

Economy, Destination and Events Advisory Committee

Business Paper

Notice is hereby given that a Economy, Destination and Events Advisory Committee of Parkes Shire Council will be held in the Cooke Park Pavilion, 17 Welcome Street, Parkes, on Wednesday 4 March 2026 at 12:00pm.



Kent Boyd PSM

GENERAL MANAGER

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1 OPENING OF MEETING

The Chairperson will declare the meeting open.

Meeting of Council committees are not recorded or streamed to the internet.

2 ACKNOWLEDGEMENT OF COUNTRY

Parkes Shire Council acknowledges the Wiradjuri People who are the Traditional Custodians of the Land. I would also like to pay respect to the Elders past, present and emerging of the Wiradjuri Nation and extend that respect to other Aboriginal peoples from other nations who are present.

3 APOLOGIES

In accordance with clauses 5.3, 5.4 and 5.5 of Council's Code of Meeting Practice, apologies must be received and accepted from absent Councillors and a leave of absence from the Council Meeting may be granted.

4 CONFIRMATION OF MINUTES

4.1 MINUTES OF THE ECONOMY, DESTINATION AND EVENTS ADVISORY COMMITTEE HELD ON 17 FEBRUARY 2026

IP&R Linkage: Pillar: Leadership

Goal: Our local government is open, accountable and transparent.

Strategy: Provide open and transparent decision-making and undertake the civic duties of Council with professionalism and integrity.

Annexures: A. **Economy, Destination and Events Advisory Committee Minutes - 17 February 2026**

RECOMMENDATION

That the receive and confirm the Minutes of the meeting held on Tuesday 17 February 2026 appended at *Annexure A*.

Economy, Destination and Events Advisory Committee

Minutes

Tuesday 17 February 2026

Minutes of the Economy, Destination and Events Advisory Committee

**Held on Tuesday, 17 February 2026 at the
Cooke Park Pavilion, 17 Welcome Street, Parkes**

Present:

Cr Neil Westcott	Mayor
Cr Marg Applebee	Deputy Mayor
Cr William Jayet	Councillor

Mr Steve Lindsay	Deputy Chair
Ms Kristy Berry	
Mr Peter Giles	
Mr Andrew Hall	
Ms Kelly Hendry	
Ms Tracie Robertson	
Ms Treen Swift	

Council Officers in Attendance:

Mr Anthony McGrath	Director Customer, Corporate Services and Economy
Ms Lisa Moon	Tourism and Visitor Services Coordinator
Mr Hamish Ritchie	Economic Development Specialist
Mr Brendan Shipley	Manager Events and Tourism

NOTES

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Cr Joy Paddison Councillor (alternate)

Cr Doug Pout Councillor

Mrs Marty Sammut-Paul

Mr Andrew Rice Chair

4 CONFIRMATION OF MINUTES

4.1 MINUTES OF THE ECONOMY, DESTINATION AND EVENTS ADVISORY COMMITTEE HELD ON 18 NOVEMBER 2025

RECOMMENDATION

That they receive and confirm the Minutes of the meeting held on Tuesday 18 November 2025 appended at *Annexure A*.

Minutes from meeting 18 November 2025 were confirmed.

Note: meeting did not meet quorum. This has been acknowledged in the minutes of that meeting.

Minutes from meeting 16 September 2025 were confirmed.

Note: due to quorum not being met in November meeting, minutes confirmed in this meeting.

5 DISCLOSURES OF INTERESTS

All Council Officials must disclose and manage any conflicts of interest they may have in matters being considered at the meeting.

Council's Code of Conduct deals with pecuniary and non-pecuniary conflicts of interest and political donations, and provides guidance on how these issues should be managed.

Council Officials must be familiar with Council's Code of Conduct and their obligations to disclose and manage any conflicts of interest that they may have in matters being considered at this Council Meeting.

Note: Council Officials who declare an Interest at the Meeting are also required to complete a Declaration of Interest form.

No conflicts of interest declared.

6 LATE BUSINESS

7 OFFICERS' REPORTS

7.1 LOCAL DESTINATION REPORT (NOVEMBER MEETING)

RECOMMENDATION

That the Committee:

1. Note the updates provided in this report on current Tourism projects and activities.

Acknowledged. No comments made.

