

# Esperance Town Centre Revitalisation

This project is part of a coordinated approach to develop the Esperance town centre and the Esplanade waterfront areas (foreshore) as a central heart for Esperance. This project has received \$380,000 in funding for the SuperTowns initiative, enabling work to proceed on making sure the heart of the town is developed in a manner consistent with the community aspirations and values. This includes:

- reconnecting the waters edge with the town centre
- revitalising the traditional town centre
- creating new activity hubs between the town centre and the Esperance waterfront

This approach will greatly enhance the 'Esperance brand' and the town's reputation as a desirable place to live, work and visit. It also supports wider aspirations to improve Esperance's economic competitiveness.

Part of the existing funding application for the Town Centre project includes to:

1. complement the Esperance Waterfront and Esperance Economic Development projects
2. enhance the town centre's position as the heart of the town and as a regional economic hub develop a shared vision that will improve the 'Esperance brand' and the town's 'sense of place'
3. ensure that there will be appropriate access for all modes of transport throughout the town centre and parking needs are planned within this
4. deliver high quality urban design outcomes within public spaces and work with private landowners to build on these outcomes throughout the privately owned spaces
5. deliver an integrated approach to managing green spaces across the town centre
6. deliver key capital works projects and infrastructure upgrades.