

# Expression of Interest

## Pinjarra Town Centre Development Opportunity



- › Lots 1 and 2 James Street
- › Lots 73 and 74 Forrest Street

Pinjarra

# Investment Snapshot

## Pinjarra Town Centre Development Opportunity

The Shire of Murray is inviting Expressions of Interest for the redevelopment of 6,600m<sup>2</sup> of Pinjarra Town Centre zoned land in the heart of Pinjarra – a rapidly growing regional centre within the Peel Region of Western Australia.

Strategically positioned between Perth, Mandurah and the South-West, Pinjarra is identified to perform the role of secondary centre within the Peel Region and is expected to accommodate increasing levels of residential, commercial and service-based activity as its regional growth continues.

Pinjarra combines strong regional connectivity, expanding residential growth and a distinctive lifestyle setting. As both population and visitation increase, demand for housing diversity, accommodation, professional services, hospitality and town centre activation is strengthening.

The Shire is seeking high-quality mixed-use development concepts that contribute positively to the evolution of the Pinjarra Town Centre and align with its long-term strategic role as a regional service and activity centre.

### Key Investment Details



**6,600m<sup>2</sup>** consolidated development site



Pinjarra Town Centre - Core zoning with flexible R-AC0 density coding (min R40, max R100)



2-4 storey built form supported under planning framework



Located within designated Peel Region secondary centre



Servicing a projected population of 72,000 by 2051



Visitor economy generating approximately \$150 million annually



Limited supply of centrally located, development-ready land



#### Document Information

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#### Disclaimer

Information contained in this document is based on available data at the time of production. All figures and diagrams are indicative only and should be referred to as such. While the Shire of Murray has exercised reasonable care in preparing this document, it does not warrant or represent that it is accurate, reliable, current or complete.



# 1. Introduction

The Shire of Murray is a rapidly growing peri-urban local government within the Peel Region of Western Australia, strategically positioned between Perth, Mandurah and Rockingham.

Over the past decade, Murray has transitioned from a small rural municipality to an emerging growth corridor supported by strong connectivity, expanding residential development and increasing tourism demand.

The Shire offers a distinctive lifestyle proposition, combining access to the Murray River, Peel–Harvey Estuary, jarrah forests and established trail networks, alongside vibrant heritage town centres and proximity to metropolitan employment centres. This balance of lifestyle amenity and connectivity is attracting families and professionals seeking a regional setting without compromising access to Perth and Mandurah.

With direct access to major road networks and passenger rail services linking Pinjarra to Perth and Bunbury, Murray is well positioned to accommodate substantial long-term population growth. Pinjarra, as the designated activity centre, sits at the centre of this transition and is expected to absorb increasing levels of residential, commercial and service-based activity as the region expands.

# Murray Snapshot

## Land Area

**1,711 km<sup>2</sup>**

## Population growth

**20,563** **71,820** **+260%**  
2024 By 2051

## Age Structure

**45** Median age <sup>1</sup>

## Connected

**83km to Perth**  
**21km to Mandurah**  
**80km to Bunbury**  
**48km to Rockingham**

## Dwellings

**8,195** **28,699** **+250%**  
Census 2021 By 2051

## Towns and settlements

- › Pinjarra
- › Dwellingup
- › North Dandalup
- › Coolup
- › South and North Yunderup
- › Ravenswood
- › Barragup and Furnissdale
- › Stake Hill

## Households

**71%**  
Family households <sup>1</sup>

## Employment

**9,067** **2.8%**  
Employed residents <sup>2</sup> Unemployment <sup>3</sup>

## Tourism

**652k** **\$150 million**  
Visitors Tourism expenditure <sup>3</sup>  
**441** **\$74 million**  
Jobs Value add <sup>3</sup>

## Business

**1,266** Number of businesses – an 6.2% increase from 2023 to 2024 <sup>3</sup>  
**8,837** Number of jobs – an 8.7% increase from 2023 to 2024 <sup>2</sup>

## Largest Industries

- › Manufacturing
- › Mining
- › Education and Training
- › Construction
- › Health Care and Social Assistance

