

Magill Village Partnership

APPENDIX

25 OCTOBER 2013



COMPLETE

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1.0 Vision and Guiding Principles



1.0 Vision and Guiding Principles

1.1 MAGILL VILLAGE PARTNERSHIP - VISION AND GUIDING PRINCIPLES (ILLUSTRATED VERSION)



MAGILL VILLAGE Partnership

Vision and Guiding Principles



COMPLETE

MAGILL VILLAGE Partnership

OBJECTIVE

The *Magill Village Partnership* seeks to achieve comprehensive renewal of the Magill Village experience. It recognises that the most successful places evolve through government, business, education sector and community members partnering towards the realization of a shared vision and goals.

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.

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.



The Rocks, Sydney



The Wapping Project, London

1 IMPROVE IMAGE

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.



Victoria Park, Sydney



Barcelona, Spain



Paris, France

1 IMPROVE IMAGE

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.



Prospect Road, South Australia

1 IMPROVE IMAGE

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.



Federation Square, Melbourne

2 ENHANCE CONNECTIONS

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.



Queenstown, New Zealand

2 ENHANCE CONNECTIONS

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.



Magill, South Australia

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 IMPROVE MOBILITY

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 IMPROVE MOBILITY

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.



Prospect Road, South Australia

3 IMPROVE MOBILITY

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.



Magill Road, Adelaide

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.



Gold Coast, Queensland

4 BUILD ECONOMY

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.

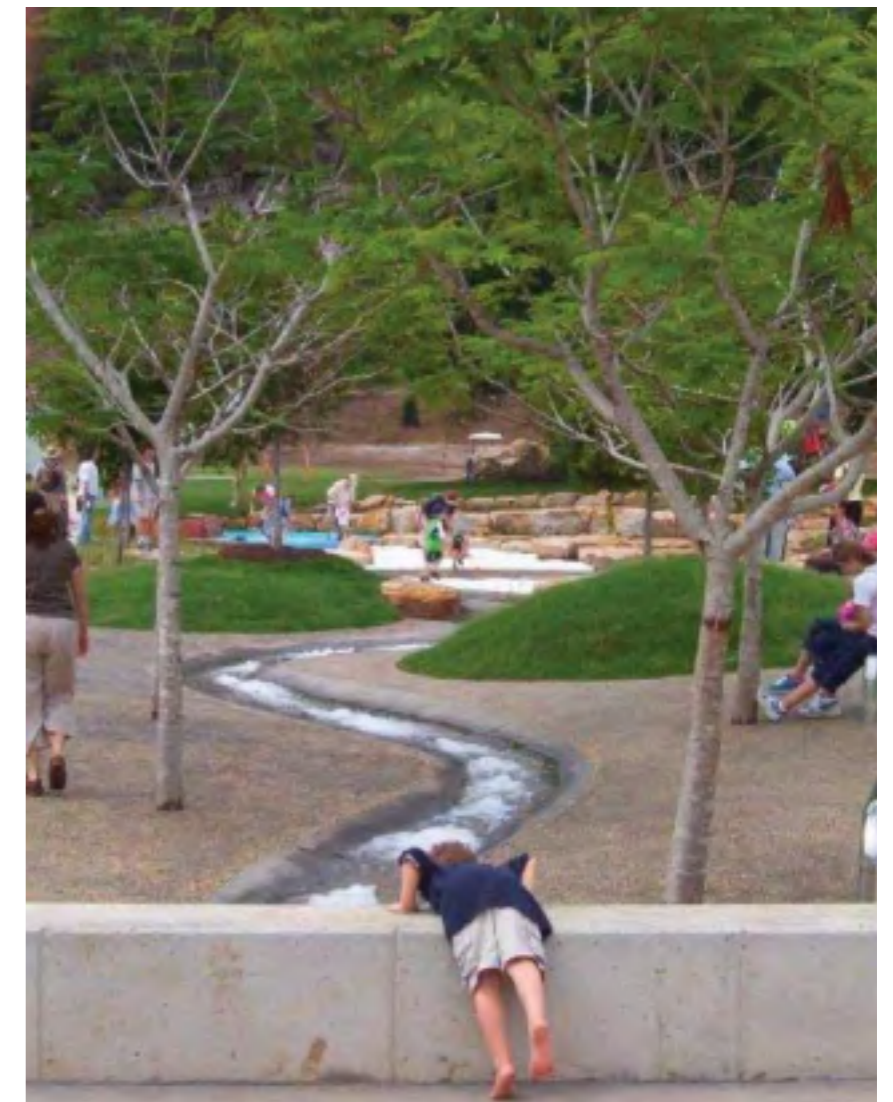


Eveleigh Carriageworks Market, Sydney

4 BUILD ECONOMY

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 MAXIMISE REDEVELOPMENT POTENTIAL

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 MAXIMISE REDEVELOPMENT POTENTIAL

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.



