

**ITEM** STCSC2 (1)

**SALISBURY TOWN CENTRE SUB-COMMITTEE**

**DATE** 16 January 2012

**HEADING** Community Engagement Update

**AUTHOR** Hiroe Terao, Policy & Strategy Officer, Urban Development; City Development

## **SUMMARY**

This report summarises the community engagement findings from Stage 3 of the Salisbury Town Centre Renewal Project and engagement process planned for Stage 4 of the project.

## **BACKGROUND**

The Salisbury Town Centre (STC) Renewal Project has the following four stages:

- Identifying Opportunities – June 2011
- Developing the Options – August / September 2011
- Exploring the Options – October / December 2011
- Finalising the Plan – February / March 2012

Each stage has a tailored community engagement process. The project is currently completing the Stage 3.

Objectives of the Stage 3 community engagement were to:

- report back on what community members have told us about what they like/don't like about the STC now as well as ideas of how they would like it to be improved;
- present and seek feedback on the following:
  - Three options for the STC
    - Option 1 – to revitalise the current heart of the STC
    - Option 2 – to reinforce and extend the heart of the STC by extending Church Street to create a high street
    - Option 3 – to relocate the heart of the STC to the interchange
  - Four options for traffic movement on John Street:
    - Option A – One-way traffic
    - Option B – Two-way traffic without buses
    - Option C – Two-way traffic with buses
    - Option D – No vehicles (pedestrian mall)

A diagram and descriptions of the proposed heart of the centre, height of buildings, road layout and key gateways/entry statements was provided for each option for community feedback (Attachment A).

## REPORT

The following provides a summary of the engagement activities, the key findings and next steps. The attached reports (Attachment B, C and D) summarise each of the Stage 3 community engagement outcomes in detail.

### Engagement Activities

It is estimated that approximately 430 people contributed to the design options using the following techniques:

- Street Talk Two (an interactive display in front of the Len Beadell Library) – over 300 responses
- Youth Council workshop – 7 attendants
- Questionnaire – 128 responses

In informing the community about the project and how people could get involved, the following promotional activities were undertaken:

- Project Bulletin 3 which included the questionnaire
  - Were distributed to:
    - Owners and occupiers (including businesses and traders) of 4,200 properties located within 800m radius from the Salisbury Interchange
    - Key stakeholder groups
    - Those who were involved in previous community engagement activities
    - Those who wanted to be kept informed about the project
  - Were made available at all Council facilities
  - Were made available at the Information Booth near the Salisbury Interchange
  - Were distributed further to traders by the Salisbury Town Centre Association
  - Were distributed to Youth Council members, Salisbury Access Sub-Committee members
- Stall at the Salisbury Christmas Pageant
  - A stall displaying the design options was established to promote the project and gather feedback.
- Messenger Press
  - A full-page colour media coverage
- Online
  - All material was available on the City of Salisbury website and was also promoted on the City of Salisbury Facebook page
- Library Newsletter
  - October and November editions of the Library Newsletter featured articles on the project and promoted the engagement activities
- Electronic Notice Boards
  - Electronic notice boards promoting Street Talk Two were displayed at the Len Beadell Library, Para Hills Library, Salisbury West Library, Ingle Farm Library, Mawson Lakes Library and Council Office

- Posters
  - Posters promoting visits to the stall at the Christmas Pageant, Street Talk, and to complete a questionnaire were displayed at all Council facilities, Information Booth near the Salisbury Interchange, Parabanks Shopping Centre, and John Street traders shop front.

### Key Findings

Tables 1 and 2 below show the total number of responses from participants who provided their views through Street Talk Two, Survey and Youth Council.

**Table 1: Preferences for STC Options**

Options	1st	2nd	3rd	Mean*
1: Revitalise the current heart of the STC	95	68	19	1.6
2: Reinforce and extend the heart of the STC	169	52	16	1.4
3: Relocate the heart of the centre to the Interchange	48	21	105	2.3
<b>TOTAL</b>	<b>312</b>	<b>141</b>	<b>140</b>	

\*a lower score indicates a stronger preference

**Table 2: Preferences for John Street Traffic Movement Options**

Options	1st	2nd	3rd	4th	Mean*
A: One way traffic	109	35	24	14	1.7
B: Two way traffic no buses	41	46	48	14	2.2
C: Two way traffic with buses	57	19	33	66	2.6
D: No Vehicles	151	26	19	38	1.8
<b>TOTAL</b>	<b>358</b>	<b>126</b>	<b>124</b>	<b>132</b>	

\*a lower score indicates a stronger preference

Option 2 including extending Church Street was the most popular option, followed by Option 1 of retaining the current layout of the STC.

Key Elements of Option 2 included:

- Retaining the current Town Square as the heart of the Town Centre with new development focusing on the square.
- Church Street becoming a new 'High Street'.
- Buildings 4-6 storeys in height.
- Two new key gateways into the Town Centre.

Option A of retaining current one way traffic was the most popular option, followed by Option D of turning John Street in to a pedestrian mall. Option D was also one of the most unpopular options for the following reasons:

- Access issues especially for the elderly and people with mobility issues
- Safety issues particularly at night
- Cost of modifying the existing arrangement was considered a waste of money
- Convenience for drivers including access to on-street car park.

Irrespective of which of the STC options they support, participants were keen to see the STC given a good clean up and 'make-over'. Many of the comments received echoed those from the Stage 1 community engagement, with people suggesting a range of initiatives including:

- retaining / enhancing 'village like' ambience and pedestrian friendliness of John Street
- better access and use of the Civic Square and public realm including the river area for entertainment and activities eg street markets, bands, more family/kids friendly activities
- encouragement of more outdoor cafes
- having easy bus access to Parabanks
- improved access to car parking
- improved safety initiatives eg at Interchange and the river area by having increased built form / surveillance
- increased access to community facilities and services anticipated population growth.

#### Next Steps – Community Engagement

The outcomes of the Stage 3 community engagement will be used to inform the discussion at the upcoming workshop with the Elected Members and representatives from the Northern Economic Leaders on 24<sup>th</sup> January to identify preferred Council directions for developing the Draft Structure Plan. Other elements including desired outcomes of the traffic modelling and the economic investment assessment will also be discussed.

The key next steps after the workshop include the following:

- Council adopt a draft Structure Plan and Implementation Plan during February 2012.
- A targeted consultation process on the Draft Structure Plan (February – March 2012), including
  - Meetings with key landowners / interested organisations
  - Meetings with Salisbury Town Centre Association representatives
  - Meetings with State Government agencies
  - Meetings with utility providers
  - Consultation with those who have provided input in the project
- Keeping the community informed (April/May 2012)
  - Launch of the Structure Plan with the new brand identify for the STC
  - Distribution of the Project Bulletin 4
  - Update the project website
  - Article in Council's Library Newsletter
  - Messenger Press
  - Direct emails

**RECOMMENDATION**

1.            This report be received.
  
2.            The key findings from the Stage 3 Community Engagement be used to inform the discussion at the Elected Member, Northern Economic Leaders Workshop to identify direction for the development of the Draft Structure Plan.

**CO-ORDINATION**

Officer:                    GMCiD    CEO  
Date:                        11.01.12    12.01.11

This document should be read in conjunction with the following attachments:

- A. Options for Community Feedback
- B. Salisbury Town Centre Renewal: Street Talk TWO
- C. Salisbury Town Centre Renewal: Youth Council Workshop
- D. Salisbury Town Centre Renewal: Stage 3 Survey