

ITEM STCSC3 (1)

SALISBURY TOWN CENTRE SUB-COMMITTEE

DATE 13 March 2012

HEADING Draft Salisbury Town Centre Structure Plan

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SUMMARY

This report seeks Council's in-principle endorsement of a number of strategic directions regarding the Salisbury Town Centre (STC) Structure Plan.

Information items have regularly been presented to the Salisbury Town Centre Sub-Committee. Elected Members discussions during these Sub-Committee meetings have been incorporated into the draft Structure Plan process.

Before the draft Structure Plan is further progressed, Council's administration would value Elected Members discussion and in-principle support to the following aspects of the Structure Plan:

- Project Goals; and
- Key Structure Plan Outcomes.

BACKGROUND

The STC Renewal Project has the following four stages:

- Stage 1: Identifying Opportunities – June 2011
- Stage 2: Developing the Options – August / September 2011
- Stage 3: Exploring the Options – October / December 2011
- Stage 4: Finalising the Plan – February / March (Launch April) 2012

Each stage had a tailored community engagement process. The project has recently completed 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; and
 - 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; and
- 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 – refer to Attachment A.

Community members supported the Option 2 for the STC. As for John Street, community preferred either maintaining current one-way traffic or turning it into a pedestrian mall. The findings of the consultation process was presented to the Sub-Committee in January 2012. Attachment B, summarises all the consultation undertaken to date for all stages.

REPORT

Project Drivers

The following project drivers were identified by the consultancy team as been critical to the successful rejuvenation of the STC:

- Engagement with the local community and stakeholders;
- Repositioning the brand of the STC;
- Augmenting economic development;
- Consolidation of cultural, community and social infrastructure;
- Maintaining sustainable environmental initiatives;
- Improving accessibility for all models of transport;
- Establishing public realm and open space connections; and
- Developing appropriate planning mechanisms to assist in the implementation process.

Project Goals

The following project goals were influenced by the above project drivers and used to assess the STC options. It is recommended that these goals are documented in the Structure Plan and should also guide all of Council's decisions post the publication of the Structure Plan (ie implementation phase):

- Appropriate Spatial Framework - STC is more than a retail destination. To achieve a liveable and vibrant Town Centre, we must encourage a range of mixed land uses (eg residential, entertainment, recreation, and commercial) that:
 - (i) promotes an 18 hour activities within STC;
 - (ii) promotes safe, vibrant community spaces and places;
 - (iii) maximises opportunities associated with the Salisbury Interchange;
 - (iv) maximises the effectiveness of vehicular and pedestrian movements through and around the STC; and
 - (v) a goal of providing housing for 2000 people in the town centre.

- Fosters Social Vitality: Linked to the “Appropriate Spatial Framework’ goal, strategies associated with social vitality need to ensure the STC represents an enjoyable place to be. Ground level frontages of buildings should strive to ‘activate’ the streetscape by encouraging specialty shops with window displays and entrances (as opposed blank long walls), outdoor cafes, fruit and flower displays. People of all ages need to feel safe and enjoy using the interchange, public places/streets and the civic square. Public art and events need to be incorporated into our public places. Developments should be designed having regard to people with disabilities, aged persons and children, thereby ensuring access for all.
- Sustainable Capital Investment – Governments need to foster an environment to attract development in the STC. The existing approach is not delivering results with regard to expanding investment in the centre. However, significant government support in terms of services/infrastructure/incentivised planning conditions/financial need to be examined and should be only provided in association with private sector commitments that achieve real on the ground investment.
- Market Acceptance – All private sector proposals that require government support and Council capital works projects must be considered within the context of ‘how will this benefit the STC and the wider community in the attraction of multiply investment?’ ‘Will such public investment provide the best ‘bang for the buck?’.
- Environmental Sustainability – Public (including public places and streetscaping) and private sector developments must ensure they implement environmental design principles and techniques. In addition, developments could reinforce and highlight Council’s existing reputation in the water recycling arena. For instance, in part this can be undertaken by activating the Little Para River or simple design features such as placing a simple recycled water feature in the Civic Square that engages children and parents.
- Flexibility – The Structure Plan must be drafted and implemented in a manner that allows Council to have sufficient flexibility to value add to development and investment opportunities. The Structure Plan is not a detailed Master or Precinct Plan. The Structure Plan provides a framework to facilitate the revitalisation of the STC, without being a prescriptive detailed approach that runs the risk of quickly being outdated.

Key Structural Plan Outcomes

Based on Option 2, the following key recommended Structure Plan outcomes are presented for Councils’ discussion and endorsement.