Queenstown, New Zealand



COMPLETE

1.0 Vision and Guiding Principles

1.2 MAGILL VILLAGE PARTNERSHIP - CONSULTATION ON VISION AND GUIDING PRINCIPLES

The Magill Village Partnership Consultation

24 May – 11 June 2013

1. Engagement strategy

The Magill Village Partnership consultation opened on 24 May and closed on Tuesday 11 June 2013.

Letters were sent to property owners and residents/tenants within the defined Master Village Master Plan Precinct area. The City of Burnside sent 361 letters to its owners and residents/tenants in the Magill area, and the City of Campbelltown sent 545 letters to its owners and residents/tenants in the Magill area.

Three residents responded to the City of Burnside and the City of Campbelltown received eight responses from both businesses and residents.

2. Publicity

The consultation was publicised on the City of Burnside and the City of Campbelltown websites. As it was a targeted, mail-based consultation its publicity was restricted to these communication channels.

3. The main topics

No respondents opposed the project and all gave feedback.

The most talked about issues across responses to **both Councils** are, in order of importance:

- Connection with Third Creek
- Need for more traffic management
- Keen for UniSA to remain and to be incorporated in the Village
- Walking trail and cycleways increase
- Improve streetscape (plantings, paving etc)
- Preserve/promote history/heritage
- Creating an arts and Café Culture

In particular with the cycling and access to Third Creek, traffic management was mentioned to make these things easier and more accessible.

For the **Burnside** residents who responded the most important issues are:

- Traffic Management
- Retention of UniSA

Along with:

- Establishing an arts and café culture

- Increasing connections with Cycling
- Congruency of design and village feel, and
- Signage

For the **Campbelltown** residents who responded the most important issues are:

- Connection with Third Creek
- Traffic Management
- Retention of UniSA
- Improved streetscape and public places

Along with:

- Retain/promote heritage
- Signage
- Expanding arts culture
- Development of pathways and cycleways

4. Responses from Residents of Burnside

From: Tom Nitschke [<mailto:Tom.Nitschke@bendigoadelaide.com.au>]
Sent: Tuesday, 11 June 2013 3:24 PM
To: Maggie Wood
Subject: Magill Village Feedback

Hi,

As a resident of Magill it was pleasing to read the vision for the Magill Village. The principals and proposal set forth fit my perception of Magill. For me Magill draws its character from such aspects as

- the Pepper Street Gallery,
- Its old heritage
- Its native Australian feel through the large gums dotting Third Creek
- The increasing cycling reputation Magill is growing due to the great cycling trek up New Norton Summit Road.
- Gateway to the Adelaide Hills and Adelaide Hills wine region

As the proposal mentioned, removing the large number of driveways and building closer to the road in the shopping centre, hence removing the view of the ugly supermarket carpark, would definitely enhance the area. The area lacks a good cafe with the cafe in the shopping centre lacks character and appeal.

I think the area could capitalise more on the large number of cyclists that ride through the area and perhaps also form a closer link with the wineries through Norton Summit and into the hills. After travelling through Europe areas I felt held appeal where generally away from high traffic areas, small bars/cafes and open food and art markets.

If there is anything I can do to help, please advise, it would be good to get involved.

Thanks.

Tom Nitschke | Investments & Research

Sandhurst Trustees | Level 3, 169 Pirie Street | PO Box 1048 |
Adelaide SA 5001
P: 08 8220 7206 | E: Tom.Nitschke@bendigoadelaide.com.au



From: Maureen Dyer [<mailto:Medyer@bigpond.com>]
Sent: Tuesday, 11 June 2013 11:56 AM
To: Maggie Wood
Subject: Magill village development

I applaud the two councils for having a vision for the Magill village. I have looked at the Campbell website and have been interested in the photos etc although I realise at this stage they are only giving an overview.

