

**ITEM** STCSC3 (1)  
**SALISBURY TOWN CENTRE SUB-COMMITTEE**

**DATE** 9 July 2012

**HEADING** Salisbury City Centre Renewal Strategy

**AUTHOR** Luke Gray; Senior Development Officer - Planning and Greg Waller;  
General Manager - City Development; City Development

**SUMMARY**

This report summarises the Renewal Strategy prepared by Hames Sharley and should be read in conjunction with the Consultation Report and Traffic Assessment Reports that are also on this agenda.

It will be recommended that Council endorse the attached Structure Plan that will guide the future development of the Salisbury City Centre.

**BACKGROUND**

1. The Salisbury City Centre (SCC) Renewal Strategy is an initiative conceived by the City of Salisbury, which benefits from funding secured through the 'Places for People' program from the Department of Planning, Transport and Infrastructure.
2. The project objectives of the Renewal Strategy are:
  - a. Objective A: Sustainable Capital Investment;
  - b. Objective B: Market Acceptance;
  - c. Objective C: Appropriate Spatial Framework;
  - d. Objective D: Fosters Social Vitality;
  - e. Objective E: Environmental Sustainability; and
  - f. Objective F: Embody Flexibility.
3. Significant Community Consultation has been conducted, via various methods, throughout the life of the project. A separate report, prepared by Natalie Fuller and Associates and referenced within Council Report titled Community Consultation Outcomes summarises the community consultation undertaken.
4. The process of developing the structure plan involved undertaking detailed investigation regarding the physical, social, economic and environmental issues affecting the Salisbury City Centre. Investigations incorporated assessment of previous studies and relevant literature, meetings / workshops with key stakeholders and specialists, site visits, option/scenario building and testing and modelling.

5. Market research was also undertaken by Harrison Research to gauge a wider community views as to why people come and don't come to the Salisbury Town Centre.

## **REPORT**

6. The Planning Principles for the Structure Plan were developed through extensive community, Government Agency and Key Stakeholder consultation as outlined below:
  - Provides progressive leadership and being economically deliverable
  - Has a consolidated core
  - Is framed by a legible movement network
  - Provides active and functional public spaces and streets
  - Cultivates social vitality and environmental sustainability
  - Has a flexible, responsive built form and density framework
7. A schematic of the Structure Plan, conceptual vision for the City Centre and conceptual image of a view up Church Street across movement in the civic square and John Street (Attachments 1, 2 and 3) provide a snapshot of the desired changes for the Salisbury City Centre. Key elements of the Structure Plan are highlighted below.

### **Vehicle Network**

8. The vehicle movement network was a key concern of the Community and its reconfiguration key to a more accessible City Centre. The proposed Structure Plan incorporates some substantial changes to the existing road network, these include:
  - Extension of Church Street to newly created ring road to the north of Parabanks;
  - Extension and formalisation of Ann Street to the created ring road;
  - Roundabout at John Street/Church Street Intersection
  - Pedestrian extension of John Street through to railway interchange;
  - Consider John Street becoming two-way for its entire length in the long term;
  - Creation of a link from Gawler Street to Church Street, north of the municipal offices; and
  - Bus movements to occur through the newly created 'ring route' which utilises Gawler Street, Wiltshire Street, Commercial Road and the proposed extension of Ann Street

### **Pedestrian Movement and Open Space Connections**

9. An emphasis was placed on the need to connect key destinations within/around the City Centre and open space surrounding the City Centre with key pedestrian pathways. Key components of this improved pedestrian network would include:
  - A legible, connected pedestrian network connecting key destinations;
  - Identifies strategic/historic sites within the City Centre through an interpretative walk;

- Improved safety through passive surveillance and active frontages;
  - Augmented pavement treatment creating co-ordinated paths of travel;
  - A network that complies with the requirements of the Disability Discrimination Act 1992 to ensure accessibility for all; and
  - Provides visual and physical amenity to pedestrians
10. There are a number of existing open space areas in and around the City Centre and the Structure Plan seeks to revitalise these spaces by:
- Activating key local and regional open space areas (eg: Pitman Park, the Little Para River, Salisbury Recreation Precinct and Salisbury Oval);
  - Bringing green space within the Civic Square to soften the hardscape;
  - Creating green links along Church Street from the Little Para Reserve into the City Centre and through to the Salisbury Oval;
  - Creating a green terminus at the end of John Street and incorporating high quality landscaping along its length;
  - Creating a sense of arrival by using specific landscaping at key entry points into the City Centre;
  - Bringing water elements into the City Centre.