7.2 LOCAL ECONOMY REPORT (NOVEMBER MEETING)

RECOMMENDATION

That the Committee:

1. Note the update on recent Economic Development activity, including key findings from engagement for the CBD Vibrancy Strategy.
2. Flag if they would like to receive the draft CBD Vibrancy Strategy for review and feedback as an out of session action.

Acknowledged. No comments made.

7.3 LOCAL EVENTS REPORT (NOVEMBER MEETING)

RECOMMENDATION

1. That the committee review the update on the festival's status below as a Major Event for the shire.

Acknowledged. No comments made.

7.4 LOCAL DESTINATION REPORT

RECOMMENDATION

That:

1. That Council note the updates provided in this report on current Tourism projects, marketing initiatives and visitor performance outcomes.

Acknowledged. No comments made.

7.5 LOCAL ECONOMY REPORT

RECOMMENDATION

That the Committee:

1. Note the update on current Economic Development activity, including progress on the CBD Vibrancy Strategy, Brightening Our Brand initiative, and related projects.
2. (Optional) Provide any feedback they would like considered in the development of the Elvis Activation Kit for local businesses either through in meeting discussion or out of session communication.

Additional item discussed relevant to Economic Development.

Purple Flag Framework

- Council exploring adoption of the **Purple Flag principles** (safety, inclusivity, night-time activation).
- Not seeking accreditation yet; instead folding best practice into operations and future CBD planning.
- A cross-team working group established (Economic Development, Tourism/Events, overseen by Director Customer, Corporate Services & Economy).

7.6 LOCAL EVENTS REPORT

RECOMMENDATION

That the Committee note the update on the events within the Parkes Shire.

Acknowledged. No comments made.

7.7 ENERGISE PARKES SHIRE

RECOMMENDATION

That the Committee:

1. Participate in a structured discussion to explore the goals, scope, and components of a revitalised *Shop Parkes* program, including gift cards, digital presence, event activations, coordination models, and shopfront revitalisation.
2. Considers the merits of progressing the initiative and discusses potential approaches to delivery.
3. Identifies possible next steps or structures to support continued progress beyond the meeting.

Shop Parkes Social Media Review

- Decision made to **close the Shop Parkes Facebook page** due to:
 - Algorithm changes reducing organic reach.
 - Low effectiveness compared to paid boosts.
 - Ability to achieve better outcomes via Visit Parkes and broader Council channels.
- Communications strategy planned for March to guide followers to other pages.
- Committee discussion raised:
 - **Concerns about losing business unity and local audience focus.**
 - **Potential interest from businesses or Chamber** in taking over the page.
 - Questions around whether the page could be **mothballed/hidden rather than deleted.**
- **Council to explore:**
 - Whether the page can be hidden instead of deleted.
 - Discuss the issue with key stakeholders (particularly Marty).
 - Delay closure until further feedback received.

AI-driven tourism discovery and search tools

- Suggestion to explore **AI integrations** to ensure local content appears in itinerary planning and generative search platforms.

Shop Parkes Gift Cards

- Issues raised with gift cards not processing on certain EFTPOS systems (particularly integrated POS systems like Lightspeed/Shopify).
- Some machines require manual setup or cannot process chip-only cards.

- Noted that:
 - Cards still being purchased/spent, but limited functionality reduces value.
 - Program's impact is modest and mostly local; major spenders include IGA.
 - Long-term upgrade to tap-enabled cards would be costly.

Action: Review issues with specific stores (e.g., Red Chandelier) and liaise with Why Leave Town.

Empty Shopfront Activation

- Ongoing challenges securing agreements with property owners.
- A trial for a wrap on an empty shopfront progressing but hitting roadblocks.
- Committee noted:
 - Need for flexibility due to frequent tenancy changes.
 - Interest in movable panels/walls instead of full wraps.

General CBD Issues Raised

- Desire for improved **shopfront accessibility**; concerns that compliance triggers make small upgrades complex.
- Suggestion to explore **exempt development pathways** to simplify beautification/access upgrades.
- Ongoing issues with cleanliness and maintenance of footpaths and kerbs.

