

MAGILL VILLAGE PARTNERSHIP



Australian Government

Department of Infrastructure and Transport



COMPLETE

MAGILL URBAN VILLAGE – PRECINCT MASTER PLAN

GEHL CONVERSATION

“Building Better Cities”



DATE:

Thursday 29 November 2012

8.00 - 8.30am: Tea, coffee and pastries from Campbelltown Food Trail Providers, on the lawn overlooking Third Creek.

8.30 - 9.45am: Gehl Masterclass

LOCATION:

University of South Australia Magill Campus, Building H (refer map)

GETTING THERE:

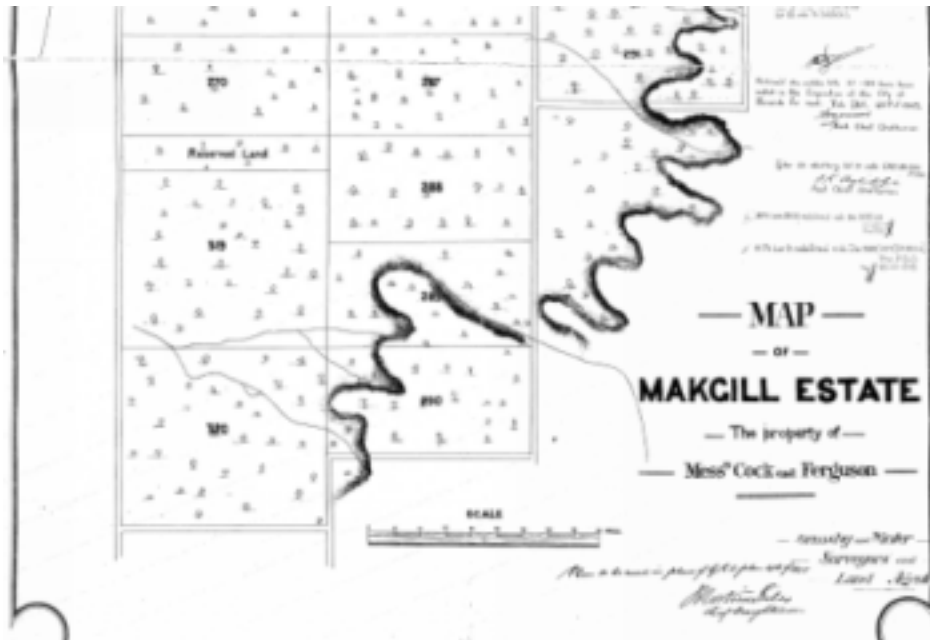
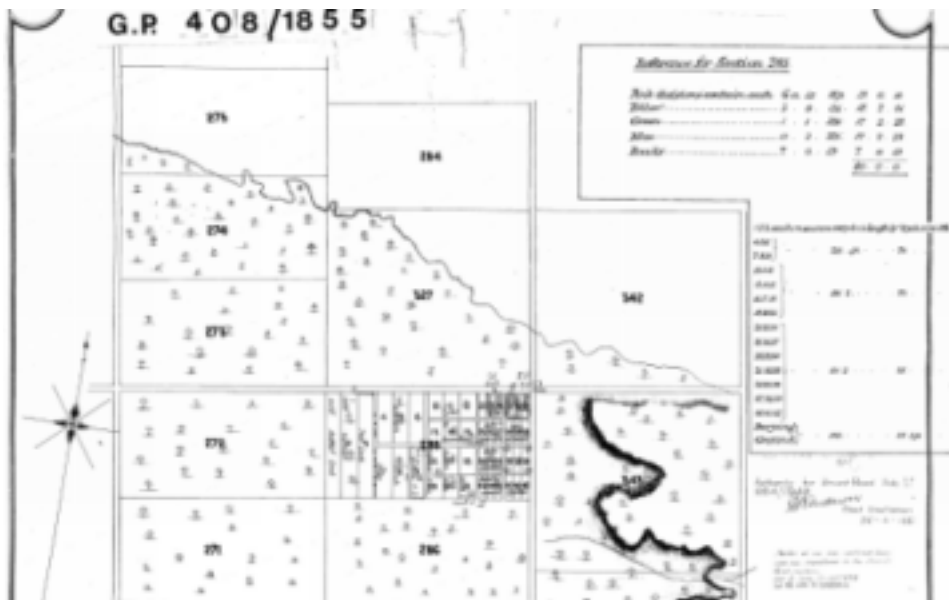
St Bernards Road (near corner of Magill Road). On-site carparking is available off Lorne Avenue - you will require 40c for the meter.

You are invited as a special guest to a presentation by Scottish Architect David Sim, Director of Gehl Architects, Copenhagen. David will be in South Australia offering global best practice insights to support the delivery of the Magill Urban Village Masterplan project. This project is a national pilot initiative being delivered through a consortium of leading industry, education and government sector expertise funded under the Australian Government's Liveable Cities Program. Gehl Architects are recognised as one of the world's leading urban research and design consultancies.

This is an invitation only event. RSVP by Monday 26 November at www.trybooking.com/CDBO

[illegible]

MAGILL VILLAGE PARTNERSHIP



1838

ORIGINAL VILLAGE SUB-DIVISION
(Cock & Ferguson)

NAMED AFTER SIR DAVID MAITLAND MAKGILL, OF
FIFESHIRE, SCOTLAND

EARLY INDUSTRY & GROWTH

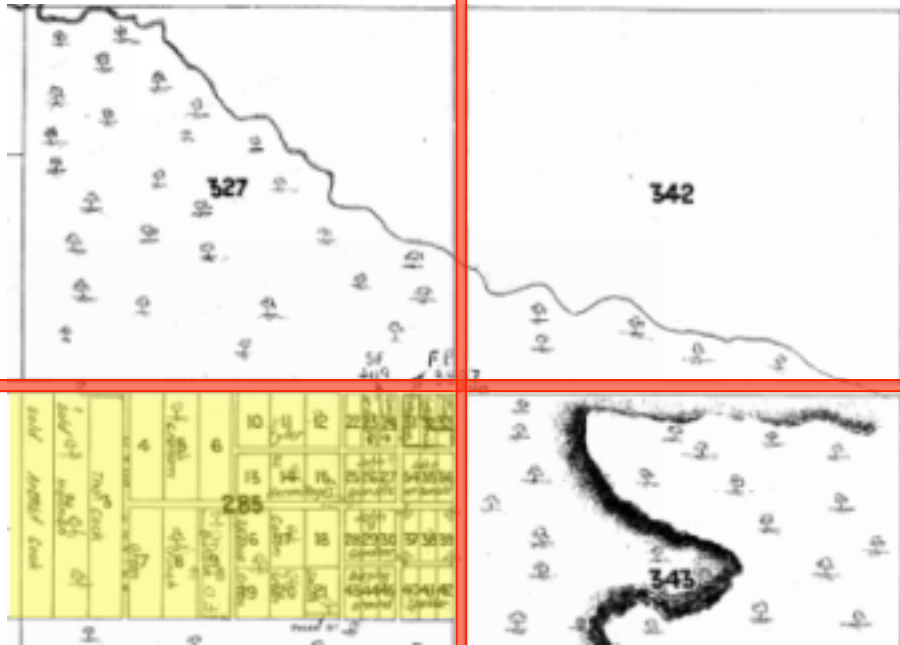
- VINEYARDS
- ORCHARDS
- TIMBER TRADE
- POTTERY
- BLACKSMITH
- EAST TORRENS HOTEL (1840)
- WORLDS END INN (1845-1909)
- ANGLICAN CHURCH (1848)
- EAST TORRENS COUNCIL FORMED (1853)
- BURNSIDE COUNCIL FORMED (1856)
- COUNCIL OF CAMPBELLTOWN (1868)
- METHODIST CHAPEL (1855)
- BAPTIST CHURCH (1866)
- INSTITUTE BUILDING (1901)

