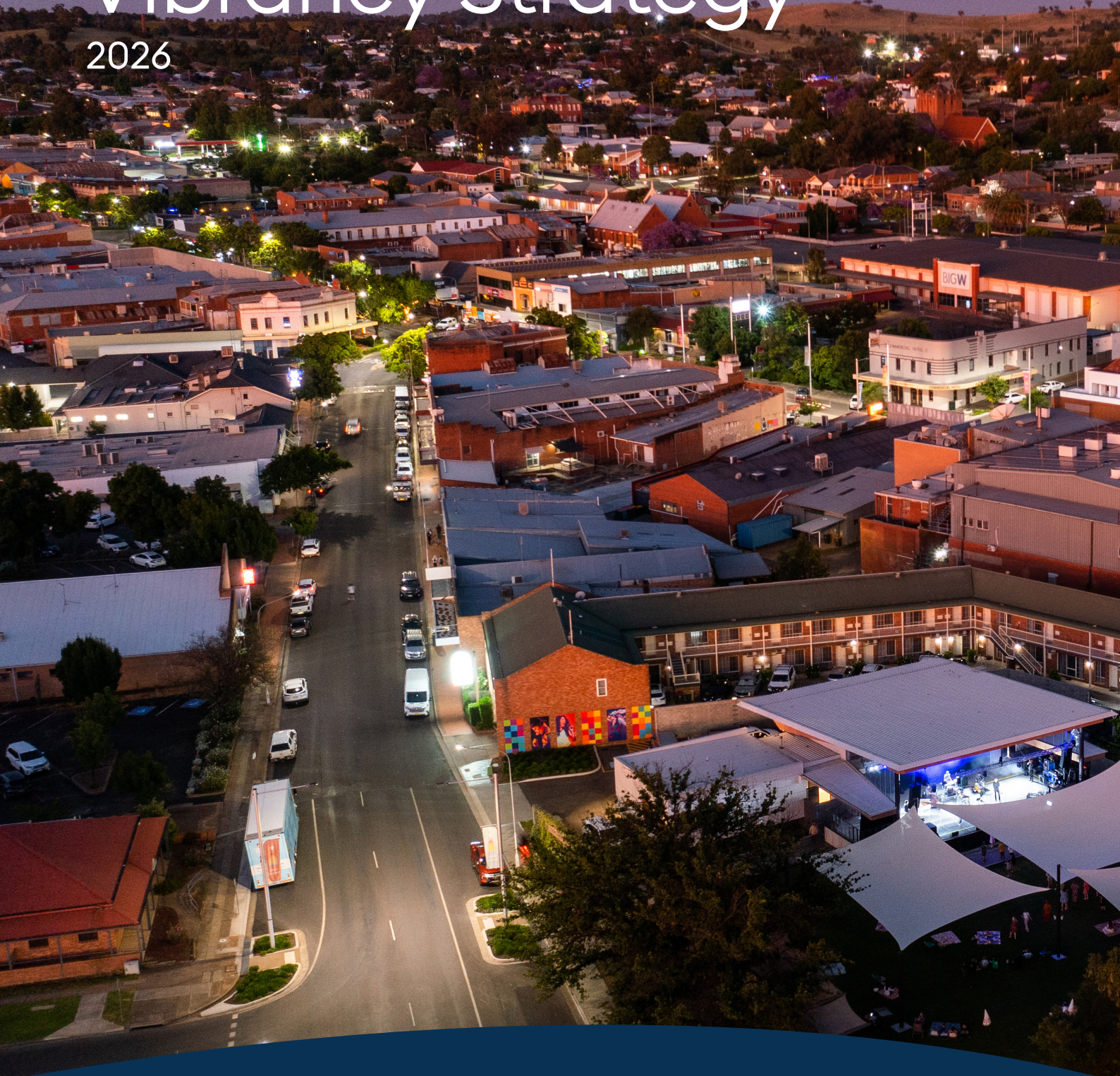


Parkes CBD Vibrancy Strategy 2026



Controlled Document Information

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The team behind this document

arki_lab is an interdisciplinary urban design and consultation office specialised in engagement with citizens, stakeholders and users.

arki_lab were commissioned for this project to make sure the Vibrancy Strategy sets a direction for future development that builds upon an ambitious and thorough consultation process. The Vibrancy Strategy has been developed in close collaboration with Parkes Shire Council.

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Acknowledgement of Country

Parkes Shire is part of the Wiradjuri nation - the largest Aboriginal territory at the time of European settlement. Parkes Shire Council acknowledges the Wiradjuri people who are the Traditional Custodians of the Land and pays respect to the Elders both past and present of the Wiradjuri nation.

The Wiradjuri are the largest group in central New South Wales (NSW) by area and population, with lands stretching from Coonabarabran in the North to the Great Dividing Range and out to Western NSW, encompassing one fifth of NSW and were known as the people of the three rivers: the Wambuul (now known as the Macquarie River), the Galari (the Lachlan River), and the Marrambidya (the Murrumbidgee River).

The Wiradjuri people lived in harmony with the Country, they believed they didn't own the land, but they were responsible for looking after it. The Gugaa (Goanna) is the overarching totem for the Wiradjuri Nation. It is the symbol that connects all people, past and present, of Wiradjuri land.

We recognise and respect their cultural heritage, beliefs and continuing connection with the land and rivers and recognise the resilience, strength, and pride of the Wiradjuri community.



01

Introduction



Executive summary

Understanding the Vibrancy Strategy

The document in your hands

This document is a 10 year strategy for the future development of the Parkes Central Business District (CBD). The goal of this plan is to create a vibrant town centre in which both the local community and visitors can thrive. To this end, it suggests a series of strategic approaches, covering everything from recreational facilities, traffic, business and urban space upgrades.

The plan was developed through extensive involvement of the local community and stakeholders in the CBD and builds upon a significant body of previous work, including the 2016 Vibrancy Strategy developed by King + Campbell for Parkes Shire Council. To the greatest possible extent, the Parkes CBD Vibrancy Strategy 2026 reflects the visions of the community as well as the sum of local knowledge gathered through involvement, consultation, analysis and strategic planning.

The twelve strategies in this document are divided into four themes with three strategies each. These themes and strategies are part of an overlapping whole – they are aspects of the overall Vibrancy Strategy and cannot stand on their own. The concrete initiatives that make up the strategies often occur again across multiple themes, as these actions have cascading effects, supporting the CBD on multiple fronts at once.

Chapter 03 describes each of the four themes in turn, including relevant findings from the community consultation, descriptions and visualisations of the resulting strategies, lists of initiatives that support these strategies as well as descriptions of short- and long-term perspectives. In chapter 04, all initiatives are presented alphabetically, along with descriptions and reference photos.

The Parkes CBD Vibrancy Strategy 2026 is proudly presented by arki_lab in collaboration with Parkes Shire Council and the Parkes community.

Results

The vision presented in this document is structured around the themes Mobility, Appearance, Activities and Places.

Mobility

The strategies in this theme reprioritise traffic flow, such that cars have easy access to/from the CBD, while pedestrians are prioritised in the centre. Focus is on leading traffic to the main street, but not through the main street. Among other things, we suggest taking out the roundabouts. The strategies also include making sure that the CBD is accessible to people with different levels of mobility and that using public transit in Parkes is a viable alternative.

Appearance

The strategies in this theme focus on creating a CBD where people want to spend time. Creating a CBD that is a destination in itself is an asset for the Parkes community as it is, but it is also essential for supporting the businesses there. Strategies include visually emphasising Clarinda Street's status as the CBD centre and creating a feeling of a coherent public space, as well as improving the town's overall appearance and cultural identity.

Activities

To expand the selection of activities for people to do in Parkes, we suggest both redesigning existing spaces and creating entirely new facilities. The strategies in this theme propose creating multifunctional spaces out of parks and car parks, providing new activities for young people and supporting existing and new businesses in expanding activities in the Parkes CBD.

Places

The final theme presents the geographical focal points of the CBD Vibrancy Strategy 2026. Clustering the initiatives around Parkes Arbour, Eastern Dalton Street and Chamberlain Square provides anchor points for town life, that tie together the CBD as a whole.

