

ITEM	STCSC1 (1)
	SALISBURY TOWN CENTRE SUB-COMMITTEE
DATE	9 July 2012
HEADING	Community Consultation Outcomes
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SUMMARY

1. This report summarises the community engagement undertaken as part of the Salisbury Town Centre Renewal Project and highlights its impact in shaping the Structure Plan.

BACKGROUND

2. The Salisbury Town Centre (STC) Renewal Project has the following four stages:
 - Identifying Opportunities – June 2011
 - Developing the Options – August/September 2011
 - Exploring the Options – October/December 2011
 - Finalising the Plan – February/July 2012 (launch September 2012)
3. Each stage has a tailored community engagement process with the project now in the course of completing the final stage, 'Finalising the Plan'.
4. Objectives of this final stage of the community engagement process were to:
 - Undertake targeted stakeholder consultation; and
 - Keep the community informed about the project.
5. This report will provide a summary of the engagement processes and key findings that have informed the development of the Structure Plan.

REPORT

Stage 1: Identifying Opportunities

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

Salisbury Town Centre.

7. The following provides a summary of the engagement activities, the key findings and next steps.

Engagement Activities

8. In seeking community views, the following engagement techniques were used and attracted over 750 inputs:
- Questionnaire – 141 responses
 - Two Workshops – 33 attendants
 - Key Stakeholders
 - Community
 - Street Talk (an interactive display set up in front of the Len Beadell Library) – over 500 inputs
 - Additional Council staff led activities – 80 attendants
 - Salisbury Probus Club
 - Salisbury East Neighbourhood Centre
 - Salisbury Library Children’s Programs
 - New Arrivals Forum
9. In informing the community about the project and how people could get involved, the following promotional activities were undertaken:
- Project Bulletin 1, questionnaire and flyers:
 - Were distributed to:
 - Owners and occupiers of 3,600 properties located within 800m radius from the Salisbury Interchange
 - Key stakeholder groups with an accompanying letter inviting them to participate in the key stakeholder workshop
 - Were made available at various Council facilities
 - Were distributed to traders by Salisbury Town Centre Association
 - Were distributed to Youth Council members, Salisbury TAFE for their new arrival students, all Council staff
 - Messenger Press
 - A full-page colour advertisement
 - Online
 - All material was available on the City of Salisbury website and was also promoted on the City of Salisbury Facebook page
 - Letters
 - Project Bulletin and a letter was distributed to key stakeholders via ‘warm contact’
 - Electronic notice boards
 - Electronic notice boards promoting Street Talk and the Community Workshop were displayed at the Len Beadell Library, Para Hills Library, Salisbury West Library, Ingle Farm Library, Mawson Lakes Library and Council Office

Key Findings

10. At some of the workshops, participants were invited to describe the Salisbury Town Centre as it currently exists and their preferred future vision. Salisbury Town Centre now is seen as outdated, disjointed and in need of a major face lift. In contrast, a preferred Salisbury Town Centre is one that is modern, confident, safe and proud.
11. Key messages from the engagement activities included:
 - Improve legibility and access to the Salisbury Town Centre so that people can access the Town Centre easily and find their way around and understand how a 'place works'
 - Modernise the Town Centre while celebrating the area's history
 - Enhance John Street as the 'main street' which provides a focal point for retailing and socialising
 - Improve the quality and variety of retail, hospitality, entertainment and community services
 - Create vibrant, safe community and places
 - Incorporate a mix of housing types and styles
 - Capitalise on cultural diversity of area and explore other niche investment opportunities.
12. Survey respondents were asked to identify 'three key things' that could happen now to create their vision for the Salisbury Town Centre. The following themes emerged:
 - Improve the shopping experience;
 - Promote upgrade of Parabanks;
 - More public, social and residential activities in the Town Centre;
 - Improve traffic flows and car parking;
 - Improve the appearance of the Salisbury Town Centre (eg clean up, removing graffiti, and rubbish); and
 - Improve safety.
13. The outputs of the Stage 1 community engagement process were used to inform the development of draft design criteria (eg guiding principles) to steer the preparation of structure plan options for the Salisbury Town Centre.

Stage 2: Developing the Options

14. Objective of the Stage 2 was to develop concept plan options for the Salisbury Town Centre based on the outputs of Stage 1.