PETER DONOVAN -
SOCIAL HISTORIAN

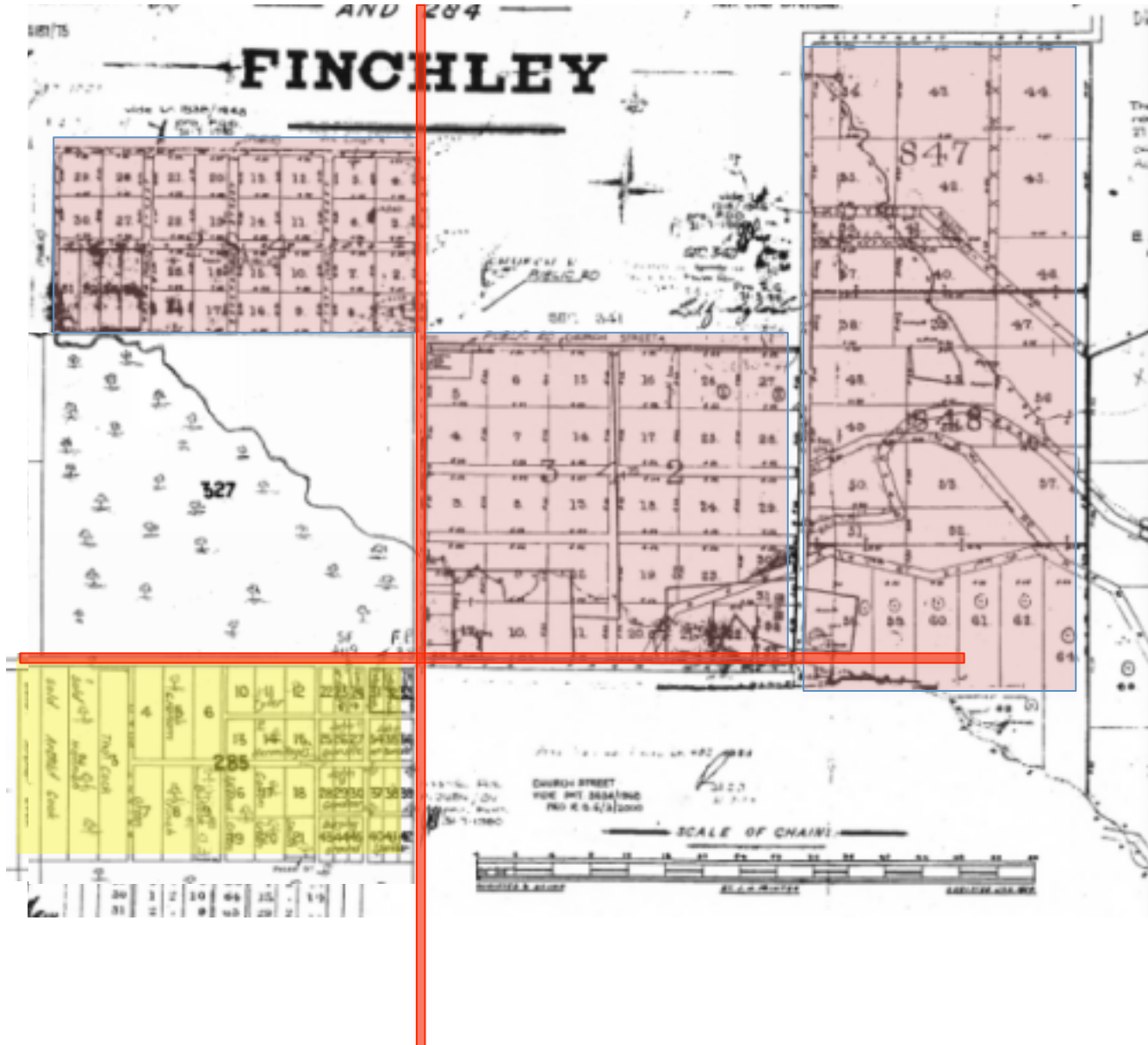
HISTORY – SUB-DIVISION

1838

ORIGINAL VILLAGE SUB-DIVISION
(Cock & Ferguson)



MAGILL VILLAGE PARTNERSHIP



1838

ORIGINAL VILLAGE SUB-DIVISION
(Cock & Ferguson)

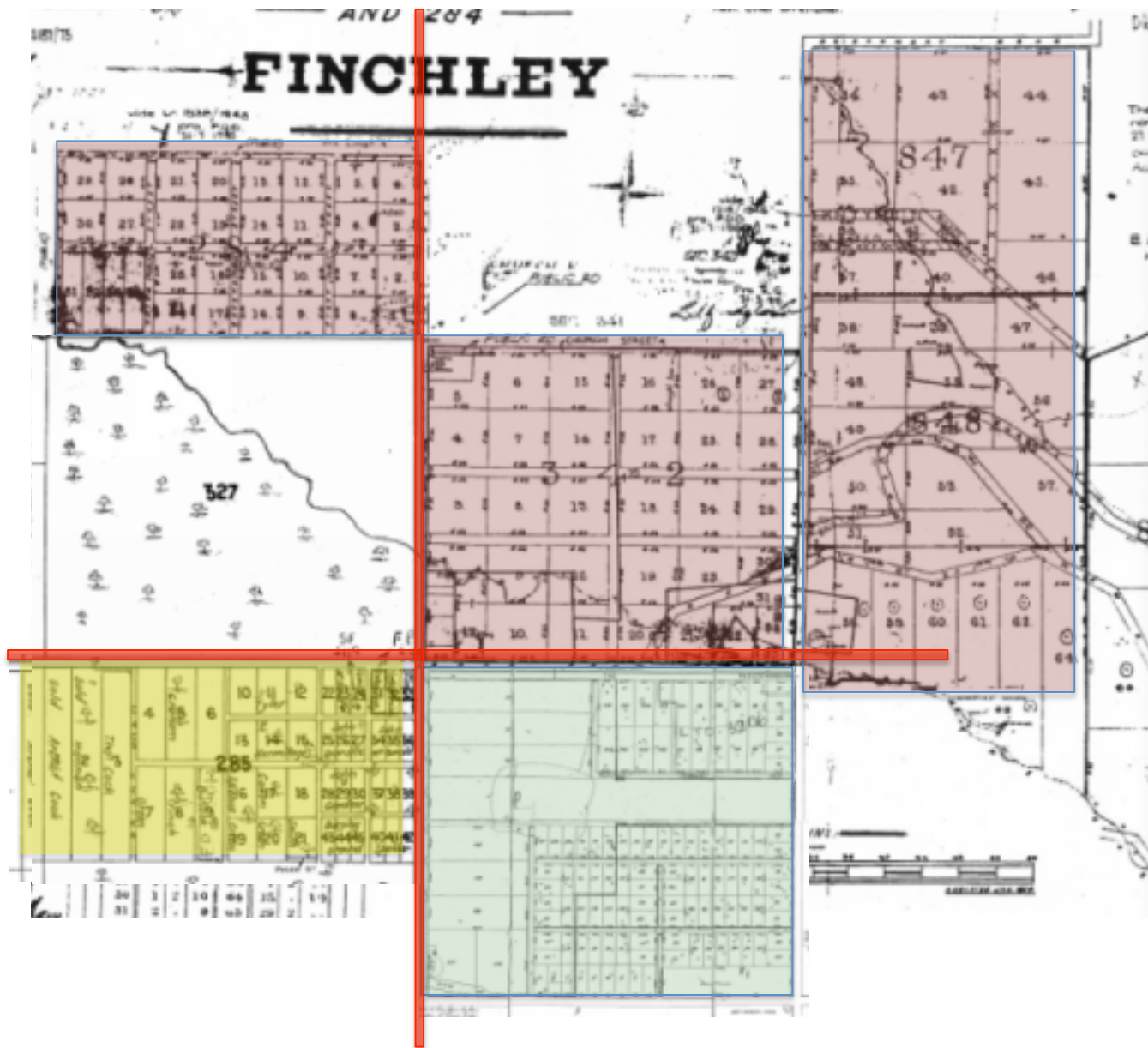
1854

SUB-DIVISION
(Captain John Duff)

HISTORY – SUB-DIVISION

COMPLETE

MAGILL VILLAGE PARTNERSHIP



1838

ORIGINAL VILLAGE SUB-DIVISION
(Cock & Ferguson)

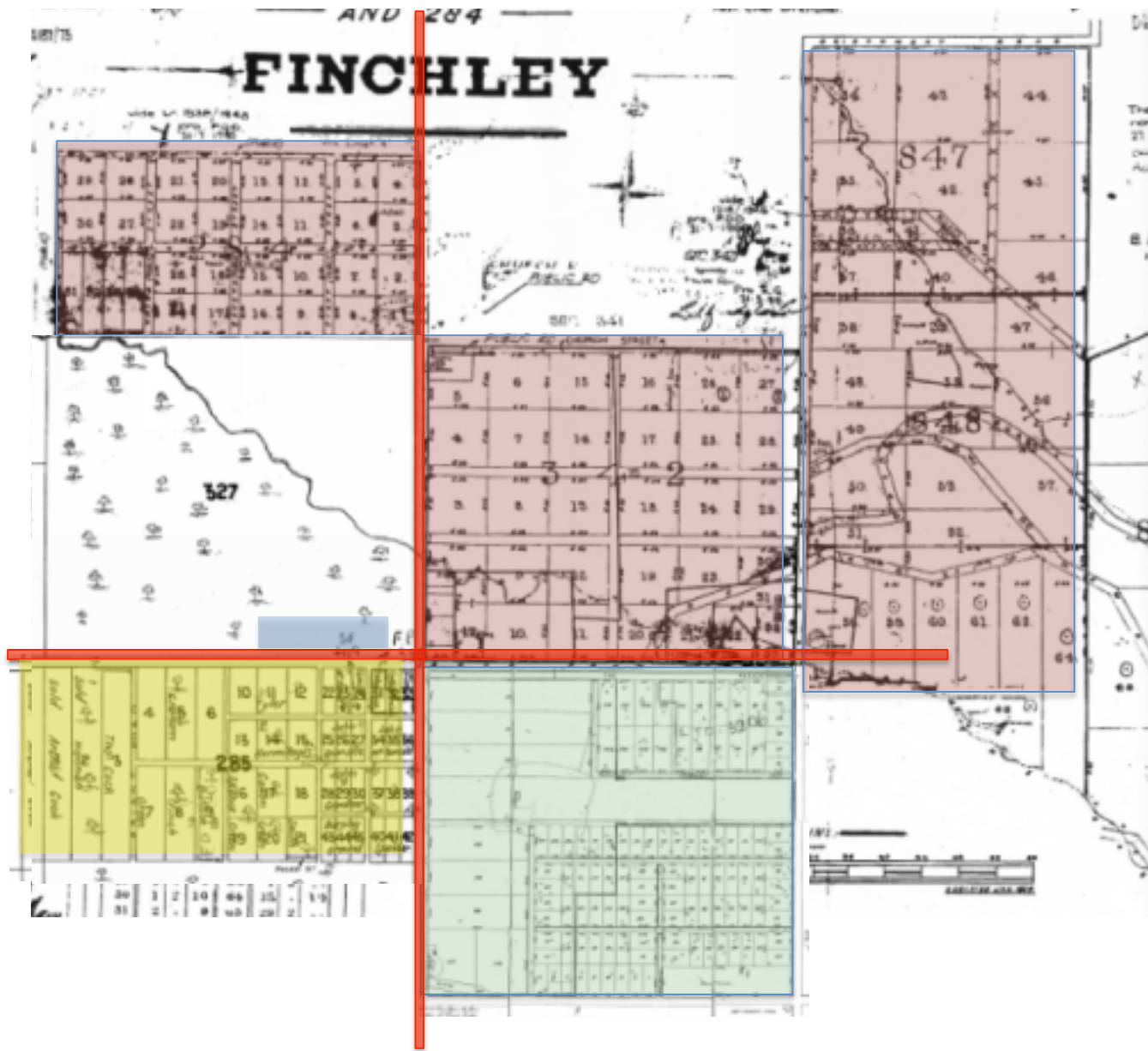
1854

SUB-DIVISION
(Captain John Duff)

