

CITY OF SALISBURY

SALISBURY TOWN CENTRE RENEWAL PROJECT STAGE 1: COMMUNITY ENGAGEMENT OUTCOMES

PREPARED BY

Natalie Fuller and Associates Pty Ltd

ACN 080 625 083

JUNE 2011

CONTENTS

1.	INTRODUCTION	2
2.	STAGE 1 COMMUNITY ENGAGEMENT PROCESS	3
2.1	Aims of the Community Engagement	3
2.1.1	Stage 1 Aims	3
2.2	Preliminary Engagement Activities.....	4
2.3	Informing the Community	4
2.4	Seeking Community Views	5
3.	A VISION FOR 2040.....	8
3.1	Introduction.....	8
3.2	STC as a Person	8
3.3	Visionary Images.....	9
3.4	Vision Statements	9
4.	OPPORTUNITIES TO IMPROVE STC	11
4.1	Retain, Change and Create.....	11
4.2	Getting to and around the STC	12
4.3	Buildings	13
4.4	Vibrant community places and spaces	14
4.5	Streetscapes.....	14
4.6	Shops and services	15
4.7	Housing	16
4.8	The overall 'look and feel' of STC.....	16
4.9	Economically viable.....	17
5.	IMMEDIATE PRIORITIES	18
5.1	Improving the STC now.....	18
6.	ONGOING COMMUNITY ENGAGEMENT	19
6.1	Next steps	19

APPENDICES

Appendix 1: Stage 1 Communication Materials

Appendix 2: Summary of Stage 1 Workshops

Appendix 3: Summary of *Street Talk*

Appendix 4: Summary of additional community sessions

1. INTRODUCTION

The Salisbury Town Centre (STC) is earmarked to become one of Adelaide's major activity centres by 2040 in accordance with the *30 Year Plan for Greater Adelaide*. To this end, the City of Salisbury has embarked on an 18-month process to develop a Master Plan to revitalise the STC.

The aim of the Master Planning process is to develop a Structure Plan for the Salisbury Town Centre, bounded by Park Terrace, Salisbury Highway and Commercial Road, which:

- Incorporates residential, retail, commercial, civic / community land uses within walking distance of the Salisbury Interchange;
- Reflects the community's vision and aspirations for the STC in functioning as a major activity centre / TOD;
- Enhances the economic vitality of the STC;
- Provides positive opportunities for social interaction and healthy activity; and
- Creates a more attractive and sustainable environment.

A critical component of the Master Planning process is to ensure that the local community – residents, traders, property owners and users of the STC – as well as other interested parties have opportunities to contribute their ideas in developing the Master Plan.

Natalie Fuller and Associates Pty Ltd, in partnership with URPS, were engaged by Council to work with them in designing and implementing a comprehensive community engagement program. This has been designed to reflect the four stages of developing the Master Plan, namely:

- Stage 1: Identifying opportunities
- Stage 2: Developing options
- Stage 3: Exploring options
- Stage 4: Finalising the Master Plan

This report summarises the activities and key outcomes of Stage 1 of the engagement process. Section 2 explains the level of involvement in the various activities undertaken, while Section 3 reports on participants' vision for the STC with more specific ideas about what could be achieved and how in Section 4 and opportunities for immediate action in Section 5. Section 6 concludes with next steps.

These outputs will be used to develop design criteria which will guide the development of options to revitalise the STC. Members of the community will have opportunities to further contribute to the development of these options as well as provide feedback on them in stages 2 and 3 of the engagement process.

2. STAGE 1 COMMUNITY ENGAGEMENT PROCESS

2.1 AIMS OF THE COMMUNITY ENGAGEMENT

The overall aims of the community and stakeholder engagement process are to:

- Ensure stakeholders and the community are well informed about the STC Renewal Project through the provision of accurate, accessible and timely information explaining:
 - What the Master Planning process aims to achieve and how it is being undertaken;
 - How the Master Planning process fits within the wider context of the *30 Year Plan for Greater Adelaide* in developing the STC into a major activity centre or TOD, and associated State Government works such upgrading of the Salisbury Interchange and electrification of the rail corridor;
- Actively involve stakeholders and the community in developing a shared vision for the future development of the STC into a major activity centre by:
 - Initially seeking their views on opportunities to develop the STC;
 - Inviting their input and feedback into the development and exploration of options for the Structure Plan;
 - Seeking their feedback on the draft Structure Plan.
- Gain the commitment and 'buy-in' from key stakeholders to get involved and support the Renewal Project;
- Build relationships with stakeholders and the broader community as a strong foundation for ongoing involvement in implementing the Structure Plan;
- Monitor community perceptions and proactively manage and address competing views regarding perceived impacts and benefits of the project.

2.1.1 STAGE 1 AIMS

More specifically, the aims for Stage 1 were to:

- identify how the STC currently operates (what works and what doesn't)
- generate ideas for how the STC could look / feel like in 2040 operating as a major activity centre
- identify key issues, opportunities and constraints for revitalisation of the STC.

The outputs of Stage 1 will help to inform the development of draft criteria (principles) to guide the revitalisation of the STC.

2.2 PRELIMINARY ENGAGEMENT ACTIVITIES

Prior to commencing Stage 1, meetings were held with representatives of key stakeholder groups to seek their support in promoting the community engagement process by linking into existing community networks. Advice from these groups was used to finalise the engagement program.

As a result of these initial meetings, a number of key community groups actively promoted and supported Stage 1 engagement activities. In particular:

- The Salisbury Town Centre Association (STCA) actively promoted the project and engagement activities to STC traders and key property owners;
- City of Salisbury staff, in addition to promoting and assisting with the key Stage 1 public events, conducted additional consultation sessions with existing community groups and customers.

2.3 INFORMING THE COMMUNITY

Announcement of the project and Stage 1 community engagement activities were well promoted using a number of communication modes. These are summarised below and further documented in Appendix 1.

Bulletin and Flyers

A bulletin, outlining the aim of the STC Renewal Project and the engagement process, was distributed between mid to late May 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.

Bulletins together with flyers promoting Stage 1 activities were available at:

- Council Office
- Len Beadell Library
- Jack Young Centre
- Twelve25 Youth Enterprise Centre
- St Jays Recreation Centre
- Salisbury Recreation Precinct
- Bagster Road Community Centre
- Salisbury East Community Centre
- City of Salisbury Reconciliation Event on Monday 30 May

In addition:

- Posters, flyers and bulletins were also distributed to traders by Salisbury Town Centre Association between Friday 20 and 27 May
- Project bulletins, questionnaires and flyers were distributed to City of Salisbury Youth Council members

- Flyers were distributed to Salisbury TAFE for their 160 new arrival students currently studying at TAFE
- All staff email was sent to encourage people to attend the community workshop and to forward the information to their contacts
- Material was emailed to the Library's extensive membership list.

Messenger Press

A full-page colour advertisement appeared in the *News Review Messenger* on Wednesday 18 May 2011.

On-line

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.

2.4 SEEKING COMMUNITY VIEWS

A variety of engagement techniques were used to gather community views on how the STC currently operates as well as how it could be improved, now and into the future.

Questionnaire

A questionnaire, included in the newsletter as well as available on-line, invited respondents to identify:

- How frequently and why they use the STC
- What they like about the STC and what could be done to improve it so they would spend more time there
- Imagine what has changed by the year 2040 to make the STC 'buzzing and alive – both day and night – with people living, working, shopping and playing in the Centre'
- Three key things that could happen now to achieve their vision.

An opportunity to be in the draw for 3 \$100 vouchers was offered as an incentive to complete the questionnaire.

A total of 139 completed questionnaires were received by Monday 20 June. Addresses were provided by 120 respondents, of which three quarters (89 persons) live in Salisbury Council across 15 suburbs:

- | | |
|----------------------|-------------------------|
| • Salisbury – 33 | • Salisbury North – 11 |
| • Salisbury East – 7 | • Salisbury Heights – 5 |

- Salisbury Downs – 4
- Salisbury Plains – 2
- Burton – 3
- Mawson Lakes – 3
- Para Hills – 3
- Pooraka – 1
- Salisbury Park – 3
- Brahma Lodge – 3
- Parafield Gardens – 7
- Paralowie – 3
- Para Vista – 1

The remaining respondents mainly live in surrounding Council areas:

- Playford – 9
- Port Adelaide Enfield – 9
- Tea Tree Gully – 5
- Gawler – 1
- Adelaide Hills – 2
- Norwood, Payneham and St Peters – 2
- West Torrens – 1
- Unley – 1
- Onkaparinga – 1

Respondents were asked to identify how often they use the STC and for what purposes. As summarized in Table 1, most respondents visit on a daily or weekly basis primarily for shopping or to use commercial or Council services or catch public transport.

Table 1: Purpose and Frequency of Visits to STC by Residency Location of Respondent

	Reside in Salisbury n=89	Reside outside of Salisbury Council n=31	Address not stated n=19	Total n=139
Frequency of visits				
Daily	44	15	11	50%
Weekly	34	7	2	31%
Fortnightly	4	5	1	7%
Monthly	2	1	2	4%
Rarely	4	1	3	6%
Not stated	1	2		2%
Purpose for visit (multiple responses allowed)				
Shopping	79	24	10	25%
Use Services (eg banks)	59	14	4	17%
Use Council facilities	53	11	5	15%
Work	15	12	12	9%
Play sport	4		2	1%
Entertainment	59	9	9	17%
Use public transport	40	8	6	12%
Other	10	4	1	3%

Workshops

Internal workshops involving Council staff and Elected Members were held on 25 May, 2011. In addition, two workshops were conducted (see Appendix 2):

- A 'Key Stakeholder' Workshop was held on the afternoon of Tuesday 14 June 2011, and was attended by 19 participants representing a diverse range of interests including property owners, traders, local and region service providers, community groups and state government departments.
- A Community workshop was held in the evening of Tuesday 14 June 2011, attended by 16 people.

