing and are well-lit.</li> </ul>

Objectives	Proposed Strategies	Overarching Measures
Transport system accommodates all users including those with disabilities, low incomes and other constraints	To inform, educate and encourage residents and visitors to take up alternative transport modes and change behaviour patterns.	<ul style="list-style-type: none"> <li>• Provide way finding signs to inform all modes of transport of time and travel distances to key destinations.</li> <li>• Increase bicycle facilities.</li> <li>• Audit DDA compliance.</li> </ul>
Projects minimise the risk of crashes and support physical fitness	To develop and manage safe and efficient street networks that create low speed environments to enhance connectivity for all modes of transport.	<ul style="list-style-type: none"> <li>• Ensure all transport infrastructure complies with current standards and guidelines.</li> </ul>
Helps create an inclusive and attractive community	To create streets that are places where people meet, work, dine and shop.	<ul style="list-style-type: none"> <li>• Provide well connected streets and pathways that accommodate all modes of transport.</li> <li>• Provide suitable seating and artwork to make journeys enjoyable and interesting.</li> </ul>



## 9. Actions & Implementation Plan

Timeframe L = Long (10-20 Years) M= Medium (%-10 years) S = Short (0-5 years)

Key Actions by Issue			
	Item	Description	Timeframe
Parking	1.1	Review the configuration of parking in Andrew Street and investigate the two preferred options of one-way with angle parking either side OR parallel either side with 90 degree parking in the central island which is progressively removed and replaced with landscape/streetscape treatments.	L
	1.2	Change to 2 hour parking restrictions on Andrew Street, but review annually to ensure time restriction is appropriate and obeyed. Review signage with view to decrease number of signs and provide perimeter signage instead.	S
	1.3	Maintain 15 minute parking restriction on Dempster Street, outside the post office.	S
	1.4	Change the 1 hour parking restriction on Dempster Street to 2 hour parking limit instead with perimeter signage.	S
	1.5	Install (all day) parking signs in off-street parking locations.	S
	1.6	Liaise with property owners to seal the pavement and line mark the parking area behind The Esperance and chemist.	M
	1.7	Provide specific parking spaces for motorcycles adjacent to the Foreshore and also within James Street.	M
	1.8	Provide bicycle racks at key attractors such as the playground, Adventureland Park, amenities, whale tail and Ocean Blues Café. Provide racks suitable for small (children's) bicycles to secure bikes.	S
	1.9	Relocate motorcycle parking spaces to departure side of roundabouts (ensure compliance with current standards).	S
	1.10	Liaise with Boulevard Shopping Centre management to change circulation of traffic flow within the internal car park to one-way.	S
	1.11	Look at provide a disabled parking space at the library car park and a disabled parking space outside the post office on Dempster Street.	S
	1.12	Formalise and line mark parking on the southern side of James Street, provide line marking and investigate options for accommodating long vehicles, caravans, motorcycles and RV's at this location.	S
	1.13	Investigate accommodating additional parking and long vehicle parking within the verge area between The Esplanade and Yacht Club.	M
	1.14	Provide a new connection/access entry to the boat ramp car park from the roundabout on The Esplanade.	S
	1.15	Investigate indented long vehicle parking on Forrest Street to access the shopping centre.	M
	1.16	Liaise with MRWA regarding installing appropriate locations for direction signs to parking and long vehicle parking.	S



	1.17	Provide “all day” perimeter parking signs in all long term off-street parking locations including The RSL car park, the car park north of Dome restaurant, behind the Chemist / The Esperance Hotel.	S
	1.18	Investigate opportunities to provide parallel taxi spaces to improve accessibility for passengers. Consider opportunities for taxi ranks outside the Pier Hotel. Post office and shopping centre. Provide shade and seating at waiting areas.	M
	1.19	Consider options for charging stations for electric wheelchairs and electric vehicles (at Taylor Street).	L
	1.20	Investigate options for increased security surveillance (CCTV) and improve lighting for off-street parking areas.	M
	1.21	Set up a program to fund transport improvements from developer contributions / cash in lieu of parking spaces.	M
	1.22	Set up a program for funds collected from the enforcement of infringement notices (parking fines).	M
	1.23	Review developer parking rates and maximise mixed use development to create mixed peak times and efficient parking utilisation.	M
	<b>Item</b>	<b>Description</b>	<b>Timeframe</b>
<b>Traffic</b>	2.1	Review detailed design options for the Andrew Street and Dempster Street roundabout and undertake swept path analysis. Investigate removing the left turn slip lanes at the roundabout to create a narrow approach, slower speed environment and reduce the conflict area for pedestrians crossing the road.	S
	2.2	Provide line marking and delineation around the service station on Andrew Street to delineate through traffic and parking/service areas.	S
	2.3	Consider an additional new access to the boat ramp car park from the roundabout with The Esplanade and Andrew Street.	S
	2.4	Provide directional access signage from The Esplanade (via the roundabout with Andrew Street) to the boat ramp car park.	S
	2.5	Investigate an alternative egress / exit from the skate bowl car park onto The Esplanade to increase traffic flow and parking turnover and remove the blind aisle/dead end parking aisle at this location.	S
	2.6	Provide measures along The Esplanade to improve pedestrian crossing opportunities.	M
	2.7	Reconfigure Windich Street to reduce the traffic lane width and provide central island 90 degree parking.	L
	2.8	Review the road width and on-street parking opportunities on Forrest Street and investigate options to re-install the speed hump on Forrest Street at the pedestrian crossing point.	M
	2.9	Review the directional signage at Norseman Road and The Esplanade intersection to ensure The Esplanade is signed as a tourist drive with active transport opportunities.	M
	2.10	Increase central median width on Taylor Street (Adventureland Park) to improve landscape treatments and art work. Create break in median to allow pedestrian movements.	L
	2.11	Provide suitable turn around at the end of Taylor Street to facilitate turns.	M