1859

SUB-DIVISION OF HOME PARK
(Patrick Auld)

MAGILL VILLAGE PARTNERSHIP



1838

ORIGINAL VILLAGE SUB-DIVISION
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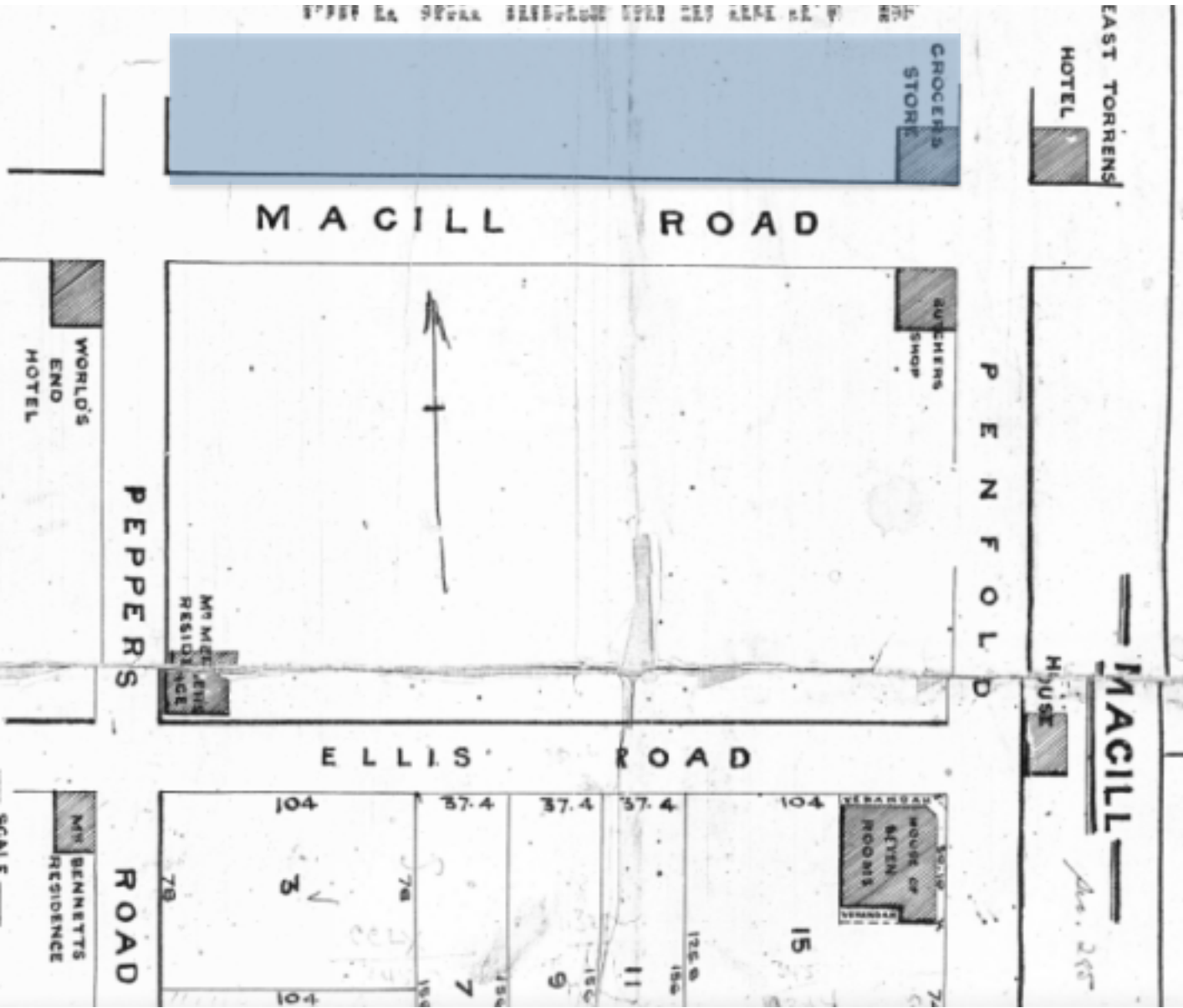
1859

SUB-DIVISION OF HOME PARK
(Patrick Auld)

1876

SUB-DIVISION OF MAGILL
ROAD PORTION

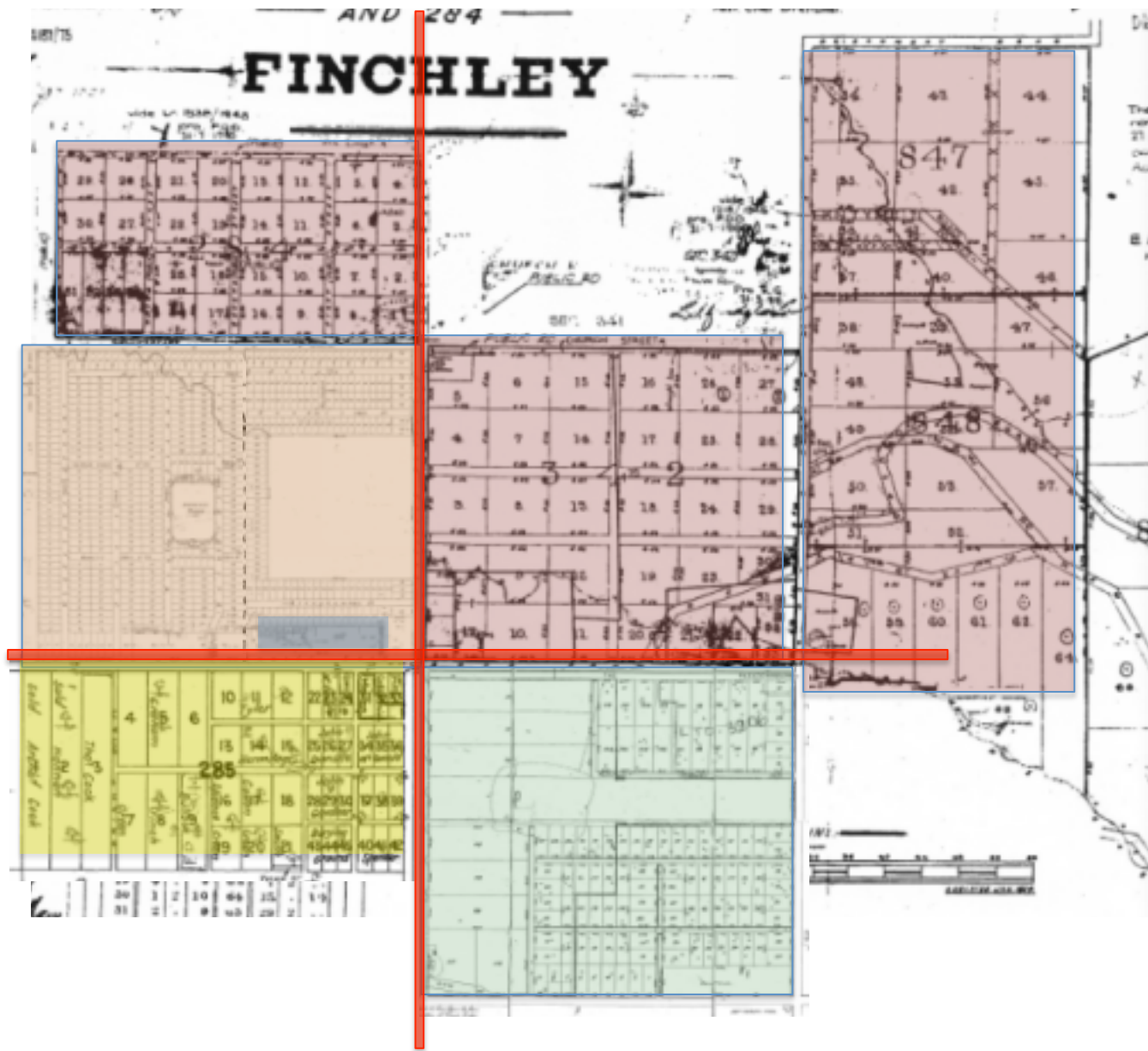
MAGILL VILLAGE PARTNERSHIP



1876

SUB-DIVISION OF MAGILL ROAD PORTION

MAGILL VILLAGE PARTNERSHIP



1838

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(Cock & Ferguson)