While different techniques were used at the workshops, the format was essentially the same, commencing with a presentation from the project manager to set the scene about what the master planning process aims to achieve, followed by interactive activities reflecting back on how the STC has changed over the years, how it currently operates and a vision for how it might look like in 2040 if the were operating as a vibrant activity centre.

'Street Talk'

On Thursday 2 June 2011, an interactive display was set up on the corner of John and Church Streets utilising the external windows of the Salisbury Library.

People walking past were engaged and invited to talk about what they like about the STC and how they think it could be improved. A series of photographs of the STC were displayed under key themes and people were encouraged to use sticky dots to identify aspects of the STC they like (green dot) and those they don't (red dot). Staff were on hand to discuss and record people's opinions and ideas. These were posted on sticky notes under the headings of *What do you like?*, *What don't you like?* and *What's missing?* A series of photographs of new or revitalised activity centres from around the world were also displayed as conversation starters and thought provokers about how they might (or might not) want to see the STC developed by 2040. Participants were again encouraged to identify those images they liked and those they didn't together with their reasons why.

A free sausage sizzle run by Northern Volunteers and children's activities including a face painter assisted in making *Street Talk* a great success, with input from over 500 people.

Appendix 3 summarizes the outcomes of *Street Talk*.

Additional activities

Council staff provided valuable assistance in running additional sessions with their own community networks. Appendix 4 summarizes activities conducted with:

- Salisbury Probus Club on 11 June 2011 involving 20 residents.
- Salisbury East Neighbourhood Centre users during the week of 14 June 2011 using a modified *Street Talk* technique.
- 15 parents attending Salisbury Library Children's Programs: *Giggletime* on 7 June and *ABC 30 & 3* on 8 June 2011.
- 20 people including new arrivals, government service providers and real estate agencies at a New Arrivals Forum held on 12 May 2011.

3.3 VISIONARY IMAGES

At other events including *Street Talk* and the Community Workshop, photographs of buildings, streetscapes, open spaces, street furniture and public art from around the world were displayed to stimulate thinking about what the STC could become and gather feedback on those elements that people particularly liked or disliked.

The following key themes emerged from these visionary images:

- Overall support for higher (medium) density housing, providing it is well designed, is of a human scale and can provide a sense of character and authenticity
- There were some concerns relating to higher density housing including the need to ensure that accessibility is provided for the elderly, families and people with disabilities and that specific housing needs should be catered for such as emergency and affordable housing
- Support for the integration of housing with other activities such as shopping, cafés and public spaces
- The desire to create vibrant, active streets where people meet and feel safe
- The use of interactive public art in streetscapes
- The need for greenery and natural shade and the creation of gardens not just street tree planting
- The use of water in public spaces
- Integration of public transport and creation of car free zones
- The development of modern spaces and sustainable buildings.

3.4 VISION STATEMENTS

People completing the questionnaire were also asked about their vision for STC by the year 2040. Many created wonderful descriptions of how they envisage STC in the future, as demonstrated by the following selection:

People are living in the town centre, some buildings with history have been kept. Old John Street has been revived with thriving businesses and Parabanks modernised

Luxury apartments, high rise over shops. The Fountain of water expression of wealth, relaxation, shade areas, seats, cars prohibited, pedestrians, moving footpaths to car parks to shops. Lighting ... creating subtle changing colours on the water.

A vibrant eco-city, with local food production supplying cafés and restaurants, local arts and crafts being sold in markets, organised sport and ad-hoc recreational activities within the shopping/market precincts

Excellent transport, music, great food smells – very diverse, outside eating areas, shade from sun, protection from rain and wind, places for kids to play (inside and out), places and entertainment and facilities for families ... massive chess game or snakes & ladders, outside movie screen and bands playing, lots of cafés open at night and eating places.

More plaza and small gardens with seats, trees and flowers. A civic centre with theatre and dance facilities. A lot more shops, with car free streets for dining and relaxation. A light-rail system linking the Town Centre to surrounding suburbs.

The Centre is now completely 'eco-friendly' with renewable energy being used such as solar lighting and 100% recycling of stormwater. The City Centre mall has been transformed into a 'green belt', shops have been ungraded and very aesthetically pleasing and constructed totally with renewable materials.

John Street has a blended façade – the arcades have been renewed, tenants are long term with a sense of continuity and ownership. Parabanks has cafés facing and overlooking the Park with restaurants.

Multi-storey apartments, 24 hour shopping, good lighting. Night entertainment, food shops outdoors and covered in winter.

... student apartments, more bicycle pathways and less pollution by having pedestrian only streets. The square is better lit up at night with open restaurants and music to attract people to the area

.. there is great community pride, people walk about smiling and happy ... there are more people on the streets than cars. The Town Centre has been developed with a unique "Salisbury style" ... there is a water feature, interactive artwork, a big grass area and lovely shady trees ... regular events and activities. John Street is a busy pedestrian area with lots of food and fresh produce shops, which source their goods from the Pooraka markets ... there are lots of small cafés specialising in locally sourced produce. ... people ride their bikes about the Little Para Trail right into the town centre and leave them at the Civic Square bike racks to then wander the main street

Community life, fresh, vibrant and inviting feel once you enter the complex

Abuzz with shoppers ... Parabanks and John Street are updated. Restaurants with alfresco dining to make people want to stay for dinner after work and especially weekends

Vibrant, inviting. John Street has been made into a mall which flows into the city square. The variety of interesting shops and cafes draw people to the square ...

The centre would be vibrant, and have built upon the multicultural feel that it already has. Loads more people would be getting about on bikes and using public transport ... putting an end to people complaining about lack of car parks. There's a greater variety of shopping and activities to keep everyone busy

The place would be colourful, bright, clean, shop fronts enticing people in. Quality clothing, quality meat, veg and fish. Raised shopping experienced – less cheap and nasty rubbish.

... a beautiful Salisbury – with flower beds on the street, coffee shops where people sit and chat, a shopping centres with playground and waterslide ... people are friendly and welcoming

4. OPPORTUNITIES TO IMPROVE STC

4.1 RETAIN, CHANGE AND CREATE

At all of the events, most of the discussion focused around opportunities to create a preferred future by either:

- **Retaining** and enhancing valued aspects of the STC as it is now
- **Changing** and improving aspects of the STC that do not currently work well
- **Creating** new aspects and dimensions to the STC.

Similarly questionnaire respondents were asked to identify what aspects of the STC they like as well as what they would like to change and how.

The community engagement process yielded a number of consistent messages about how the STC could be improved both now and into the future. These have been summarized under the following themes:

- Getting to and around the STC
- Buildings
- Community spaces
- Streetscapes
- Shops and services
- Housing
- The overall 'look and feel' of STC
- Economic viability.

What people most like about the STC is its human scale: that it is a friendly place, easy to get around and has most of the retail, commercial and civic necessities all in one place. People value and want to retain the 'village like atmosphere' and sense of history embodied by the character buildings and cemeteries. However, of concern is the overwhelming view that people do not feel safe (for some this has resulted in them no longer coming to the STC) and that the place is rundown and in need of a major upgrade.

Participants were very supportive of STC being developed as a major activity centre incorporating residential development, a greater mix of retail, commercial, entertainment and civic activities.

Their ideas about what needs to be achieved are summarized below as key dot points with sub-points suggesting how these could be achieved.

Of note, is that most of the comments relate to the area bounded by Wiltshire Street, the railway line Little Para River and Commercial Road.