Generally I support the guiding principles, particularly enhancing connections, particularly with the UniSA campus, especially now the University plans to make the campus an education precinct. The library and other facilities should be known more widely as whether they are open to the community.

Also the issue of traffic slowing is very important, particularly coming to the shopping precinct as too many motorists speed up to the traffic lights at the corner of Magill road and St. Bernard's rd. and miss the pedestrian crossing lights adjacent to the shopping area. There have been many near accidents because of this. I also welcome the shortening of wait times of the pedestrian crossing as most of the day the wait times are very long and many become tired of waiting and take their lives in their hands to dash across that dangerous Magill road.

Re parking, many of the narrow roads on the Burnside area of Magill have cars parked all day by people taking the bus into town. A two hour duration for parking except for residents would be welcome and prevent congestion.

i do hope something imaginative will be done with the old Magill Institute which at present looks an eyesore with the railings around it. Perhaps a library given that Magill was the place where the second library in SA was established?

Maureen Dyer
3A Carey St
Magill

From: Paull Storm [<mailto:paulstorm7@hotmail.com>]
Sent: Monday, 3 June 2013 5:55 PM
To: Maggie Wood
Cc: Paul Storm
Subject: Magill Village.

TWIMC,

REF: A Vision for Magill; Magill Village Consultation.

Firstly after having read the "blurb" concerning the Magill Village Partnership, vision and guiding principles I think that a proper and binding definition should be applied to the meaning of the word "Village"! The current existing definition at the moment is whatever the council and developers want it to mean. A correct definition would allow a more meaningful scope and vision for Magill to be fulfilled in line with what the residents believe is appropriate and the commercial sector can work around this with the support and help of residents. After all it is the residents that are going to make this whole endeavour a success. If the residents are NOT happy because this concept is going to be "highjacked" by the commercial sector and developers then people will boycott it, ie we will not spend our valuable time and money on it and we will not recommend it to others!

Historically the area is old and it is just as valuable and important to preserve as Colonel Light Gardens where development is rightly restrictive to maintain its uniqueness. Magill (Burnside) is currently a "dogs breakfast" as far as what is allowed to be built, the anything goes principle is in play and this really needs to be

reigned in now before it gets any worse. This idea that any existing residence is fodder for the bulldozer to be replaced by some totally inappropriate white finished plain ugly box or a group of "squeezed in" units is not on and not in line with a Village feel for the area! To have a "Village feel" and to maintain it over time it must LOOK like one! The area MUST have architecturally consistent themes in its thoroughfares: for example, if it has a run of red bricked Bungalow style houses on it then this should be respected by the developer and either sympathetically renovate the existing residence or demolish it BUT rebuild in the same sympathetic style or look elsewhere. AND council if it is serious about the Magill Village concept needs to get behind this "lock, stock and barrel".

A village feel should be one where different "locales" exist so that although different styles are present they do so as clean similar runs along a thoroughfare or in an area and NOT as a mixed bag of vastly differing styles conflicting with each other, along side one another. Consider the English Villages of Tudor style where all the buildings harmonise with each other because they all look similar along the same street. You might venture into an adjoining street where the style is different but at least all the buildings conform to one another. And by the way there is a unifying theme so that one street doesn't violently conflict with another, ie you don't have a medieval feel right next door to a space age "Jetsons" style or worse a mix of both in the same street. If this is not adhered to, the residents and consumers "won't buy it" and all the sell and talk about it being a "Village" won't be accepted; if we believe we are being conned by the government and developers we won't have anything to do with it!

There is talk about raising to the ground the UNISA Magill campus and re-developing it as primarily a residential area. I would very strongly object to this for a number of reasons:

Leaving the campus virtually as is would be an enhancement of the Village idea for the area. What would strongly work is following the idea of a University Campus Village such as exists in Oxford or Cambridge in the UK. These are both great attractions for tourists, locally, nationally and internationally, bringing in significant incomes. The idea of opening up the campus with walking trails along the creek and putting in a dam to hold water all year round for boating activities would enhance the Village feel and ambience. Significant millions of tax payers money has already gone into the buildings and developing the campus and this should not be wasted by removing it, value adding to the area by additional building of arcades, shops, restaurants, cinemas etc is what is required.