### **John Street and City Core**

11. A key principle of the Renewal Project and Structure Plan is the activation of John Street. Increased retail activity, along with cafes and residential development above are seen as critical components of a reactivated John Street.
12. Reopening John Street to two way traffic has been recommended to Council by the consultancy team, albeit it would be a long term goal. The arguments are based around similar developments in Australia where the two way traffic flow has lead to increased economic activity and retail 'life'. It is also argued that converting John Street to two-way will also provide some traffic circulation benefits.
13. Council staff consider that although converting John Street to two way may be an appropriate long term position, however, in the medium term, it is considered that John Street shall remain one way. It is argued that there are more significant City Centre development projects that would benefit from Council funds and resources and would better address the key outcomes desired by the Structure Plan. Equally, it was the outcome of community engagement and business owner consultation that John Street should remain one way.
14. The Civic Square, another critical component of a revitalised City Centre must be activated where possible through the provision of retail, and public facilities at the street level and residential and commercial land uses above. An investment in a redesigned Civic Square, incorporating informal play and landscaped areas will aid in increasing its use and attractiveness to the Community (\$400,000 committed by the State Government to commence this project).

15. Within the Core of the City Centre, (John Street, Church Street, Wiltshire Street and Civic Square) is where a high intensity of retail, commercial, civic and residential land uses should exist. Buildings of height (4 to 6 storeys) should be located within this area and with the mix of land uses, will create opportunities for 18 hour activity. This 18 hour activity, along with passive surveillance from the upper storeys of buildings, are important concepts in crime prevention, and consequently, create a safe environment for the users of the Salisbury City Centre, both during the day and into the evening.

### **Car Parking**

16. The co-ordinated provision of car parking is important to the future growth of the City Centre. Ensuring there is a satisfactory balance between providing a sufficient number of short and long term parking opportunities, whilst also encouraging public transport, walking and cycling as legitimate transport alternatives.
17. A review of car parking rates, enforcement procedures and public parking provision and location are amongst the most critical areas of investigation in the future as part of the implementation phase.

### **Next Steps**

18. The following list provides a summary of the next steps that would enable Council to ratify, test and facilitate the initial implementation projects (to occur concurrently);
  - **Action Plan:** Develop and implement a detailed SCC Action Plan that implements the SCC Renewal Strategy (including public realm policy and capital works opportunities) and a detailed carparking review (report to August 2012 STCSC).
  - **Governance:** Review the governance and marketing arrangements for the SCC in partnership with existing stakeholders (report to August 2012 STCSC).
  - **Partnerships and Investment:** Facilitate development discussions and investigations/opportunities for Council and non-Council owned sites
  - **Development Plan Amendment:** Update Council's Development Plan policy to reflect the vision in the Renewal Strategy (including car parking and traffic strategy)
  - **Marketing:** Develop and implement a SCC Marketing/Branding Action Plan including marketing prospectus targeted at developers, businesses, government and consumers (see separate report this month).
  - **Implementation Strategy:** The development of an implementation strategy to consider how best to allocate resources to renew the SCC that will generate private sector housing, employment and investment (report to August 2012 STCSC).
  - **Monitor and Evaluation:** Council will need to continually refine and measure its indicators of success to ensure real progress is being made.

**CONCLUSION / PROPOSAL**

19. The Renewal Strategy / Structure Plan is the first steps towards a revitalised City Centre. They will be used to inform future decisions on land use, transport planning, open space provision and public-private investment and will provide economic, environmental and social benefits for the Community into the future.

**RECOMMENDATION**

1. The Salisbury City Centre Renewal Strategy (dated 7th June 2012) be endorsed.
2. The Salisbury City Centre Renewal Strategy Structure Plan (page 43) be endorsed to guide the future development of the City Centre.
3. Staff commence a Development Plan Amendment that reflects the renewal strategy and reinforces Salisbury City Centre as the economic, social and civic heart of the region.
4. Staff prepare a marketing prospectus that promotes the benefits of the City Centre and development opportunities that exist.
5. A report detailing the Implementation Strategy be presented to the August 2012 meeting of the Salisbury City Centre Renewal Sub-Committee.
6. A report on the issues and options for the governance framework for the renewal / development of the City Centre along with the ongoing management and marketing of the Salisbury City Centre be presented to the August 2012 meeting of the Salisbury City Centre Renewal Sub-Committee.

**CO-ORDINATION**

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

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

1. Salisbury City Centre Renewal Strategy: Hames Sharley
  - 1.1. Attachment 1 – Salisbury Town Centre – View up Church Street across Civic Square and John Street
  - 1.2. Attachment 2 – Conceptual Vision for the Salisbury City Centre
  - 1.3. Attachment 3 – Structure Plan Conceptual Plan