Engagement Activities

15. In seeking community views, the following engagement techniques were used:
 - Council staff and Elected Member Workshop;
 - Stakeholder and Community Workshop;
 - Meetings with targeted stakeholders including:
 - Representatives of the Salisbury Town Centre Association;
 - Department for Planning and Local Government;
 - Department of Transport, Energy and Infrastructure;

- Department of Education and Community Services (TAFE);
 - SA Health;
 - Department of Transport and Economic Development (Immigration SA);
 - Local landowners (including owners of Parabanks, John Street tenancies, hotels, the Catholic Church and Anglicare); and
 - Service providers such as Helping Hand and ACH).
16. In informing the community about the project and encouraging people to get involved, the following promotional activities were undertaken:
- Project Bulletin 2 were distributed to:
 - 4,200 owners and occupiers of properties located within 800m radius from the Salisbury Interchange and a further 450 non-resident property owners.
 - Key stakeholder groups with an accompanying letter inviting them to participate in the key stakeholder workshops.
 - Individuals who completed a questionnaire in Stage 1 who expressed a desire to stay involved in the process.
 - The general community via bulletins being available at the Council office as well as libraries, community and recreation centres.
 - Traders by the Salisbury Town Centre Association.
 - On-Line
 - Production of the Bulletin 2 occurred at the same time as Council launched their new website. A dedicated webpage on the STCR Project provided a platform for posting background information, outcomes of Stage 1, the bulletins and up-to-date information on upcoming workshops. Facebook blasts were used to promote the project and workshop.
 - Electronic Noticeboard
 - Noticeboards were utilised at the Council facilities.

Key Findings

17. Draft principles/guidelines were supported being:
- Celebrate the area's history and traditions;
 - Make it easier, safer getting to and around the town centre;
 - Create attractive, safe, vibrant community places and public space;
 - Revitalise the town centre with a mix of land use activities;
 - Enhance 'main street' appeal;
 - Provide increased opportunities within and near the town centre;
 - Enhance open space connections; and
 - Promote cutting edge environmental design and technology.
18. Both workshops generated considerable discussion regarding creative ways to address key issues. A number of suggestions were made on specific design elements. Including movements, built form and land use, open space and public realm.

Stage 3: Exploring the Options

19. Objectives of the Stage 3 community engagement process, 'Exploring the Options' were to:
- report back on what community members have told us about what they like/don't like about the STC now as well as ideas of how they would like it to be improved;
 - present and seek feedback on the following:
 - Three options for the STC
 - Option 1 – to revitalise the current heart of the STC
 - Option 2 – to reinforce and extend the heart of the STC by extending Church Street to create a high street
 - Option 3 – to relocate the heart of the STC to the interchange
 - Four options for traffic movement on John Street:
 - Option A – One-way traffic
 - Option B – Two-way traffic without buses
 - Option C – Two-way traffic with buses
 - Option D – No vehicles (pedestrian mall)
20. 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.
21. The following provides a summary of the engagement activities, their key findings.

Engagement Activities

22. It is estimated that approximately 430 people contributed to the design options using the following techniques:
- Street Talk Two (an interactive display in front of the Len Beadell Library) – over 300 responses
 - Youth Council workshop – 7 attendants
 - Questionnaire – 128 responses
23. In informing the community about the project and how people could get involved, the following promotional activities were undertaken:
- Project Bulletin 3 which included the questionnaire
 - Were distributed to:
 - Owners and occupiers (including businesses and traders) of 4,200 properties located within 800m radius from the Salisbury Interchange
 - Key stakeholder groups
 - Those who were involved in previous community engagement activities
 - Those who wanted to be kept informed about the project
 - Were made available at all Council facilities
 - Were made available at the Information Booth near the Salisbury Interchange
 - Were distributed further to traders by the Salisbury Town Centre Association
 - Were distributed to Youth Council members, Salisbury Access Sub-Committee members
 - Stall at the Salisbury Christmas Pageant

- A stall displaying the design options was established to promote the project and gather feedback.
- Messenger Press
 - A full-page colour media coverage
- Online
 - All material was available on the City of Salisbury website and was also promoted on the City of Salisbury Facebook page
- Library Newsletter
 - October and November editions of the Library Newsletter featured articles on the project and promoted the engagement activities
- Electronic Notice Boards
 - Electronic notice boards promoting Street Talk Two were displayed at the Len Beadell Library, Para Hills Library, Salisbury West Library, Ingle Farm Library, Mawson Lakes Library and Council Office
- Posters
 - Posters promoting visits to the stall at the Christmas Pageant, Street Talk, and to complete a questionnaire were displayed at all Council facilities, Information Booth near the Salisbury Interchange, Parabanks Shopping Centre, and John Street traders shop front.