Another point is the nomenclature of thoroughfares used. The proper usages of road, grove, avenue and street need to be looked at and changed to fit in with the village feel. It would be better to use the terms Mews, Walk, Close, Place, etc especially for thoroughfares immediate to the business/commercial hub(s). For example Rowland Road is not appropriate because strictly speaking it is not a road anymore if ever it was one. It ends onto the grounds of a high school (Norwood HS) and so should be more correctly renamed Rowland Avenue or perhaps Grove or Mews or Walk. Others such as Carey Street, Pepper Street, Ellis Street, Chapel Street could all be renamed using a more "Village Friendly" term, the specifics can be decided by the residents on the thoroughfares concerned. To enhance the new ambience and strengthen the walking experience, planting should be more prolific on each side of the thoroughfare, (to include at least two per residence) and INCLUDE where necessary BOTH sides of it.

Current thoroughfares such as Pepper Street, Carey Street and Ellis Street have very unique gutters made of slate but these have only been partially restored. These gutters along the full length and on both sides of these streets should be restored to

their original slate form. Also, other surrounding thoroughfares should be examined, the tarmac/bitumen removed to determine the presence of any original slate; and where this has been covered it should be cleaned up and restored. I would suggest that immediate thoroughfares to the "central hub(s)" also have their gutters restored with slate to strongly add to the unique original Village feel required!! Again the idea is to constantly remind people of the Village feel and numerous visual aids such as slate gutters in the area reinforce this.

Thoroughfares have to be people friendly if they are to be used increasingly for walking and cycling and to this end the above suggestions will help. However because many of these (especially those named above) are narrow and hostile to safe and ready two directional car/truck traffic it would be better to restrict access to primarily residents by making them one way and by lowering the speed limit to say 40kph to allow overall for the safer movement of pedestrians and traffic alike. This would also allow sufficient space for specific bike lanes on either side of the thoroughfares. May I propose that Rowland Road (perhaps Mews) be immediately used as a model and trialled by making it a 40kph one way only for automobile traffic from Magill Road to the back of the High School, BUT two way for bicycles and pedestrians? As this "Road" is already heavily used by students and others connected with the school it is an ideal test case. Recently road strictures were put in place on the intersection of Rowland Road and Chapel Street to improve safety but this has not been observed and it is felt by residents that further measures are required before there is another serious traffic accident.

Yours Sincerely,

PA Storm
Magill resident.

5. Responses from Residents of Campbelltown

From: Kevin Lowe
Sent: Tuesday, 11 June 2013 11:55 AM
To: Lois Dunkerley
Subject: Magill feedback

Hi Lois
Had a call from the owner of a property in Magill that is tenanted and this was Silvia Holzapfel and she and her husband think this is great and the area could do with some improving as it is looking tired, she thinks that improvements will also improve property values in the area and likes the idea of cycleways to encourage the community to be more active

Kevin Lowe
General Manager Urban Planning & Leisure Services

From: Barbara & Dennis [mailto:barden@adam.com.au]
Sent: Sunday, 9 June 2013 2:31 PM
To: Lois Dunkerley
Subject: Magill Village

We are very much in favour of the vision out lined in the early draft plan; and offer the following comments:-

The third creek corridor Nightingale Reserve-Uni-SA is an essential that must be retained at all costs.If that is ever lost it will be gone forever.

We would prefer to see the Uni-SA remain.

Should the university decide to leave Magill the theatre,gymnasium and pool should be save for public or institutional purposes.

Save as much of the present playing field areas as possible.

Consider the possibility of siting a Retirement Village on one of the playing field areas, if they must be used for development. This has advantage of higher density living ,close to public transport,shops,churches,hotel and recreation facilities.

Incorporate the Institute in with the Pepper St Gallery to form an expanded artists centre.

Reduce the heavy transport traffic along St Bernards Rd,top end of Magill Rd,and Penfold Rd.

Smarten-up the Magill shopping area-better paving,better signage,both public and private,area behind the Institute is a civic disgrace.

Thought that the appendix re history of Magill was excellent; it should be used as a trump card in selling and promoting the vision.

None of this is worth doing unless the councils are committed to keeping developed areas clean and in well maintained condition!

Thank you for the opportunity to comment.

Our Ref: REB 077.13

11 June 2013

Mr Paul Di Lullo
Chief Executive Officer
Campbelltown City Council
PO Box 1
CAMPBELLTOWN SA 5074

Email: cityof@campbelltown.sa.gov.au

Dear Mr Di Lulio

A Vision for Magill Village

Thank you for providing the opportunity to SA Power Networks to comment on the above Vision

SPECIFIC COMMENTS:

This list of significant SA Power Networks property interests in the local government area may comprise properties which fall outside of the area which is the subject of the DPA.

