



MEDIA RELEASE

Shire of Esperance

PO Box 507 Esperance WA 6450

T: (08) 9071 0666 F: (08) 9071 0600

E: shire@esperance.wa.gov.au

www.esperance.wa.gov.au

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HAVE YOUR SAY! TOWN CENTRE PARKING

The Esperance Town Centre Revitalisation Master Plan recommended a parking strategy be developed. This strategy was to capture current and future parking and traffic needs for the Esperance town centre. The Shire of Esperance has awarded a contract to Opus International Consultants to assist with the creation of the *Esperance Town Centre Parking, Traffic, and Pedestrian Strategy*.

Community consultation throughout the development of the Master Plan discovered 'parking' was a significant issue within the town centre, with further research and analysis of the issue required. Consequently, the Shire intends to undertake additional and targeted community engagement to gain comprehensive and considered feedback about parking, traffic, and pedestrian concerns that will, along with the Master Plan as a guiding document, ultimately inform the development of the Strategy.

Shire President Victoria Brown stated "When we were developing the Master Plan we heard some concerns from the community about parking in town. There were also conversations about making it simpler for cyclists and pedestrians to move around. These issues and the overall traffic movement in the town centre will be addressed in the Strategy. We will promote all engagement activities on the Shire website, Facebook page, noticeboards and through the Shire Flyer. Please take up this opportunity and provide your input."

Community engagement workshops are planned for late July and an open invitation to attend will be issued closer to the date. The Shire is also launching an interactive online platform to allow community members to post feedback, concerns and ideas related to town centre parking, traffic and pedestrian issues via an easy to use drag and drop mapping tool. The Esperance Chamber of Commerce and Industry will be providing input into the plan and will encourage all local businesses to forward information and ideas to ensure community and commercial needs are recognised.

Comprehensive new data will be collected as part of the project, and traffic counters have already been installed in the town centre. An extensive seven day parking utilisation study will commence on Friday 27 May, and you might also notice temporary video camera installations at key intersections within the town centre. The new data will be examined, and seasonally adjusted, in conjunction with information previously collected during peak demand periods, resulting in the creation of an accurate base model for analysis.

The Shire encourages your questions and comments in relation to the Strategy. Please direct your input to the Shire Administration on 9071 0666 or shire@esperance.wa.gov.au

Ends

MEDIA CONTACT:

Priscilla Davies (08) 9071 0679