Integrated Planning and Reporting

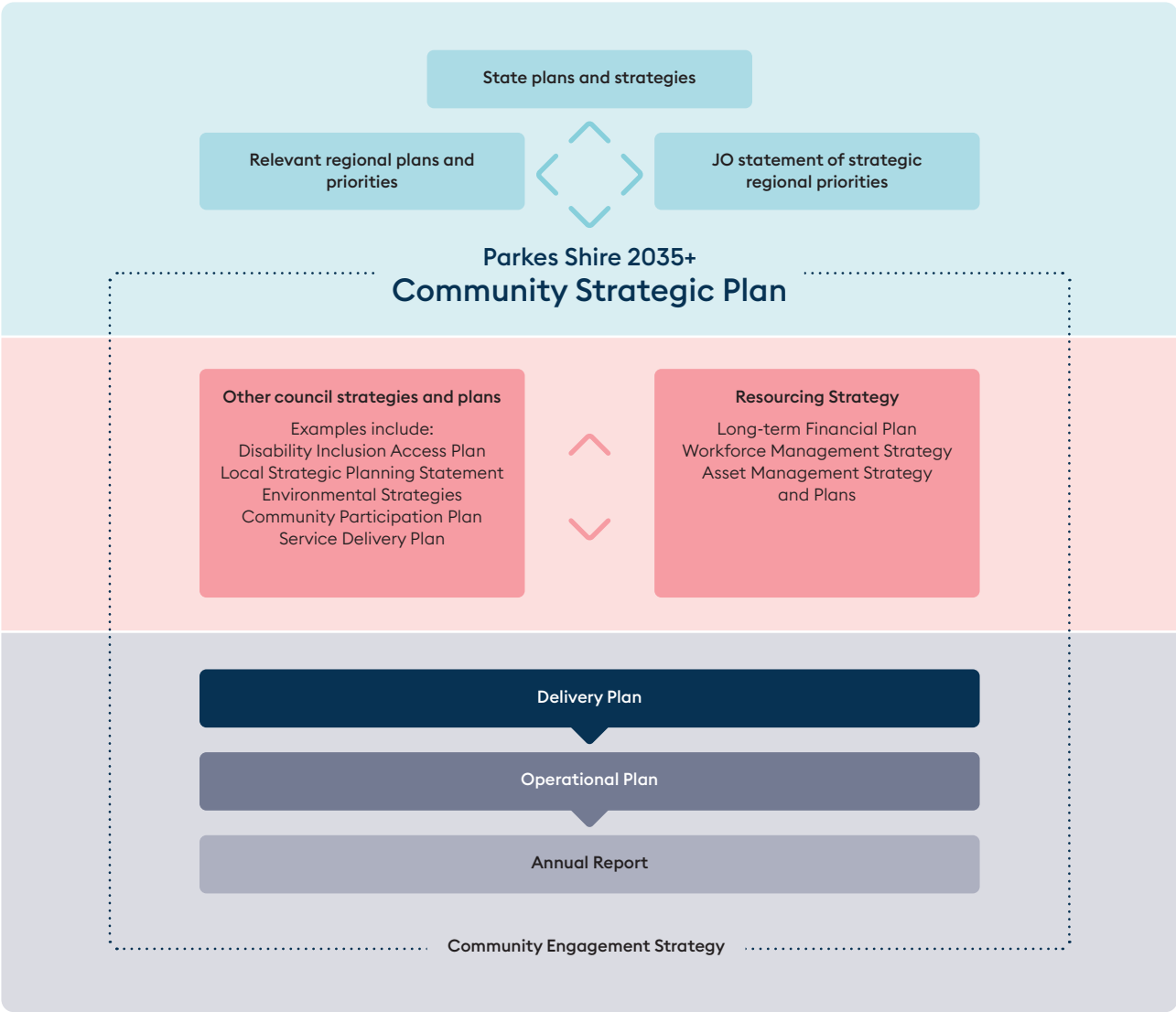
Integrated planning and reporting

The Annual Report forms part of the Integrated Planning and Reporting (IP&R) Framework and details our progress in implementing the Delivery Program and the activities we have undertaken to deliver on the objectives of the Community Strategic Plan.

Parkes Shire has continued to develop its approach whilst regularly reporting on its progress, culminating in the latest State of the Shire Report being tabled at the second meeting of the new Council in September 2024.

Council has now prepared its new suite of IP&R documents. These documents are structured to demonstrate what the newly elected Council (elected in September 2024) will deliver in order to assist the community to achieve the aspirations set out in the Parkes Shire 2035+ Community Strategic Plan (CSP).

The following diagram illustrates how the IP&R framework ensures that local strategic planning and reporting is informed, relevant and responsive to community needs.





Community Strategic Plan

The Community Strategic Plan is the highest-level plan that Council prepares through its IP&R framework. The purpose of the Community Strategic Plan is to identify the community's main priorities and aspirations for the future and to plan strategies for achieving these goals. All other strategies developed as part of the IP&R framework relate to, and support, the Community Strategic Plan.

Community Engagement Strategy

The Community Engagement Strategy outlines how Council engages with its community and relevant stakeholders to develop the Community Strategic Plan, as well as other plans, policies, programs, and key activities undertaken.

Resourcing Strategy

The Resourcing Strategy consists of three components including the Long-Term Financial Plan; Workforce Management Plan; and Asset Management Plan. The Resourcing Strategy explains to the community how Council intends to perform all its functions, including implementing the strategies set out in the Community Strategic Plan for which it is responsible. The Resourcing Strategy focuses in detail on matters that are the responsibility of Council and considers, in general terms, matters that are the responsibility of others.

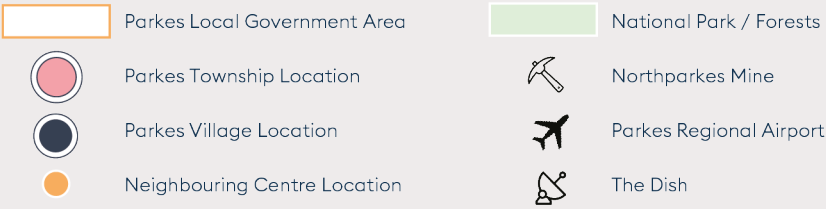
Delivery Program

Prepared by the incoming Council, the Delivery Program identifies the principal activities to be undertaken by Council's governing body over its term to perform all its functions - including the strategies established by the Community Strategic Plan - using the resources identified in the Resourcing Strategy. All plans, projects, activities, and funding allocations made by Council over its term must be directly linked to the Delivery Program.

Our community



Land-use



Community profile

Geographical area

5,919 sq kms

Population

Shire: 14,256
 Parkes: 11,162
(incl. Cookamidgera, Alectown and Tichborne)
 Trundle: 568
 Tullamore: 369
 Peak Hill: 1,162
 Bogan Gate: 269

Diversity

Indigenous population: 10%
 Born overseas: 5.4%
 Non-english-speaking background: 5.7%

Gender

Male: 49.2%
 Female: 50.8%

Age

Pre-school children (0–4 years): 6.4%
 Primary school (5–11): 9.9%
 Secondary schoolers (12–17): 8.1%
 Tertiary education / Independence (18–24): 8.2%
 Young workforce (25–34): 10.5%
 Parents / homebuilder (25–49): 16.9%
 Older works and pre-retirees (50–59): 13.6%
 Empty nester and retirees (60–69): 12.1%
 Seniors (70+): 14.2%

Projected trends

Projected Shire population in 2036: 14,800
 Projected dwellings in 2036: 7,500
 Projected households in 2036: 6,500

Overview



Shire population
14,256



Median age
41 Years



Couples with children
39.7%



Dwellings in Shire
6,750



Households in Shire
5,837

Employment

In 2016 % of population had the following occupation:



Managers
17.4%



Professionals
14.7%



Technicians and trades workers
24.3%



Unemployed 7.4%



Average income p/w \$1088

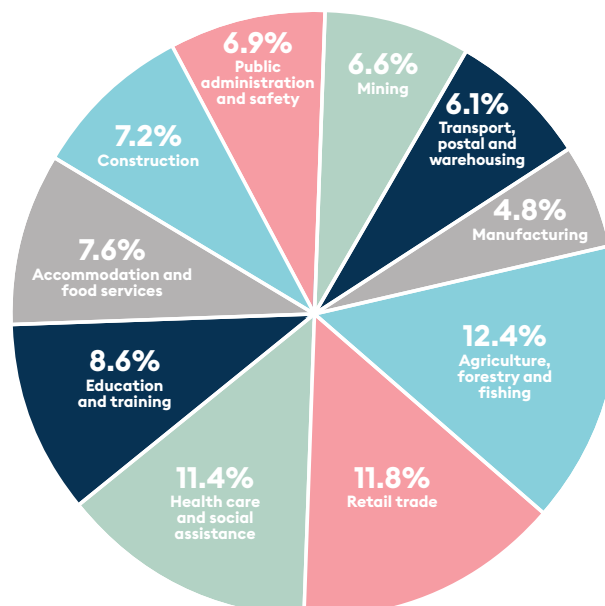


Undertake voluntary work
24.3%



6,303 labour force
 3,644 full time workers
 2,065 part time workers

Industries by employment



A strong foundation

Previous work and local experience

Community engagement

This report was developed based on broad community engagement and consultation and both arki_lab and Parkes Shire Council thank everyone who participated in the engagement process, which is the essence of this document. The community engagement took place during the winter and spring of 2025 and included a series of public workshops, targeted workshops, a survey, stakeholder interviews

and a feedback loop. In total, this amounted to more than 650 unique inputs, providing the community's perspective on existing challenges and qualities in the Parkes CBD, as well as aspiration for the areas further development. The specific engagement efforts are described in detail in the Methods section.

We have strived to create a plan that reflects the community's viewpoints, mitigates their frustrations and aligns with their hopes for Parkes to the best of our ability.



Existing documents

The creation of the Parkes CBD Vibrancy Strategy 2026 is informed by a variety of existing strategic documents in relation to the proposed development of Parkes Shire.

The Parkes CBD Vibrancy Strategy 2016 was developed by King + Campbell for Parkes Shire Council, and presents a vision for a vibrant town centre based on community-driven urban renewal. It is the starting point for the 2026 Strategy, which presents an updated vision along with strategic directions and concrete initiatives to support the Parkes CBD as a vibrant town centre.

The Community Strategic Plan 2025 provides a high level framework for the aspirations of improving Parkes as a sustainable and socially just community. Based on survey data, the plan provides concrete benchmarks and goals for social, economic and environmental sustainability as well as civic leadership for the future of Parkes. The directions issued in this paper have been used as guiding principles for our further analysis.

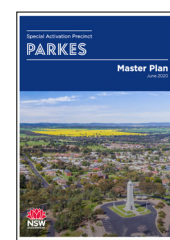
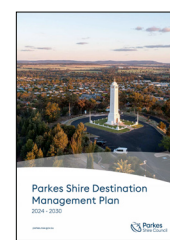
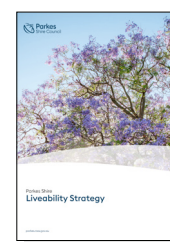
The Liveability Strategy 2023 contains a prioritised roadmap with both short-, mid- and long-term actions sorted into nine overall themes that are categorised into a scoring system informed by survey data. The scores are assessed regionally for the Northern, Western and Central region of Parkes Shire. All nine themes combined provide

a holistic view of the possibilities and quality of lives of Parkes as a community. The initiatives and strategies proposed in this Vibrancy Strategy have been selected in consideration of these previously presented actions.

The Destination Management Plan 2024 offers insight into the fiscal and cultural points of attraction in the Parkes area. Since many of the key attractions in the Parkes area are not to be found in the CBD, it is a perfect opportunity to improve the CBD in the direction of becoming an attraction in itself.

The Special Activation Precinct Master Plan 2020 details the possible changes in demographics that could take place in the forthcoming establishment of the Parkes Special Activation Precinct (SAP). The creation of new jobs will increase the amount of visitors in the CBD, and ensuring a sustainable and enhanced foundation for new businesses to grow in the wake of the SAP is important when preparing for the future.