4.2 GETTING TO AND AROUND THE STC

Improve legibility and access to STC

- Well defined entry statements and better directional signage to the STC
 - Improve appearance and signage branding
 - Elevate the profile of STC with major signage at Main North Road and Salisbury Highway
- Traffic congestion and the barrier created by the rail crossing is resolved
 - Build an over or underpass
 - Open Spains Road over railway line
- A clear and functional road hierarchy
 - Improve entrance to STC from Gawler Street and Salisbury Highway, with secondary entrance for Commercial Road into Parabanks carpark
 - Improve linkages between Commercial Road and Salisbury Highway; Commercial Road and Gawler Street
 - Close Gawler Street from Park Terrace to take traffic around STC not through it
- Safe pedestrian and cycle links from other areas to the STC
- Interchange is a safe and attractive environment
 - Improve lighting and security – in Interchange and adjacent car park
 - Substantially upgrade and / or relocate hotels adjacent to Interchange
 - Install weekly tickets dispenser and ability to purchase with credit card

Improve access within STC

- Safe traffic management on Old John and John Streets
 - Mixed views about whether to leave Old John Street one-way, open up for two way traffic or remove all traffic to create a pedestrian mall
 - Other options include removing gazebos and making John Street one way for entire length
- Easy and convenient car parking that doesn't dominate the landscape
 - Rationalise existing car parks – eg make James Street car park multi-storey; better utilization of Parabanks car park; locate multi-deck car parks at periphery of STC at key access points
 - Provide car parking for STC staff
 - More and better designed disability car parks
 - Charge for car parking (eg after first 2 hours free)
- Safe and efficient traffic movement within the STC
 - Traffic management is needed to calm traffic speeds in residential areas within the STC (eg in Mary, Ann and Church Streets)
 - Retain current road network

- Extend Church Street to Gawler Street vs close Church Street to traffic (other than service vehicles)
- Safe and attractive pedestrian and cycle movement within the STC
 - Shared use zones to cater for pedestrians, cyclists, gophers
 - Relocate bus route from Church Street to Wiltshire Street
 - Better enforce motorists stopping at Church Street pedestrian crossing
 - Rationalize and improve signage
 - Use CPTED principles in streetscape design
 - Consider options for cashless transactions
- Stronger linkages between key activities and destination points
 - Create stronger links with the Interchange eg run a shuttle bus (electric or solar powered) doing a loop from station to Parabanks and other key destinations
 - Connect Little Para River

4.3 BUILDINGS

- Historical and character buildings are retained and valued (eg churches, cemeteries)
 - Facilitate retention of older buildings within STC through reuse and adaptation (eg convert to commercial use)
 - Enhance landscape setting of older buildings
- Create landmark buildings
 - Better utilize land adjacent to Interchange to create iconic entry statement
 - Create new landmark Council building
- Improved appearance and diversity of buildings
 - Modernise and add colour and character to building façades
 - Interesting, vibrant, inviting shop fronts
 - New buildings could reflect the multicultural diversity of the area
 - Encourage owners/operators to upgrade and better maintain shop front appearance
- Blend modern design with older character style buildings
 - Not 'too modern' – mixed views about Mawson Lakes with some liking this style and others seeing it as too harsh
- Mixed use development
 - Increase height and scale – but still within human scale (eg 2-4 storey buildings)
 - Shops with active street frontage, with housing / retail / commercial above
- Incorporate easy and convenient access for people with disabilities

- Incorporate sustainability principles in building design
- Reduce vacancy rates

4.4 VIBRANT COMMUNITY PLACES AND SPACES

- More places to sit, relax, enjoy
- More after hours activities to increase patronage and make the STC safer
- Town Square is revitalized and redesigned into an attractive and functional space
 - Increase green to paved areas; incorporate more seating and shelter (trees and built structures)
 - Create attractors – eg regular live music and entertainment, children and youth play activities, large movie screen
 - Incorporate water features
 - Mixed views re cemetery – with some suggesting it be removed and others wanting to retain / provide public access
- Pitman Park is safe to use, better utilized and a focal point for community activities
 - Address current safety problems (make a dry zone, improve lighting and security)
 - Create activities / built form facing onto Pitman Park and integrated with the STC (eg cafés, restaurants overlooking the river' activities on the park)
 - Improve trails along the river and improve picnic facilities
 - Install public art to create interest
- More green space and passive recreation areas within the STC
- Celebrate and capitalize on cultural diversity
 - Establish cultural market places
 - Encourage culturally diverse restaurants and entertainment venues
 - Establish an Arts and Cultural Centre, performing arts space and gallery
- Better access to and maintenance of public toilets

4.5 STREETSCAPES

- A connected, legible and inviting streetscape
 - Improve maintenance of public realm; remove graffiti, clean the area
 - Install planter boxes to add colour
 - Additional seating
 - Shelter at bus stops
- John Street is upgraded and enhanced to truly function as the 'Main Street'
 - Relocate services off main street to consolidate shopping area

- Restore and renovate shop fronts, incorporate awnings
- Increased use of greenery to moderate climate and soften built form
 - Plant more trees that provide shade canopy
 - Rooftop gardens
 - Community garden
 - Mixed views re gum trees: beautiful but messy and dangerous
 - More trees in car park to provide shade and reduce harshness of vast areas of asphalt
- Design facilitates outdoor oriented activities
 - Link buildings with outdoor uses
 - Outdoor eating / dining: encourage shops to have verandahs
- Street Art is used to create interest and colour
 - Graffiti wall
 - Aboriginal Art display

4.6 SHOPS AND SERVICES

- Better quality and variety of retail outlets
 - Major upgrade of Parabanks – more specialty shops
 - More major shops available: eg Foodland, Target or K-Mart
 - Current shops (and street side markets) reflect low socio-economic status of area; need to reduce the number of outlets selling cheap goods
 - Improve hotels – make them safe and family friendly
 - Expand after hours activities
 - Stricter shop type policy to facilitate the right mix of shops
 - Fresh food farmer markets
 - Strike a balance between franchises and independent retail
- More hospitality and entertainment outlets
 - Better range of dining experiences, capitalizing on multi-cultural nature of area
 - Develop a gymnasium, fitness centre, swimming pool
 - Range of affordable activities
- Services to meet existing and future needs
 - Need to increase GP and medical specialist services to overcome current waiting lists
 - Establish better linkages between services
 - Retain library and cinema

- Provide recreation and sporting facilities within STC
- Relocate Council offices and redevelop or utilize current Council building for other uses.

4.7 HOUSING

- A range of housing styles and tenures to cater for differing needs
 - Mix of housing styles and densities recognizing differing needs (people who are: aged, young, have disabilities, large and/or extended families, come from different cultural backgrounds); mix tenures and affordability
- Appropriately designed housing that blends with the existing character of area
 - Opportunities for medium density housing in mixed development – eg shops on ground floor / apartments on top; residential development overlooking Little Para River)
 - Concern that if density is too high then may create future slum
- Adequate provision of infrastructure and open space
 - New housing will require additional services / infrastructure
 - Provision of shared / common space and / or access to public open space will be particularly important as the tradeoff for medium density housing in the city (luxury of space vs convenience of proximity) will not have the same draw out in the suburbs
- Sustainable housing design and construction
 - Utilise what is already there; retain façades and augment rather than demolish
 - Incorporate solar energy and orientation of buildings, create roof gardens etc

4.8 THE OVERALL 'LOOK AND FEEL' OF STC

- Sense of community and pride is strengthened
 - Retain / reinstate the country look and feel
 - Retain friendly atmosphere
 - Create more family friendly spaces and facilities – eg playgrounds, spots for eating lunch
 - Recognize our past and those who have contributed to our town (eg John Harvey)
 - Create a place where our business and community leasers want to live
- Improved safety and amenity of area
 - Increase surveillance of area eg cameras, police presence
 - Remove 'eye sores' – especially Old Sizzler Building
 - Remove pub
 - Remove dark alleyways / corners

- Remove graffiti, improve maintenance of area
 - Rebrand Parabanks
- Reduced visual dominance of the car park – create a people scale rather than a car scale
- Natural environment is retained and enhanced
 - Green the area (refer streetscape)
- An integrated shopping precinct
 - Integrate Parabanks in to the John St frontage to give the impression of a connected main street by utilising the small car park that fronts the centre
 - Create East Rundle St atmosphere

4.9 ECONOMICALLY VIABLE

- A greater mix of employment opportunities across cultures
 - facilitate training / learning opportunities catering to diverse cultural groups and linking to employment outcomes
- Diversity of investments to create the right mix of services attracting a diverse range of consumers
- Better utilization of vacant / underutilised spaces
 - Redevelop car park areas
 - Reduce vacancy rates and activate underutilized spaces
- Improved access to and around the STC to attract more users
- Greater cultural / ethnic diversity investing and providing services in John Street
- Identify niche areas that STC could leverage off eg:
 - Health industry sector
 - Skilled migration centres
 - Multi-cultural centre
 - University accommodation for Mawson Lakes
 - Residential housing for Defence personnel
 - Integration of Civic Centre with regional state and federal government services
 - Training centre for mining industry
 - Northern region hub for commercial and professional offices

5. IMMEDIATE PRIORITIES

5.1 IMPROVING THE STC NOW

Survey respondents were asked to identify 'three key things' that could happen now to create their vision for the STC.

The following key themes emerged:

Improving the appearance of the STC

A major clean up of the area – by removing graffiti, rubbish and bird droppings – is needed to improve the image and experience of coming to the STC.

Modernizing the shop fronts, adding colour and increasing the amount of greenery with more lawns and established trees is also needed.

Making the STC safe

Numerous participants highlighted how unsafe they feel – both day and night – using the STC. The Interchange and adjoining car park were specifically highlighted as being very unsafe.

Increased police presence, more lighting, use of surveillance cameras and relocating or substantially upgrading the hotels adjacent to the Interchange were suggested.

Improving the shopping experience

Participants think that Parabanks is in dire need of a major overhaul along with greater diversity of retail outlets in John Street. Many people suggested the need to remove or reduce the number of cheap '\$2 shops' as this lowers the tone of the area.

More car parking is also required, preferably multi-storey to make best use of space.

Activating the Centre

People want to come to the STC for more than shopping. They want inviting spaces where they can relax, socialize, and have quality experiences. There was an emphasis on embracing the outdoors: making better use of Pitman Park, having more alfresco eating areas as well as grassed and shaded seating areas in a revitalized Town Square which hosts monthly markets, concerts, music / movies and children's play areas.

Residential development in the STC is supported as this is seen as helping to activate the Centre and facilitate more after hours activities. The rich cultural diversity of the area could be celebrated and featured through more restaurants and cultural activities.