	2.12	Investigate options for installing a roundabout at the intersection of Forrest Street and Randell Street to facilitate safe turning movements, reduce speeds, and allow opportunities for circulating traffic flow to maximise any potential on-street parking opportunities.	M
	2.13	Investigate long term options to remove the green space between the Esplanade and carpark by relocating the Andrew Street and The Esplanade roundabout towards the service road. This will consolidate the retail and commercial businesses and provide greater public open space for recreation and community events.	L
	<b>Item</b>	<b>Description</b>	<b>Timeframe</b>
<b>Pedestrians</b>	3.1	Provide a pedestrian footpath on the southwestern side of Kemp Street between the existing footpath on The Esplanade and the existing footpath on Dempster Street.	S
	3.2	Provide a pedestrian footpath on the northern side of Forrest Street between Jane Street and Randell Street and provide a connection to the Boulevard Shopping Centre.	S
	3.3	Provide a pedestrian footpath on one or both sides of Taylor Street linking The Esplanade to the jetty (and tea rooms) and also provide a connection to the foreshore path (and skate park). Create break in median to allow pedestrian movements.	M
	3.4	Liaise with MRWA regarding providing painted zebra crossings on all four arms at the Andrew Street and Dempster Street roundabout.	S
	3.5	Consider providing an additional crossing facility on the eastern end of Andrew Street.	S
	3.6	Improve pedestrian connectivity to the adjacent off-street car parking areas, including behind Dome restaurant, Chemist, RSL and Cinema.	S
	3.7	Improve and sign the existing pedestrian thoroughfares (through buildings) between Windich Street and Dempster Street.	S
	3.8	Improve pavement texture and art work along pathway network to identify James Street as the cultural hub of the town centre and improve connectivity to museum and activate frontage. Also improve connectivity to amphitheatre and historical village.	L
	3.9	Provide improved connectivity across Forrest Street at desire lines (outside Red Rooster away from roundabout). Improve pedestrian connectivity into shopping centre to be clear of infrastructure, signs and poles and the connectivity between Windich Street and Forrest Street.	S
	3.10	Investigate opportunities to provide a series of pedestrian refuges (or kerb extensions) to cross The Esplanade at key locations.	M
	3.11	Improve the pedestrian connection from Andrew Street to the foreshore by providing wider footpaths, seating, shade/shelter and more interesting pavement textures and artwork.	S
	3.12	Increase the connectivity between the library on Windich Street, shopping centre on Forrest Street and the thoroughfares to Dempster Street to reflect pedestrian desire lines.	M
	3.13	Provide art work and different pavement texture/surfaces to enhance the pedestrian experience and encourage walking.	L
3.14	Provide seating between Andrew Street and The Esplanade and at other key locations such as playgrounds.	S	
3.15	Provide additional seating and shelter at taxi ranks and potential pick up and drop off areas.	S	