Key Findings

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

Table 1: Preferences for STC Options

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

*a lower score indicates a stronger preference

Table 2: Preferences for John Street Traffic Movement Options

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

*a lower score indicates a stronger preference

25. Option 2 including extending Church Street was the most popular option, followed by Option 1 of retaining the current layout of the STC.
26. Option A of retaining current one way traffic was the most popular option, followed by Option D of turning John Street in to a pedestrian mall. Option D was also one of the most unpopular options for the following reasons:
- Access issues especially for the elderly and people with mobility issues
 - Safety issues particularly at night

- Cost of modifying the existing arrangement was considered a waste of money
 - Convenience for drivers including access to on-street car park.
27. Irrespective of which of the STC options they support, participants were keen to see the STC given a good clean up and 'make-over'. Many of the comments received echoed those from the Stage 1 community engagement, with people suggesting a range of initiatives including:
- retaining / enhancing 'village like' ambience and pedestrian friendliness of John Street
 - better access and use of the Civic Square and public realm including the river area for entertainment and activities eg street markets, bands, more family/kids friendly activities
 - encouragement of more outdoor cafes
 - having easy bus access to Parabanks
 - improved access to car parking
 - improved safety initiatives eg at Interchange and the river area by having increased built form / surveillance
 - increased access to community facilities and services anticipated population growth.
28. The outcomes of the Stage 3 community engagement were used to inform the discussion at an Elected Members workshop, which also featured representatives from the Northern Economic Leaders. This workshop identified preferred Council directions for developing the Draft Structure Plan. Other elements including desired outcomes of the traffic modelling and the economic investment assessment were also discussed.

Stage 4: Finalising the Plan

29. The objective of this final stage of the community engagement process was to inform the community of the project outcomes. The website was updated and a newsletter was distributed to all traders within the Town Centre, updating them on some of the smaller projects/developments that had been occurring and also reintroducing them to the Town Centre Association. A survey of traders was carried out at the same time, providing some key benchmark data on staff numbers and employment structures (part time v full time employment). The newsletter served to encourage traders that investment was already occurring within the Centre and that Council was implementing some of their suggestions that came out of the first stages of consultation.
30. Following this workshop the following consultation occurred:
- A targeted consultation process on the Draft Structure Plan (February – March 2012), including
 - Meetings with key landowners / interested organisations
 - Meetings with Salisbury Town Centre Association representatives
 - Meetings with State Government agencies
 - Meetings with utility providers
 - Consultation with those who have provided input in the project
31. On the 30th of May, the Structure Plan and its supporting traffic and investment analysis was presented to Elected Members. The presentation was to both inform members and to gather feedback, which can inform the final version of the Structure Plan.

32. The launch of the Structure Plan is now planned for September and will include the new brand identity for the STC. The launch will incorporate the following:
- Distribution of Project Bulletin 4
 - Library Newsletter
 - Website Update
 - Facebook Blasts
 - Messenger Press
 - Targeted/Direct emails
 - Staff newsletter/email
 - Launch/Function

CONCLUSION / PROPOSAL

33. The community and stakeholder consultation undertaken as part of this project has been extensive and particular attention has been given to ensuring the Communities views are integrated through the formation of the Structure Plan Document. Those consulted include local residents, traders, property owners, representatives from local sporting and community groups as well as key Government stakeholders and service providers. The engagement process utilised techniques including Street Talk events, newsletters, social media, questionnaires, workshops and individual meetings.
34. The gathering of ideas and the canvassing of opinion from the Community has been critical to taking the first steps towards a revitalised Salisbury City Centre. The final stage of the Community Engagement will serve to ‘close the loop’ on the consultation and will aim demonstrate to the community that their ideas have been incorporated into the thinking behind the new Structure Plan.
35. Ongoing community engagement, in varying forms will be critical to ensuring community acceptance about the proposed changes to renew the City Centre. These engagement processes will seek to build upon the goodwill already established through the Structure Planning engagement processes.

RECOMMENDATION

1. That the Community Engagement Final Report by Natalie Fuller and Associates be received and noted.

CO-ORDINATION

Officer:	GMCiD	GMCD	GMAS	GMBE	GMCP	CEO
Date:	02.07.12	04.07.12	04.07.12	04.07.12	N/A	04.07.12

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

1. Community Engagement Final Report: Natalie Fuller and Associates