ASSETS:

Magill/ Woodforde Substation 275/66kV	Magill, Pieces 502 (Magill Substation) & 602 (Woodforde Substation) DP 52908, Vine Street
Campbelltown Substation	Newton, 70 Gorge Road

OTHER COMMENTS:

SA Power Networks may be impacted by proposed zoning changes in its capacity of operator of the State's electricity distribution network or, alternatively, as a landowner/occupier. Irrespective of the tenure arrangement, all of SA Power Networks' land interests will be directly related to the operation of the electricity distribution network.

It is not practical for SA Power Networks to review every letter to the extent necessary to comment on its individual property ownerships/occupations or infrastructure impacts. Accordingly, this response has been prepared to draw attention in a general way to the matters which SA Power Networks believes should be taken into consideration in progressing the proposal.

In making generic comment, SA Power Networks requests that consideration be given to the following matters.

1. In relation to land upon which electricity distribution infrastructure is currently located (primarily substations) or is held as a future substation site:

SA Power Networks ABN 13 312 330 263 a partnership of Spark Infrastructure SA (No. 3) Pty Ltd ABN 54 091 322 580, Spark Infrastructure SA (No.2) Pty Ltd ABN 13 008 143 034, Nerve Infrastructure SA (No. 1) Pty Ltd ABN 30 093 142 950, each incorporated in Australia, CIO Utilities Development Limited ABN 65 090 718 580, IRI Utilities Development Limited ABN 82 046 731 953, each incorporated in the Bahamas.

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- any alteration to zoning should have regard for this current or proposed purpose, although most zoning makes provision for facilities of this nature in recognition of their significant community purpose. Various legislation, including the Development Act, also provides some support for this position.
 - any development of land abutting or in the vicinity of such sites could be impacted by:
 - noise associated with the operation of transformers and circuit breakers and may require special noise attenuation measures.
 - security required to protect against unauthorised access as prescribed by the Electricity (General) Regulations 1997. This will often necessitate fencing which does not accord either in height or nature with that in the general locality.
 - building setbacks, building near power lines and vegetation clearances that are prescribed by the Electricity Act 1996.
 - *perceived* health impacts of electro magnetic field radiation.
 - general appearance of facilities of this nature, including overhead conductors feeding into and out of them.
 - general (and often very significant) community resistance to the existence of, or construction of new, substations and major overhead conductors.
- 2. In relation to land on which is located facilities of a non-specific electricity distribution network nature, primarily depots and major complexes:**
- SA Power Networks would like to ensure that it can continue to use the facilities for its intended purpose, and without impairment. Regard should be had for the need for unrestricted 24 hour 7 day a week heavy vehicle access; and
 - in the event that a decision is taken to divest the property, the zoning does not act as a disincentive to prospective purchasers. SA Power Networks has generally invested significant sums of money in constructing the facilities which stand on the land, in accordance with the zoning prevailing at the time of construction. You may appreciate SA Power Networks' desire for the zoning to ensure the land can be divested for a return based on highest and best use.
- 3. In relation to future load growth:**
- SA Power Networks takes its obligations to meet future electricity demand very seriously. You will appreciate that any infill or green field development will necessarily require a corresponding upgrade of the electricity distribution network (which may involve the setting aside of land for a new substation in, say, a residential area). Whilst the DPA may flag potential development of this nature, prospective developers and those approving developments should give consideration to the current network capacity, the long lead times in meeting any increased load demand, and the need to contact SA Power Networks' Builders and Contractors line directly in this regard on phone number: 1300 650 014.

In time, SA Power Networks hopes to receive reports in an electronic GIS form that can be easily migrated to its own GIS, and the report overlayed onto the GIS with attached zoning comments inserted by the report proponent. This will facilitate a more concise, specific and electronic response to any invitation for comment.

- *Due to a high volume of notices received by this office could you refer to our reference REB number (which is found at the top of the first page of our response letter) in all future correspondence. Thanking you for your assistance*

Thank you again for the opportunity to comment.