The Parkes Western Entry Master Plan 2023 explores the merits of land-use changes along the road corridor from the then yet-to-be-constructed highway bypass. It also examines opportunities for improvements to the entry experience, including land use change, road, active transport and landscape improvements, wayfinding signage and tourism infrastructure and drainage improvements.



Methods

The process of the Parkes CBD Vibrancy Strategy 2026

Stakeholder interviews

Purpose: In preparation for the community consultation, interviews with key community members provided an understanding of existing issues and possibilities in the Parkes CBD.

Execution: Three interviews were conducted with community members representing perspectives from a commercial, political and organisational stakeholder point of view.

Site analysis

Purpose: To support the understanding of the CBD feel, look and structure, multiple site visits and analyses took place in the Parkes CBD and surrounding area. This provided a greater understanding of the inputs from the consultation in the analysis and data treatment process.

Execution: Site analysis was conducted in September and October 2025, consisting of both photo documentation, targeted inspections and walk-along interviews with locals.

Kick off event

Purpose: To mark the start of the public engagement process, arki_lab and Council held a kick-off event on 20 September 2025. The inviting open dialogue-setup provided bypassers with an opportunity to read about the project and the purpose of the Parkes CBD Vibrancy Strategy 2026 and provide their personal insights on challenges and qualities in Parkes as well as ideas for improvement.

Participants had the opportunity to discuss qualities, challenges and suggestions with each other and write their inputs down on small answer cards, providing vast written inputs valuable for informing the later engagement and the Parkes CBD Vibrancy Strategy 2026.

Execution: Inputs by representatives from Parkes Shire Council and arki_lab facilitated an open dialogue with community members present at the NAIDOC Family Fun Day at Bushman's Hill.

Digital survey

Purpose: The digital survey allowed for those unable to participate at the physical events to contribute to the Parkes CBD Vibrancy Strategy 2026 as well, by providing an active platform for participants to answer and at their own pace, allowing well-considered and elaborate inputs.

Execution: The survey was published in the beginning of September 2025 and promoted through the Parkes Shire Council website and social media posts as an alternative to the physical workshops.

Design workshops

Purpose: In order to gather strategic insights and directions, three in-depth design workshops held during October 2025. Each workshop ran over two hours, and began with an introduction covering preliminary findings from the digital survey and kick-off event and a guide to the arki_nopoly game. Participants were divided into groups of 3-5 people to play. The community was asked to think of the big picture, coming

up with both short- and long-term solutions for challenges identified earlier in the consultation process. Council representatives were present as well, listening in and contributing to the discussions.

Execution: Three design workshops were conducted in total. Two targeted workshops were held at the Currajong Disability Centre and Southern Cross Care Centre on the 9 and 10 October 2025, and a larger open workshop was held in conjunction with the Homegrown Festival at Cooke Park on the 11th.

Feedback loop

Purpose: In order to give community members a chance to evaluate our analysis of their inputs, a link to a presentation of preliminary findings was shared, including the opportunity to provide comments, feedback and missed perspectives.

Execution: The feedback form was distributed to design workshop participants and on the Parkes Shire Council website on 20 October 2025.

Data treatment

Purpose: When processing data collected using the methods stated, great effort has been made to represent the combined inputs in a clear way, creating a path for a common direction forward.

Execution: Every received input from the kick-off event, digital survey, design workshop and site analysis of the Parkes CBD have been combined to serve as the foundation for the Vibrancy Strategy. The kick-off event and digital survey informed a preliminary understanding and analytical framework for the Vibrancy Strategy, whereas the strategies and initiatives to a larger extent were informed by the design workshops. The inputs from the different consultations were analysed based on themes representing relevant aspects related to both the present day challenges and future visions for solutions and improvements.

The inputs were also placed into categories, representing the most prevalent topics in the discussion that emerged while analysing the inputs. This was done to ensure that the essence of all inputs were covered while respecting the diversity of perspectives found in the feedback.



arki_nopoly

What is arki_nopoly? Through gamification, the specially designed board game arki_nopoly offers a great way to create conversation among people with different (and sometimes conflicting) opinions and to turn complex concepts into more comprehensible ones.

On each board small groups of players are guided through multiple phases articulating challenges, qualities and dreams regarding their local area, using an annotated map as a central focus point.

02

Foundation



Purpose

What is the Parkes CBD Vibrancy Strategy 2026?

A plan for the future development of the Parkes CBD

The Parkes CBD Vibrancy Strategy 2026 is a strategic plan for the future development of the Parkes CBD. This document lays out the overall strategy for creating a vibrant town centre, and represents the overarching directions along which the area will be activated in the coming years. This includes both overall aspirations for Parkes as a prospering town with its own identity, as well as directed strategies and concrete initiatives to reach these objectives. Overall visualisations of how an implementation of these strategies could look is also included.

This overview is not a master plan for the future Parkes CBD, but instead shows how the suggested design actions could look in practice. To the greatest possible extent, the Parkes CBD Vibrancy Strategy 2026 reflects the visions of the community as well as the sum of local knowledge gathered through involvement, consultation, analysis and strategic planning.

Starting point

What is the current profile of the CBD?

Parkes today

With a population of 11,162, Parkes is the largest town and administrative centre of the Parkes Shire. Its Central Business District is centred around Clarinda Street and is bordered by the train station to the south and Victoria Street to the north. It covers roughly 0.4 square kilometres, and includes two smaller lanes paralleling the main street, Jansen and McGee, as well as Bogan Street, which served as a highway until the recently constructed bypass.

With a range of department stores and supermarkets, as well as many smaller specialty shops, the CBD draws visitors from a larger catchment area, who come here for shopping, eating and drinking as well as events like the popular Elvis Festival. It is also the symbolic and practical centre for the local community and is the home to both Cooke Park and Chamberlain Square, where the statue of the town's eponymous statesman also stands.

Despite its many attractions, the main street is challenged by empty shopfronts and car-centric street design. This limits the appeal of the CBD as a destination, and keeps the area from living up to its potential as a town centre. The large roads also hinder Chamberlain Square in serving its function as a local square, decoupling it from the main street.

The recently implemented highway bypass has removed heavy traffic from Parkes and lowered the amount of traffic through and to the town in general. This is a net positive for the appearance of Parkes and the experience of spending time there, but also means that extra focus needs to be put on drawing people to the town. The intersections at Bogan Street, which no longer needs to support such heavy traffic flow, need redesigning to accommodate the street's new status.

The CBD already serves an important function for Parkes and the surrounding area, and it has the potential to become a vibrant town centre. And with the Special Activation Precinct and Inland Rail Project on the horizon, the time to move forward with this potential is now.



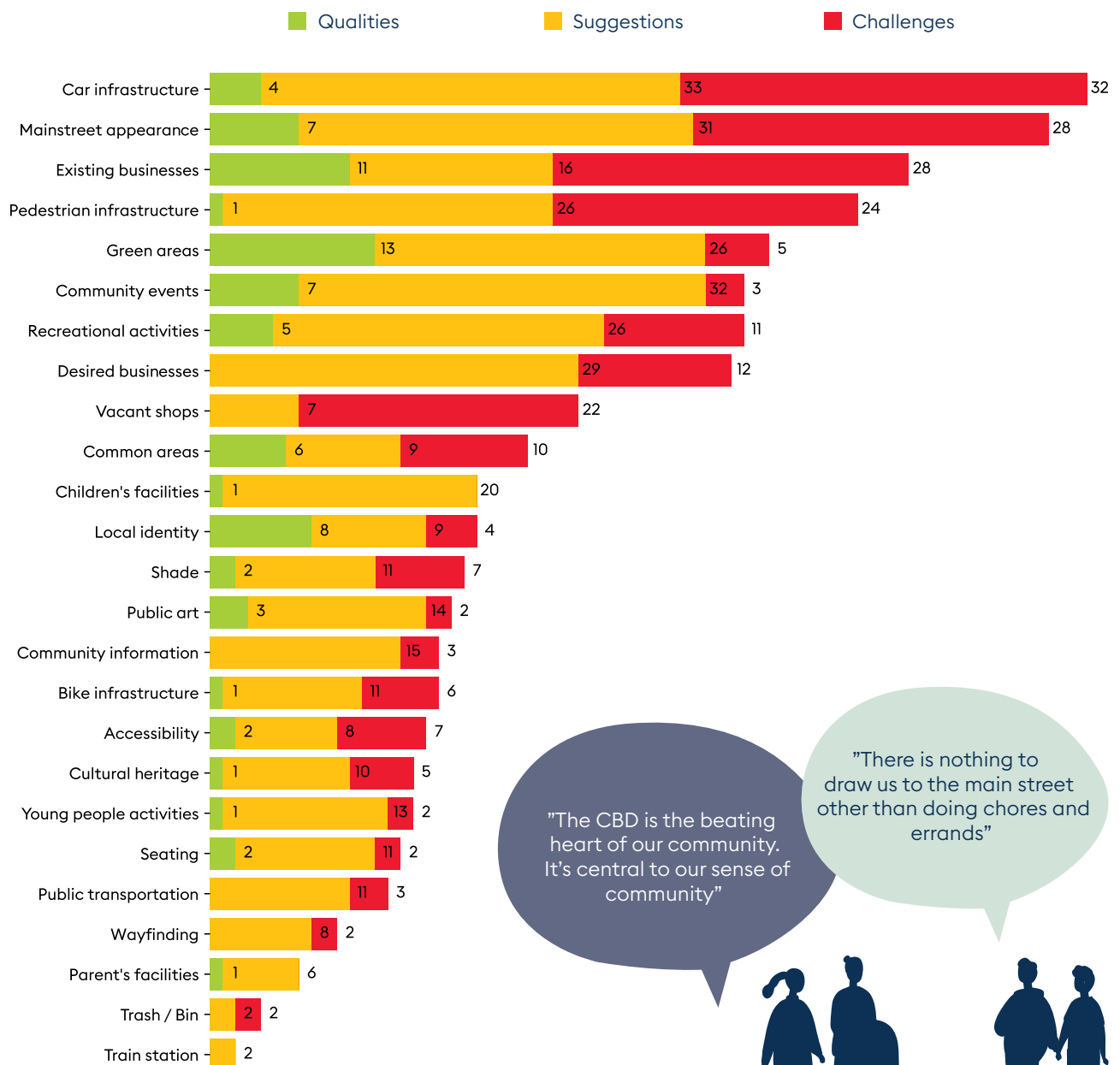
What did the community say?