## Output

**\$8 billion** <sup>3</sup>  
Manufacturing  
**\$4.46 billion**  
(55% of total output)

## Gross regional product

**\$2.91 billion**  
1.6% increase from 2023 to 2024 <sup>2</sup>  
Local industry **\$1.178 billion** | Residents **\$1.174 billion**

## Export

**\$7.14 billion**  
1.6% of Western Australia's exports

<sup>1</sup> Australian Bureau of Statistics <sup>2</sup> NEIR 2024 <sup>3</sup> Forecast id

# 2. Strategic Context

## 2.1 Location and Connectivity

Murray is strategically located between Perth, Mandurah and the South-West. It sits at the junction of Western Australia's major growth corridors, with direct access to Kwinana Freeway, Forrest and South Western Highways and the future Tonkin Highway extension. It has easy access to ports and Perth Airport. The Australind passenger rail service links Pinjarra with Perth and Bunbury, enhancing resident, worker and visitor access.



Figure 1 – Region Location Map

## 2.2 Regional Growth

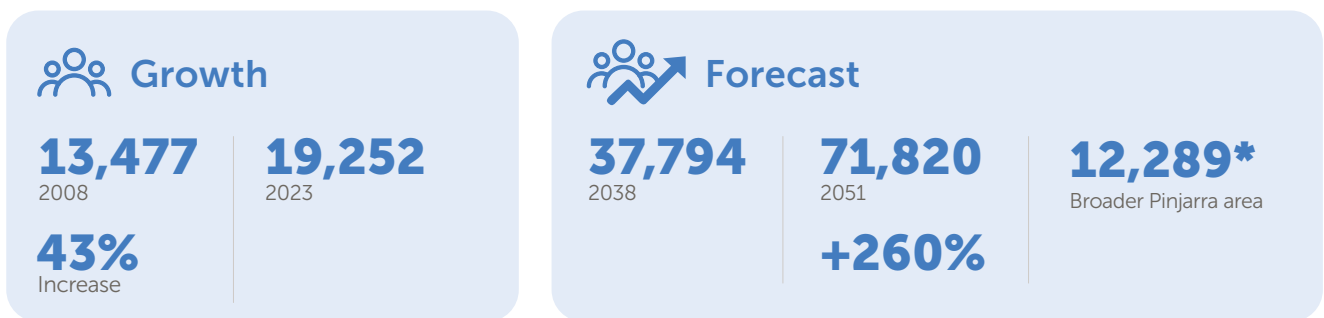
The Shire of Murray sits within the Peel Region, one of Western Australia’s fastest-growing regions. Under the *Perth and Peel @ 3.5 million* planning framework, the Peel Region is forecast to grow from approximately 165,000 residents today to around 444,000 people by 2050, representing an increase of nearly 280,000 residents.

Pinjarra, the Shire’s principal activity centre and largest town, is identified to perform the role of the Peel Region’s secondary centre (after Mandurah), supporting an increasing share of regional population, employment and services as growth continues.

## 2.3 Population Growth and Forecast

Over the 15 years to 2023, the Shire’s population increased by more than 40% to near 20,000 residents. Forecasts indicate continued growth to approximately 37,794 by 2038 and 71,820 by 2051.

A significant proportion of this growth will occur within the broader Pinjarra area (approximately to around 22,646 people by 2051), reinforcing the Town Centre’s role as the primary focus for housing, services and employment.