Yours sincerely



Jane Jusup
Real Estate Support Officer
Phone 8404 5262
Email: realestateadmin@sapowernetworks.com.au

From: John Frith [mailto:john@flatearthmapping.com.au]
Sent: Thursday, 6 June 2013 9:35 AM
To: Lois Dunkerley
Subject: RE: Magill Village partnership

Hi Lois,

I just remembered something that I meant to mention in my earlier submission, relating to traffic (walking my kids to school this morning reminded me). The vision mentions improved walking experiences and 'road dieting'. These both sound admirable, but with the main roads in this area already very busy at peak times, I feel anything that reduces traffic flow on the arterial roads will only help force more cars into the residential back streets as a 'short cut' and this is something we still battle with in my street (Brougham).

Being one street away from the main roads of Magill and St Bernards, we find cars speeding through our street to avoid that intersection, and this is despite council's past efforts of installing slow points and left turn in/out only devices at each end of the street. Numerous cars still disobey these devices and while some are residents (who I should advise voted overwhelmingly for Brougham St to be closed at the east end, rather than the left turn opted for by council), many are also commuters looking to avoid the queues at the busy intersection.

While I realise that intersection is probably Transport SA's responsibility, perhaps I could start by asking you who in council I should refer a complaint to at a local level, because every week while passing through that intersection, I see cars running orange and red lights (some obviously speeding), and have witnessed several near misses with children almost being hit while crossing to and from school. The pedestrian crossing on Penfold Rd is safer, but also suffers the same problem at times. Is it worth referring this straight to the Police or do they have enough to do? Would Transport SA consider installing a "safety" (ie. red light/speed) camera at the intersection? **[Response provided to these questions by LD]**

Regards,

John
----- **[see over for initial email]**

From: John Frith [mailto:john@flatearthmapping.com.au]
Sent: Tuesday, 4 June 2013 6:59 PM
To: Lois Dunkerley
Subject: Magill Village partnership

Re: Magill Village partnership feedback

As a result of Paul Di Iulio's letter of 27 May 2013, I am returning some comments on the future plan for Magill Village.

I think creating a village type community look and feel for the area is a great idea, I just hope it's not too late. I can't see how developments like the 2 and 3 storey apartments built for student use near the Uni in Lorne Ave (but now offered as 'general accommodation') or the overly tall, concrete slab building (like the one with a Subway on the lower level), on Magill Rd opposite the post office can possibly be considered as contributing to a village community atmosphere. To me they represent everything a village is not.

I do agree with several points listed in the guiding principles. The village identity needs to be authentic, and to do this history must be remembered and cherished. Heritage buildings should be retained and maintained. Streetscapes and common areas should definitely be decorated and bordered by abundant trees and other vegetation. This is evidenced in our street where residents have applied and waited patiently to have verges transformed from weeded road base to mulched garden beds.

Signage is also a good idea, including a community guide sign board, based around an attractive, good quality map of the area (happy to help out there - just ask me how!).

Making more use of Third Creek is also an excellent idea, as is better utilising the open space of the Magill Campus. How the creek can be "physically and visually connected" to the Magill Road shops sounds like a challenge, but certainly incorporating it into the village somehow is a good idea. Retention of all open space and enhancing Third Creek as the jewel in the crown of this open space during any proposed "future redevelopment of the university site" should be paramount. I doubt local residents or visitors to the area would be keen to embrace any plan that detracts from the current open look and feel of this area.

Thanks for your consideration,

JOHN FRITH
Cartographer

flat EARTH mapping
HAND MADE DIGITAL CARTOGRAPHY

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Ph: 08 8431 7750 | Fax: 08 8431 6394 | Mb: 0413 900 985
Web: www.flatearthmapping.com.au/
Email: john@flatearthmapping.com.au

From: Mrs Orsolena Mennillo
By: Telephone (via telephone interpreter)
Date: 4 June 2013
Time: 4.30pm

The following is a record of verbal feedback provided during the telephone call.

It is good to see a plan being developed.
I am very happy living here. I love the place.
Will the plan include the Magill Detention Centre?
I think there are too many vacant blocks and I'd like to see more housing to fill these in, particularly the site of the Magill Detention Centre.

From: Somers, Myles (ENet) [mailto:Somers.Myles@electranet.com.au]
Sent: Tuesday, 4 June 2013 9:05 AM
To: Lois Dunkerley
Cc: Zugajev, Joshua (ENet)
Subject: Magill Village Vision

Hi Lois

Thank you for the opportunity to provide comment on the vision and guiding principles for Magill Village. As you are aware, ElectraNet owns and operates significant high voltage infrastructure in the area, most importantly the Magill substation on Vine St and Woodforde Rd.