600 inputs from Parkes residents were collected, describing challenges and qualities in Parkes, as well as suggestions for further development. The most common discussion points were car and pedestrian traffic, the appearance of Clarinda Street, shops and businesses as well as public spaces, green areas and recreational activities.

While the Highway Bypass has had a positive effect on people's experience of traffic in the CBD, there are still points of conflict between

pedestrians and motorists, as well as trouble with wayfinding and parking. Many also discussed the appearance of Clarinda Street, including both shopfronts, greenery, lighting and footpath pavers. Furthermore, local identity, the Elvis festival, public spaces and other events were frequent points of discussion.

In the following chapter, community inputs and insights are unfolded in detail for each of the four themes of the Vibrancy Strategy.



The graph shows the topics covered in the community engagements. The collected inputs are shown here divided into 'qualities', 'suggestions' and 'challenges'.



03

Activation strategies



Strategic themes

Four aspects of a vibrant town centre

Themes

The Parkes CBD Vibrancy Strategy 2026 is divided into four themes: Mobility, Appearance, Activities and Places. These themes describe different pillars of the existing and future development of the Parkes CBD. Creating a vibrant town centre requires initiatives that span across these themes, and all four are central to a sustainable and positive development. This chapter is organised according to these themes.

Strategies

For each theme, we propose three concrete strategies for development of the Parkes CBD. The strategies are mutually complementary approaches of improvement and represent the goals that the CBD should strive to achieve.

Initiatives

In practice, the strategies are realised by carrying out a series of initiatives. These are feasible actions that can be taken in order to approach the goals set by the strategy. To ease implementation, they are listed under each strategy including a description of long- and short-term perspectives. Many initiatives appear in multiple strategies and themes, as they support the development of the Parkes CBD in more than one aspect. The final chapter of this document, Initiatives, contains descriptions of each initiative listed in alphabetical order.

Overview of themes and activation strategies

Overview of themes and activation strategies			
Mobility	Appearance	Activities	Places
A Prioritised traffic flow	D Main street coherence	G Multifunctional spaces	J Dalton St. culture hub
B Destination main street	E Strong cultural identity	H Greater variety	K The heart of the CBD
C Improved public transit	F Improved wayfinding	I Support businesses	L Connecting south

Theme:

Mobility

A CBD that works for both cars and pedestrians



Quote from
kick-off workshop
on 20/09/2025

The main
street focus
should be
pedestrians

Introduction

Mobility is a central part of the Parkes CBD Vibrancy Strategy 2026. A good access route from the Newell Highway and easy access to parking are both essential for the CBD's ability to attract visitors. But a main street designed with cars as the main character is no dream leisure destination. For Parkes to be an inclusive and future-oriented town, public transit needs to be a viable alternative as well.

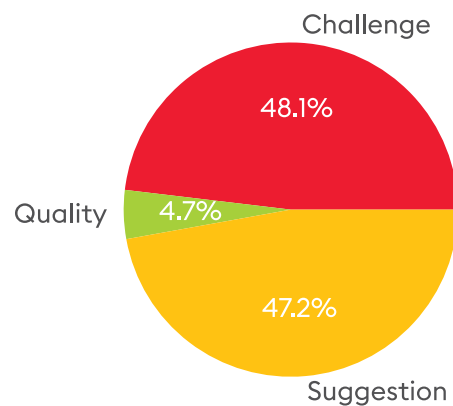
The strategies in this theme reprioritise traffic flow, such that cars have easy access to/from the CBD, while pedestrians are prioritised in the centre. The focus is on guiding cars to the area's many car parks and having visitors walk around from there. Starting with the one at Church Street, the roundabouts on main street are taken out. Along with the other initiatives, this improves the accessibility and experience of walking around the CBD centre without removing existing parking options for cars.

Findings

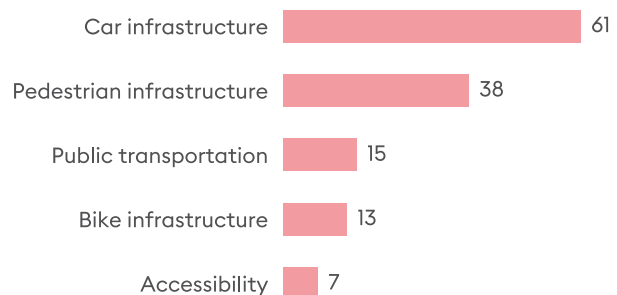
What did the community say?

In general, there is a wish for more recreational activities among Parkes residents, such as a bowling alley or a cinema, as well as more restaurants and bars. When shopping in the CBD, many people dream of longer opening hours, notably for the cafés – and especially on the weekend. Many inputs call for a greater variety of shops, which would make the main street a more attractive place to shop – benefiting the existing businesses as well.

Multiple people have proposed connecting such recreational businesses to Cooke Park, allowing for parents to enjoy refreshments as their kids play. There is also a marked desire for more activities oriented towards young people.



The chart shows the proportions of community inputs pertaining to this theme that described challenges, qualities and suggestions ▲



The chart shows the top five topics covered by community inputs pertaining to this theme ▲

"Cars in main street are causing a loud and unsafe environment"

– kick-off workshop on 20/09/2025

"Make better use of the bus. \$1.10 that's nothing, but people don't know it's there. Rethink bus stops"

– open design workshop on 11/10/2025



Prioritised traffic flow

Mobility Activation strategy A

With the newly implemented highway bypass, it is essential to ensure smooth traffic flow to and from the CBD – both for ease of access, and for the experience of visiting the main street. This includes clear signage and wayfinding, both new and improved car parks and direct CBD access from the Newell Highway via Court Street. The strategy focuses on McGees Lane and Jansen Lane as access lines to car parks around the CBD and less car traffic on Clarinda Street itself.

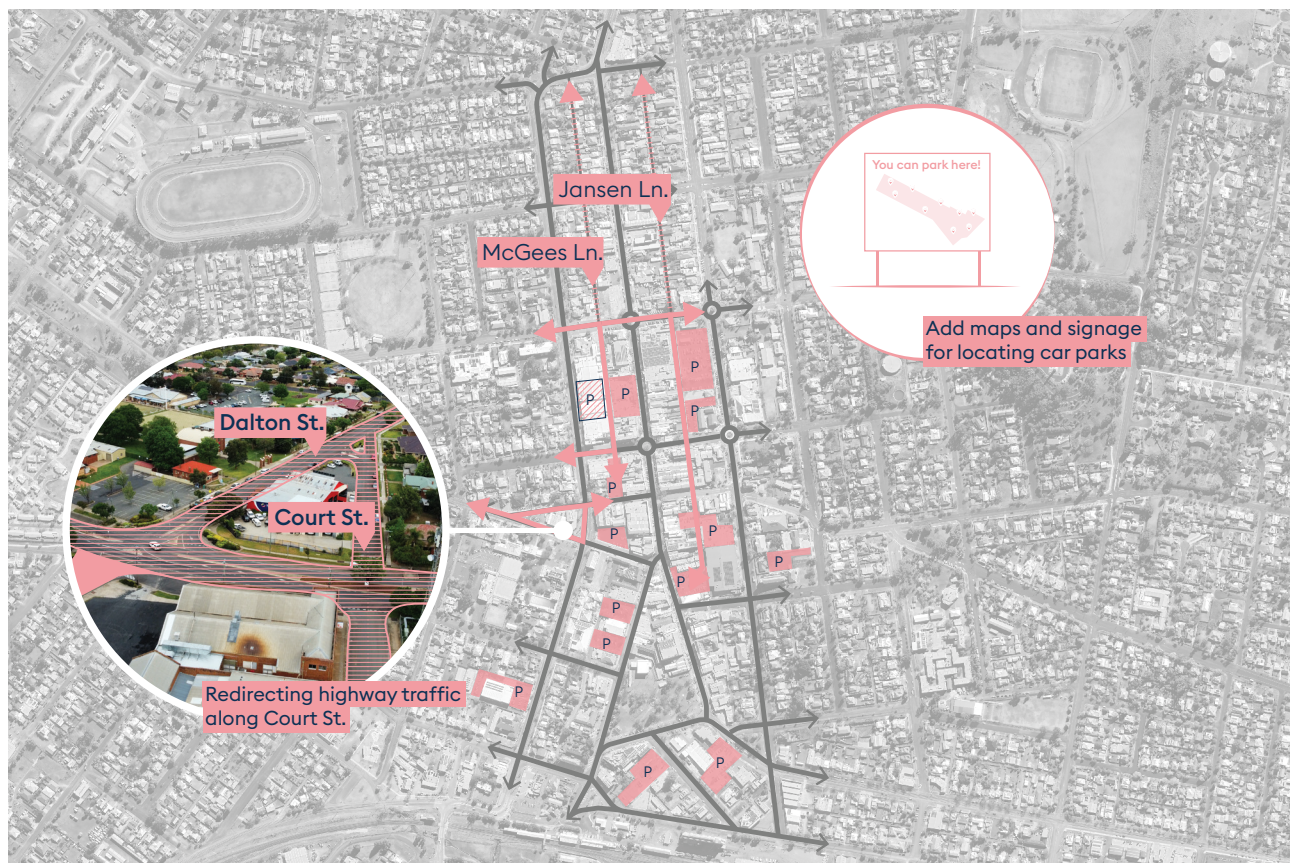
Long and short term

implementation

Initiatives supporting wayfinding such as clearer signage, maps and public transit information are simple first steps to take to improve circulation. Reorienting parking on Clarinda Street and allowing caravan parking on Bogan Street will also improve both traffic flow and the appeal of the main street. In the long run, focusing on McGees Lane and Jansen Lane as access roads to CBD parking, as well as adding a Court Street/ Bogan Street intersection will have the largest impact on improved traffic flow.