Improving traffic flows

Reducing traffic congestion, and in particular addressing the Park Terrace / railway line crossing, to make it easier to get into the STC is also seen as a priority.

6. ONGOING COMMUNITY ENGAGEMENT

6.1 NEXT STEPS

Community views summarized in this report now need to be considered by the broader project team to inform the development of design criteria that can be used to guide the preparation of options for the Master Plan.

Alongside community views, information regarding investment opportunities and development of niche markets also need to be considered to ensure that redevelopment of the STC is financially viable.

Council needs to capitalize on the enthusiasm generated during the first stage of the engagement process by reporting back, via another bulletin, *The Messenger* and the website, what we have heard from the community and how this will be used to develop Master Plan options.

Opportunities for key stakeholders and interested community members to participate in design workshops need to be provided. Once Master Plan options have been developed, these need to be taken to the broader community for their feedback. Given the success of *Street Talk*, a similar event is suggested. This could be accompanied with entertainment and a market on the day to enliven the centre as suggested by so many people.

Importantly, Council needs to consider what immediate action can be taken to start improving the centre now: with an emphasis on a major clean up and making the area safer. This would engender credibility in the project by demonstrating that it is more than a planning exercise.

APPENDIX 1

STAGE 1: PROMOTIONAL MATERIAL

Salisbury Town Centre Renewal: *Promotional Material*

Bulletin



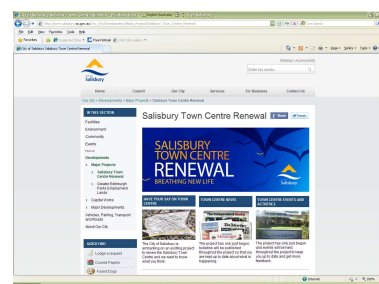
Flyers / Posters



Messenger Press Advertisement



On-line (Project website)



APPENDIX 2

SUMMARY OF STAGE 1 WORKSHOPS

SALISBURY TOWN CENTRE RENEWAL PROJECT

Summary of City of Salisbury Community Workshop, held on 14 June 2011

INTRODUCTION

The City of Salisbury is embarking on an 18 month-long Master Planning process to revitalise the Salisbury Town Centre. Community members were invited to participate in the first stage of the Master Planning process by attending a workshop, held on Tuesday 14 June 2011, to:

- Find out about the Salisbury Town Centre (STC) Renewal Project; and
- Provide initial input into creating a vision for the Salisbury Town Centre by exploring challenges and opportunities to renew the STC.

A total of 16 people participated in the workshop.

Following an overview of the project by Harry Pitrans, participants were invited to contribute their opinions about how the STC is currently operating as well as desired outcomes of the Master Planning process and ideas to achieve these.

The workshop was facilitated by Natalie Fuller and Nicole Halsey.

FIRST IMPRESSIONS

In small groups, participants were asked to comment on their 'first impressions' of the Salisbury Town Centre, whether this occurred relatively recently, or a long time ago. At the end of this exercise, the whole group debriefed and discussion focussed on what had changed for the better, and what had changed for the worse since their first impression. Comments recorded are summarised below.

My first impression of the Salisbury Town Centre:

- Quaint
- 'Great little town'
- Busy
- Ugly and dirty
- Old buildings like the Mill (which are now gone)

Changes for better	Changes for the worse
Underpass on Salisbury Highway	Has become a weigh station-not a destination in itself
Linear Park	Loss of activity in Johns Street
John Street is now one way	Loss of old buildings and character
Town Square (but hasn't reached its full potential)	Lack of change-has 'stagnated'
Village atmosphere	Hard to navigate
Easy to get to	Loss of country feel
'Nothing'	Loss of specialty shops

CHARACTERISTICS OF THE STC – NOW AND INTO THE FUTURE

After reflecting on their first impressions of the STC, participants identified the following 'personality' traits that characterise the STC now and how they would like it to be in the future.

Now

Congested
Hard to get to know
Good scrubber (could scrub up well)
Colourful
Cosmopolitan
Dull/boring
Set in its ways
Friendly
Kind



Future

- Proud (leaders live here)
- Many strings to its bow
- Well known-Salisbury identity
- Inclusive
- Helpful of new people
- Employer
- Comfortable in own skin
- Kind
- Outgoing
- Progressive
- Safe

VISION FOR THE FUTURE

The following key points were identified by participants after reflecting on the desired future for the STC and based on this, what they would like to see Retained, Changed and Created.

GETTING TO AND AROUND THE STC

Interchange

- Create a mix of uses at the interchange which will improve safety of passengers
- Underground the railway line
- Create an overpass over the railway line
- Relocate hotels adjacent the interchange
- Remove freight line which divides the centre
- Improve Park Terrace crossing

Access around the centre

- Minimise use of cars and facilitate increased use of public transport-utilise battery/electric vehicles
- Retain existing road networks which work well east of railway line
- Make Johns Street one way for its entire length and remove gazebos
- Connect Little Para with other activities
- Create active laneways
- Provide electric or solar bus to transport people from train station to Parabanks

- Provide bicycle, pedestrian and gopher pathways around the centre
- Provide a safer environment for pedestrians

Parking

- Provide increased parking for people with disabilities
- Charge for car parking
- Consider multi-deck car parks at periphery of STC at key access points

PUBLIC PLACES FOR PEOPLE

Activate public places

- Provide more local events, festivals, live music and entertainment, particularly on weekends
- Monthly Farmers Market

Natural areas

- Retain and improve use of Pitman Park
- Create more activities which face the linear park
- Create connections between river and activities in the centre
- Provide more green space
- Provide water features-eg create a lake near Pitman Park

SHOPS AND SERVICES

Variety and Quality Retail

- Improve the range of better quality retail
- Improve the hotels
- Expand after hours activities

Services to meet existing and future needs

- Establish better linkages between services
- Parabanks and associated car parks are a 'huge barrier' to connecting the STC and Little Para
- Retain the library
- Retain cinema
- Relocate Council offices and utilise site for mixed use development
- Provide a large entertainment venue (eg 600 people)
- Establish a community garden

Employment

- Provide more local employment opportunities

HOUSING

- People living in the STC
- 4-6 storey development close to interchange

- Medium density housing with communal areas
- Sustainable housing eg low energy use

APPEARANCE OF STREETS

- Plant more trees that provide shade canopy and cool the streets and laneways
- Provide street art opportunities including graffiti wall and Aboriginal art display

LOOK OF BUILDINGS

- Retain and improve historic and iconic buildings (eg churches, cemeteries)
- Reuse and adapt old buildings
- Blend modern design with old, character style buildings
- Remove old spotlight building
- Shops and cafes to have verandas and cafe blinds so that people can dine alfresco and 'be on the street'
- Create a landmark building in STC
- Develop multi storey buildings of mixed uses (eg residential, retail, entertainment)

THE OVERALL 'LOOK AND FEEL' OF STC

Built environment / streetscape

- Reduce vehicle use and create 'quieter streets
- Improve safety
- Reduce numbers of vacant shops
- Clean up the STC by regular rubbish and graffiti removal
- Provide family friendly facilities and activities for families
- Use renewable energy
- Create green roofs

Sense of community, vibrancy and pride

- Create a place where our business and community leaders want to live
- Recognise our past and those who have contributed to our town (eg John Harvey)
- Retain our 'friendly manner'
- Maintain a village feel
- Respect and retain the multicultural diversity of the city
- Make some early improvements and start creating a place where 'word of mouth' will attract increased investment in STC

REVIEW OF IMAGES FOR THE FUTURE STC

A range of images of buildings, streetscapes, spaces and places were provided for review by participants.

Each participant was given a number of red and green dots and asked to assign them to those images they particularly liked (green) or disliked (red) as well as anything that was missing.

Comments recorded by this process are summarised below.

Liked	Disliked
<p>Trees and green spaces that provide shade and relief from heat and soften buildings and paved environment</p> <p>Use of roof gardens</p> <p>Green spaces close to where people live and work</p> <p>Clearly defined pedestrian mall/areas with shops and alfresco dining</p> <p>Large outdoor meeting spaces that enable people to come together and celebrate</p> <p>Activities/places/spaces that look inviting and relaxing</p> <p>Use of different textures and materials for streetscaping eg cobbled paving</p> <p>Use of banners and flags along streets</p> <p>Shops on ground floor with housing above</p> <p>3-4 story mixed use buildings with balconies</p> <p>Shared use streets (eg combined car, bikes and pedestrians)</p> <p>Diverse population</p> <p>Activities that are open day and night</p> <p>Active places with lots of people on the street</p> <p>Buildings that have character and are in keeping with the history/culture of the area</p> <p>Use of water</p>	<p>Buildings that look too modern/harsh</p> <p>Use of bright colours, glass and plastic in buildings looks too contrived - materials need to be more organic</p> <p>Public art that looks out of place eg coloured cow</p> <p>Hot, reflective surfaces that provide no respite from the elements</p> <p>Car dominated design eg large car parks in front of buildings</p> <p>Medium density development that is for residential use only-needs to be mixed use to work well</p> <p>Buildings that look like 'big boxes'</p> <p>A 'city' or 'Sydney' look of streets and buildings</p> <p>Buildings that look 'exclusive' ie appear to be cut off/segmented from other uses</p>

What's missing?

Participants were also asked to comment on what was missing from the images they reviewed.