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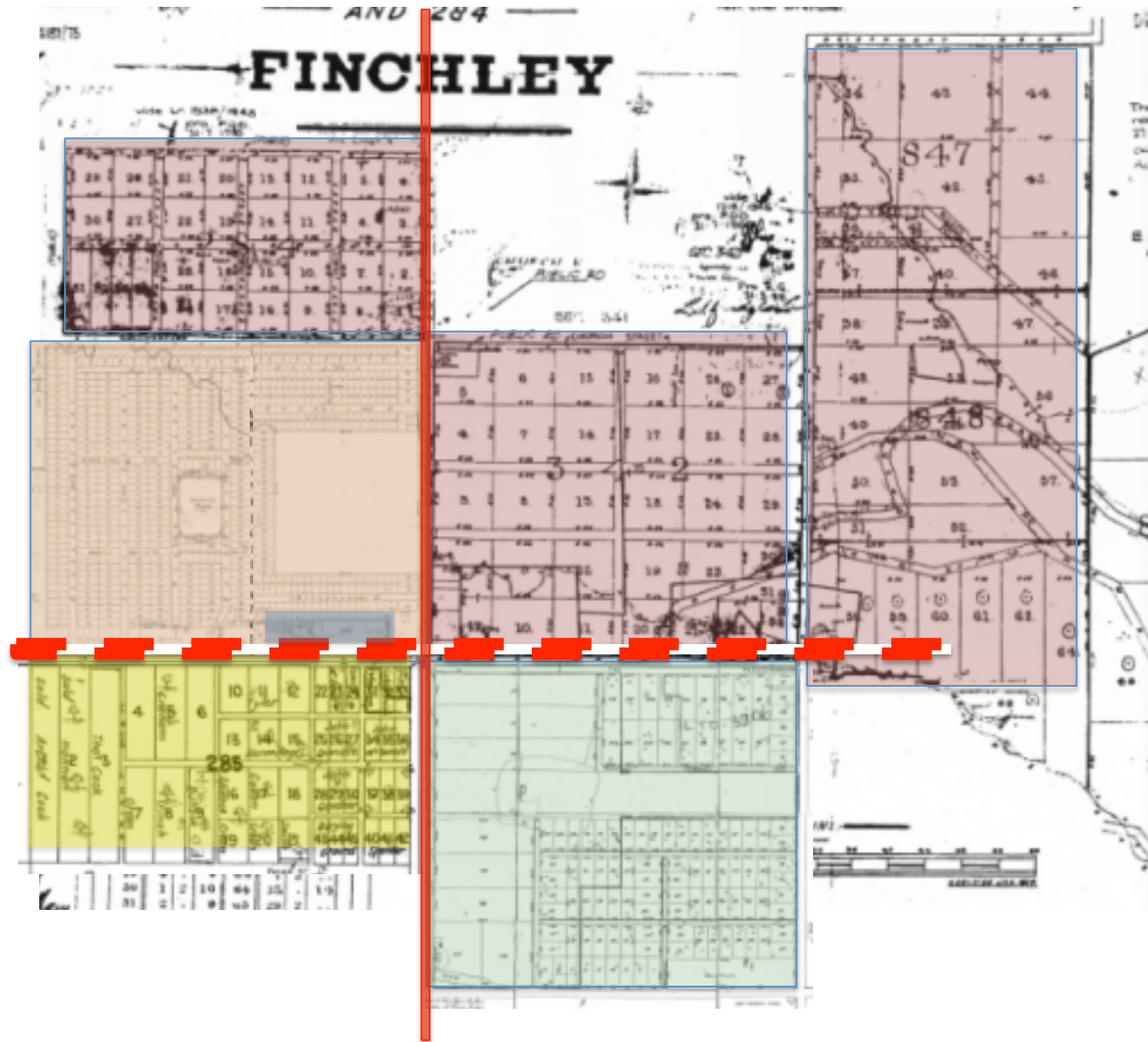
1876

SUB-DIVISION OF MAGILL
ROAD PORTION

1878

SUB-DIVISION OF MURRAY
PARK

MAGILL VILLAGE PARTNERSHIP



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ORIGINAL VILLAGE SUB-DIVISION
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ROAD PORTION