List of initiatives

2. Allow crossing Bogan Street from Court Street
3. Caravan parking along Bogan Street
4. Clearer parking signage
14. Front-to-kerb parking on Clarinda Street
18. Improved disability parking
19. Improved parking at Generosity Church
20. Improved side lane access
23. Maps for wayfinding
39. Visitor parking expansion



Destination main street

Mobility Activation strategy B

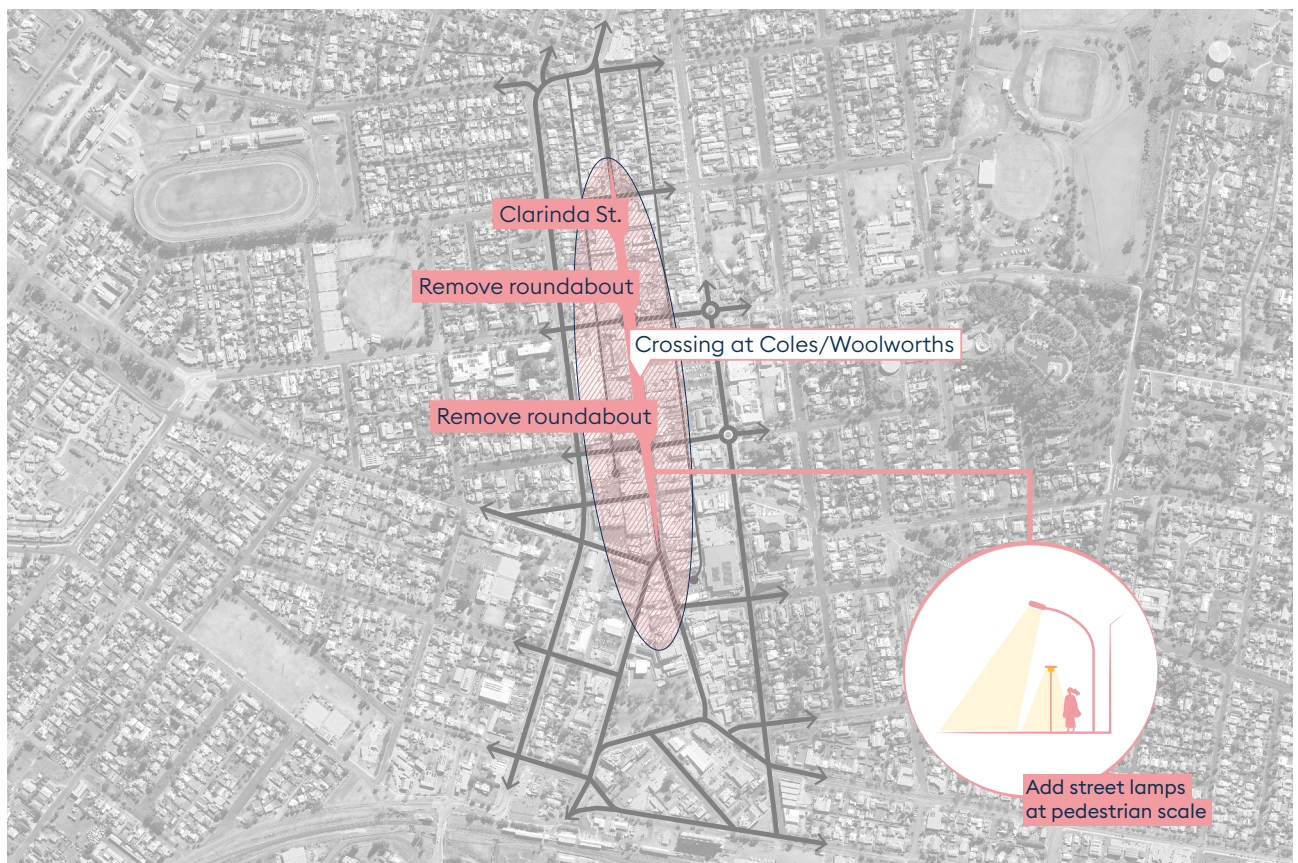
A central part of creating a vibrant CBD is emphasising the status of Clarinda Street as a main street – especially between Bushman Street and Welcome Street. The initiatives supporting this strategy all contribute to directing traffic to rather than through central Clarinda Street. Increasing accessibility to a continuous main street uninterrupted by roundabouts, with better opportunities for crossing as well, will improve the area for visitors sitting down or walking. By raising the pavement on the roadway, pedestrian priority is highlighted without sacrificing car and other vehicle access.

Long and short term implementation

The most central initiative is removing the roundabouts that currently partition the main street into sections and prevent smooth pedestrian mobility in the area. Along with raising the pavement, this will have the largest impact on the experience of spending time in the CBD. On a slightly smaller scale, upgrading the footpaths and changing the street lamps to pedestrian-oriented lighting will also contribute positively. For quick fixes, improving the safety and feel of the Coles/Woolworths crossing and adding more disability access ramps can serve as a starting point for the larger strategy.

List of initiatives

- 16. Improved crossing at Coles/Woolworths
- 17. Improved disability access on Clarinda Street
- 30. New street lamps
- 33. Raised pavement on Clarinda Street
- 34. Remove roundabouts
- 37. Upgrade Clarinda Street footpath



Improved public transit

Mobility Activation strategy C

Public transit is an essential aspect of a well-functioning town, and especially in creating a CBD that is accessible to all members of the community. Buses currently provide well spread-out connections between the CBD and the rest of Parkes, while the regional buses and trains connect Parkes to select adjacent towns. However, departures are infrequent and using public transit as a main form of transport is currently not a viable option. Increasing the amount of departures and making both wayfinding and travel planning easier would improve access to the CBD for both Parkes residents and visitors, creating a more vibrant town centre. Better connections within Parkes and supporting alternate transport options like bikes could also allow the CBD to better benefit from visitors enjoying other destinations in the area.

Long and short term implementation

Increasing the number of departures on the schedule is a deciding factor in making public transit a viable option. The more people actively choose public transit, the greater the incentive to improve it for everybody. On a smaller scale, improved wayfinding towards bus stops and visually connecting the train station to the CBD is going to promote the possibilities of public transit to new users.

List of initiatives

- 15. Improved bus schedule and alternate transport options
- 26. Move taxi parking
- 32. Public transit wayfinding and information



Theme:

Appearance

Creating a coherent town centre



Quote from
kick-off workshop
on 20/09/2025

Light is life. I
love it when
we have
lights in CBD

Introduction

The appearance of the CBD is important for the experience of visiting Parkes, for the town's identity and for creating an urban space that is legible and easy to navigate. The strategies in this theme focus on creating a CBD where people want to spend time. This is of course an end in itself; a vibrant CBD is a place people like to be. But it is also essential for increasing the amount of visitors to local shops and cafés.

The initiatives pertaining to Clarinda Street are designed to both visually emphasise the street's status as the CBD centre and create a feeling of a coherent public space that invites both lingering and exploration. Throughout the entire CBD, improvements to appearance can help strengthen the area's identity and cohesiveness. Finally, initiatives like banners, signs and noticeboards can help make the town easier to navigate and incentivise new visits.

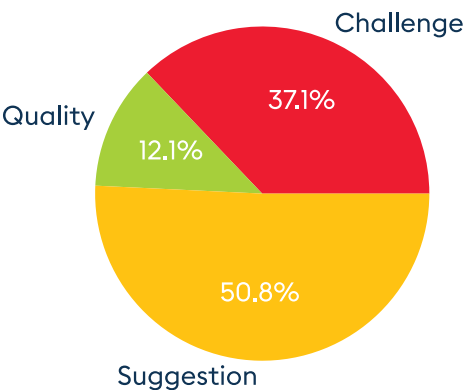
Findings

What did the community say?

When it comes to the appearance of Clarinda Street, many inputs from the community reference the idea of a 'coherent main street'. In this regard, people often discuss updating the pavement on footpaths along the street for improved walkability and visual coherence. Another frequently raised point is that the appearance of many of the shopfronts could be improved.

Although the town is generally perceived as safe, better lighting at night would secure this perception of safety and provide a cosy atmosphere. During the day, more flowers and green pockets would make it more pleasant to linger in the main street. Others wish for improved non-commercial common areas where you can sit and enjoy bought or brought food and drinks. Many also expressed a wish for more green and natural shading in the form of trees and plants throughout the CBD.

Many Parkes residents value common symbols such as the Dish and the Elvis Festival but are also interested in other ways to strengthen a common identity, with many calling for more public art and murals, plaques and the preservation of historical buildings. A desire for community information, such as banners, physical notice boards, clearer signage and advertising is also clear.