7.8 CBD VIBRANCY STRATEGY INITIATIVES

RECOMMENDATION

That the Committee:

1. Note the overview of the 39 initiatives contained within the Draft CBD Vibrancy Strategy.
2. Provide high-level feedback identifying up to five initiatives they believe should be considered priority actions, including rationale for each.

Public consultation

- Engagement considered strong (≈800 datapoints).
- Feedback received during January consultation.
- Final version to be presented to Council in March.

Committee Discussion – Key Themes

- Concerns about contentious elements such as:

- Proposed **closure of Dalton Street** between Clarinda and Bogan.
- Removal of roundabouts.
- Raising road levels to curb height.
- Need for **careful communication**, as community sentiment is heightened.
- Importance of recognising:
 - Low-cost “quick win” projects vs. long-term infrastructure.
 - Realistic sequencing and dependencies.
- Recognition that the Strategy sets **vision**, not engineering detail.

Committee Observed Priorities (Emerging Themes)

- **Pedestrian safety**, especially:
 - Crossing near Woolworths/Clarinda St.
- **Disability access upgrades**:
 - More accessible parking.
 - Better kerb ramps.
 - Consistency with Changing Places needs.
- **Parking review**:
 - Taxi rank location.
 - Long-vehicle/van parking.
 - Wayfinding signage.
- **Wayfinding & amenity signage** (including public toilets).
- **Support for shopfront improvements** (signage, façade standards, accessibility).
- **Landscaping/shelter/green screens** noted as important in drought conditions.

Committee Decision – Workshop

- Dedicated workshop scheduled to prioritise CBD Vibrancy initiatives and form an official advisory position to Council.

Workshop Scheduled:

 **Wednesday 4 March 2026**

 **12:00 PM – 2:00 PM**

 *Venue to be confirmed*

- Purpose: Prioritisation exercise using whiteboards + voting (sticky dots).
- Outcome: Final recommendation to Council for March meeting.

7.9 ECONOMIC DEVELOPMENT STRATEGIC PLAN**RECOMMENDATION**

That the Committee:

1. Review and provide feedback on the proposed four-pillar structure outlining the key focus areas of the Economic Development function.
2. Provide input on the priorities, themes and areas of focus that should guide goal-setting within each pillar.

Economic Development Strategy – Framework Discussion

- Overview of proposed **four draft pillars**:
 1. **Building Resilient Businesses**
 2. **New Business & Investment Attraction**
 3. **Liveability & Vibrancy**
 4. **Planning, Data & Partnerships**

Additional themes raised for incorporation:

- **Diversification & innovation**
 - Preparing for post-mine and post-EWfW futures.
 - Supporting emerging industries.
- **Value-add agriculture & minerals**
 - Strong opportunity area for growth.
- **Better visibility of SAP opportunities**
 - Committee wants more structured communication from state agencies.
- **Need for Shire-wide (not just CBD) thinking**
 - Agriculture, freight, and mining sectors should remain in focus.

Members invited to send further ideas directly to Hamish ahead of the May meeting.

7.10 ECONOMIC DEVELOPMENT PORTFOLIO REVIEW**RECOMMENDATION**

That:

1. Note the economic development focus areas that support diversification and investment across the Shire outside the Energy from Waste proposal.

-
2. Discuss opportunities to strengthen Council's role in population attraction, liveability and business resilience as key drivers of economic activity across industrial, agricultural, manufacturing and transport sectors.

Economic Development Portfolio Review

- Discussion centred on:
 - What industries and opportunities follow the EFW project.
 - Importance of using SAP as a long-term economic engine.
 - Desire for more regular communication from state agencies and stakeholders (e.g., RDA, SAP team, major employers).
 - Interest in presentations from key industries during future committee meetings.

ACTION ITEMS

1. Shop Parkes Facebook Page

- Determine whether the page can be **hidden rather than closed**.
- Consult with **Marty** about or future options.
- Delay final decision beyond March.

2. Gift Card Issues

- Review technical issues with specific stores (e.g., Red Chandelier).
- Follow up with **Why Leave Town** on integration limitations.
- Clarify which POS systems can support gift cards.