\*Approximates only

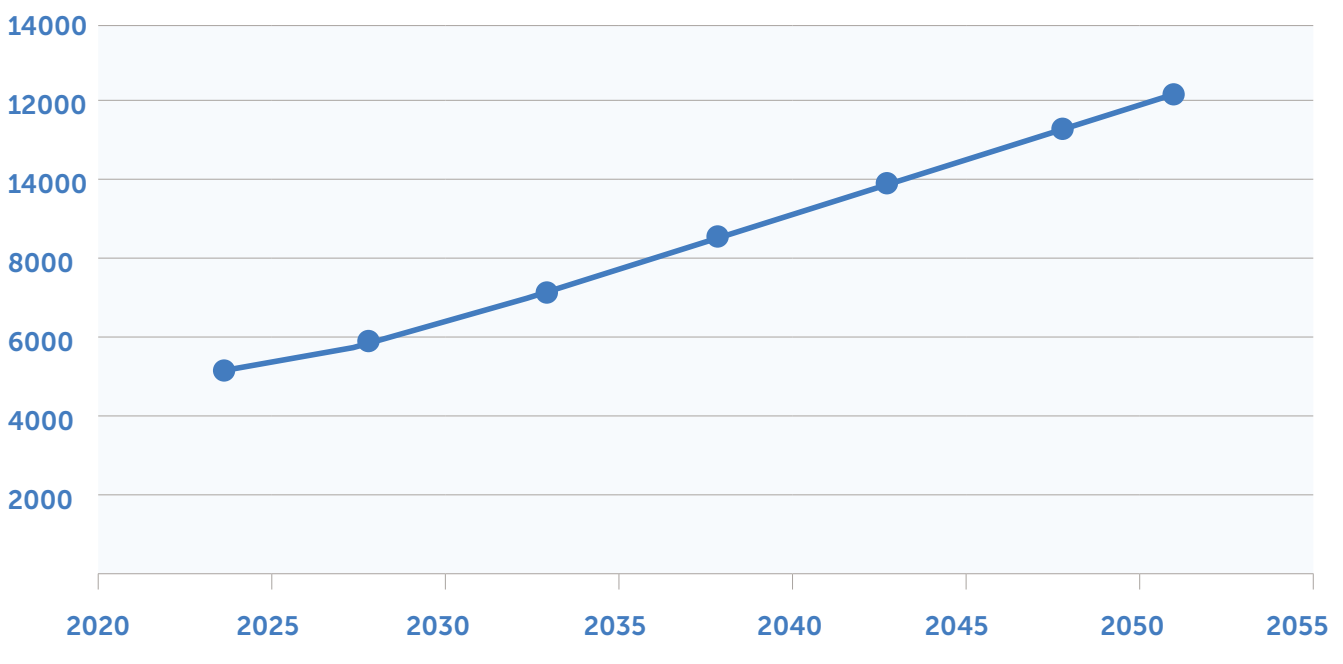


Figure 2 – Pinjarra Population Growth 2023-2051

## 2.4 Visitor Economy

The Shire's visitor economy continues to expand, with more than 650,000 visitors generating approximately \$150 million in annual expenditure. Growth is driven by nature-based and adventure tourism, events, heritage and cultural experiences, with demand increasingly outpacing accommodation supply.

Dwellingup, just 20 minutes from Pinjarra, has elevated the region's profile through its accredited Trail Town status and national recognition as Australia's Top Tiny Tourism Town (2023), attracting visitors from across Western Australia and interstate markets.

This sustained visitation growth is increasing demand for complementary accommodation, dining, entertainment and service-based offerings within the broader region.



## 2.5 Pinjarra Town Centre

Pinjarra is the Shire's principal activity centre and performs a critical civic, commercial and service role for a growing regional population. As the Peel Region expands, Pinjarra is expected to accommodate an increasing share of housing diversity, employment, retail, hospitality and community services.

The Town Centre services not only Pinjarra residents but also surrounding growth areas including Ravenswood and South Yunderup, as well as rural hinterland communities. As the Shire's population approaches 72,000 by 2051, demand for centrally located housing, professional services, retail and civic uses will increase significantly.

In addition to residential and visitor demand, growth in professional services, medical and allied health, education and business services is expected to drive increased need for centrally located commercial and mixed-use floor space, consolidating Pinjarra Town Centre as the region's primary service and employment hub.

State and local planning frameworks reinforce this role, encouraging higher-density residential development and active street-level commercial uses within a compact, walkable centre.

Development-ready land within the Pinjarra Town Centre is limited. The subject land **represents a rare opportunity** to deliver mixed-use development aligned with long-term population growth, service consolidation and town centre activation.



# 3. Site Details

## 3.1 Regional and Local Context

The subject land is located within the Pinjarra Town Centre, approximately 300 metres from George Street (Main Street), 20km from Mandurah, 20km from Dwellingup and approximately 80km from the Perth CBD.