The chart shows the proportions of community inputs pertaining to this theme that described challenges, qualities and suggestions ▲



The chart shows the top five topics covered by community inputs pertaining to this theme ▲

"Have an annual competition for best shopfronts"

– open design workshop on 11/11/2025

"Beautiful historic buildings such as the courthouse, post office and police station should be celebrated"

– open design workshop on 11/11/2025



Main street coherence

Appearance Activation strategy D

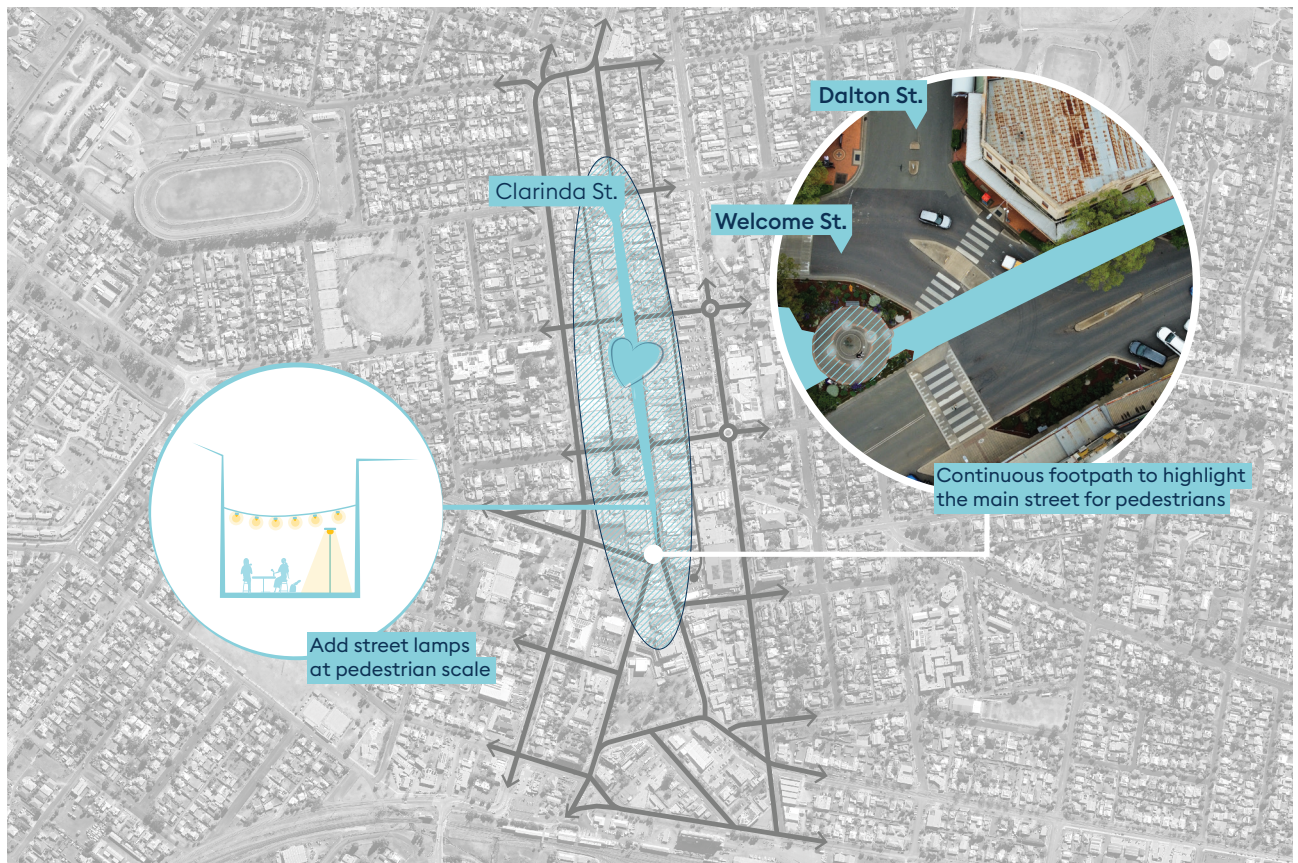
An essential aspect of creating a vibrant CBD is making sure that the town centre feels like a town centre. All initiatives that create the experience of a coherent, welcoming urban space on Clarinda Street between Bushman Street and Chamberlain Square support the Parkes CBD Vibrancy Strategy 2026 as a whole. This is the heart of the CBD, and improving the appearance of this area will support the main street as a place where locals want to spend time and others want to visit, supporting community well-being as well as local businesses.

Long and short term implementation

Decorative lighting and new street lamps can create a cosier feeling after dark, and collaborating with shop owners to improve the visual appeal of shopfronts can improve the look of the main street during the day. However, in order to create a coherent space, upgrading the footpath and taking out the Church Street roundabout are vital. Finally, extending the footpath across Welcome Street will connect the area with Chamberlain Square, cementing the town centre as a cohesive whole.

List of initiatives

- 8. Continuous footpath at Chamberlain Square
- 9. Decorative lighting
- 21. Improved shopfronts in collaboration with shop owners
- 30. New street lamps
- 34. Remove roundabouts
- 37. Upgrade Clarinda Street footpath



Strong cultural identity

Appearance Activation strategy E

A strong cultural identity is in many ways a foundational aspect of a vibrant community – to visitors as well as locals. By making sure that heritage buildings are highlighted and well-preserved, we celebrate what is already important to Parkes, and by planting more trees and greenery, we support an image of Parkes as a pleasant place to stay. Decorating blank spaces around town by adding murals and inviting temporary exhibitions into vacant shopfronts can highlight existing cultural images but also create new cultural focus points and local landmarks. Having a greater focus on organising cultural events is also a great way of engaging both the community and out-of-towners.

Long and short term implementation

In the short term, the organising of cultural events can be incentivised through collaborations with cultural institutions such as movie screenings at the old cinema in collaboration with the Church, or vacant shopfront exhibitions. Based on dialogue with landowners and artists, having murals painted is also viable within a reasonable timeframe. Long term cultural impact is made by sustaining current and new initiatives as well as preserving communal cultural heritage.

List of initiatives

- 25. More trees and greenery
- 27. Movie showings in the old cinema
- 29. Murals displaying history of the land
- 31. Preserve historical buildings
- 35. Temporary use of vacant shopfronts



Improved wayfinding

Appearance Activation strategy F

On top of aesthetic and cultural qualities, improving town appearance also has an informative aspect. Better and more localised wayfinding signage, including maps and signs pointing visitors to local points of interest. In connection with the reprioritisation of traffic flow (strategy A), putting up signs pointing visitors in the direction of strategic parking locations and access lanes is an essential initiative. Placing maps of the area at select locations, as well as signage at the caravan car parks and at the edge of town will also help both locals and visitors navigate the area and discover new and forgotten attractions. Signs and banners can also be used to advertise the city itself, supporting town identity in the minds of locals and visitors.

Long and short term implementation

Visual wayfinding and signage is a relatively straightforward and cost-effective way to improve CBD vibrancy. Most initiatives can be implemented on a relatively short timescale, with updated signage being added as other initiatives change the topography of the town centre.

List of initiatives

- 4. Clearer parking signage
- 7. Community noticeboard
- 23. Maps for wayfinding
- 32. Public transit wayfinding and information
- 39. Visitor parking expansion



Theme:

Activities

A lively CBD for all ages



Quote from open
design workshop on
11/11/2025

Have more
events in the
town. Even
close off the
main street
sometimes

Introduction

People want more things to do in the Parkes CBD. To accommodate this, the Council can expand the uses of existing places and create entirely new facilities. While Cooke Park is very pleasant – and can be improved even further – other publicly accessible places throughout the town are needed. Chamberlain Square is limited in size and by its surrounding streets, and most other open spaces in the CBD are car parks. Working with multifunctionality is a great way of better utilising these existing locations. However, creating a permanent location for cultural and recreational activities as well is advisable.

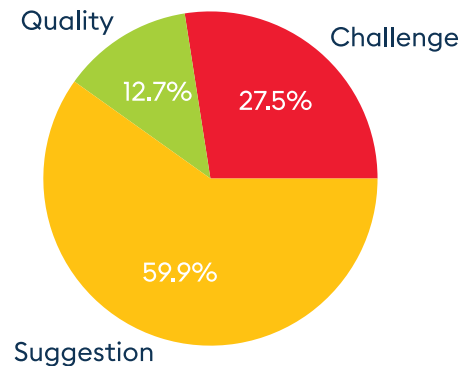
Besides this, initiatives should also be implemented to support existing and new businesses. This can be done by directly working with existing and potential proprietors – and by supporting them in attracting more customers.

Findings

What did the community say?

In general, there is a wish for more recreational activities among Parkes residents, such as a bowling alley or a cinema, as well as more restaurants and bars. When shopping in the CBD, many people dream of longer opening hours, notably for the cafés – and especially on the weekend. Many inputs call for a greater variety of shops, which would make the main street a more attractive place to shop – benefiting the existing businesses as well.

Multiple people have proposed connecting such recreational businesses to Cooke Park, allowing for parents to enjoy refreshments as their kids play. There is also a marked desire for more activities oriented towards young people.



The chart shows the proportions of community inputs pertaining to this theme that described challenges, qualities and suggestions ▲



The chart shows the top five topics covered by community inputs pertaining to this theme ▲

"It's a challenge that the city can't offer more than Big W, but that's what's there for us"

– workshop at Currajong on 9/11/2025

"We need more things/ spaces for kids – but not a park!"

– open design workshop on 11/11/2025



Multifunctional spaces

Activities Activation strategy G

Many spaces in Parkes hold potential for benefitting an even larger portion of the community by adding additional aspects to their existing functions. Currently, community members consider Cooke Park to be a successful multifunctional space usable for both relaxation, recreation and events. However, there is still a clear wish for more events, both here and closer to the heart of the CBD. Being able to use a part of the Coles car park for smaller community events and even closing off Clarinda Street for large events would provide the CBD with a dynamic core.

Long and short term implementation

Aiding community members in organising events at Cooke Park while looking into the possibilities of closing the main street for larger events is a great place to begin in the short term. Long term actions include establishing a true multifunctional Coles car park with the facilities necessary for a regular community event venue.

List of initiatives

- 5. Close off Clarinda Street for special events
- 11. Events in Cooke Park
- 28. Multifunctional Coles car park
- 35. Temporary use of vacant shopfronts



Greater variety

Activities Activation strategy H

A vibrant CBD requires a certain amount and variety of activities offered. Although existing activities and facilities are treasured among the community, many highlight the need for more, and especially for activities for young people. Variation in target demographics is also essential in supplying the CBD with a steady flow of visitors at different times throughout the day and week.

A greater variety of activities also means a mix of activities that attract people to the CBD and ones that make people stay there. Finally user-driven initiatives like a community garden can help create a sense of ownership within the community.

Long and short term implementation

In the short term, using existing spaces such as the Generocity church (old cinema) or library to house new activities in the form of recurring events are a great way to try out things and look into possibilities for permanent solutions. In the longer term, opening a larger indoor event centre can really contribute to the CBD as an attraction in itself. Closing down the eastern end of Dalton Street for car access and centring these facilities around it will provide a welcome centre of activity (see strategy J).