The following comments were recorded:

- Vibrancy
- A centre or 'hub' of activity
- Lighting
- An anchor point for investment

- Use of water features and frontage to water
- Sustainable development

NEXT STEPS

Outcomes of the workshop will be incorporated with feedback from stakeholders to assist in identifying key desired outcomes in renewing the STC. These will act as criteria to guide the development and exploration of design options in the next phase of the project.

Community members will be invited to participate in the next phase of the project to provide input and feedback on draft design options.

SALISBURY TOWN CENTRE RENEWAL PROJECT

Summary of Key Stakeholder Workshop, held on Tuesday 14 June, 2011

INTRODUCTION

The City of Salisbury is embarking on an 18 month-long Master Planning process to revitalise the Salisbury Town Centre. Key stakeholders were invited to participate in the first stage of the Master Planning process by attending a workshop, held on Tuesday 14 June 2011, to:

- Find out about the Salisbury Town Centre (STC) Renewal Project;
- Provide initial input into creating a vision for the Salisbury Town Centre by exploring challenges and opportunities to renew the STC.

A total of 19 people participated in the workshop representing a diverse range of interests including: property owners, traders, local and region service providers, community groups and state government departments.

Following an overview of the project by Harry Pitrans, participants were invited to contribute their opinions about how the STC is currently operating as well as desired outcomes of the Master Planning process and ideas to achieve these.

The workshop was facilitated by Natalie Fuller and Nicole Halsey.

HOW WELL IS THE STC CURRENTLY OPERATING?

Participants were asked to discuss in small groups how the Salisbury Town Centre is currently operating, and specifically to identify 'what is working well' and 'what is not'? Key points were presented back to the large group.

Working well

- Most essential services are available – a 'one stop shop' / village feel
- Mix of services and retail – making it a stronger commercial centre
- Scale is right – not too big
- Opportunities to leverage off state and local government investment in the area (eg Salisbury North Area Improvement Project)
- The cultural diversity of the community
- Diversity of retail and the number of independent business owners
- Volume of people who come to the STC
- Community is engaged and connected (although opposite also conveyed in that some people are blasé)

Not working well

- Poor legibility / confusing to get to and around the STC
- Not a destination place – no 'draw card' or activity core to attract families / children

- STC is 'tired' – especially compared to other centres which have invested money in upgrading
- Traffic flow and parking – particularly on John St
- Lack of car parking for retail as taken up by people using Interchange
- Security and safety are of concern – especially at the Interchange
- John St is dead on weekends and evening; lack of nearby residential development to support
- Civic Square is not well utilised – poor design (too hot in summer and insufficient shelter in winter); limited activities held
- Council building is not well situated or designed – could better utilise this building as a community facility and relocate Council to 2nd floor of Parabanks
- Services are disjointed
- Retail mix in Parabanks is not right
- Doesn't capitalise on green areas
- Sizzler site is an eyesore
- Strategic projects are not having flow-on benefits locally

WHAT ARE WE AIMING TO ACHIEVE? HOW WOULD WE KNOW IF WE GOT IT 'RIGHT'?

Participants were asked to identify the desired outcomes of renewing the STC – and to develop a 'check list' that could be used to assess design options.

Key themes emerged, namely:

- Safe and accessible
- Vibrant / Key destination place
- More people / greater diversity
- Economically viable
- Good governance
- Sustainability

WHAT CAN WE DO TO ACHIEVE THESE OUTCOMES?

Each of these themes was considered in more detail to explore what needs to be done to achieve them.

Safe and accessible (STC has a sense of order)

Improve access to and within STC

- Make Gawler St and Salisbury Highway a main entry point; with secondary entry from Commercial Road into Parabanks carpark
- Improve intersections at Salisbury Highway/Park Tce / Waterloo Corner and Park Tce/railway
- Improve Interchange: improve security, upgrade, change feel and perception of Interchange

- Improve signage into and around STC (including making shop numbers legible)
- Keep central bus stops and create circular bus loop – into Parabanks and around centre
- Improve traffic flow within STC: slow traffic in Church St
- Make John St two-way OR a mall
- Improve safety
- Establish a cashless centre, reliant on technology
- Upgrade John Street streetscape using CPTED principles
- Increase activities in and around STC

Vibrant / Key destination place (STC has found its market position)

Create a vibrant destination by:

- Increased and improved marketing of the STC – this is critical to developing it as a 'place of interest' within the northern region
- Revitalising community spaces and holding community events (eg markets)
- Having a balance between franchises and independent retail
- Encouraging afterhours activities
- Integrating Pitman Park into the town centre
- Integrating land uses

More people / greater diversity

Attract more people from a greater diversity of backgrounds by:

- Creating a greater mix of employment opportunities across cultures as employment structure influences who is attracted to the area. Need to facilitate training / learning opportunities catering to diverse cultural groups and linking to employment outcomes.
- Capitalising on cultural diversity of community: encourage diverse eating and entertainment venues; cultural marketplaces (eg African markets)
- Revitalising the Civic Square - currently not well designed or situated to be an activity centre; consider integrating cemetery into Civic Square
- Retaining diverse retail base to attract and retain diverse customer base
- Providing inspirational housing opportunities / affordable housing opportunities

Economically viable

To improve economic viability of the STC, need to:

- Integrate Parabanks in to the John St frontage to give the impression of a connected main street by utilising the small car park that fronts the centre.
- Better utilise vacant spaces and activate underutilised spaces
- Ensure a diversity of investment and the right mix of services in order to attract diversity of consumers
- Improve access to and around the STC to attract more users

- Reinforce John Street as a traditional 'mainstreet' and the focus of activity: needs to be easy to access (via friendly public transport), be pedestrian friendly and have diversity of retail
- Encourage cultural / ethnic diversity to invest and provide services in John Street to improve the mix

Good governance (good leadership to implement the STC Master Plan)

- Ensure that the renewal of STC fits within an overall strategy to vitalise the northern region
- Review the demographic profile of Salisbury to ensure services at STC respond to the community needs

Sustainability

Sustainability can be achieved through:

- Built form: utilise what is already there; retain façades and augment rather than demolish
- Encourage better use of public transport
 - Make John Street bus use only and run a new bus service from the Interchange along John St
 - Consider relocation of Interchange to other side of the rail line to free up land for redevelopment and make interchange more accessible to adjoining residents – would require overpass. However it is too costly to relocate
 - Potential to relocate pub and improve Park Tce intersection
- Install a cycling path along Para River
- Most rail commuters come from Kings Road catchment; query how many shop after parking at Interchange; park and ride at Parafield?
- What is attracting people to STC: is it a desired destination? Salisbury is known for sustainability eg water – is this going to attract people?

NEXT STEPS

Outcomes of the workshop will be incorporated with feedback from the community to assist in identifying key desired outcomes in renewing the STC. These will act as criteria to guide the development and exploration of design options in the next phase of the project.

Stakeholders will be invited to participate in the next phase of the project to provide input and feedback on draft design options.

APPENDIX 3

SUMMARY OF *STREET TALK*

Salisbury Town Centre Renewal: *Street Talk*

Overview

On Thursday 2 June 2011, over 500 people contributed their ideas about how the Salisbury Town Centre (STC) could be improved – now and into the future.

The STC is earmarked to become one of Adelaide's major activity centres by 2040 in accordance with the *30 Year Plan for Metropolitan Adelaide*. To this end, the City of Salisbury has embarked on an 18-month process to develop a Master Plan to revitalise the STC. A critical component of this process is to ensure that the local community – residents, traders, property owners and users of the STC – as well as other interested parties have opportunities to contribute their ideas in developing the Master Plan.

Street Talk was designed to provide opportunities for members of the public to contribute their ideas about how the STC currently works (what works well and what doesn't) as well as how the STC might look and feel like in 2040 if it were functioning as a major activity centre.

An interactive display was set up on the corner of John and Church Streets utilising the external windows of the Salisbury Library. People walking past were engaged and invited to talk about what they like about the STC and how they think it could be improved. A series of photographs of the STC were displayed under key themes and people were encouraged to use sticky dots to identify aspects of the STC they like (green dot) and those they don't (red dot). These themes were:

- Getting to and around the STC (by car, bike, walking)
- Buildings (eg what do they look like? how are they designed?)
- Community spaces (eg how are they designed and used?)
- Streetscapes (what is the look and feel when you are walking / travelling through the STC)
- Shops and services (what type of services are available)
- Housing
- The overall 'look and feel' of STC