The site benefits from proximity to established civic, retail and community infrastructure, including the Murray River foreshore, Edenvale Heritage Precinct, Exchange Hotel and Pinjarra Amphitheatre. These surrounding uses contribute to consistent foot traffic, event activation and town centre vibrancy.

The land is within walking distance of Pinjarra Train Station, serviced by TransWA Australind rail corridor linking Perth and Bunbury.

Its central position within the Town Centre, combined with strong surrounding amenity and connectivity, supports its suitability for higher-density residential, short-stay accommodation and mixed-use commercial development.

### Pinjarra Location Map



Figure 3 – Pinjarra Location Map

## 3.2 Subject Sites

Lots 1 and 2 James Street and Lots 73 and 74 Forrest Street comprise approximately 6,600m<sup>2</sup> of Town Centre-zoned land held in freehold by the Shire of Murray.

The site presents a consolidated development opportunity within the activity core of Pinjarra. Three lots are currently greenfield, with Lot 74 containing an existing shed structure used for storage.

### Site Aerial



Figure 4 – Site Aerial

### Lot Particulars

Address	Lot/Plan	Volume/Folio	Area	R-Codes	Zone	Proprietor
23 James Street	1	189/183A	1,498m <sup>2</sup>	RAC0	Pinjarra Centre - Core	Shire of Murray
21 James Street	2	189/184A	1,206m <sup>2</sup>	RAC0	Pinjarra Centre - Core	Shire of Murray
Lot 73 Forrest Street	73	2745/365	1,948m <sup>2</sup>	RAC0	Pinjarra Centre - Core	Shire of Murray
Lot 74 Forrest Street	74	2745/366	1,948m <sup>2</sup>	RAC0	Pinjarra Centre - Core	Shire of Murray
<b>Total</b>			<b>6,600m<sup>2</sup></b>			

Table 1 – Lot Particulars

# 4. Planning Considerations

## Overview

The Pinjarra Centre - Core zoning and R-AC0 residential density coding will enable higher-density residential and mixed-use development outcomes, including apartments, short-stay accommodation and commercial premises at street level, consistent with the Pinjarra Precinct Structure Plan.

The key elements of the proposed planning framework are set out below. Full details are available at: [www.murray.wa.gov.au/consultations/public-consultations/pinjarra-planning-framework](http://www.murray.wa.gov.au/consultations/public-consultations/pinjarra-planning-framework).

Proposals should demonstrate how the development concept responds to the Planning Framework.

Item	Note
Zoning	Zoning
Pinjarra Centre – Core Objectives	To provide the focal point for business, employment and civic activity containing a network of appealing, tree-lined, lively and walkable streets framed by mixed-use buildings of a scale and character that complements the materials and forms of Pinjarra’s heritage buildings.
Pinjarra Centre – Core Land Uses	<p>Generally permitted or discretionary uses include retail and shop-based premises; restaurants, cafés and hospitality venues; offices and other commercial uses; civic and community facilities; tourism uses such as serviced apartments; and residential development within mixed-use buildings.</p> <p>Drive-through food outlets and bulky goods formats are not consistent with the intent of the zone.</p> <p>Active ground-floor uses are preferred, including shops, cafés, restaurants, small bars and galleries. Residential uses are not preferred at street level.</p> <p>Proponents should confirm the permissibility of proposed uses.</p>
Residential Density Coding	Residential density of R100 with a minimum of R40 and at least 30% of dwellings consisting of 1-2 bedroom units.
Pinjarra Precinct Structure Plan	The Pinjarra Precinct Structure Plan outlines the planning framework to coordinate development within the Pinjarra Activity Centre, guiding its evolution into a lively and sustainable town that integrates new development with its established rural heritage character. The Plan promotes a compact, mixed-use and well-connected activity centre, encouraging a variety of medium to higher-density housing options and development within the Town Centre.
Building Height	The Pinjarra Precinct Structure Plan requires a minimum building height of two storeys and maximum of four storeys.
Building Character	<p>The Pinjarra Precinct Structure Plan includes building design guidelines addressing character, setbacks and massing, street interface, roof forms, weather protection, landscaping, parking and access, sustainability and servicing, to ensure development reflects Pinjarra’s rural character and heritage.</p> <p>Proposals are expected to:</p> <ul style="list-style-type: none"> <li>› Provide active street frontages</li> <li>› Deliver mixed-use outcomes with ground-floor commercial or community activation</li> <li>› Frame streets with continuous built form aligned to the street</li> <li>› Locate parking within or behind buildings</li> <li>› Avoid large areas of front at-grade parking</li> <li>› Deliver high-quality architectural design</li> <li>› Reflect Pinjarra’s materials and built form character</li> </ul>