3. CBD Vibrancy Strategy Workshop

- **Workshop confirmed for 4 March, 12–2 PM.**
- Hamish to send calendar invite and confirm venue.

4. Economic Development Strategy

- Members to provide additional guidelines, priorities, and ideas before May.
- Incorporate themes of **diversification, innovation, and value-added industries**.

8 REPORT OF CONFIDENTIAL RESOLUTIONS

In accordance with clauses 14.22 and 14.23 of Council's Code of Meeting Practice, resolutions passed during a meeting, or a part of a meeting that is closed to the public must be made public by the Chairperson as soon as practicable. Such resolutions must be recorded in the publicly available minutes of the meeting.

5 DISCLOSURES OF INTERESTS

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6 LATE BUSINESS

7 OFFICERS' REPORTS

7.1 CBD VIBRANCY STRATEGY INITIATIVES

IP&R Linkage: Pillar: Community

Goal: Our community is liveable, growing and connected.

Strategy: Provide vibrant and welcoming town centres, streetscapes, public spaces and meeting places.

Author: Hamish Ritchie, Economic Development Specialist

Authoriser: Anthony McGrath, Director Customer, Corporate Services and Economy

Annexures: A. CBD Vibrancy Strategy Initiatives [↓](#) 

RECOMMENDATION

That the Committee:

1. Note the overview of the 39 initiatives contained within the Draft CBD Vibrancy Strategy.
2. Provide high-level feedback identifying up to five initiatives they believe should be considered priority actions, including rationale for each.

BACKGROUND

Council engaged specialist urban designers to prepare the Draft CBD Vibrancy Strategy as a coordinated, long-term plan for strengthening the Parkes CBD. This work was informed by extensive engagement undertaken through the Shape Your CBD process, which generated over 600 individual data points from community members, businesses, and stakeholders.

The urban design team analysed this feedback to distil a set of shared community aims and aspirations for the future of the CBD. These aims then guided the development of the Strategy and its 39 initiatives, each of which responds to themes consistently raised during the engagement process.

The Draft Strategy presents these initiatives as an integrated suite of actions that collectively improve vibrancy, amenity, and CBD functionality over time. Council is now seeking early Committee input on which initiatives may warrant consideration as higher-priority actions for implementation sequencing following Strategy endorsement.

ISSUES AND COMMENTARY

Request for Feedback

Committee members are invited to identify up to five initiatives they believe may be suitable for early implementation/prioritisation and to briefly outline their reasoning for each.

This feedback will help inform, though not determine, Council's internal planning once the Strategy is adopted.

The initiatives function as a connected package

The 39 initiatives are intentionally designed to work together, with each contributing and building to broader vibrancy outcomes. While the Committee is being asked to nominate priorities, it is important to note that no single initiative is intended to operate as a stand-alone fix. Early actions should ideally be those that support or strengthen the wider package over time.

Initiatives vary in scale, cost and time horizon

The Strategy includes a mix of quick wins, medium-term improvements, and longer-term transformational actions. While smaller early actions may feel more achievable, foundational or larger-scale initiatives play a critical role in setting up future success and should be considered alongside feasibility.

Initiatives reflect Parkes' unique community input

Each initiative was developed in response to themes expressed consistently through Parkes-specific community and business engagement. While individual preferences may differ, feedback should consider which initiatives are likely to deliver the greatest community benefit and align most strongly with the aspirations expressed through the engagement process.

Some initiatives unlock others

Several initiatives operate as enablers by laying groundwork for later improvements. When assessing priorities, the Committee may wish to consider both the immediate benefit of an initiative and its potential to support or catalyse subsequent actions.

Broader vibrancy outcomes

Members may also wish to reflect on how initiatives support wider community-focused outcomes such as:

-
- Safety
- Connectivity
- Functionality
- Enjoyment
- Accessibility
- Business support
- Presentation
- Place identity
- Visitor experience
- Activation and events

LEGISLATIVE AND POLICY CONTEXT

There are no legislative or policy considerations for Council associated with this report.

FINANCIAL IMPLICATIONS

There are no financial implications for Council associated with this report.

RISK IMPLICATIONS

There are no risk implications for Council associated with this report.

