



Magill Village Partnership

Vision

Magill Village will support the local community's everyday recreation, social, shopping, education and business needs; offering to all who visit, an authentic, appealing and memorable experience.

Guiding Principles

1. IMPROVE IMAGE

1.1 Develop an Authentic Village Identity

Magill Village should have a unique personality and identity, authentic in its reflection of local life – a celebration of the precinct's culture, history and context.

1.2 Enhance Village Character

Magill Village should be a welcoming and attractive place that encourages people of all ages to visit and stay. Key public and recreation spaces should be softened by an abundance of trees and vegetation, providing an intimate character that compliments the natural character of Third Creek.

1.3 Reinforce the Village Centre

The Magill Road shopping precinct should become more recognizable as the village heart – a vibrant destination that supports the daily business, shopping, education and social needs of the local community.

1.4 Coordinate Signage

A coordinated approach for Magill Road signage (advertising, wayfinding and interpretive) should be developed, seeking to reduce visual clutter and support a more consistent and recognizable precinct identity.

2. ENHANCE CONNECTIONS

2.1 Promote the Unique History

Magill Village holds strong associations with people and ways of life, both past and present. This rich history should be preserved and creatively communicated to reinforce an authentic village identity, celebrating the people and their achievements that make the place unique.

2.2 Link Key Attractions

Magill Village offers a broad range of services to its community, including a growing café/restaurant precinct, local wineries, active and passive recreation, arts & culture, education (early learning, primary, secondary & tertiary), light industrial, goods manufacturing, professional service industries, retail businesses and the like. Awareness of the many key attractions within the precinct should be improved, strongly linking the presently disparate parts.

2.3 Connect with Third Creek

Third Creek provides a relaxing public space, inviting all ages to enjoy its natural setting. Third Creek should be:

- Physically and visually connected to Magill Road shopping precinct;
- Integrated as a core element of the Magill Village identity;
- Enhanced to become the precinct's premier passive recreation asset, attracting both formal and informal community recreation activities and events; and
- More accessible to the general community, particularly the section of Third Creek within the existing University site.

3. IMPROVE MOBILITY

3.1 Improve Cycling Experience

In support of State Government transport planning objectives, future upgrades to Magill Road should see it become the major eastern suburbs cycling route (commuter and recreation), connecting Adelaide City to Adelaide Hills, with Magill Village offering a destination stop. Future design of Magill Road should afford a high priority to cyclists, providing separation of cyclists from moving traffic as part of a pleasant and safe cycling environment.

3.2 Improve Walking Experience

Pedestrian access to and within Magill Village, especially the Magill Road shopping precinct, should be enhanced by providing a comfortable environment, including shade, street trees and quality landscaping, comfortable street furniture, safe and level pavement surfaces.

3.3 Implement Road Dieting

In support of an improved Magill Road shopping experience, vehicle traffic should be slowed and pedestrian access between both sides of Magill Road improved, including crossing wait times shortened. Any excess road carriageway width should be "slimmed" in support of more equitable needs for pedestrians and cyclists, especially within the Magill Road shopping precinct.

3.4 Consolidate Car Parking

Rear car parking off Magill Road shopping precinct should be consolidated and integrated wherever possible, seeking to reduce the high number of driveways presently interrupting pedestrian movement. New developments should seek to underground car parking, avoiding at-grade car parking where possible.

4. BUILD ECONOMY

4.1 Focus Economic Development

Build critical mass by locating and supporting key community services in the Village heart. Seek ways to support, attract and retain unique “destination” businesses that will reinforce the village identity, especially around creative/artistic industry, specialist food, organic products and the like.

4.2 Build Partnerships

All businesses in the village should recognise their role in reinforcing the Magill Village identity, in support of economic growth. Consider initiatives that will foster strong partnerships between businesses. Link with broader region initiatives such as the Campbelltown Food Trail and consider parallel new initiatives such as a Heritage Trail and/or Arts Trail.

4.3 Support a Village for Staying

Support a village that is desirable for staying, developing a more active café and arts culture concentrated around the Magill Road shopping precinct and Third Creek. Ensure base infrastructure is provided (e.g. public toilets, public seating, drinking water, interactive children’s play space).

5. MAXIMISE REDEVELOPMENT POTENTIAL

5.1 Maximise Existing Sporting Infrastructure

The sporting based recreation facilities associated with the existing University site, should wherever possible, be used increasingly by the community and a more direct physical and visual connection made with Third Creek - the premier recreation asset for the village and wider region.

5.2 Attract “Creative Class”

A strong emphasis on attracting the “creative-class” should be fostered in all future Magill Village redevelopment initiatives, reinforcing the existing creative businesses in the precinct. Notably the existing University site represents a key catalyst site in support of future urban growth and development for Magill Village. Future redevelopment of the University site will optimally see a tertiary education facility continue in some form, supplemented with broader mixed-use development.

5.3 Support Supermarket Site Redevelopment

Redevelopment of the existing Magill Road supermarket and specialty shops should seek to build to the street boundary, reinforcing a more consistent main street village character. New street level facades should be interesting and visually engage with pedestrians.