# 5. Request for Expression of Interest

The Shire of Murray is seeking Expressions of Interest (EOI) from suitably qualified and experienced developers interested in redeveloping the subject land.

The EOI is intended to test market interest and identify development concepts aligned with the Shire's strategic objectives for the Pinjarra Town Centre.

## 5.1 The Opportunity

High-quality development concepts that respond to the site and contribute positively to the evolution of the Pinjarra Town Centre are encouraged. Proposals may incorporate a mix of commercial, retail, residential and accommodation uses.

The Shire particularly encourages multi-storey, mixed-use development that increases residential living and visitor accommodation within the Town Centre. Active ground floor commercial, retail and hospitality uses are strongly supported, with residential and/or visitor accommodation above.

Proposals should demonstrate strong design quality and contribute positively to the ongoing evolution of the Pinjarra Town Centre, consistent with its strategic role as a regional service and activity centre.



## 5.2 Development Outcomes and Key Expectations

Development Outcomes	Key Expectations
 <p><b>Built Form, Design and Use</b></p>	<ul style="list-style-type: none"> <li>› Multi-storey development consistent with the minimum and maximum height framework of the Pinjarra Precinct Structure Plan</li> <li>› Achievement of two storey minimum building height to reinforce urban enclosure</li> <li>› Built form aligned to the street with continuous active street edges avoiding blank walls and inactive frontages</li> <li>› Vertical mixed use development with commercial, retail, hospitality or community uses at ground level</li> </ul>
 <p><b>Street Activation</b></p>	<ul style="list-style-type: none"> <li>› Active ground floor uses that contribute to a vibrant pedestrian environment</li> <li>› Frequent entries and transparent glazing to streets</li> <li>› Avoidance of inward facing or single use formats that diminish street activation</li> </ul>
 <p><b>Residential Intensity</b></p>	<ul style="list-style-type: none"> <li>› Residential development that optimises R100 density coding noting the minimum of R40.</li> <li>› Integration of residential uses within mixed-use buildings</li> <li>› At least 30% of dwellings in grouped or multiple dwelling developments (3+) comprise one or two bedroom dwellings</li> <li>› Urban housing typologies consistent with town centre location</li> </ul>
 <p><b>Movement, Parking and Servicing Integration</b></p>	<ul style="list-style-type: none"> <li>› Pedestrian first site planning</li> <li>› Car parking integrated within or behind built form</li> <li>› Avoidance of large at-grade front parking areas</li> <li>› Safe and legible pedestrian access from the public realm</li> <li>› Servicing arrangements that do not compromise streetscape quality</li> </ul>
 <p><b>Character</b></p>	<ul style="list-style-type: none"> <li>› Architectural design that responds to the scale, rhythm and materiality of Pinjarra's Town Centre</li> <li>› Contemporary design that complements, rather than imitates, heritage context</li> <li>› Articulated facades that avoid monolithic building forms</li> <li>› Materials of durability and quality appropriate to a prominent Town Centre location. Materials and colours that reflect local established character.</li> </ul>
 <p><b>Environmental Sustainability</b></p>	<ul style="list-style-type: none"> <li>› Demonstrated commitment to environmentally sustainable design principles</li> <li>› Incorporation of passive solar design and climate responsive building orientation/design</li> <li>› Consideration of energy-efficient, water-sensitive design and climate-responsive building practices</li> <li>› Proposals are encouraged to demonstrate alignment with recognised sustainability benchmarks</li> </ul>
 <p><b>Social and Community Value</b></p>	<ul style="list-style-type: none"> <li>› High standards of functionality and universal accessibility</li> <li>› Positive contribution to the public realm and surrounding streetscape</li> <li>› Design that promotes social interaction and integration within the Town Centre</li> </ul>
 <p><b>Town Centre Activation and Economic Impact</b></p>	<ul style="list-style-type: none"> <li>› Increased residential density and/or visitor accommodation within the activity core</li> <li>› Activation of ground floor uses that support commercial vibrancy</li> <li>› Contribution to local employment during construction and operation</li> <li>› Strengthening of the long-term economic viability of the Pinjarra Town Centre</li> </ul>