COMMUNITY CONSULTATION

There are no community consultation requirements for Council associated with this report.

01

H Greater variety J Dalton St. culture hub

Activities for young people

The community has expressed a clear lack of activities for young people in Parkes. Establishing a culture hub at east Dalton Street (see strategy J) would be an opportunity to include young people in the development of the area, creating a hub that reflects their aspirations for youth life and culture in Parkes. These could be initiatives ranging from having more interaction with the theatre, having their own section at the library or even a proper youth center for hanging out after school.



02

A Prioritised traffic flow J Dalton St. culture hub

Allow crossing Bogan Street from Court Street

Many community members consider the intersection of Bogan Street and Dalton Street a challenge for traffic flow, as it does not allow crossing of the old highway directly. By adding an intersection at Court Street, the traffic flow is split, allowing crossing towards McGees Lane and connecting parked spaces. This will improve access for CBD visitors, while travellers along Henry Parkes Way can continue to use the old seagull intersection.



03

A Prioritised traffic flow F Improved wayfinding

Caravan parking along Bogan Street

While there are multiple caravan parking lots scattered around Parkes, establishing clearly marked caravan parking spaces along Bogan Street on the western side is recommended to make it easier for visitors and caravan owners to stop in the CBD.



04

A Prioritised traffic flow **F** Improved wayfinding

Clearer parking signage

Parkes already has great parking facilities close to most shops and businesses. The car parks dotted around the CBD as well as the on-street parking on Clarinda Street provide ample opportunity for visitors and locals to park in close proximity to most destinations.

Clearer signage at strategic locations could help visitors navigate the CBD including McGees Lane and Jansen Lane and find the best spot for them. Signage at the Dalton Street/Bushman Street roundabout east of the CBD would also help in this regard, directing visitors towards either Sir Henry Parkes Square or the northern end of the CBD, as well as signage along Bogan Street.



05

G Multifunctional spaces **K** The heart of the CBD

Close off Clarinda Street for special events

Temporarily closing off Clarinda Street between Bushman Street and Sir Henry Parkes Square for events is an easy way to create a large common area in the heart of the Parkes CBD. Doing so would strengthen the perception of Clarinda Street as a vibrant space at the centre of Parkes as well as allow events and main street businesses to better support each other.



06

H Greater variety **J** Dalton St. culture hub

Community garden

A way of creating a lasting improvement in the CBD is by facilitating third spaces that local communities feel an ownership towards. A community garden area is an initiative that can engage different age groups in an activity that enhances the ambience of the CBD. Establishing an urban garden managed by young people could also be an active and visual manifestation of the youth making an imprint on the CBD. The community garden could be placed at east Dalton St, supporting the culture hub.



07

F Improved wayfinding

I Support businesses

Community noticeboard

A community noticeboard can contribute to the dissemination of information on local goings-on, events, local businesses and developments, as well as serve as a platform for communication between residents. Complementing the digital promotion board with a physical counterpart will help anchor this in the town's physical landscape, provide the possibility of serendipitous discoveries and allow visitors to discover local events as well. Placing the noticeboard on the corner of Welcome Street and Dalton Street will help connect Cooke Park and Chamberlain Square to the main street as well.



08

D Main street coherence

L Connecting south

Continuous sidewalk at Chamberlain Square

Extending the Clarinda Street sidewalk across Welcome Street will support Chamberlain Sq. as a destination, improve connectivity and pedestrian access between the northern and southern CBD and emphasise Clarinda Street as the main street. This should be done in a way that allows cars to cross to and from Welcome Street but clearly emphasises pedestrian priority.



09

D Main street coherence

Decorative lighting

Adding decorative lighting in addition to existing street lights at Clarinda Street can provide a connecting thread that outlines the central main street area – specifically the stretch between Dalton Street and Bushman Street.

Additional lights all year around contributes to an atmosphere that feels safe and cozy after dark, making it more attractive for businesses and restaurants to extend opening hours and visitors to use the street in the evening.



10

K The heart of the CBD

Dining platform upgrade

Although the dining platforms scattered throughout the CBD are already a great asset and appreciated in the community, upgrading their physical appearance, as well as opening them up by removing the side walls, will improve their contribution to CBD vibrancy.