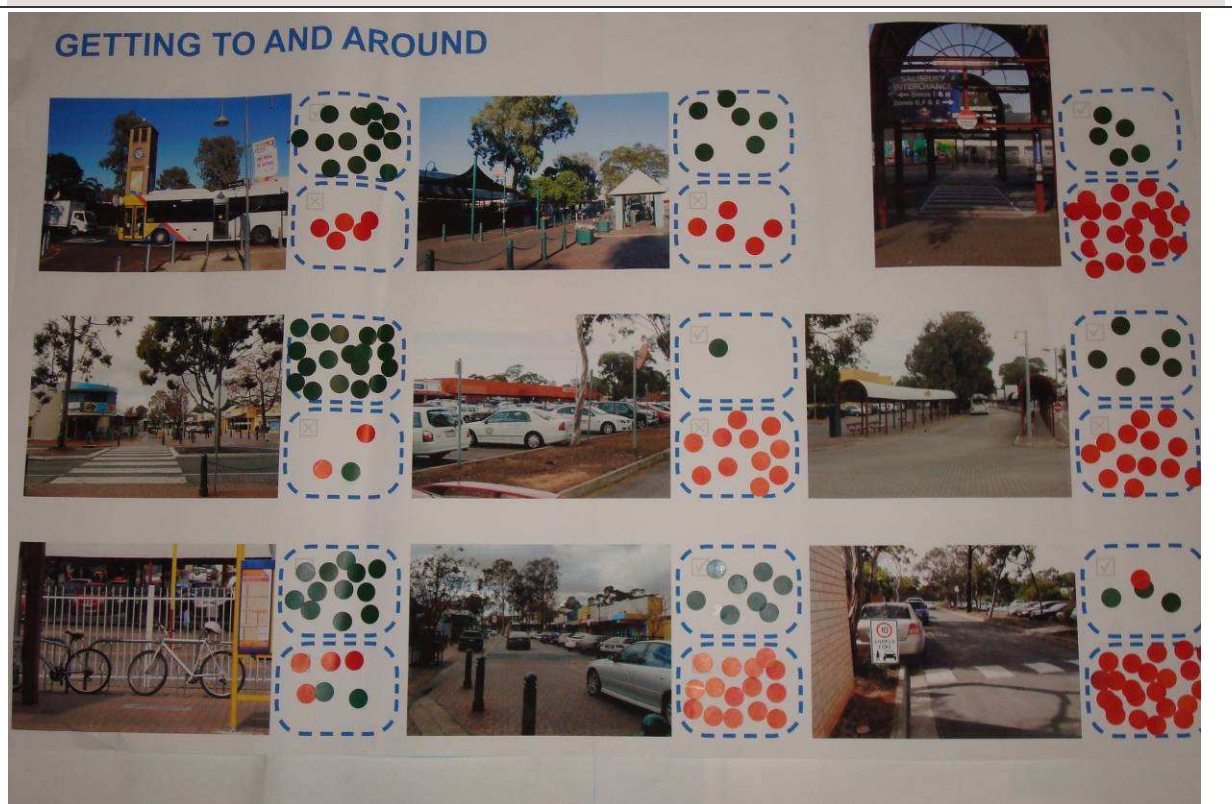
Staff were on hand to discuss and record people's opinions and ideas. These were posted on sticky notes under the headings of *What do you like?*, *What don't you like?* and *What's missing?*

A series of photographs of new or revitalised activity centres from around the world were also displayed as conversation starters and thought provokers about how they might (or might not) want to see the STC developed by 2040. Participants were again encouraged to identify those images they liked and those they didn't together with their reasons why.

Street Talk was a fun community event, enhanced by children's activities including a face painter and a free sausage sizzle. Northern Volunteers served over 800 sausages!

This document summarises the ideas contributed by the community and will be used to develop design criteria to guide the development of options to revitalise the STC. These options will be presented to the community later this year to again seek their input into the development of the Master Plan.

STC NOW GETTING TO AND AROUND THE CENTRE



What do you like?	What don't you like?	What's missing?
<ul style="list-style-type: none"> Convenient public transport close by Easy to walk around New pedestrian crossing on Church Street Availability of carparks 	<ul style="list-style-type: none"> Feel unsafe at Interchange and on public transport; appearance of Interchange Lack of carparking; esp for disabled people – need more and better located Time delays at Park Tce rail crossing – over or underpass needed Congested traffic network; open Spains Rd over trainline Bollards, car dominance and bottleneck on John St: should be more pedestrian friendly (eg a mall) OR just use for cars with more parking Cars and buses go too fast and don't stop at 	<ul style="list-style-type: none"> Upgrade appearance and improve safety of Interchange Increase frequency of public transport esp weekends Improve carparking: Multi-level / underground parking; carpark for STC employees Upgrade footpaths; more crossings; wheelchair/gopher friendly Take traffic around STC not through it – close Gawler St from Park Tce / remove lights Better signage / direct access to STC – improve connection from Commercial Rd to Gawler St

	<p>pedestrian crossings – very dangerous</p> <ul style="list-style-type: none"> • Hard to navigate to main street 	<ul style="list-style-type: none"> • More bike lanes • Provide shuttle bus from station to shops • Main bus route on Wiltshire St not Church St
--	--	--

STC NOW**BUILDINGS**

What do you like?	What don't you like?	What's missing?
<ul style="list-style-type: none"> • Historic and character buildings – eg Institute Police Station. Retain and enhance while moving forward • Living Legend Wall – celebration of the community • Single storey rather than multi-story buildings as don't need lifts • Colourful panelling on Cinema building • Council Civic Building – don't demolish! 	<ul style="list-style-type: none"> • Rundown empty shops • All looks outdated: buildings need to be upgraded and better maintained • Buildings are not accessible for elderly • Better pubs needed; too scummy now • Demolish Rock Pool building and hotel opposite to make a 'WOW' factor entrance to STC • Salisbury isn't 'The Living City' • Loss of character – eg old 	<ul style="list-style-type: none"> • Interesting façades to buildings • Colourful and character buildings • Diversity in buildings • New buildings could reflect the multicultural nature of the area • Local beer garden

	train station building lost	
	• CentreLink building is ugly	

STC NOW COMMUNITY SPACES



What do you like?	What don't you like?	What's missing?
<ul style="list-style-type: none"> • Great library • Dry zone • Pitman Park; beautiful trees • Community spaces • Blue non-smoking lines / zones • Local career centre 	<ul style="list-style-type: none"> • Too dangerous to use Pitman Park cos of people drinking; needs to be a dry zone, cleaned up, bet lit • Town Square – a disappointment, aesthetically poor, unfriendly, too much hard surface, not enough shade or greenery; and no activities • More grass to sit and relax • More public toilets and better quality and frequency of cleaning public toilets / parent facilities • Disability toilets are hard to access in a gopher – door springs are too heavy 	<ul style="list-style-type: none"> • Integrate new development with Pitman Park to make better use - eg develop car park into restaurants / cafés • Make better use of the Town Square: hold regular activities and entertainment (buskers, bands); children's playground • More youth outdoor facilities – skate board, netball court • More community spaces: grass, seating, shelter for people to meet / hang out • Shade structure over St Jays playground • New library

	<ul style="list-style-type: none"> Ugly great expanses of car parks 	<ul style="list-style-type: none"> Information booth at Police Station Cultural centre for shows
--	--	--


STC NOW**STREETSCAPES**

What do you like?	What don't you like?	What's missing?
<ul style="list-style-type: none"> Key landmarks like the clock tower and library Character and colour of the cinema Public artwork – gives soul to the area Character of John St 	<ul style="list-style-type: none"> Get rid of the bollards – feels like the 'crime capital' Uneven paving Too much paving that reflects the heat: more trees needed Wider footpaths No snakes in table designs More modern looking main street Remove graffiti: install cameras for increased surveillance (and promote they are there) Danger that gum trees will drop limbs – very dangerous in public 	<ul style="list-style-type: none"> Tree, trees, trees! Need more greenery and shade; natural areas to sit and eat lunch / relax Water features in landscaping (could feature use of recycled water) Install planter boxes to add colour and provide seating Better maintain streetscape: trees, rubbish bins Add interest – local art / photography

	place	

STC NOW**SHOPS AND SERVICES**

What do you like?	What don't you like?	What's missing?
<ul style="list-style-type: none"> Shops are convenient and easy to get to Good variety; every service is provided Like the small businesses and friendly staff Late night shopping Quiet cafés Cinema – colourful and fun Parabanks esp for food shopping 	<ul style="list-style-type: none"> Centre looks dull; facades of shops need to be done up Too many empty shops Parabanks has no character Too many employment related services Shops reflect low socio-economic status of area (eg Cash Converters, Easybeat Loan, op shops) Too much like a country centre – needs to be more like TTP / Parabanks needs to be upgraded Not enough competition between big retail shops Theft from shops Improve publicity about what's available 	<ul style="list-style-type: none"> Better quality and variety of shops eg clothing for larger people, shoe shop, electrical Speciality shops in Parabanks Foodland; Target; K-Mart More cafés and restaurants in 'Norwood Parade' ambience Fresh food (farmers) market Conference centre; catering for businesses Entertainment places like Tunz Fun or community centre with pool tables; affordable activities More street activities / entertainment Relocate service type businesses off main street so focus is shops

		<ul style="list-style-type: none"> • More ATMs
<div> <div>STC NOW</div> <div>HOUSING</div> </div> 		
<p>What do you like?</p> <ul style="list-style-type: none"> • Character of older style housing • Housing is more affordable for larger families • 	<p>What don't you like?</p> <ul style="list-style-type: none"> • Flats are ugly • Small apartments are not good for families • Real estate undersold • People going through recycle and garbage bins 	<p>What's missing?</p> <ul style="list-style-type: none"> • Nicer apartments/units • More housing options eg apartments with shops on top; residential development overlooking Little Para Linear Park • More emergency housing • New housing will require increased infrastructure and social services • New housing should be environmentally sustainable • New housing should not too modern / 'box like' as this will date • Higher density housing needs to be balanced by more public open space • Potential to create a slum if housing is too dense