The substation and our lines are located in the area affected by the Magill Village Vision and we are keen to be involved in the development of a Master Plan for the area. We would like to meet with Council as the development of the Plan progresses. It is critical to ElectraNet that the Plan take into consideration the location of ElectraNet's Magill Substation and associated transmission lines and the need for appropriate land uses in close proximity to this infrastructure. We can provide more information on this infrastructure.

ElectraNet has prepared a set of Land Use Guidelines to guide development surrounding high voltage infrastructure which may provide some insight to the types of activities that are appropriate adjacent to high voltage corridors which may provide Council with further insight into appropriate development adjacent to the infrastructure.

We look forward to working with Council to ensure that land use planning around the Magill Substation provides good outcomes for both the community and ElectraNet.

Please do not hesitate to contact me to arrange a meeting to discuss the matters raised above.

Kind regards

Myles

Myles Somers
Planning Approvals Manager
ElectraNet

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From: Juanita - Chiro at Magill [mailto:Juanita@chiropracticatmagill.on.net]
Sent: Saturday, 1 June 2013 1:18 PM
To: Lois Dunkerley
Subject: Fwd: Magill Village Vision feedback

Dear Paul,

Thank you very much for the opportunity to provide input and feedback on the Magill Village Partnership Project. It is appreciated.

We have operated our business, Chiropractic At Magill in the village for 10 years and have a strong commitment and desire to see the village and the community flourish further. We also live in Magill and have a keen interest in being involved with the projects and future developments around our home.

I have listed below in italics my feedback on the guiding principles for the proposed vision of

Magill Village:
1. IMPROVE IMAGE
1.1 - Develop an Authentic Village Identity
<i>Agree. It's history is unique and distinct with it's flagship being it's education hub in Magill Campus and its origin in wine growing and the development of Penfold Estate. This is rich and should be cultivated and reflected as visitors wander down the street. Most people walking down Magill main street who are not from the area would be unaware a South Australian University is just around the corner. There is no student culture or arts culture on display in Magill unless you go into Pepper Street Studio.</i>
1.2 - Enhance Village Character
<i>The natural environment and gum trees is Magill's main asset. Many people in the community do not know they can also access the sporting facilities at Magill Sports Centre, including the oval and swimming pool. These facilities are under utilised. Third Creek is beautiful and this could be woven into the village character quite easily.</i>
1.3 - Reinforce the Village Centre
<i>Agree. A simple first step could be to plant trees in the car park of the Foodland shopping Centre. This is the hub of Magill and the car-park and shop fronts looks harsh and uninviting against the concrete car-park and pavement. Some simple landscaping and beautifying with trees and shrubs would be a great first step to building confidence within the community showing that the council is committed to a long term view of re-development and would tie in with point 1.2 above.</i>
1.4 - Co-ordinate Signage
<i>Agree, however I think as Magill currently stands this could be lost in the current visual clutter of the area and needs thorough consideration. I feel it needs to be long lasting and could perhaps be in the form of sculpture depicting the area rather than signage that may date easily, unless it is in uniform signage such as street signs. Mind you, I think the logo of Magill Village is well designed and fitting of the image visualised and should be displayed prominently in varying aspects to promote this image.</i>
<i>It would also be good if the council could contact the owner of the Red Rock building on the corner of St Bernards and Magill Road and ask them to have the village clock set to the correct time. I find it embarrassing to drive past and see that the clock tower constantly displays the wrong time.</i>
<i>Getting the community to rally behind this project and show pride in the village is key to the success of the project in my mind.</i>
ENHANCE CONNECTIONS
2.1 Promote Unique History
<i>Agree. I think this could be communicated through visual cues for people to further explore the area. Cues pointing people to visit the pottery centre, plaques commemorating heritage buildings and sharing some history, such as the one of the corner of St Bernards Road and Magill (the building with the clock), which has a rich history in the development of Grange Hermitage. It is here that Max Schubert hid his bottles of Grange in the Cellar when the Wine board banned him from making it. I think visual cues representing connections are more useful than printed paraphernalia and computer interactive screens. I don't think these would enhance the area as much as a timeless piece of art representing the history.</i>
2.2 Link Key Attractions