## 5.3 Submission Requirements

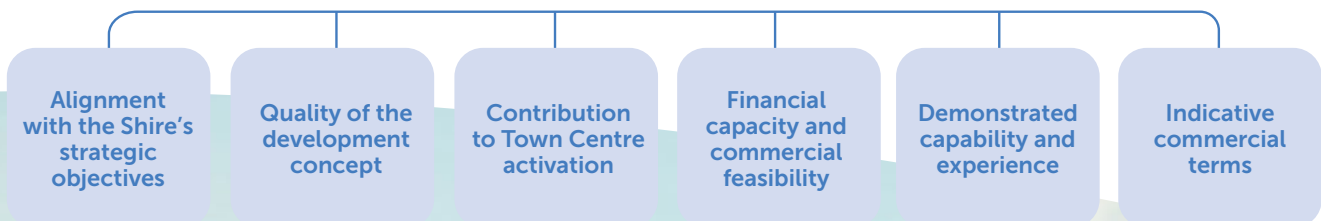
Proponents are requested to provide the following information:

Component	Information Required
<b>Development Concept</b>	<ul style="list-style-type: none"> <li>› Site plan and building layout (indicative is acceptable at this stage)</li> <li>› Elevations and massing diagrams</li> <li>› Description of proposed land uses and development mix</li> <li>› Indicative floor area schedule</li> <li>› Indicative development costs</li> </ul>
<b>Strategic Response</b>	<ul style="list-style-type: none"> <li>› Statement addressing the Development Outcomes outlined in Section 5.2</li> </ul>
<b>Delivery and Capability</b>	<ul style="list-style-type: none"> <li>› Details of the proponent and project team</li> <li>› Relevant experience in delivering comparable projects</li> <li>› Indicative project timeline and staging</li> </ul>
<b>Financial Capacity</b>	<ul style="list-style-type: none"> <li>› Evidence of financial capability</li> <li>› Proposed commercial structures (e.g. purchase, project partners)</li> </ul>

Proponents should assume that the Shire of Murray has no knowledge of you, your organisation, its activities, experience or any other previous work undertaken for any organisation or agency.

## 5.4 Evaluation Criteria

Submissions will be reviewed having regard to the following considerations:



## 5.5 Lodgement of Submission

EOI submissions should be provided electronically and include the information outlined in Section 5.3. Submissions should be clearly marked: **“Pinjarra Town Centre Development Opportunity – Expression of Interest”**.

**Email submissions to:** mailbag@murray.wa.gov.au

**Attention:** Director Community and Economic Development

**File format:** PDF (preferred)

**There is no fixed closing date. Submissions may be lodged at any time and will be reviewed periodically.**

**All enquiries regarding the Expression of Interest should be directed to:**

**Krystal Dawe**  
Director Community and Economic Development

**Shire of Murray**  
T: (08) 9531 7777 | M: 0422 734 962  
E: mailbag@murray.wa.gov.au

## 5.6 EOI Process

Following review of submissions, the Shire may, at its discretion:

- › Seek further information or clarification from proponents
- › Enter into preliminary discussions with one or more proponents
- › Invite selected proponents to participate in a more detailed Request for Proposal process
- › Elect not to proceed with any proposal

Submission of an EOI does not create any contractual obligation on the part of the Shire.

The Shire reserves the right to amend or discontinue this EOI at any time.

Proponents, or their agents, must not canvas Elected Members in relation to this EOI.



An outstanding place for community,  
lifestyle and opportunity.

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