## Key Actions Identified by Street

### Andrew Street

Parking	Traffic	Pedestrian
<ul style="list-style-type: none"> <li>Change to 2 hour on-street parking restrictions and review regularly.</li> <li>Reduce the number on parking signs.</li> <li>Reconfigure taxi bays to parallel instead of angle to improve accessibility for passengers.</li> <li>Investigate opportunities for bicycle parking.</li> <li>Investigate options for increased security surveillance (CCTV) and improve lighting for off-street parking areas.</li> </ul>	<ul style="list-style-type: none"> <li>Investigate further the two preferred options to reconfigure Andrew Street, including one-way traffic flow and angle parking OR central island parking and parallel parking.</li> <li>Provide line marking and delineation around the service station on Andrew Street to delineate through traffic and parking/service areas.</li> <li>Investigate long term options to remove the road space adjacent to the foreshore and relocate the Andrew Street and The Esplanade roundabout to the service road four way intersection. This will consolidate the retail and commercial businesses and provide greater public open space for recreation and community events.</li> </ul>	<ul style="list-style-type: none"> <li>Provide an additional crossing facility on the eastern end of Andrew Street.</li> <li>Liaise with MRWA regarding installing zebra crossings on the Andrew Street approaches to the Dempster Street roundabout.</li> <li>Improve pedestrian connectivity to the adjacent off-street car parking areas, including behind DOME and The Esperance hotel.</li> <li>Increase the width of footpaths.</li> <li>Provide seating and shade facilities.</li> <li>Improve connection to the foreshore</li> <li>Provide art work to enhance the experience.</li> </ul>

### Dempster Street

Parking	Traffic	Pedestrian
<ul style="list-style-type: none"> <li>Change to 2 hour except for 15 minute on-street parking restrictions and review regularly.</li> <li>Reduce the number on parking signs.</li> <li>Investigate opportunities for bicycle parking.</li> <li>Investigate opportunities to provide motorcycle parking on the departure side of the roundabout.</li> <li>Investigate options for increased security surveillance (CCTV) and improve lighting for off-street parking areas.</li> </ul>	<ul style="list-style-type: none"> <li>Review detailed design options for the Andrew Street and Dempster Street roundabout. Consider removing the left turn slip lanes at the roundabout to create a narrow approach, slower speed environment and reduce the conflict area for pedestrians crossing the road. Ensure swept path of required service vehicles can be accommodated.</li> </ul>	<ul style="list-style-type: none"> <li>Provide an additional crossing facility on the southern end of Andrew Street.</li> <li>Consider installing zebra crossings on the Dempster Street approaches to the Andrew Street roundabout.</li> <li>Improve pedestrian connectivity to the adjacent off-street car parking areas, including RSL and Cinema.</li> <li>Increase the width of footpaths.</li> <li>Provide designated pedestrian refuge/crossing facilities along Dempster Street at key locations.</li> <li>Provide seating and shade facilities.</li> <li>Improve connections to Windich Street and sign existing thoroughfares.</li> <li>Provide art work to enhance the experience.</li> </ul>

<b>Windich Street</b>		
<b>Parking</b>	<b>Traffic</b>	<b>Pedestrian</b>
<ul style="list-style-type: none"> <li>Investigate opportunities for bicycle parking.</li> <li>Investigate opportunities to provide long vehicle parking parallel to kerb.</li> <li>Consider options to reconfigure Windich Street to reduce the traffic lane width and provide central island 90 degree parking with on-street parallel parking.</li> </ul>	<ul style="list-style-type: none"> <li>Investigate options to reconfigure Windich Street to reduce the traffic lane width and provide central island 90 degree parking with on-street parallel parking.</li> </ul>	<ul style="list-style-type: none"> <li>Provide designated pedestrian crossing facilities on Windich Street at key connections to thoroughfares which connect to Dempster Street. Sign accordingly.</li> <li>Increase the connectivity between library, shopping centre and thoroughfare to reflect pedestrian desire lines.</li> <li>Provide seating and shade facilities.</li> <li>Provide art work to enhance the experience</li> </ul>
<b>James Street</b>		
<b>Parking</b>	<b>Traffic</b>	<b>Pedestrian</b>
<ul style="list-style-type: none"> <li>Line mark parking spaces in area on southern side of James Street and consider options for caravan parking, disabled parking and motorcycle parking.</li> </ul>	<ul style="list-style-type: none"> <li>Reduce lane width on James Street</li> <li>Improve access to RSL car park and sign appropriately</li> </ul>	<ul style="list-style-type: none"> <li>Improve pavement texture and art work along pathway network to identify James Street as the cultural hub of the town centre.</li> <li>Improve connectivity to museum and activate frontage.</li> <li>Improve connectivity to amphitheatre and historical village.</li> <li>Provide way finding signage.</li> </ul>
<b>Forrest Street</b>		
<b>Parking</b>	<b>Traffic</b>	<b>Pedestrian</b>
<ul style="list-style-type: none"> <li>Investigate options for indented parking &amp; long vehicle parking.</li> <li>Liaise with shopping centre to discuss options for improving car parking and circulation within the shopping centre car park.</li> </ul>	<ul style="list-style-type: none"> <li>Review the road width and on-street parking opportunities on Forrest Street.</li> <li>Investigate options to re-install the speed hump on Forrest Street at the pedestrian crossing point.</li> <li>Investigate options for installing a roundabout at the intersection of Forrest Street and Randell Street to facilitate safe turning movements, reduce speeds, and allow opportunities for circulating traffic flow to maximise any potential on-street parking opportunities.</li> </ul>	<ul style="list-style-type: none"> <li>Provide improved connectivity across Forrest Street at desire lines (outside Red Rooster away from roundabout).</li> <li>Improve pedestrian connectivity into shopping centre to be clear of infrastructure, signs and poles.</li> <li>Improve connectivity between Windich Street and Forrest Street.</li> </ul>