1878

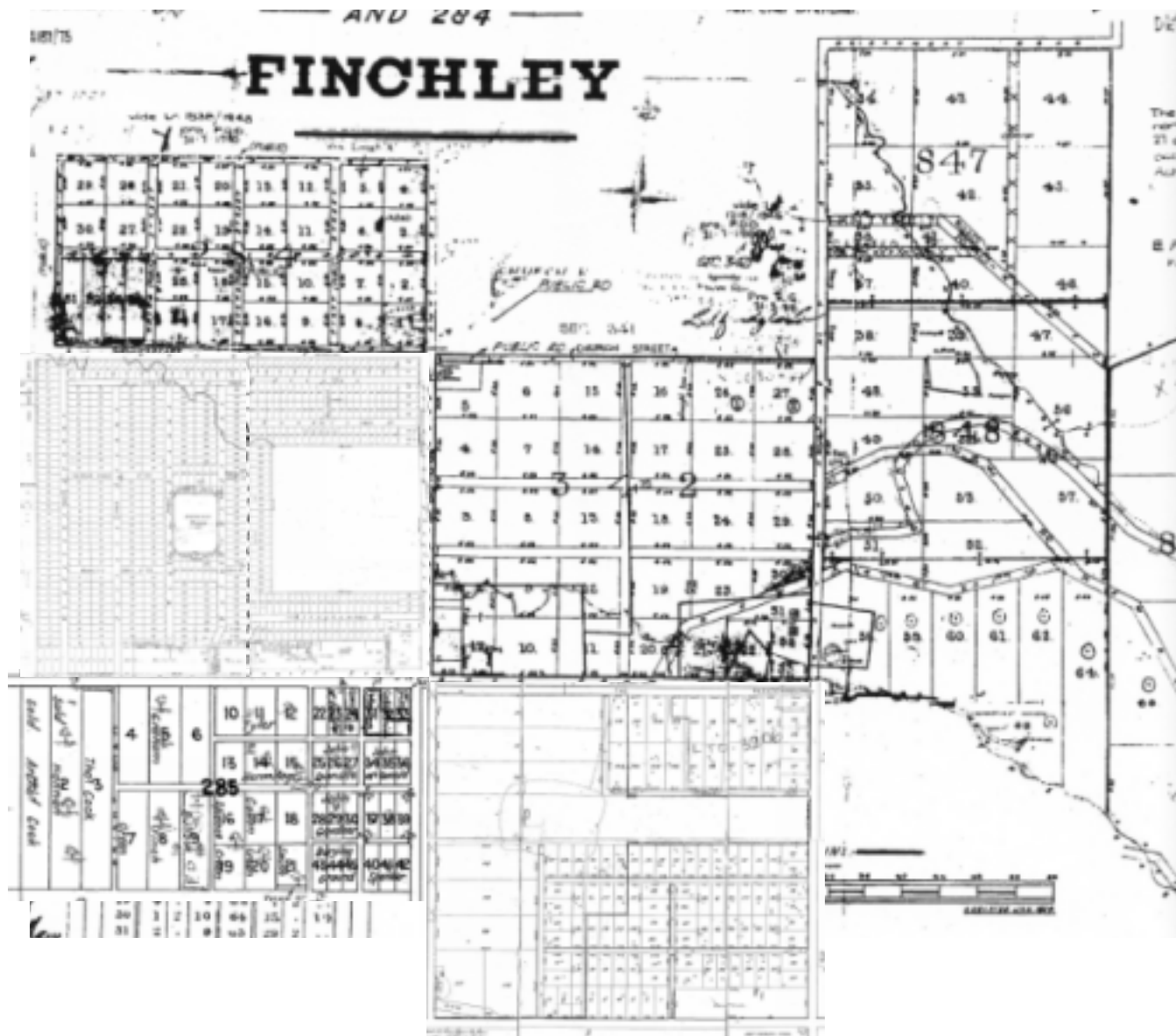
SUB-DIVISION OF MURRAY
PARK

1882

HORSE DRAWN TRAM

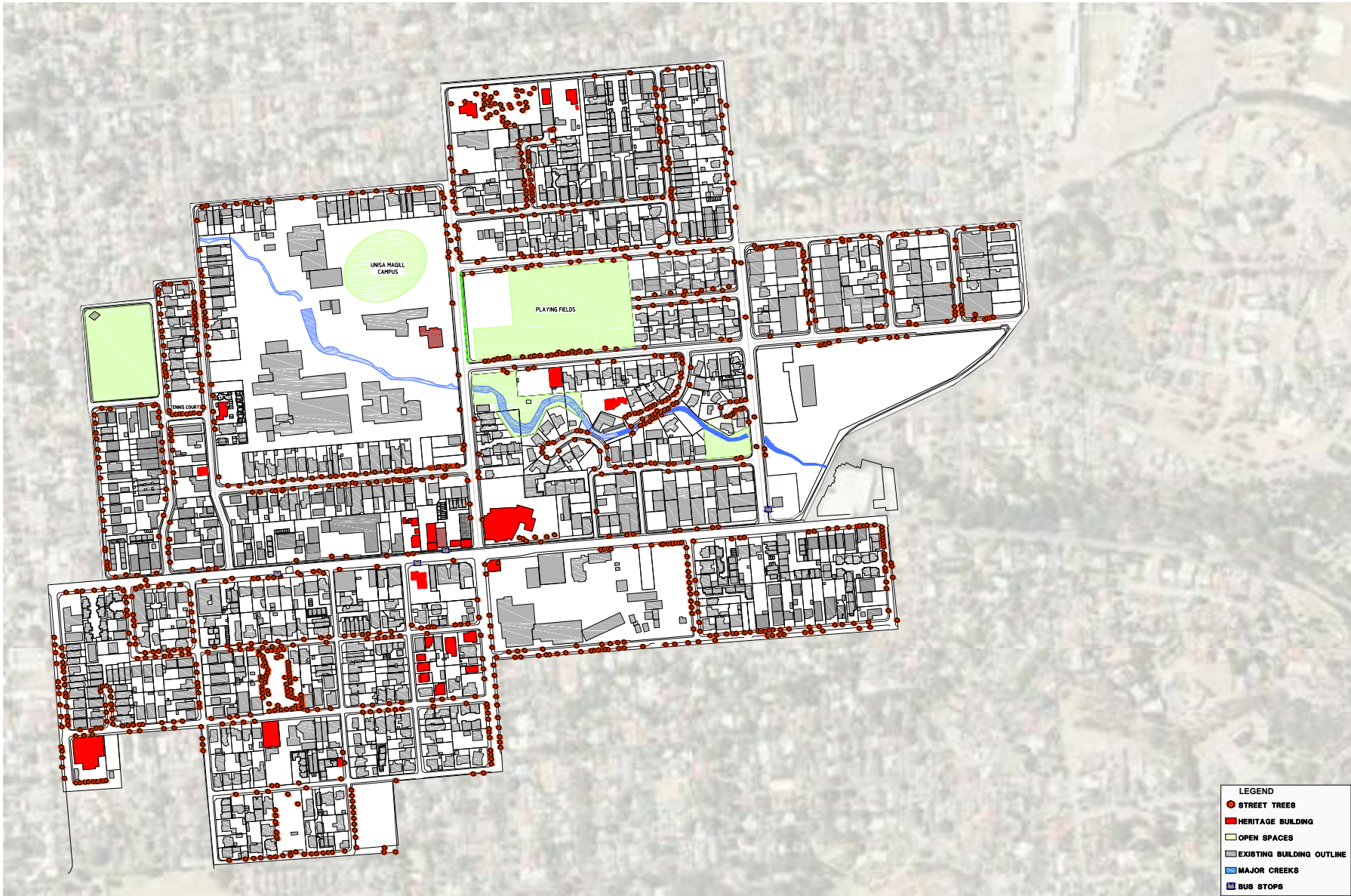
COMPLETE

MAGILL VILLAGE PARTNERSHIP



COMPLETE

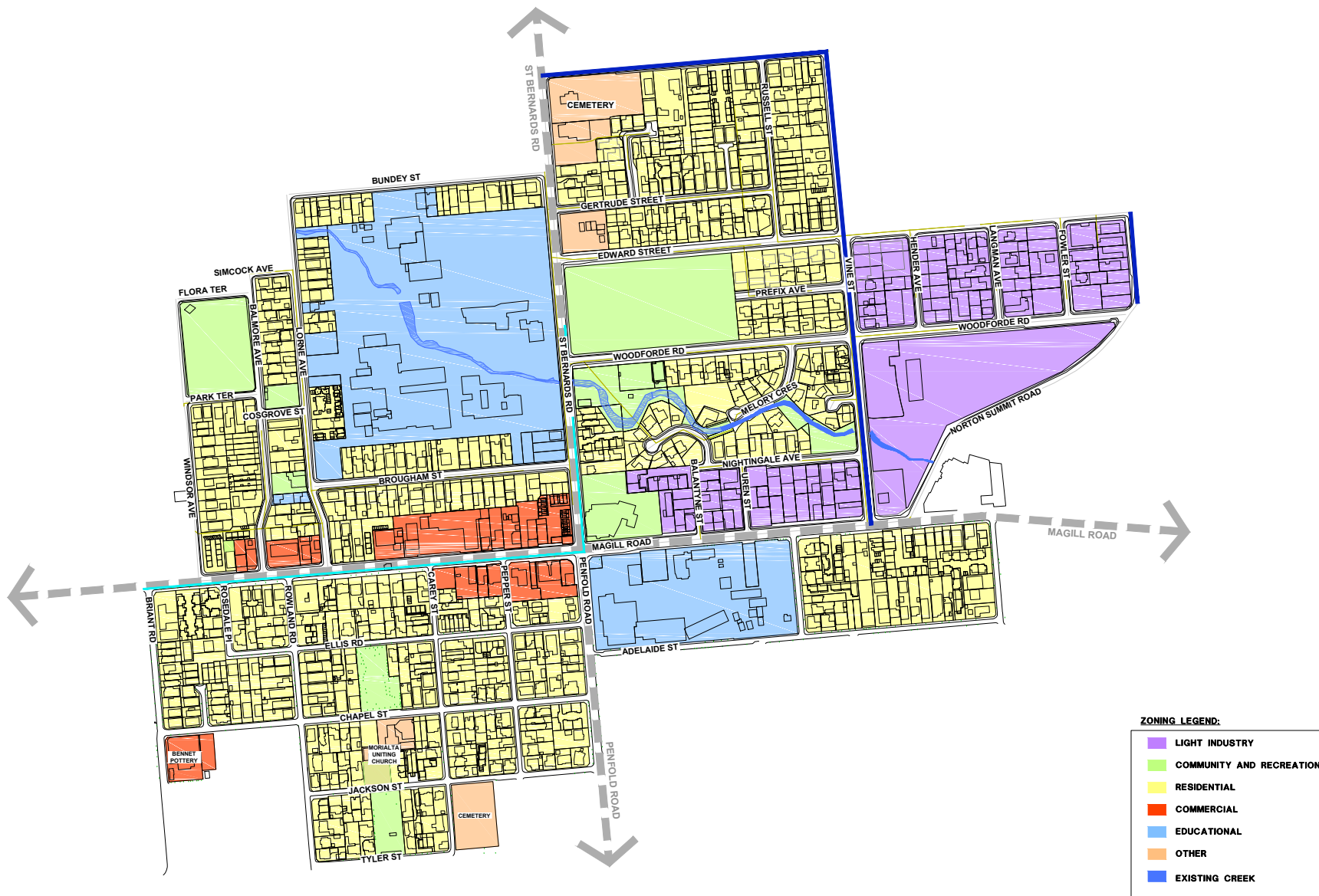
MAGILL VILLAGE PARTNERSHIP



MASTERPLAN EXTENT

COMPLETE

MAGILL VILLAGE PARTNERSHIP



0 50 100 150 200 250m
SCALE 1: 2500 (on A1 Sheet)



ZONING

COMPLETE

MAGILL VILLAGE PARTNERSHIP



INDUSTRY

COMPLETE

MAGILL VILLAGE PARTNERSHIP



RESIDENTIAL CHARACTER

COMPLETE

MAGILL VILLAGE PARTNERSHIP



AVENUE PLANTINGS

COMPLETE

MAGILL VILLAGE PARTNERSHIP



UNIVERSITY - GROUNDS

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MAGILL VILLAGE PARTNERSHIP



Carrick Hill; Mount Lofty House & Gardens; Old Government House Belair; Government House; Wittunga Botanic Gardens; Magill Estate...Murray House

UNIVERSITY - GROUNDS

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UNIVERSITY – BUILDING ASSETS

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MAGILL VILLAGE PARTNERSHIP



UNIVERSITY – RECREATION ASSETS

COMPLETE



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UNIVERSITY - STUDENT HOUSING

COMPLETE

MAGILL VILLAGE PARTNERSHIP



UNIVERSITY - STUDENT HOUSING

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MAGILL VILLAGE PARTNERSHIP



HERITAGE (post 1838)

COMPLETE

MAGILL VILLAGE PARTNERSHIP



HERITAGE (post 1838)