List of initiatives

1. Activities for young people
6. Community garden
22. Indoor event centre
24. More opportunities for outdoor dining
27. Movie showings in the old cinema
36. Turn Dalton Street between Clarinda and Bogan into a pedestrian-only zone



Support businesses

Activities Activation strategy I

The variety of shops plays a large part in shaping how people perceive and use the CBD. Having shops that accommodate daily needs and chores is one half of the equation, while making the CBD worth a visit for leisure and as a standalone activity is an equally important task. The Vibrancy Strategy supports local businesses, existing and new, by focusing on creating a CBD that people want to spend time in. In order to capitalise on this, shop owners need to attract these potential customers. Efforts like a community noticeboard for shops to advertise their activities and council initiatives to improve shopfronts can contribute to this, and improved lighting and atmosphere can support businesses in keeping longer opening hours. Insights from small business workshops can help in this regard as well.

Long and short term implementation

Providing a physical platform for local businesses to promote themselves and their services is a way of boosting engagement and presence in the short term. Long term measures include creating a CBD that is attractive to visit for the entire family, concrete strategies towards ensuring longer opening hours and a larger variety of shops.

List of initiatives

- 7. Community noticeboard
- 12. Extended opening hours
- 13. Facilities for the entire family
- 21. Improved shopfronts in collaboration with shop owners
- 38. Urban nightlife activation



Theme:

Places

Tying Parkes together



Quote from
kick-off workshop
on 20/09/2025

There is a
lack of a local
square – Sir
Henry isn't
really it, and
Cooke Park is
a park

Introduction

Three locations in the Parkes CBD are central to the Parkes CBD Vibrancy Strategy 2026: Dalton Street, Parkes Arbour, Chamberlain Square. The strategies in this chapter help these places fulfil three distinct functions in creating a better CBD and the initiatives in these strategies work together to support this.

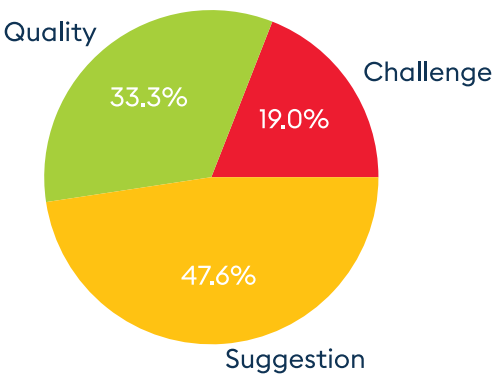
Redirecting Dalton Street traffic through Court Street has a number of benefits; it provides direct access across Bogan Street from the highway, it takes traffic load off Chamberlain Square and it provides an opportunity for pedestrianising the eastern end of Dalton Street and creating an activity and culture centre there. Improving the area around Parkes Arbour on Clarinda Street emphasises what is already the heart of the CBD and creates a place for gathering for everyday and special occasions. By making small changes at Chamberlain Square, it can be improved significantly as a public space and as a connection towards Cooke Park.

Findings

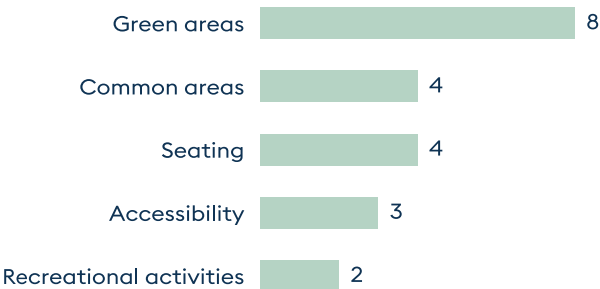
What did the community say?

Participants at the design workshop identified the area of Clarinda Street around Parkes Arbour as the heart of the CBD, with Chamberlain Square as a close second. Notably, while many speak fondly of visiting the arbour area, Chamberlain Square does not fare as well. The square as a destination does not live up to its symbolic value, leaving visitors frustrated. Moored in a sea of roads, Chamberlain Square is cut off from its surroundings, and the Welcome Street/Clarinda Street intersection serves to separate the northern and southern parts of the CBD into two halves.

The call for more public spaces, seating, shade and trees has been present throughout the engagement process, as well as the wish for more areas for recreational activities. The following strategies accommodate this by creating new spaces as well as creating better connections between existing ones.



The chart shows the proportions of community inputs pertaining to this theme that described challenges, qualities and suggestions ▲



The chart shows the top five topics covered by community inputs pertaining to this theme ▲



Dalton Street culture hub

Places Activation strategy J

The eastern part of Dalton Street between Bogan Street and Welcome Street is an opportune location for creating a new culture and activity centre in Parkes. The short stretch of road is a focal point for the many surrounding facilities, such as the library, church, theatre, and the vacant lot on the corner of Bogan Street. The ground work for a lively meeting place is already there, and creating a pedestrian-only zone is a great way to take advantage of this. Engaging community members in greening activities such as community gardens will also increase local ownership of the new space. This is also an ideal location for a dedicated youth centre.

By partially closing the council-owned car park next to the church, a sizable public space is created, and car access is maintained by allowing access via McGees Lane from Court Street. Meanwhile, CBD access from the Newell Highway is maintained

by allowing the crossing of Bogan Street via Court Street. Changing the pavement of the northernmost end of Welcome Street will also allow a plaza connection to Chamberlain Square (see strategy L).

Long and short term implementation

Closing down eastern Dalton Street will have an impact on surrounding traffic flow and infrastructure. Starting by creating a four-way intersection at Bogan and Court Street will prevent changes in CBD accessibility from the highway, and give people time to adjust to new traffic patterns. Moving the taxi parking will also be necessary, and will in turn increase the attractiveness of the properties behind it. After the street is pedestrianised, efforts like incorporating the car park and creating community gardens will cement the area as hub.

List of initiatives

1. Activities for young people
2. Allow crossing Bogan Street from Court Street
6. Community garden
26. Move taxi parking
36. Turn Dalton Street between Clarinda and Bogan into a pedestrian-only zone



The heart of the CBD

Places Activation strategy K

Although Chamberlain Square with the statue of Sir Henry Parkes has significant symbolic value, the heart of the CBD is further north at Parkes Arbour. This is both the geographical centre of the CBD and the centre of activity, with Coles and Woolworth supplying footfall and ample opportunity to purchase food and eat outside. Strengthening this node by visually emphasising the crossing and upgrading the dining platforms will benefit the many people that use this place every day. Allowing temporary use of both the Coles car park and Clarinda Street for markets and events allows the heart of the CBD to grow on special occasions and doubles as a celebration of the space itself.

Long and short term implementation

Many of the initiatives included in other strategies contribute to improving the heart of the CBD. Visually emphasising this area is an easy way to underscore Council's efforts to improve the CBD as a whole. Temporary use of the car park and main street require little physical infrastructure and can have a large effect. Regular market days in the car park will require some infrastructural interventions as well as time to germinate the tradition in the community.

List of initiatives

- 5. Close off Clarinda Street for special events
- 10. Dining platform upgrade
- 16. Improved crossing at Coles/Woolworths
- 28. Multifunctional Coles parking lot



Connecting south Places Activation strategy L

As it stands today, Chamberlain Square and the southern part of the CBD are cut off from the main street by the Welcome Street/Clarinda Street intersection. By extending the Clarinda Street footpath across Welcome Street, the two halves are tied together and the square is cemented as a pedestrian destination.

If the Dalton Street culture hub is implemented, the changed pavement on Welcome Street will turn the area into a modified version of the suggested Chamberlain Plaza of the Parkes CBD Vibrancy Strategy 2016, contributing to the square's coupling function. Extending the raised main street pavement to the southern end of Chamberlain Square serves as an extension of this.

As a part of this strategy, Cooke Park can be strengthened as a destination

by adding a small café for parents to enjoy refreshments as their kids play. Supporting the organisation of more events – including in the evening – will support this as well.

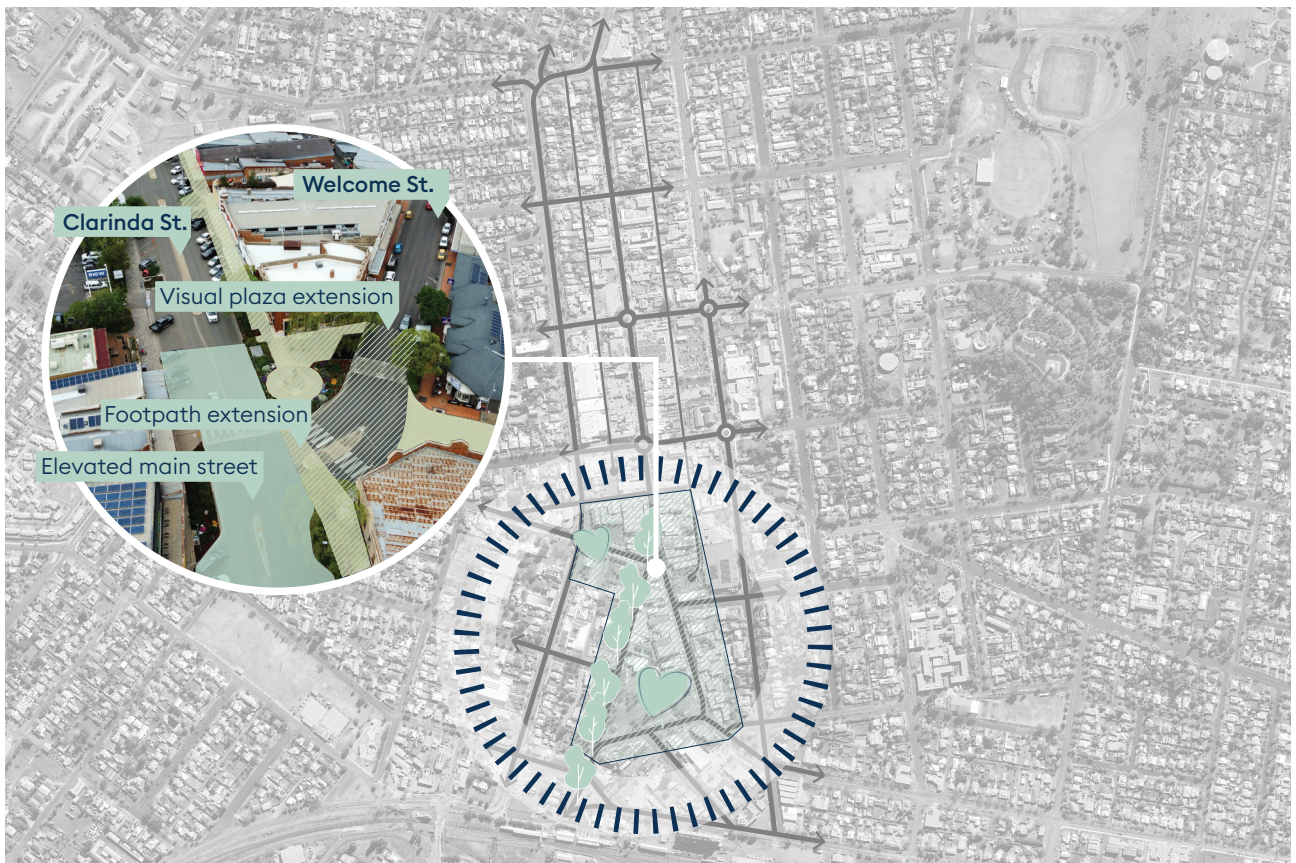
Long and short term implementation

This strategy holds great potential for binding together other strategic efforts in the Parkes CBD Vibrancy Strategy 2026. If focus is kept on this as the main street is repaved and Dalton Street culture hub is established, the knock-on effects will improve the square in turn.