STC NOW**LOOK AND FEEL**

What do you like?	What don't you like?	What's missing?
<ul style="list-style-type: none"> • Rural, country feel and atmosphere • Welcoming and friendly • Scale and compactness – that it is not big shopping centre like Elizabeth or like Mawson Lakes • Mainstreet character of Old John Street eg old buildings • Historic features of the area are well maintained and valued eg cemetery • Potential of Town Square 	<ul style="list-style-type: none"> • Rundown appearance: dirty and graffiti – STC needs a major facelift • Do not feel safe particularly at night or down by river – too much drinking on the street; need to make a dry zone and police • Huge carpark – waste of space and ugly – make better use of this space • Poor perception and reputation of area • Cemetery being in the heart of the STC; need to relocate • Too many cars and pollutants • No-one around on Sundays 	<ul style="list-style-type: none"> • Restore and renovate the shop fronts in Old John Street; shops with awnings for appearance and shade • Clean up area (eg Clock Tower bird droppings) • Central meeting places for people to meet / stay longer; increase community spirit and a 'hummm' along John St • Improve safety – cameras, lights, additional security, friendly police beat • More trees in the car parks to improve appearance and provide shade • More greenery generally: on streets, trees and lawn in Town Square; more seating

- Entry statement to STC

STC IN THE YEAR 2040**IMAGINE ...****What do you like?**

- Housing above shops
- Places for people to meet such as outdoor cafes, markets
- Vibrancy and interaction of everyday life
- The buzz
- Modern look and feel
- High density housing
- Greenery
- Opportunities for interaction eg over the water

What don't you like?

- Buildings are too city like

What's missing?

- Housing for people with particular needs eg elderly, affordable, people with disabilities
- Development needs to be sustainable eg water and energy use
- More activities/places for young people
- How make new housing look and feel authentic rather than manufactured?
- Housing along the Para River
- Stage for performing

STC IN THE YEAR 2040

IMAGINE ...



What do you like?	What don't you like?	What's missing?
<ul style="list-style-type: none"> Outdoor spaces for children to play Public art that is colourful, different, 'out there' Local festivals/events Use of water in public spaces Opportunities for people to interact with public art/streetscape features Street planting is not just trees but gardens 	<ul style="list-style-type: none"> Cow sculpture 	<ul style="list-style-type: none"> Integrate commercial uses with housing so is easy to access Family friendly environments that cater to all eg elderly, children, people with disabilities Any high rise housing needs to be accessible for all

STC IN THE YEAR 2040

IMAGINE ...



What do you like?

- Housing (but don't wait until 2040)
- Modern look and feel
- Respecting the human scale
- Public spaces where people can come together safely

What don't you like?

- High rise buildings

What's missing?

- Emergency housing
- Affordable housing
- Apartments need to be well designed eg for noise attenuation
- All buildings, public spaces, paved areas need to be accessible for all

STC IN THE YEAR 2040

IMAGINE ...



What do you like?

- 3-4 storey housing
- Housing above shops
- Activity in the street-more people, safer
- Streets and public spaces for people
- Colourful, vibrant street furniture
- Underground train station
- Multiple access points for transport interchange
- Al fresco dining
- No closed in malls
- Modern park areas

What don't you like?

- Don't want manufactured space-we still need character even if we do high rise housing
- Big box indoor shopping complexes
- Housing looks like shoeboxes and will become low income housing in the future

What's missing?

- Greenery at lower levels not just big trees
- Need to attract more tourists

STC IN THE YEAR 2040

IMAGINE ...



What do you like?

- Intimate enclosed spaces eg undercover mall/laneway
- Modern main streets
- Shops above housing
- Public ownership of space
- Shade
- Car free zones
- Activity at night

What don't you like?

- High rise housing- particularly concerned about access in emergency situations

What's missing?

- Footpaths which provide good access for the elderly

APPENDIX 4

SUMMARY OF ADDITIONAL COMMUNITY SESSIONS

Salisbury Town Centre Visioning: 'If Salisbury Town Centre was a person'

Sessions conducted by Janine Harding involving approximately 15 parents of the children attending Library Children's Programs:

- Giggletime held on 7th June 2011
- ABC 30 & 3 held on 8th June 2011

NOW	FUTURE
Rough diamond Disjointed Renovators dream! Family friendly Down to earth Getting on a bit Nice to visit, but only for a little while Dysfunctional Old fashioned x 3 Established Neglected Sprit personality Confused Poor Careless Unsecure Dirty x 2 Dull Boring Not particularly friendly Lack of fashion sense Outdated Holds graffiti Too rough Unsafe Scary	Confident Safe x 3 Fashionable x 2 Clean In Artistic Rejuvenated Younger More diverse Has an identifiable 'heart' Community spirited Sense of belonging Modern x 4 Attractive Classy Colourful Friendly x 2 Beautiful Secure x 2 Clean x 2 Entertaining x 2 Enjoyable Trendy Likes / good with kids x 2 Relaxed Pretty Comfortable (climate proof) Buzzing Playful Inventive

Salisbury Town Centre Visioning: Retain, Change and Create

Session conducted by Brian Pledger with the Salisbury Probus Club on 11th June.

Retain <i>(what they like)</i>	Change <i>(what they don't like)</i>	Create <i>(what's missing that they'd like to see included)</i>
Getting to and around the STC (by car, bike, walking)		
	<ul style="list-style-type: none"> Remove cars from John Street except disabled access (ie pedestrianise John Street) Solve the railway crossing issue (as a physical barrier to cross Park Terrace for pedestrians as well as traffic congestion caused by the crossing along Park Terrace) Church Street should be extended to Gawler Street No cars from Church Street except service vehicles 	<ul style="list-style-type: none"> More shelter in Church Street eg at the bus stops James Street Car Park to be multi-storey Better lighting and security at the interchange 2hrs free parks then charge \$ Underpass under railway
Buildings (eg what do they look like? how are they designed?)		
Community spaces (eg how are they designed and used?)		
		<ul style="list-style-type: none"> More water features, trees and green spaces Improve trails along the river and improve picnic facilities
Streetscapes (what is the look and feel when you are walking / travelling through the STC)		
<ul style="list-style-type: none"> Keep trees 		<ul style="list-style-type: none"> More shelter in Church Street eg at the bus stops

Shops and services (what type of services are available)		
<ul style="list-style-type: none"> • Shopping is easy to access • Keep the library where it is 		<ul style="list-style-type: none"> • More cafes – outdoor and indoors with better food choices • Brand new shopping centre • More good quality relaxed dining
Housing (density and styles)		
		<ul style="list-style-type: none"> • Multi-storey buildings with accommodation that has recreation areas at ground level.
The overall 'look and feel' of STC (retaining heritage, cultural diversity, art, safety aspects etc)		
		<ul style="list-style-type: none"> • Improve security in Town Centre
Other		

Salisbury Town Centre Visioning: Retain, Change, Create

Forum conducted by Julie Douglas and Julie Fyfe on 12th May 2011 with approx 20 people (in small groups of 5 people) involving new arrivals, government service providers, real estate agencies).

Retain <i>(what they like)</i>	Change <i>(what they don't like)</i>	Create <i>(what's missing that they'd like to see included)</i>
Getting to and around the STC (by car, bike, walking)		
Public transport is good Disabled car parking Able to walk around easily	Signs are confusing Difficulties finding places and getting around	
Buildings (eg what do they look like? how are they designed?)		
Community spaces (eg how are they designed and used?)		
Streetscapes (what is the look and feel when you are walking / travelling through the STC)		
Happy Welcome Fine Many trees Good Cleaner and greener than expected	Too crowded Difficulties finding car parks Hard to find destination due to lots of signs and buildings Hard to find Council building because of so many City of Salisbury signs Lots of little streets makes it confusing Crowded and not much parking	
Shops and services (what type of services are available)		
Information Centre is good Good schools available locally	Not enough events, entertainment and cafes open in the evenings	
Housing (density and styles)		
Rental affordability House price affordability More new arrival people purchasing housing		
The overall 'look and feel' of STC (retaining heritage, cultural diversity, art, safety aspects etc)		
Welcoming Supportive of new arrival	More car parking needed	

people Tidy Very busy Neat Well presented The STC was not what was expected		
Other		
Many options to form friendships and communities with other newly arrived migrants	Familiarity with the STC increases the functionality of the STC and the ease of use for people visiting – implies better signage may be necessary	

Salisbury Town Centre Visioning: Retain, Change, Create

Interactive session conducted by Jane Laws at the Salisbury East Neighbourhood Centre during the week of 14th June, 2011: information used for *Street Talk* was improvised and a variety of responses were received from approximately 16 people coming to the community centre.

Retain <i>(what they like)</i>	Change <i>(what they don't like)</i>	Create <i>(what's missing that they'd like to see included)</i>
Getting to and around the STC (by car, bike, walking)		
<ul style="list-style-type: none"> • Not a lot..... 	<ul style="list-style-type: none"> • Unsafe public transport • Train/bus terminal access and getting passed • Increased amount of "traffic slowing devices" - local residents getting annoyed with all the roundabouts, speed humps, and three way roundabouts at t-junctions down local streets that are too small to have them in the first place. • Diment Road – widen it and make it 2 lane to take pressure off Waterloo Corner Road. 	<ul style="list-style-type: none"> • It was commented emphatically by a number of people - People making the planning decisions don't live and use the roads every day otherwise they wouldn't make half the planning decisions they have.
Buildings (eg what do they look like? how are they designed?)		
<ul style="list-style-type: none"> • Many liked the clean lines of new buildings but felt more trees/nature would enhance even more. They felt the library had got a nice mix happening. • Traditional/classic buildings – when they were well-kept in traditional styled gardens, everyone thought they were some of the best and most beautiful scenes Salisbury has to offer. • Many liked the TAFE, police headquarters, church and surrounding streets as being a good mix. 	<ul style="list-style-type: none"> • The loss of traditional/classic style buildings to make way for new development. Park Terrace has some beautiful bungalows and villas and residents felt they weren't valued enough. They did like when these buildings were used commercially as this often meant they were repaired and maintained. • Newer Mawson Lakes – too much house and not enough yard/trees/space/roads.... 	<ul style="list-style-type: none"> • Many would like to see a greater variety of buildings – more multi-storey...