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MAGILL VILLAGE PARTNERSHIP



COMMUNITY

COMPLETE

MAGILL VILLAGE PARTNERSHIP



COMMUNITY

COMPLETE

MAGILL VILLAGE PARTNERSHIP



CULTURAL

COMPLETE

MAGILL VILLAGE PARTNERSHIP



EDUCATION

COMPLETE

MAGILL VILLAGE PARTNERSHIP



BUSINESS - ATTRACTORS

COMPLETE

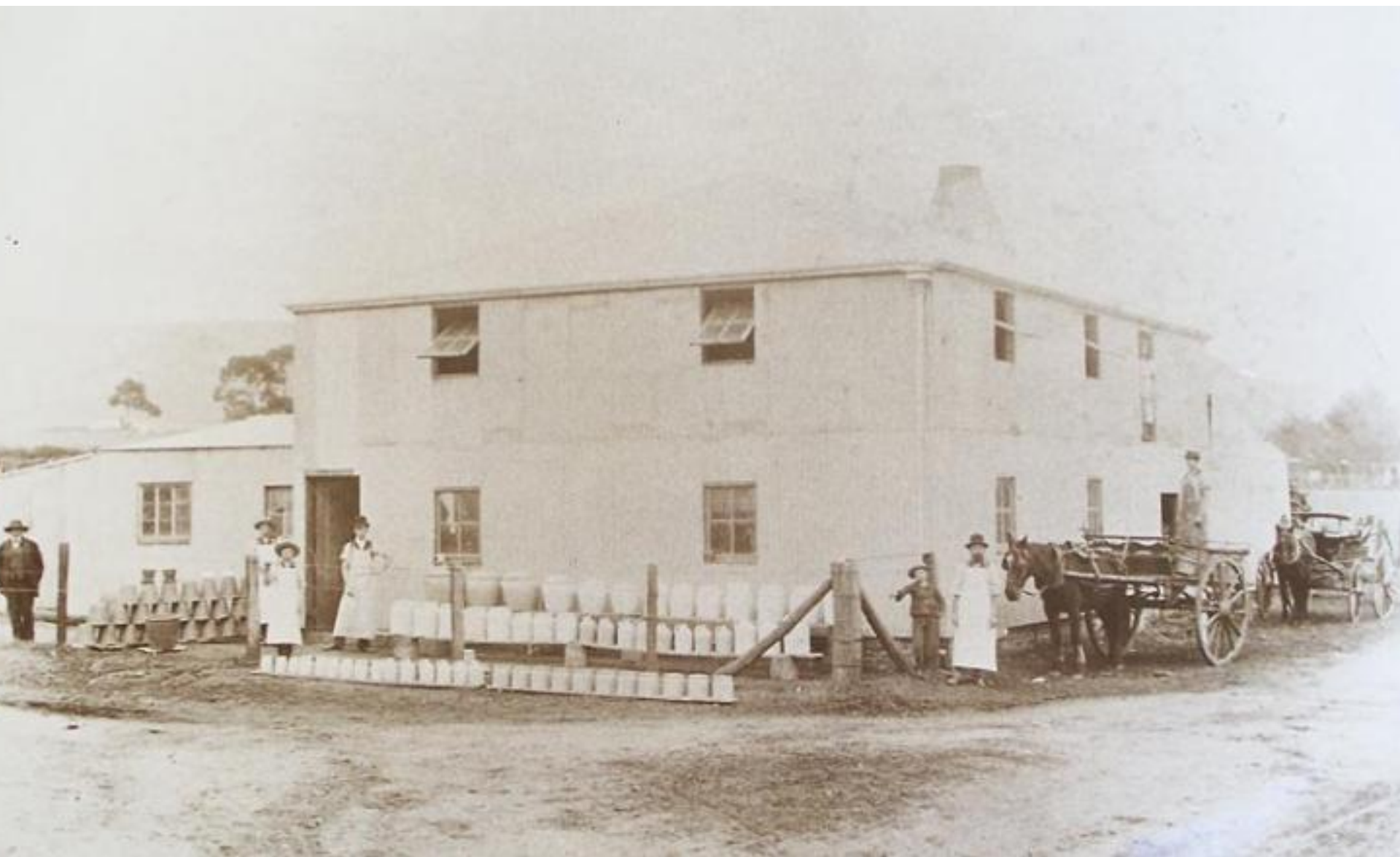
MAGILL VILLAGE PARTNERSHIP



BUSINESS ATTRACTORS – BENNETTS POTTERY c.1877

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MAGILL VILLAGE PARTNERSHIP



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BUSINESS ATTRACTORS – BENNETTS POTTERY c.1877

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MAGILL VILLAGE PARTNERSHIP



BUSINESS ATTRACTORS – BENNETTS POTTERY c.1877

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MAGILL VILLAGE PARTNERSHIP



BUSINESS - ATTRACTORS

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MAGILL VILLAGE PARTNERSHIP



MAIN STREET - SIGNAGE

COMPLETE

MAGILL VILLAGE PARTNERSHIP



MAIN STREET – PAVEMENTS & PUBLIC LIFE

COMPLETE

MAGILL VILLAGE PARTNERSHIP



MAIN STREET – FOODLAND CATALYST SITE

COMPLETE

MAGILL VILLAGE PARTNERSHIP



MAIN STREET – CARPARKING

COMPLETE

MAGILL VILLAGE PARTNERSHIP

Annual average daily traffic – 24 hour two-way flows
(Department of Planning, Transport & Infrastructure)
28 OCTOBER 2012