Gateways

The Structure Plan process is likely to recommend the need to better ‘signpost and identify’ the STC to existing and prospective users. Gateways within the STC context refer to well designed structures / signs that identify and brand the STC. These structures are proposed in the following locations (and include potential rebranding of some of the existing structures):

- Corner of Park Terrace and Main North Road;
- Corner of Park Terrace and Church Street;
- Corner of Park Terrace and Salisbury Highway; and
- Corner of Salisbury Highway and Gawler Street.

The Form of Development

- The civic square should be upgraded in a manner that attracts people to use it. Adjacent developments should seek to activate frontages by promoting complementally uses (eg shops / cafes / community facilities).
- Well designed quality buildings having a height of approximately 4 to 8 storeys should be promoted in the core of the STC (ie 4-8 storeys along Church Street and 2-4 storeys along John Street). These buildings should include ground floor retail (or similar) to promote activate street frontages, second and/or third level offices, upper levels of carparking and quality residential apartments.

Traffic Movement

Subject to finalisation of traffic modelling being undertaken by Aureon, the following proposals are recommended:

- Increase the width of Commercial Road to provide for more streamlined traffic flows.
- Improve the network of buses within the STC. At present, there is significant confusion were to catch buses.
- Reinforce John Street as the main retail sector and retain one-way traffic movements (as desired by the majority of the surveyed community).
- Construct a public road behind Parabanks from Commercial Road to the Gawler Street/Salisbury Highway intersection.
- Signalise the Park Tce and Church Street intersection.
- Construct the Church Street extension as a tree lined boulevard to the Gawler Street / Salisbury Highway intersection (or similar) and thereby creating building development opportunities on either side of the Church Street, increasing access and visual connection to the STC and to the Little Para River. The Church Street extension can occur irrespective if the Council Chambers / Council offices are retained or relocated.
- Implement a Car Parking Strategy (currently being developed by Aurecon)

Public Place Management

The Structure Plan is likely to recommend that Council consider greater investments in public place upgrades and management. Although, it is beyond the scope of the Structure Plan to recommend particular actions, the following actions are examples of what could be undertaken:

- Upgrade of the civic square.
- Better directional signage within the STC.
- Coordinated street landscaping / tree planting treatments (including boulevard planting the entire length of Park Tce and Church Street) to distinguish streets.
- Appropriately designed and located street furniture and public art.
- Higher amenity and maintenance of footpaths and other public places within the STC.

Investment Attraction and Private Sector Partnerships

A fundamental finding of the draft Structure Planning process, is that if Council' continues the existing approach, the revisitation of the STC will not eventuate. Council needs to more actively promote the existing features and opportunities within the STC, while also consider energetically seeking development opportunities with the private sector to maximise value adding opportunities. Structure Plan is likely to recommend that Council consider playing the following active roles in attracting investment and private sector partnerships:

- facilitating opportunities arising from multi-stakeholder partnerships (eg aging sector, defence housing and immigration opportunities);
- Partner thereby partnering with a third party to achieve a mutual vision and outcome; and
- Enabler thereby making it easier for private sector to invest by actively promoting STC and providing incentives.

Governance Arrangements

Review of UK and USA Main Street Associations literature indicates that there is a need to appraise the existing structure and funding arrangements associated with managing the STC. The town centre management needs to have a greater membership, a broader base (eg include SAPOL) and requires better resources.

NEXT STEPS:

Next steps in the STC process include:

- Finalisation of the traffic modelling and carparking study, anticipated to be completed in 4 weeks.
- The continuation of a targeted consultation process regarding 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.
- Presentation of the Structure Plan to the Salisbury Town Centre Sub-Committee in April
- Keeping the community informed (April - May 2012):
 - Launch / celebrate the finalisation of the Structure Plan;
 - Printing the final Project Bulletin 4;
 - Update the project website;
 - Article in Council's Library Newsletter;
 - Messenger Press articles; and
 - Direct emails.

Attachment 3 (to be tabled), contains an artist impression of the proposed revitalised STC that is based on the above project outcomes.

CONCLUSION:

Council's in-principle endorsement regarding the directions contained within this report is desired before the Structure Plan is progressed and presented to the STC Sub-Committee in April.

The Structure Plan will provide a robust and community supported development framework for the revitalisation of the STC. The STC project has already built momentum within the community and stakeholders (eg DPTI) for a rejuvenated STC. However, the real work starts at the completion of the Structure Plan and at the commencement of a set of pro-active actions (eg Anglicare funding application proposal) that attracts and supports private sector development.

RECOMMENDATION

1. The directions contained under the headings of "Project Goal" and "Key Structural Plan Outcomes" are in-principle, endorsed.
2. The STC Structure Plan and Traffic/Carparking Study are forwarded to the STC Sub-Committee in April for consideration.

CO-ORDINATION

Officer: GMCiD CEO
Date: 07.03.12 08.03.12

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

1. Attachment A – Community Feedback
2. Attachment B – Consultation Summary
3. Attachment C – Artist Impression (to be tabled)