11

G Multifunctional spaces L Connecting south

Events in Cooke Park

Cooke Park and the Pavillion currently provide highly appreciated spaces for community events. Many community members express a desire for more events here, especially noting the need for events in the evening. Putting up a visually striking event calendar that is easily readable would also be a way to cement Cooke Park as a main venue for community events.



12

I Support businesses

Extended opening hours

A large group of customers are only free to visit businesses after hours. Being able to visit a specialty store or café after work can create the basis for a community to gather around local businesses in their free time. This is supported by initiatives such as improved lighting, pedestrian access and temporary use of empty stores, which can increase the activity on the main street at off hours. Initiatives that can help incentivise businesses to keep longer opening hours could bring new life to the CBD.



13

I Support businesses L Connecting south

Facilities for the entire family

As a group, families with children are an important source of activity in the public sphere. And while parents will go to places with facilities for children, they will stay longer and come more often if the place also offers something to them. This can be supported by creating more benches and opening places to buy refreshments at destinations for children, such as Cooke Park.



14

A Prioritised traffic flow

Front-to-kerb parking on Clarinda Street

Enforcing front-to-kerb parking on Clarinda Street will improve conditions for both cars and pedestrians. Movements become more predictable as traffic no longer stops for every car reversing into a space. Parked cars simply merge out when traffic is clear, resulting in fewer interruptions. Rear overhangs will no longer intrude on sidewalk space, creating more room for accessibility and outdoor activation by cafés and businesses. Vehicle exhaust is also moved away from the footpath, improving air quality for pedestrians. Front-to-kerb parking also enhances pedestrian safety because drivers are always facing the sidewalk when entering or exiting a space.



15

C Improved public transit

Improved bus schedule and alternate transport options

Offering additional transport options would increase access for those without a car, supporting the younger and elderly as well as people with disabilities. Increasing the number of bike racks with select locations having for electric bike and scooter charging would aid this.

Additionally, an increased frequency to the current bus service within Parkes as well as to neighbouring towns like Forbes would help bring the town together. Better access from nearby attractions would also support activity inside of the CBD. Weekday bus service to nearby towns would also support visits to events and businesses.



16

B Destination main street

K The heart of the CBD

Improved crossing at Coles/Woolworths

The crossing between Coles and Woolworths is the heart of the main street. By further emphasising the crossing using a visual change in pavement and better lighting, the location can be strengthened as a cohesive meeting place. This will also make it a more pleasant spot to sit and enjoy a refreshment.



17

B Destination main street

Improved disability access on Clarinda Street

A few different points were raised regarding disability access on Clarinda Street during the community consultation. Among them was the angle of the sidewalk itself, which can limit access for some. Ramps providing better access to stores like the Salvation Army and Ochre Health were also requested.



18

A Prioritised traffic flow

Improved disability parking

When changing and improving car parking and traffic flow it is essential to be aware of keeping Parkes accessible for people with all levels of mobility. Multiple community members emphasised the limited availability and policing of disability parking, which is a point of awareness when creating an inclusive CBD.



19

A Prioritised traffic flow

Improved parking at Generosity Church

In order to make better use of the parking lot next to Generosity Church, lines delineating individual parking spots should be drawn up. If the Dalton Street culture hub is implemented, closing off car access from Dalton Street, road surface markings should also indicate traffic flow for motorists accessing the parking lot from the library laneway.



20

A Prioritised traffic flow

Improved side lane access

To support unfettered access to the CBD's parking lots while deprioritising car traffic on Clarinda Street, the entrances to McGees Ln. and Jansen Ln. should be improved, providing better throughput and visibility – especially from Court Street, Church Street and Bushman Street.

To support car access to the parking lot on Dalton Street opposite Generocity Church, traffic in both directions along McGees Ln. to/from Court Street should be allowed.



21

D Main street coherence

I Support businesses

Improved storefronts in collaboration with shop owners

The style and appearance of storefronts does not have to be streamlined or identical, but a coherence in level of maintenance and attention to detail is a great starting point in the visual improvement of the CBD.