16,700

MAGILL ROAD



16,900

PENFOLD ROAD



21,200

ST BERNARDS ROAD

COMPLETE



16,700
MAGILL ROAD

16,900
PENFOLD ROAD

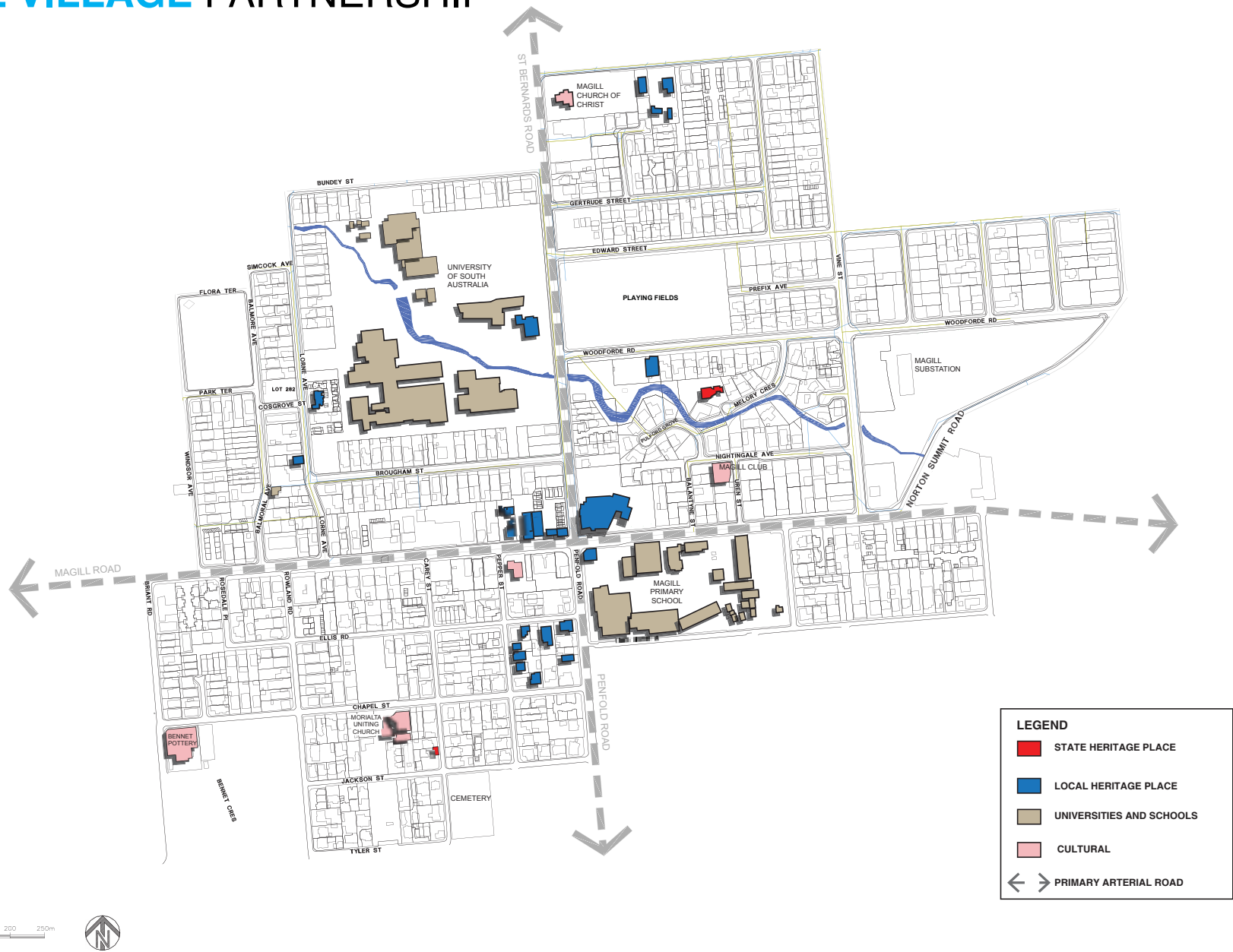
21,200
ST BERNARDS RD



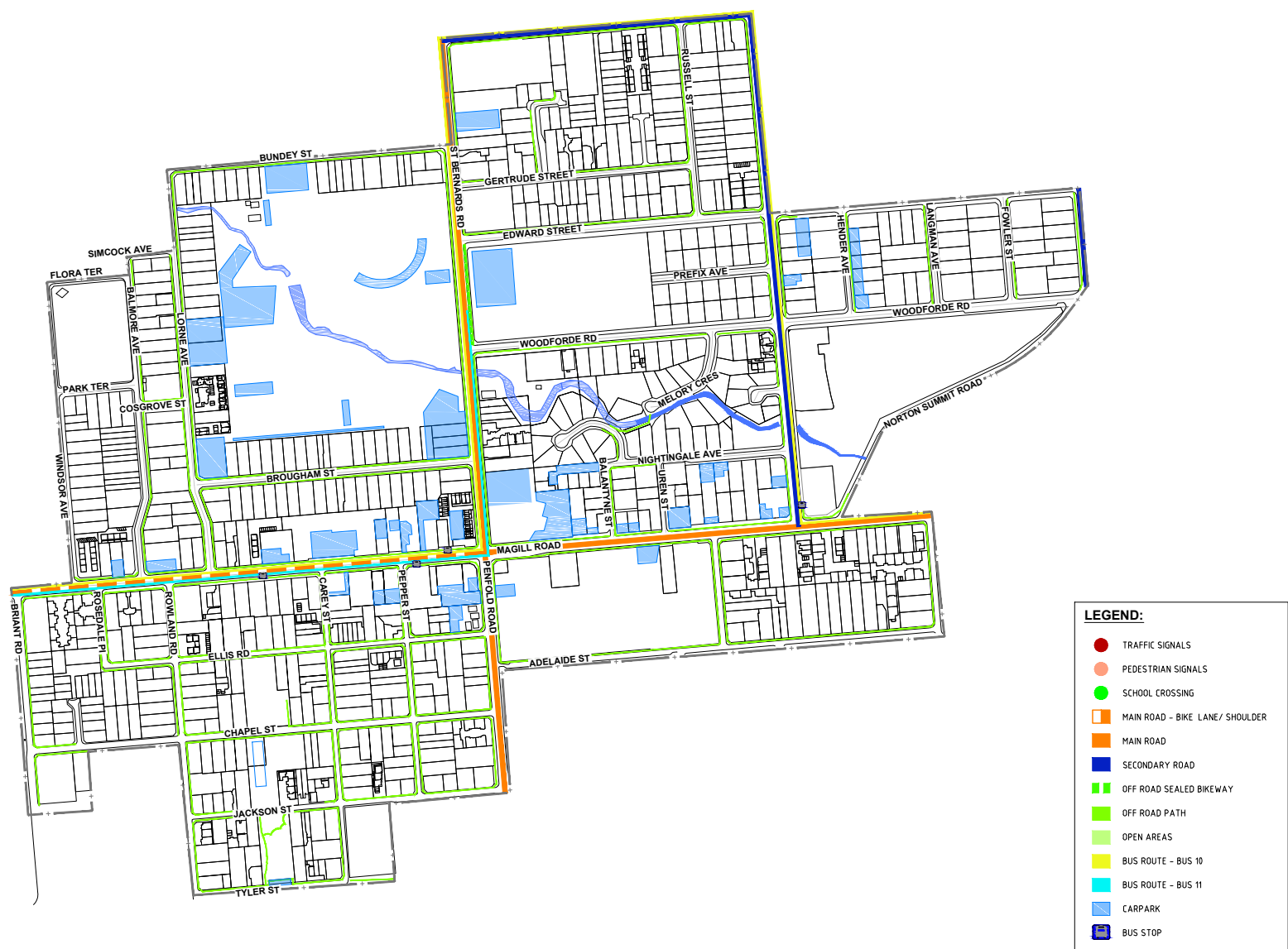
23,500
PROSPECT ROAD

COMPLETE

MAGILL VILLAGE PARTNERSHIP



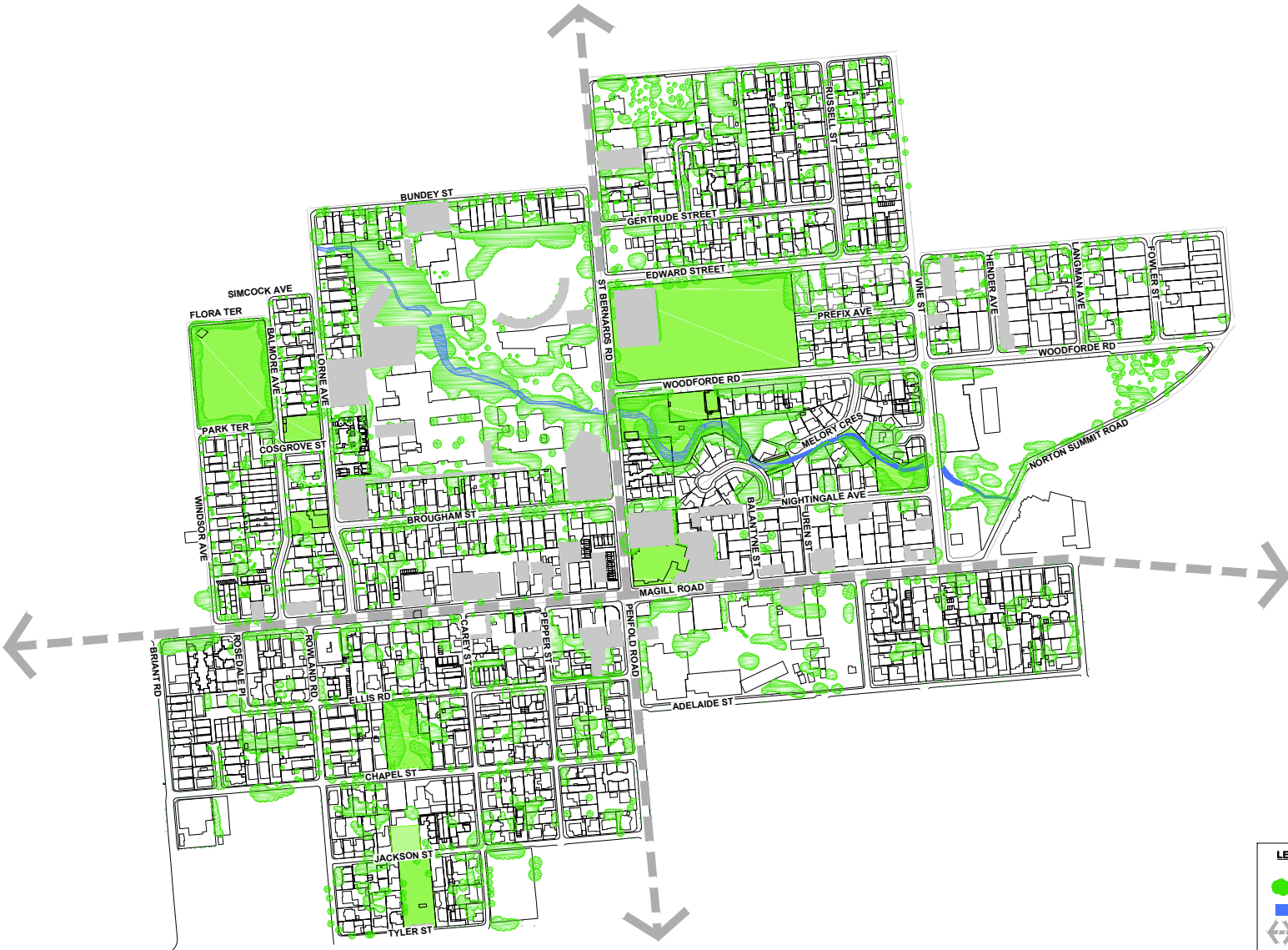
MAGILL VILLAGE PARTNERSHIP



0 50 100 150 200 250m
SCALE 1: 2500 (on A1 Sheet)



MAGILL VILLAGE PARTNERSHIP



0 50 100 150 200 250m
SCALE 1: 2500 (on A1 Sheet)



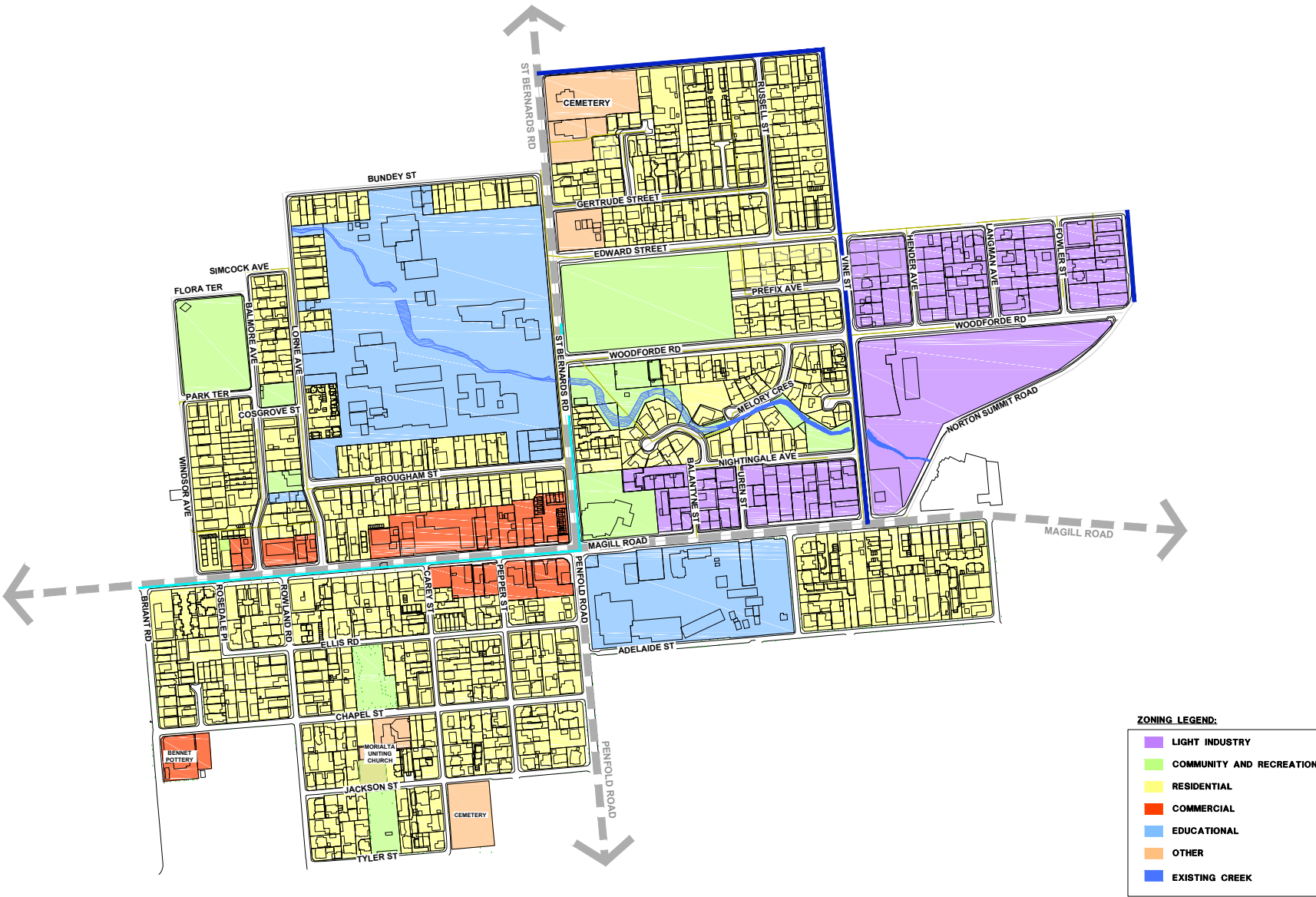
MAGILL VILLAGE PARTNERSHIP



MAPPING – BUILDING DENSITY

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MAGILL VILLAGE PARTNERSHIP



0 50 100 150 200 250m
SCALE 1: 2500 (on A1 Sheet)



