

ITEM STCSC1 (1)

SALISBURY TOWN CENTRE SUB-COMMITTEE

DATE 16 January 2012

HEADING Status Report

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SUMMARY

This report provides an overview on the status of the Salisbury Town Centre Renewal Project and other ancillary projects. The project is completing its third stage (Exploring Options) and will be progressing to its final stage (Finalising the Plan). An Elected Member and Northern Economic Leaders Workshop is scheduled on 24 January 2012 to further discuss STC Renewal Project outcomes. A Structure Plan will be available for final community consultation in March / April 2012.

The ancillary projects running currently with the STC Renewal Project are the STC Branding Identity Strategy and the STC Council Building Assets Scoping Report.

BACKGROUND

1. In October 2011, the Sub-Committee was presented with the following three reports:
 - Community Engagement Update;
 - Draft Concepts and Questions for the Community; and
 - Marketing and Investment Attraction Strategy.
2. The accompanying two items to this agenda highlights the findings of the most recent community consultation process and discuss the opportunities of leveraging from “quick/small wins” to built momentum and community support for the renewal of the STC.
3. Having regard to the extensive community consultation, the consultancy team consisting of Hames Sharley (urban design), Aurecon (traffic), Leedwell Strategic (economic development) and Natalie Fuller and Associates (community engagement) in partnership with Council are developing strategies for Council’s consideration.

REPORT

4. The STC Renewal Project has the following four stages:
 - Identify Opportunities – June 2011;
 - Developing the Options – August/September 2011;
 - Exploring the Options – October / December 2011; and
 - Finalise the Plan – March / April 2012.

5. As discussed in the accompanying report, the objective of the Stage 3 community engagement process was to present a range of concepts / ideas that the community could respond too. The STC renewal ideas were still at a ‘concept’ level. These concepts represent the design team’s interpretation of the community and government agency feedback received during Stages 1 and 2.

6. The draft recommended strategies to be discussed on the 24 January 2012 Elected Member and Northern Economic Leaders Workshop will seek to support the following draft STC goals:
 - Vitality - (i.e. a STC that attracts people who use retail, commercial, entertainment, community, and recreation activities beyond 9am to 5pm);
 - Sustainability – (i.e. a STC that builds on Council’s reputation as a sustainable city, promoting the ‘green’ attributes of the STC including the Little Para River, potential boulevards and links to recreational sites and energy efficient buildings);
 - Liveability – (i.e. a STC that engages people (including the aged, young people and families) to invest and live in the centre, and thereby providing a catchment population to support new services and businesses, which in turn will benefit the resident population, employees and users. An increased population base will also promote greater activity, community surveillance and safety).
 - Development Ready – (i.e. a partnership of Council, landowners and tenancies that highlights to investors that Council is keen to implement the STC Structure Plan and actively seeks to promote appropriate development opportunities).

7. These goals are anticipated to be supported by the following anticipated draft strategies:
 - Urban form;
 - Traffic Management;
 - Economic Development Leverages;
 - Marketing;
 - Council’s Built Form Assets;
 - Governance Arrangements; and
 - Implementation.

Urban Form

8. In accordance with strategies contained within *The 30-Year Plan for Greater Adelaide* and the results of the community consultation processes, the design team is likely to recommend increasing residential densities within and around the Salisbury Town Centre to stimulate greater retail and commercial development and make greater use of existing services and facilities such as TAFE, government offices, aged care services and the interchange. Developments of up to approximately eight storeys will be promoted in the appropriate locations.

Traffic Management

9. In accordance with the results of the community consultation process outlined in a separate report, the design team is likely to recommend Option 2 including extending Church Street. Traffic strategies still require additional investigations within the coming weeks. Following traffic function and cross section of roads will be examined to develop traffic strategies for :
- Commercial Road
 - Park Terrace
 - Wiltshire Street
 - John Street
 - Church Street
 - Gawler Street
 - Ann Street
 - Parabanks Ring Road.

Economic Development Leverages

10. The status quo approach will result in the STC failing to deal with an ever increasing competing market place. There are a number of opportunities that are available can progress the STC as a desirable place to live. Economic development initiatives include the following:
- Target provisions of housing for the aged (including serviced apartments) in partnership with existing aged care providers;
 - Target defence housing outcomes, including the attraction of young families.
 - In association with TAFE and existing not-for-profit sector, deliver training and skill development / community service programs.
 - Facilitate the provision of short to medium term accommodation for migrants (skilled and non-skilled).
 - Promote opportunities for residential and commercial health services.
11. These programs will assist in 'kick-starting' investment decisions that will lead to the implementation of the draft STC Goals.

Marketing

12. As discussed in the October 2011 Sub-Committee item, Council's administration has engaged a marketing firm to develop a new marketing identify / brand for the STC. This preliminary work will include recommendations relating to a name, signage templates and brand identity guide. The initiate workshop with the marketing consultants included representation for Council staff, the Salisbury Town Centre Association and the Di Mauro Group. The marketing firm is still developing options for Council's consideration. Information is anticipated to be presented to Council next month.
13. In addition to the branding project, the administration also proposes the development of an "Investment Attraction Kit". The target audience for this investment attraction kit will include existing STC landowners and metropolitan wide developers. The target audience will need to be informed of the existing services and attributes provided at the STC (ie interchange, cinema, ovals, banks, Parabanks etc) and be convinced that the STC is "development ready" and Council is a willing partner in the revitalization of the STC. The development of the kit is subject to funding.

Council's Built Form Assets

14. Council has engaged an architectural firm to provide a preliminary assessment of the Len Beadell Library, Jack Young Centre, Twelve-25 Youth Enterprise Centre and Council Offices/Gallery/Chambers. The scoping report will provide an overview regarding the suitability of the existing buildings and provide recommendations. This project is been prepared now and will be incorporated into the final STC Structure Plan.

Governance Arrangements

15. Work on the future governance/management arrangements (including resourcing) of the STC is currently underway. Recommendations are anticipated that suggest greater capital works and operational/maintenance budgets are allocated to the management and marketing of STC. These increased Council resources may result in a different governance/management model for the Centre, while still ensuring a strong partnership approach with landowners and traders.

Implementation

16. The final STC renewal project will be associated with an Implementation Plan. The implementation plan will discuss how and when these strategies should be funded. Priorities will need to be established.
17. What is clear is that any successful uplift to the STC must be associated with significant investment from government. The Council's 'Built Form Assets' scoping report, along with Council's significant land holdings, will be assessed and included in the draft implementation plan.

Next Steps

18. Work is progressing with the consultant team to bring together a preferred structure plan to guides the future development of the Town Centre. The following is a summary of the key events/milestones anticipated for the coming months.
- 24 January 2012 – Council workshop (including representatives from the Northern Economic Leaders Group) to discuss the options and draft preferred plan for the Town Centre.
 - February 2012 – the sub-committee/Council will consider the Marketing/Branding report for the Town Centre along with the Build Form Assets report.
 - The sub-committee/Council will consider and approve for consultation a draft Town Centre Structure Plan and Implementation Plan.
 - March 2012 – Stakeholder consultation on the draft plans.
 - April 2012 – Council decision on the future plans for the Salisbury Town Centre.
 - April/May 2012
 - Launch of the Plans for the Town Centre.
 - Closing the loop with Community Engagement.

RECOMMENDATION

1. The information be received.

CO-ORDINATION

Officer:	GMCiD	CEO
Date:	11.01.11	12.01.12