A collaborative course of action may be formed in collaboration with the Parkes Chamber of Commerce, with community based initiatives such as an annual storefront competition or various workshops in storefront design and display. This initiative can also be supported by communicating the potential benefit in revenue from improving visual appeal directly to shopowners.



22

H Greater variety

Indoor event center

Parkes has a lack of spaces for indoor recreational activities, such as bowling alleys, arcades and indoor playgrounds. The former Target store could be a possible location for an event center that has the capacity to house such facilities, along with a central location and existing parking spots. An event center could be a main attraction drawing in families with children from many adjacent towns and increasing the amount of visitors to the CBD.



23

A Prioritised traffic flow F Improved wayfinding

Maps for wayfinding

More maps around town is a way of supporting coherence in daily routes and routines. Creating signage that indicates distance to various nodes measured in minutes, can make it easier e.g to park in a different location or try a new route that leads people around town in a manner that improves both traffic flow and the experience of a vibrant CBD.



24

H Greater variety

More opportunities for outdoor dining

Many people see the outdoor seating and dining options in the CBD as a key strength. However, the quality and variety of these spaces could be improved. Upgrading the dining platforms with a modified design to have them feel more inviting and connected, rather than enclosed, will help create a more pleasant atmosphere. This approach will enhance conditions for both publicly accessible areas and commercially managed outdoor dining spaces.



25

E Strong cultural identity

L Connecting south

More trees and greenery

Trees and greenery provide life and shade to a town, and many residents request more. Many streets in the CBD are already lined with trees, but some areas – especially in the southern part of the CBD – could benefit from added trees, bushes and greenery, which will improve air quality, atmosphere and respite from the sun.



26

C Improved public transit

J Dalton St. culture hub

Move taxi parking

The existing location of the taxi parking contributes to the car-oriented atmosphere of the area around Chamberlain Square. Moving it will help shift the balance towards pedestrian traffic and the area as a destination in itself. Closing off east Dalton Street for car traffic will also demand relocating the taxi parking.

Moving it to the bus stop on Church Street would create a stronger transport hub and provide access to public toilets, but also increase walking distance from the pub. Relocating to Welcome Street would keep this walking distance to a minimum, but provide less efficient traffic flow and pedestrian priority around the square.



27

E Strong cultural identity

H Greater variety

Movie showings in the old cinema

Many community members lament the closing of the cinema on Dalton Street. While Generocity Church now occupies the premises, the facilities could allow for both functions to coexist in the old building. Movie showings in the evenings would require very limited investment in equipment, and could be run by a community group. Council can support this by approaching church representatives and facilitating meetings with potential cinema volunteers.



28

G Multifunctional spaces **K** The heart of the CBD

Multifunctional Coles parking lot

The existing Coles parking lot is in many ways a central node in Parkes, acting as both the geographical and traffic flow centre of the CBD. This spacious area has the potential of becoming a multifunctional space that can be used for large community events as well as being a functional parking lot. Having a solution for closing down half of the parking lot on select weekend days, would create an opportunity for local businesses and community members to host markets or similar events.



29

E Strong cultural identity

Murals displaying history of the land

Murals are a great way of turning urban blank spaces into culturally important pieces of art that represent both local history and history of the land. In practice a group with representatives from community organised groups could be in charge of curating the displays and taking in contributions by local artists or highlighting historically significant buildings and stories.



30

B Destination main street **D** Main street coherence

New street lamps

The existing street lamps on Clarinda Street are designed with through traffic in mind. Their height and orientation allow for significant spacing, but contribute little to the sense of space in the area. Furthermore, they clearly prioritise car traffic over pedestrians. Less elevated and decorative street lighting would lower the perceived "ceiling" above the street, creating a more welcoming space on the main street.



31

E Strong cultural identity

Preserve historical buildings

Historical buildings such as the old post office and courthouse are appreciated by citizens and serve as important reminders of local heritage. Making sure that they are thoughtfully preserved and even considering them as inspiration when designing future buildings in the surrounding area is a way of both paying homage and uniting visual and cultural identity.