Even if these strategies are not immediately implemented, the footpath extension across Welcome Street can stand alone in connecting the two halves of the CBD.

List of initiatives

- 8. Continuous sidewalk at Chamberlain Square
- 11. Events in Cooke Park
- 13. Facilities for the entire family
- 25. More trees and greenery
- 33. Raised pavement on Clarinda Street



04

Initiatives



Initiatives for a vibrant CBD

The 39 initiatives of the strategies

The following initiatives are all actions or projects that each have a palpable impact on its own. Most importantly, they also make up the steps of larger developmental strategies. The initiatives are listed alphabetically and each one is tagged with the strategies it supports. This comprehensive list is not prioritised, as the importance of each initiative may change over time. It is best assessed in conjunction with other strategies at the time of implementation.

Strategies and their corresponding initiatives									
Strategy	Initiatives								
A. Prioritised traffic flow	2	3	4	14	18	19	20	23	39
B. Destination main street	16	17	30	33	34	37			
C. Improved public transit	15	26	32						
D. Main street coherence	8	9	21	30	34	37			
E. Strong cultural identity	25	27	29	31	35				
F. Improved wayfinding	4	7	23	32	39				
G. Multifunctional spaces	5	11	28	35					
H. Greater variety	1	6	22	24	27	36			
I. Support businesses	7	12	13	21	38				
J. Dalton St. Culture Hub	1	2	6	26	36				
K. The heart of the CBD	5	10	16	28					
L. Connecting south	8	11	13	25	33				

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 centre 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 car parks 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.



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.



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.



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 footpath at Chamberlain Square

Extending the Clarinda Street footpath across Welcome Street will support Chamberlain Square 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 cosy after dark, making it more attractive for businesses and restaurants to extend opening hours and visitors to use the street in the evening.



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.



Events in Cooke Park

Cooke Park and the Pavilion 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.



Extended opening hours

A large group of customers are only free to visit businesses after hours. Being able to visit a specialty shops 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 shops, 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.



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 for children, such as Cooke Park.



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 footpath 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 footpath when entering or exiting a space.



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 at 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.



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.



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 footpath itself, which can limit access for some. Ramps providing better access to shops like the Salvation Army and Ochre Health were also requested.



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.



A Prioritised traffic flow

Improved parking at Generocity Church

In order to make better use of the car park next to Generocity Church, lines delineating individual parking spaces 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 car park from the library laneway.



A Prioritised traffic flow

Improved side lane access

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

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



D Main street coherence

I Support businesses

Improved shopfronts in collaboration with shop owners

The style and appearance of shopfronts 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 shopfront competition or various workshops in shopfront design and display. This initiative can also be supported by communicating the potential benefit in revenue from improving visual appeal directly to shop owners.



Indoor event centre

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 centre that has the capacity to house such facilities, along with a central location and existing parking spaces. An event centre could be a main attraction drawing in families with children from many adjacent towns and increasing the amount of visitors to the CBD.



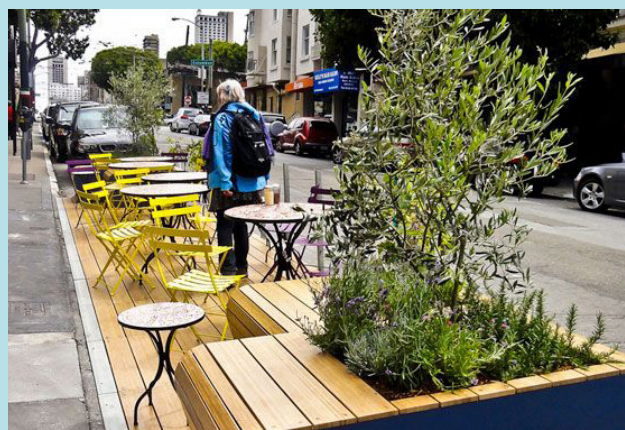
Maps for wayfinding

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.



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.



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.



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.



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.



G Multifunctional spaces

K The heart of the CBD

Multifunctional Coles car park

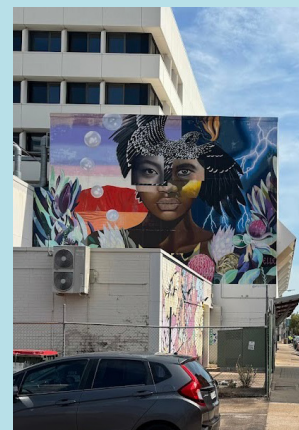
The existing Coles car park is in many ways a central node in Parkes, acting as both the geographical and traffic flow centre of the CBD. This spacious area has the potential of becoming a multifunctional space that can be used for large community events as well as being a functional car park. Having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



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.

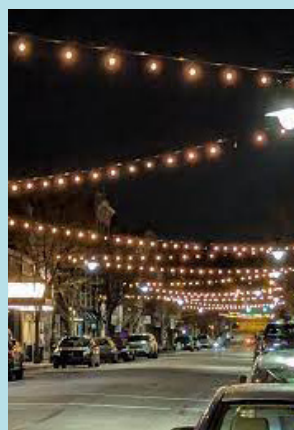


B Destination main street

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.



E Strong cultural identity

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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.



C Improved public transit

F Improved wayfinding

32

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.



B Destination main street

L Connecting south

33

Raised pavement on Clarinda Street

Raising the roadway on the central stretch of Clarinda Street from Chamberlain Square 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.

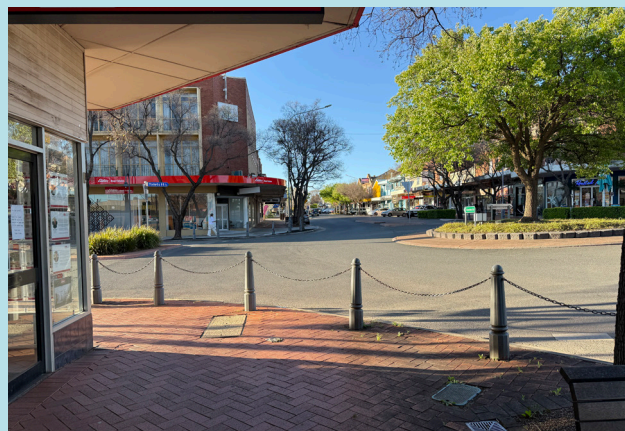


B Destination main street

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.



E Strong cultural identity

G Multifunctional spaces

Temporary use of vacant shopfronts

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 shopfronts, making the shops 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.



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 car park 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.



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B Destination main street

D Main street coherence

Upgrade Clarinda Street footpath

Repairing or replacing the pavers in the Clarinda Street footpath 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 footpaths is also an opportunity to strengthen the visual and material coherence of the main street in general.



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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.



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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.



Closing out

What's next

This Parkes CBD Vibrancy Strategy (2016) is for the future development of Parkes CBD, to create a vibrant town centre for visitors and our local community. To ensure the twelve strategies have an opportunity to be considered for delivery, this Strategy will be reviewed annually in line with Council's Integrated Planning and Reporting Framework (IP&R).

This Strategy is a vision and a framework to set the direction for what Council wants to achieve for the community, setting directions for what we want and to flow into actions based on resources and priorities.

Council proactively reviews and monitors its strategies, plans, action lists and proposed future worklists through the IP&R process. Our Community Strategic Plan, which is our communities document is the heart of IP&R and connects everything we do, and why we do what we do. The Delivery Plan is Council's commitment to the Community of what we plan to deliver over the 4-year election term.

The Operational Plan is the action list for delivery and is prepared annually, reflecting available resourcing and financials available for next financial year. It provides a platform to place

strategy actions, short-, medium- and long-term. When there are no available funds to deliver specific initiatives, the future works lists in the plan, acknowledges there is a need for these initiatives to be planned for delivery.

Council works with businesses, community groups, and other partners including State and Federal Governments, to figure out how initiatives can be delivered. Through partnerships, funding opportunities, and/or internal resources, like our Grants Team for funding opportunities.

The Economic Development team, the owners of this strategy, will continue to drive the initiatives, escalate maturity from strategy to planning and into action items. Supporting and working alignment across the organisation to activate projects, bring stakeholders together to take initiatives into actions.

By taking this process, every initiative passes through Council's rigorous planning and engagement framework, ensuring transparency, accountability, and community input at each stage. It's how ideas become actions, and actions become outcomes.

Contact us

Our Parkes CBD Vibrancy Strategy 2025 is available to the public through our website and accessible formats are available on request. We value community feedback on our progress outlined in our Parkes CBD Vibrancy Strategy 2025. We encourage individuals and organisations to share their thoughts and experiences with us to ensure our continued improvement.

Please contact us with questions or feedback via our Economic Development Team:

Telephone: 02 6861 2333

Email: council@parkes.nsw.gov.au

