

**ITEM** STCSC2 (1)

**SALISBURY TOWN CENTRE SUB-COMMITTEE**

**DATE** 8 August 2011

**PREV REFS**

STCSC	1	Date: 11/07/2011
STCSC	1	Date: 09/05/2011
STCSC	1	Date: 15/03/2011
STCSC	1	Date: 14/02/2011
STCSC	1	Date: 08/02/2010
Policy and Planning	1.4.2	Date: 14/12/2009
Policy and Planning	1.4.2	Date: 21/09/2009
Policy and Planning	1.4.1	Date: 15/06/2009

**HEADING** Community Engagement Findings & Next Steps

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**SUMMARY**

This report summarises the community engagement findings from the Stage 1: Salisbury Town Centre Renewal Project and the next steps involved in developing and exploring the structure plan options.

**BACKGROUND**

1. As part of the Stage 1: Identifying Opportunities of the Salisbury Town Centre Renewal Project, a number of community engagement activities were undertaken. Aims of the Stage 1 were to:
  - Identify how the Salisbury Town Centre currently operates (what works and what does not);
  - Generate ideas for how the Salisbury Town Centre could look / feel like in 2040 operating as a major activity centre; and
  - Identify key issues, opportunities and constraints for revitalisation of the Salisbury Town Centre.

**REPORT**

2. The attached report (Attachment A) summarises the Stage 1 community engagement outcomes. The following provides a summary of the engagement activities, the key findings and next steps.

Engagement Activities

3. In seeking community views, the following engagement techniques were used and attracted over 750 inputs:
  - Questionnaire – 141 responses
  - Two Workshops – 33 attendants
    - Key Stakeholders

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- Community
  - Street Talk (an interactive display set up in front of the Len Beadell Library) – over 500 inputs
  - Additional Council staff led activities – 80 attendants
    - Salisbury Probus Club
    - Salisbury East Neighbourhood Centre
    - Salisbury Library Children’s Programs
    - New Arrivals Forum
4. In informing the community about the project and how people could get involved, the following promotional activities were undertaken:
- Project Bulletin 1, questionnaire and flyers:
    - Were distributed to:
      - Owners and occupiers of 3,600 properties located within 800m radius from the Salisbury Interchange
      - Key stakeholder groups with an accompanying letter inviting them to participate in the key stakeholder workshop
    - Were made available at various Council facilities
    - Were distributed to traders by Salisbury Town Centre Association
    - Were distributed to Youth Council members, Salisbury TAFE for their new arrival students, all Council staff
  - Messenger Press
    - A full-page colour advertisement
  - Online
    - All material was available on the City of Salisbury website and was also promoted on the City of Salisbury Facebook page
  - Letters
    - Project Bulletin and a letter was distributed to key stakeholders via ‘warm contact’
  - Electronic notice boards
    - Electronic notice boards promoting Street Talk and the Community Workshop were displayed at the Len Beadell Library, Para Hills Library, Salisbury West Library, Ingle Farm Library, Mawson Lakes Library and Council Office

Key Findings

5. At some of the workshops, participants were invited to describe the Salisbury Town Centre as it currently exists and their preferred future vision. Salisbury Town Centre now is seen as outdated, disjointed and in need of a major face lift. In contrast, a preferred Salisbury Town Centre is one that is modern, confident, safe and proud.
6. Key messages from the engagement activities included:

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- Improve legibility and access to the Salisbury Town Centre so that people can access the Town Centre easily and find their way around and understand how a 'place works'
  - Modernise the Town Centre while celebrating the area's history
  - Enhance John Street as the 'main street' which provides a focal point for retailing and socialising
  - Improve the quality and variety of retail, hospitality, entertainment and community services
  - Create vibrant, safe community and places
  - Incorporate a mix of housing types and styles
  - Capitalise on cultural diversity of area and explore other niche investment opportunities.
7. Survey respondents were asked to identify 'three key things' that could happen now to create their vision for the Salisbury Town Centre. The following themes were emerged:
- Improve the shopping experience;
  - Promote upgrade of Parabanks;
  - More public, social and residential activities in the Town Centre;
  - Improve traffic flows and car parking;
  - Improve the appearance of the Salisbury Town Centre (eg clean up, removing graffiti, and rubbish); and
  - Improve safety.

Next Steps

8. The outputs of the Stage 1 community engagement process will be used to inform the development of draft design criteria (eg guiding principles) to steer the preparation of structure plan options for the Salisbury Town Centre.
9. It is proposed that those actions (eg removal of graffiti and rubbish) that could happen in the short term will be taken into consideration when considering Council budget review process.
10. The key next steps include the following:
- Developing Structure Plan Options (August – September):
    - Meetings with key landowners / interested organisations
    - Meetings with Salisbury Town Centre Association representatives
    - Meetings with State Government agencies
    - Staff and Elected Members design workshop
    - Key stakeholders and community design workshop
  - Keeping the Community Informed (late August – September):
    - Distribution of the Project Bulletin 2
    - Update the Project Website
    - Article in Council's Library Newsletter
    - Messenger Press

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- Direct emails
- Engaging the Community on Draft Structure Plan Options (October - November):
  - Street Talk
  - Public display of Structure Plan Options
  - Questionnaire to seek written and on-line feedback
- Keeping the Community Informed (October – November):
  - Distribution of the Project Bulletin 3
  - Update the Project Website
  - Article in Council’s Library Newsletter
  - Messenger Press
  - Direct emails

**RECOMMENDATION**

1. The Stage 1 Community Engagement Outcomes Report be received.
2. The key findings from the Stage 1 Community Engagement be used to inform the development of design criteria (eg guiding principles) that can be used to steer the preparation of the structure plan options.

**CO-ORDINATION**

Officer:                   A/DSP     DCD     CEO  
Date:                     03.08.11   04.08.11   04.08.11

This document should be read in conjunction with the Attachment A which is attached at the end of this document in the printed version.