32

C Improved public transit

F Improved wayfinding

Public transit wayfinding and information

The Parkes infrastructure is optimised for motorists, and the public transit options that are available can be challenging to navigate. Many are not aware of the location, schedule, price and possibility of using the town buses or taking the train. Wayfinding elements near the train station and bus stops would make it easier for current users to navigate the area and help new or potential users become familiar with the transit system.



33

B Destination main street

L Connecting south

Raised pavement on Clarinda Street

Raising the roadway on the central stretch of Clarinda Street from Chamberlain Sq. to Bushman Street can be a way of visually and functionally enhancing the experience of a coherent main street. The raised roadway will also function as a speed bump, helping slow down car traffic. Alternatively, adding a distinct colour or patterned design to the roadway could serve as a visual cue to remind motorists they are entering an area where through traffic is secondary.



34

B Destination main street **D** Main street coherence

Remove roundabouts

As it runs through the CBD, Clarinda Street is currently segmented by the two roundabouts on Church Street and Bushman Street. The large infrastructural elements divide the main street visually and interrupt pedestrian flow. Changing them to intersections with more emphasis on pedestrian access will improve the atmosphere and movement of visitors in the CBD centre. Removing the Church Street roundabout will have the biggest impact, as it sits most centrally in the CBD. The Bushman Street roundabout marks the end point of the part of the main street that feels central, and removing it can in turn serve to extend this area.



35

E Strong cultural identity **G** Multifunctional spaces

Temporary use of vacant storefronts

The vacant shops in the main street can be activated with temporary uses to help revitalise the appearance of the CBD and provide more activity throughout the day and evening. Allowing temporary exhibitions, workshops, community spaces etc. to use the facilities between rentals will also support community initiatives that might otherwise not be viable. Furthermore, such activities can help revitalise the storefronts, making the stores more attractive for businesses to rent in the long term.

In practice, Council can support this by acting as the mediator between community initiatives and the building owners, brokering mutually beneficial agreements.



36

H Greater variety **J** Dalton St. culture hub

Turn Dalton Street between Clarinda Street and Bogan Street into a pedestrian-only zone

Many residents request better facilities for recreational and cultural activities. Closing off Dalton Street, east of Bogan Street, will cement the area as a local centre for activities. The parking space on the corner lot can be halved, extending the open area to a square. The area's status as a space unto itself can be strengthened using visual and green elements, such as murals, pavement decoration and the planting of trees and green pockets. Paving should be changed on the part of Welcome Street that divides Dalton Street from Chamberlain Square, creating a plaza feel between the two pedestrian zones.



37

B Destination main street **D** Main street coherence

Upgrade Clarinda Street sidewalk

Repairing or replacing the pavers in the Clarinda Street sidewalk would improve the experience of walking along the main street for pedestrians, as well as improve accessibility for people with walkers or other walking support. Upgrading the sidewalks is also an opportunity to strengthen the visual and material coherence of the main street in general.



38

B Destination main street **D** Main street coherence **I** Support businesses

Urban nightlife activation

Creating a safe, diverse, and welcoming evening and night-time environment is an important aspect of creating a vibrant CBD, particularly during summer when cooler evenings make outdoor experiences more appealing. Actions can include hosting themed night markets, live music sessions, pop-up dining experiences and partnering with local venues to extend operating hours. By fostering a mix of cultural, entertainment, and hospitality options, the CBD would become a vibrant destination after dark, supporting community connection and economic growth.



39

A Prioritised traffic flow **F** Improved wayfinding

Visitor Parking Expansion

Parking on Bogan Street can be improved by introducing clearly marked 45 degree angle front-in parking spaces on the Eastern side of the street. This will utilise the old highway better, now that the bypass has taken the burden of through traffic, facilitating smoother movement of visitors into the main street. Converting the existing parallel parking into angle parking increases the number of available spaces for visitors that can be accessed without crossing any roads, while also reducing a need to travel through the core of the CBD, creating a safer environment for both pedestrians and vehicles.



8 REPORT OF CONFIDENTIAL RESOLUTIONS

In accordance with clauses 14.22 and 14.23 of Council's Code of Meeting Practice, resolutions passed during a meeting, or a part of a meeting that is closed to the public must be made public by the Chairperson as soon as practicable. Such resolutions must be recorded in the publicly available minutes of the meeting.