<ul style="list-style-type: none"> Mawson lakes business precinct – many felt council planning worked well here. 		
Community spaces (eg how are they designed and used?)		
<ul style="list-style-type: none"> Lots of positive comments on the evolving sporting hubs (e.g combining tennis courts & pool & bike track) – families can have children with different interests can pursue them in the same location. Open green grassy areas, barbecues, playgrounds, that have activity areas alongside (e.g. tennis/basketball courts) Carisbrooke was regularly mentioned as being a favourite Many liked the sun shelters popping up in many community parks and were grateful for the practicality and also thought it enhanced the image. 	<ul style="list-style-type: none"> Lots of paving and no purpose – many saw Salisbury Town Centre paved area as being a waste of space and ugly. Not enough regular usage and usage meant not cheap market stalls – residents would like to see better use or change the space to something that can be used. It was commented even carparking would be better usage than what's happening now. Many residents didn't feel safe in some community spaces (e.g. Pitman Park which they felt a shame as it has so much potential). 	<ul style="list-style-type: none"> More amenities within community spaces – more outdoor recreational activities with cafes or seated areas nearby so both the active and sedentary can have a day out. Some suggested better use of the creek next to Parabanks as being a cafe/restaurant area with something like Sferras in Modbury overlooking grass & greenery. They liked the idea of more outdoor entertainment/eating areas like other suburbs have to offer..e.g TeeTreeGully Hotel area, Prospect, Lyndoch & the Barossa. Open parklands with activities such as tai chi, walking, fountains, pathways with quirky statues, people reading on park benches surrounded by cafes, ice-creameries, dessert shops, libraries that overlook & become a part of the scene...
Streetscapes (what is the look and feel when you are walking / travelling through the STC)		
<ul style="list-style-type: none"> Mawson Lakes and the open, natural design and clean lines. Well-kept kerbs, greenery, nature blending with man-made environment – 	<ul style="list-style-type: none"> Kerbside dumping Unkempt/dead council land...vandalism....graffiti...broken bottles/syringes etc Many commented Salisbury town centre to look cheap – low quality retailers amongst endless 	<ul style="list-style-type: none"> Good planning Some would like to see a mix of old & new but all with lots of nature mixed in...some who didn't like the modern buildings of Mawson Lakes commented

<p>not just paving, or walls, or buildings – lots of nature in between.</p> <ul style="list-style-type: none"> • Most want nature watered during hot summer regardless of water restrictions. • Most had issues with councils protection of gum trees on privately owned land or on kerbsides where the tree was obviously a nuisance (leaves dropping) or even dangerous. Lots had stories of not being able to chop down a tree that was a hazard because Council deemed they could only get it trimmed by an expert at an exorbitant cost to them (after paying Council for the privilege to be told this). • Many liked stobie pole painting & decorating, street art. Some found the advertising of locals & their thoughts/facilities “nice but corny” – not what you would find in “better suburbs”. 	<p>paving, brickwork, second class markets (lots found the holding of market stalls along John St as degrading the town centre). In comparison, they saw streets in the vicinity of the TAFE, through to St Augustines as well thought out with a good mix of modern & traditional buildings, wide streets & nicely kept.</p>	<p>they liked how nature was blended (in the older areas) with lots of trees, water etc.</p>
Shops and services (what type of services are available)		
<ul style="list-style-type: none"> • Many prefer to shop at Hollywood Plaza or go to Golden Grove, TTP, Elizabeth for ease of parking, variety of shops, undercover shopping. • Salisbury has most major retailers within easy driving distance – the available variety of goods & services was extremely good. 	<ul style="list-style-type: none"> • ALL dislike the plans to stop funding RDNS and see it as detrimental to the community in the long run. • Salisbury Town Centre shopping..... Many were outraged that town centre traders were seen to influence the Council to stopping the development of shopping centre near Salisbury Plains area. Most considered it was up to the town centre traders to lift 	<ul style="list-style-type: none"> • Better parking..... better design....

<ul style="list-style-type: none"> • Lots of GP & medical specialists are based in Salisbury but the demand means there is delays in being seen. Many residents would like to see more health/medical services available locally so there wasn't long waiting to be seen. • Recycling & garbage collection services are seen as superior to many other councils. 	<p>their service/business to a level that would make people want to go to them over another business.</p>	
Housing (density and styles)		
<ul style="list-style-type: none"> • Opinions were evenly divided between house styles & suburbs... It was commented that personal choice determined what type of house, but price and amenities suiting lifestyle determined suburb choice. For example, a sporting family looks for nearby clubs to suit their needs; a couple who likes to walk each day will look for easily accessible walking trails. All said shops & services such as medical facilities were important to have within a reasonable distance. • The overall consensus was that high rise and multi-storey living was only practical for a certain demographic, and all commented that what was growing in Mawson Lakes was tasteful and innovative. • Some would like to 	<ul style="list-style-type: none"> • Most like more traditional building land sizes – there were lots of comments about how the newer housing estates have little or no yard or privacy from neighbours. They saw this as being a problem in later years as children grew up, became noisier – conflict between neighbours would increase if there is no escaping noise and intrusion due to being in too close proximity. They also saw this as contributing to childhood obesity – kids have no yard to play in and even though parks may be nearby, it's not safe to let them go there without an adult. In past years they would have sent the kids outside in the backyard, now there's no room for them to do anything in the backyard. By the time kids are old enough to go to the park on their own, patterns & habits are set and computer games are their first choice. • Lots commented on the need for more affordable retirement housing. Cost to buy into private retirement estates are excessive and the cost to sell once you want to get out are even worse. Some commented as much as 40% of selling price went to the retirement home company. 	<ul style="list-style-type: none"> • Trees and vegetation in new suburbs.

<p>somehow have housing making better scenic use of Salisbury council's water saving innovations – some said they would pay extra for their home to have water views that were also practical in a community water-saving scheme.</p>		
The overall 'look and feel' of STC (retaining heritage, cultural diversity, art, safety aspects etc)		
<ul style="list-style-type: none"> • Mawson Lakes, Springbank Waters, & new suburbs • Parklands – especially Para Wirra, Carisbrooke, linear park through Salisbury Downs • The Salisbury Recreation Precinct at Waterloo Corner Road – tennis & the pool etc • Most suburbs are well kept and there's continuous improvement in those that need it – e.g. Salisbury North. • Lots of shopping centres within a short driving distance – Hollywood Plaza big favourite out of Salisbury shopping centres. • The people – lots of people commented on how helpful & friendly most people in Salisbury are. A lot of people know & are friends with their neighbours. • Good selection of schools, sporting clubs • The airport 	<ul style="list-style-type: none"> • Salisbury Town Centre – John Street – not one person had a positive comment on the design, look or practicality of this area. All felt sorry for traders as they rarely went there as it looked so bad, parking was terrible, looked unsafe and was "a nightmare to drive". • Train/bus terminal & getting in around town centre was often only ever ventured if absolutely necessary. Some people felt it "a shame the library & council chambers was in Salisbury otherwise they wouldn't have to go there at all". • Complaints from Salisbury North/Paralowie residents on the state on Waterloo Corner Road & the proposed "slowing down" of Diment road – Waterloo Corner Road was described as a disaster being single lane, with too many bus stops, traffic islands put awkwardly near turning lanes so traffic builds up, during busy periods people take risks to turn onto Waterloo corner road & roundabouts on side roads are being driven over or treated as a T-junction because they're too tight. Lots of complaints here – residents were not impressed at planning here at all! Information given out that Diment Road should be further slowed down had people in an outrage, saying it would be better to make it double lane & take the pressure of the disaster 	<ul style="list-style-type: none"> • Better planning for the city centre – straight lines, easy parking, trees and beautiful buildings. Many cites mawson lakes as an example for planning & ease to drive around. • Better nightlife – good quality restaurants, entertainment venues (for concerts, plays, cabarets) high quality & unique that brings in people from out of town as well as keeps locals going out local.

	<p>that is Waterloo Corner Road. Many had suggestions on what they would like to do with whoever was planning all this. – Not one positive comment available.</p> <ul style="list-style-type: none"> • Many felt the open land behind Salisbury East, Hillbank etc was being lost with development and more needed to be left as open land. • The airport. 	
Other		
		<ul style="list-style-type: none"> • When asked to imagine it's the year 2040, many thought we'd still be dealing with the same issues as they can't see Council taking a firm stand and redesigning the "shambles" that is currently Salisbury Town Centre. Most thought that Council continued to throw good money away to build upon what is already there, when they saw the issue as being a bigger job – new roads, new blocks, better layout rather than working with what's there now.