<b>The Esplanade</b>		
<b>Parking</b>	<b>Traffic</b>	<b>Pedestrian</b>
<ul style="list-style-type: none"> <li>• Provide motorcycle parking spaces adjacent to the foreshore.</li> <li>• Provide a variety of bicycle parking facilities for adult and children bikes at key locations (i.e. playgrounds).</li> <li>• Provide a new connection/access entry to the boat ramp car park from the roundabout on The Esplanade.</li> </ul>	<ul style="list-style-type: none"> <li>• Investigate long term options to remove the green space between the Esplanade and carpark by relocating the Andrew Street and The Esplanade roundabout towards the service road. This will consolidate the retail and commercial businesses and provide greater public open space for recreation and community events.</li> <li>• Provide measures along the Esplanade to improve pedestrian crossing opportunities</li> <li>• Review the directional signage at Norseman Road intersection to ensure The Esplanade is a tourist drive with active transport opportunities.</li> </ul>	<ul style="list-style-type: none"> <li>• Investigate options for designated pedestrian refuge/crossing facilities along The Esplanade at key locations, such as playgrounds.</li> <li>• Provide way finding signage to inform pedestrian of key destinations, interesting routes and travel times.</li> </ul>
<b>Adventureland Park (Taylor Street)</b>		
<b>Parking</b>	<b>Traffic</b>	<b>Pedestrian</b>
<ul style="list-style-type: none"> <li>• Maintain angle parking but widen median and improve landscaping and separate traffic flow.</li> <li>• Investigate opportunities for long vehicle parking and disabled parking near amenities.</li> <li>• Provide specific wider spaces for parents with prams.</li> <li>• Consider options for charging stations for electric wheelchairs and electric vehicles.</li> <li>• Provide bicycle parking racks near amenities and at jetty.</li> <li>• Maintain trees for shade.</li> </ul>	<ul style="list-style-type: none"> <li>• Provide suitable turn around at the end of Taylor Street to facilitate turns.</li> <li>• Provide break in central median for visual appeal and pedestrian access only.</li> <li>• Increase median width to improve landscape treatments and art work.</li> </ul>	<ul style="list-style-type: none"> <li>• Provide pedestrian pathway link from The Esplanade to the jetty on one or both side of Taylor Street.</li> <li>• Provide pedestrian connectivity to toilet amenity block and also a connection to foreshore and skate park.</li> <li>• Provide seating.</li> </ul>

## 10. Conclusion

The Esperance Town Centre Parking Traffic and Pedestrian Strategy provides a direction to improve access, safety and efficiency for all modes of transport.

A thorough site investigation of the town centre established the existing parking arrangements, traffic conditions and pedestrian desire lines. Analysis of traffic data and crash records, as well as a review of Council policies, local laws and documents provided further understanding of the needs and requirements within the town centre. Issues affecting parking arrangements, traffic flow and pedestrians movements were discussed with the stakeholders and the community.

Major issues identified from investigations included the arrangements of parking spaces, availability of long vehicle parking spaces for caravans and trailers, the need for better pedestrian connectivity within the town centre and also to off-street parking areas, better management of traffic flow through the town centre and safer options to cross the road for pedestrians.

A number of strategic objectives have been identified to assist in providing direction for future infrastructure and progressive change to enhance safety and efficiency within and around the town centre. A detailed description of specific items have been proposed in the action plan and if implemented will help to improve safety and amenity across the town. It is recommended that works be implemented as funding becomes available and consideration be given to further consultation with the community and stakeholders for a staged approach to the more significant changes within the town centre affecting parking arrangements, traffic flow and pedestrian movements with a view to enhance the town centre for greater opportunities and more prosperous outcomes into the future.



## **APPENDICES**

## **Appendix A**

### Existing Situation Report



## **Appendix B**

### Community Consultation and Stakeholder Engagement Report