Identity

Initial questions and considerations

- [Name of precinct](#)
- Colour
- Personality
- Target market / Who should it appeal to?
- What is the main demographic in the area?
- Point of difference?
- What are some qualities of the existing environment?
- Is it to appeal to locals?
 - Attract people from surrounding suburbs?
 - Attract people from around the state?
 - All of the above?
 - If so, why would people be attracted to this urban village over their own?

Magill Urban Village

[Magill Village](#)

Magill Town

Magill Alliance

Magill Collective

[Magill Square](#)

[Magill Precinct](#)

[Magill Community](#)

Makgill

Magill Centre

PRECINCT NAME

elevation

Identity

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Greens

Brown / Earthy tones

Blues

Ochres

Greys

COLOUR

Identity

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affectionate
aspiring, ambitious, motivated
candid
caring
change; accepts, embraces
cheerful
considerate, thoughtful
cooperative
courageous
courteous
decisive
devoted
determined
perseveres, endures
enthusiastic
expansive
flexible
forgiving
focused
freedom given to others
friendly
frugal, thrifty
generous
goodwill
grateful
hard-working
honest
humble
interested
involved
jealous
kind
mature
modest
open-minded, tolerant
optimistic
persistent, sustaining
positive
practical
realistic
reliable
respectful
unreliable
responsive
self-confident
self-disciplined
self-reliant
selfless
sensitive
serious
sincere
social independence
sympathetic
systematic unsystematic
thoughtful towards others
trusting
unpretentious
unselfish
willing does, willingness

distant, cold, aloof
self-satisfied, unmotivated
closed, guarded, secretive
uncaring, unfeeling, callous
rejects change
gloomy, sour, grumpy
inconsiderate, thoughtless
uncooperative, unhelpful, combative
cowering, fearful
rude, impolite
indecisive
uncommitted, uncaring, hostile
indecisive, unsure
relents, gives up
unenthusiastic, apathetic, indifferent
kept back, tight, constricting
inflexible, rigid, unbending, stubborn
unforgiving, resentful, spiteful
unfocused, scattered
authoritarian, controlling
unfriendly, distant, aloof, hostile
wasteful, spendthrift
stingy, miserly, selfish
ill-will, malice, hatred
ungrateful, unappreciative
lazy
dishonest, deceiving, lying
arrogant, conceited, ego-centric
indifferent, uncaring
complacent, indifferent
not jealous, envious, covetous
unkind, uncaring, cruel, mean
immature
vain
small-minded, intolerant
pessimistic
flagging, fleeting, unsustaining
negative
impractical, not viable
unrealist, impractical
unreliable, undependable
disrespectful, rude, impolite
undependable
unresponsive, unreceptive
lack of self confidence, insecure
undisciplined, unrestrained, indulgent
dependent
selfish
Insensitive, indifferent
frivolous, silly, trivial
insincere, dishonest
social approval required
unsympathetic, unfeeling
disorganized, disorderly, random
thoughtless, inconsiderate, callous
suspicious, mistrusting
pretentious, affected, ostentatious
selfish
unwilling, reluctant, recalcitrant

PERSONALITY

Identity

Initial questions and considerations

- Name of precinct
- Colour
- Personality
- Target market / Who should it appeal to?
- What is the main demographic in the area?
- **Point of difference?**
- What are some qualities of the existing environment?
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Unique

Authentic

Organic

Rustic

Homely

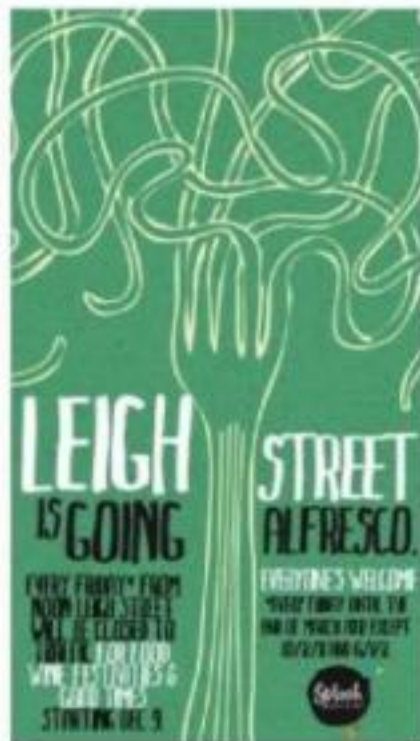
Historical

Accessible

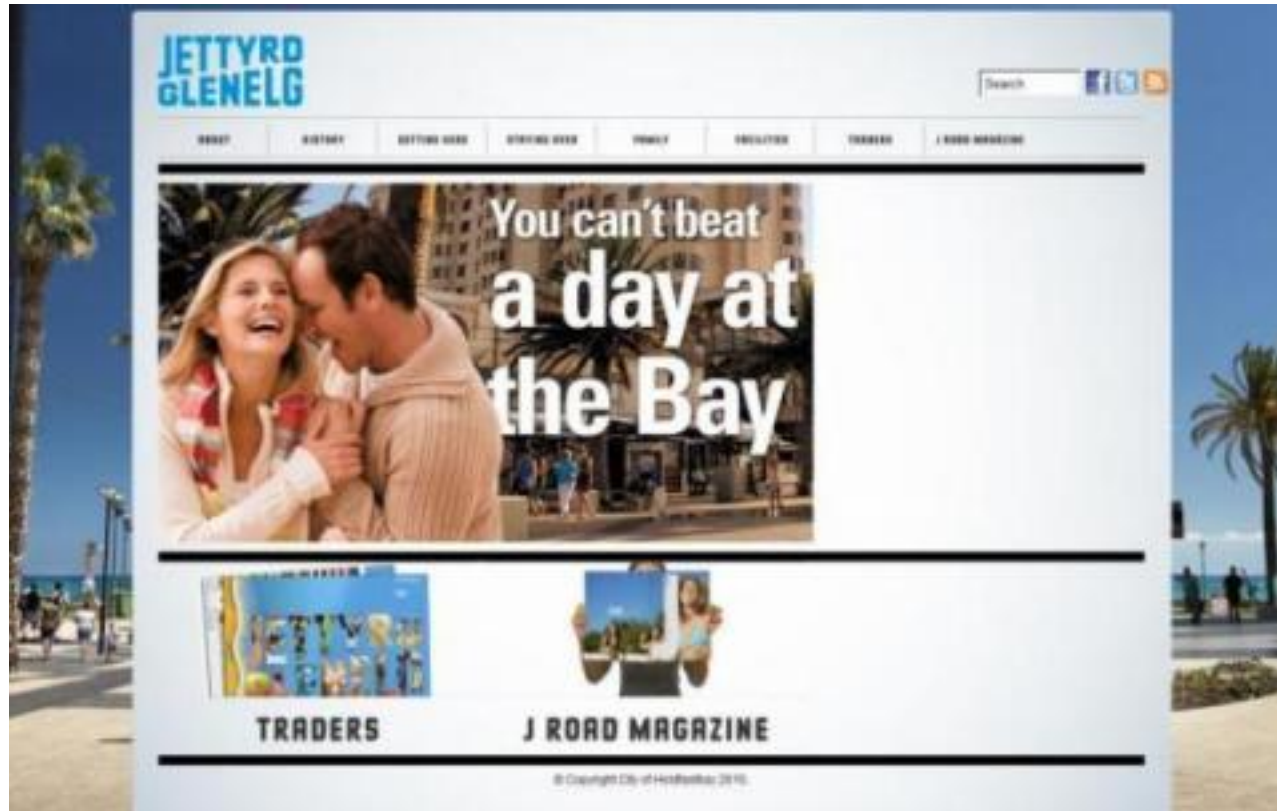
Affordable

Livable

POINT OF DIFFERENCE



JETTYRD GLENELG





ONKAPARINGA





Photography style / reference



Photography style / reference



Bench marking



Magill Road

JETTYRD
GLENELG

uniquely
rundle8mall

 UNLEYROAD.COM.AU



Australian Government

Department of Infrastructure and Transport



University of
South Australia

COMPLETE