<i>Completely agree. Magill is undersold in so many aspects.</i>
2.3 Connect with Third Creek
<i>Yes, Agree. See my comments above in relation to many of the community not engaging with the asset and gem they have in the Magill University Campus grounds. They see it as the "University" and think that it is not accessible, when in fact it is open space and the recreational facilities are open to all the community.</i>
3. IMPROVE IDENTITY
3.1 Improve Cycling Experience
<i>Great idea. The other potential within the Burnside Council area is the promotion of Beulah Road as a thoroughfare for cyclists which runs pretty much parallel to Magill Road for a good portion of the ride into the city. This is a much safer option than Magill Road as it stands. It may also be a more cost effective option. Many cyclists who ride to our clinic do not know of Beulah road. If a Cycle access was developed across Glynburn road allowing access to Beulah Road, similar to the one which goes across Port Rush Road (next to Thornbury Street) this could be a good short term solution to getting more people on their bike and feeling safe to ride - especially young people.</i>
3.2 Improve Walking Experience
<i>Agree completely. If nothing else was implemented except this - this would go a long way to enhancing the entire village feel, especially the planting of well planned trees and safe and level pavement surfaces. This in itself will attract good business into the precinct.</i>
3.3 Implement Road dieting
<i>Also agree. I would imagine this is a bit trickier to implement given the number of service vehicles which access the supermarket from Magill road and the number of business which offer parking behind their buildings. I would support changes on this level as when walking down Magill Road to the shops I generally need to be aware if vehicles are coming in and out of driveways.</i>
3.4 Consolidate Car Parking
<i>This is good future planning.</i>
4. BUILD ECONOMY
4.1 Focus Economic Development
<i>This is so important in order to create a 'tipping point' where Magill becomes a very attractive place for people to invest in business within the precinct. I have always felt that Magill lacked a good book shop and a good organic and specialist food shop. There is so much potential and scope, it is just a matter of good design and creating an ambience that will attract this type of business to the area. I don't think visual eyesores such as the Magill Institute wrapped in construction fencing for over a year, which has in turn not helped this heritage building as it has succumbed to graffiti is assisting in moving toward this vision.</i>
4.2 Build Partnerships
<i>As a business owners in Magill we would fully support this plan. Many of us support each other, but I think this could be improved significantly through initiatives such as the one proposed here.</i>
4.3 Support a Village for Staying

<p><i>I agree, but there are some hurdles in terms of moving with ease about Magill and finding these gems within the village. Parents of young children sometimes ask us if there is a park nearby. We suggest Nightingale Park next to the Girl Guide Hall as an option, but to be honest not many parents go there from our clinic as the lights on the corner of Magill Road and St Bernards Road take a long time to get across as a pedestrian. I think these lights are well co-ordinated for the children at Magill Primary School and the cars - if you have loads of patience.*</i></p> <p><i>Perhaps this intersection could be even more conducive to pedestrians if all pedestrians could cross at the same time, like the intersection at the bottom of Rundle Mall and at the top of Rundle Street.</i></p> <p><i>*Please note this is why the no right turn was created by the Campbelltown Council into Brougham Street, because cars got impatient of sitting at the lights for all the pedestrians to have their turn and would cut down Brougham Street to 'beat' the lights. It has improved the speeding traffic down Brougham Street, but has not fixed the problem of very slow light changes on this intersection for vehicles and pedestrians alike. If all pedestrians could cross at once (diagonally) this would cut down the pedestrian crossing time and make the motorists happier too. A crossing like this also creates an immediate hub and ambience for an area where everyone is crossing at the same time, especially at the beginning of the school day and the end of the school day.</i></p> <p><i>The other problem is If we suggest to our clients a walk along third creek, parents only have one option to get there with their children which is down St Bernards Road (a very busy and noisy Road). In the past they could access the Magill Uni and Third Creek through the car park which sits on Brougham Street and there was a lovely link to the University. This is no longer available due to the Institute being sold and the building surrounded by construction fencing. The only pedestrian crossing to third creek is further down St Bernards Road near Murray House and then they need to walk back up to Third Creek to access the playground. I think the flow for pedestrians getting from Magill Village to these special spots needs to be improved. I think the pedestrian access that was so convenient for University Students and the Uni down the Western side of the Magill Institute should not be closed off. Basically it means that anyone coming from the University must detour out onto St Bernards Road which is very busy and then back down Magill Road. It destroys the highest flow of pedestrian traffic in the area which is staff and students accessing Magill Village from the University.</i></p> <p>5. MAXIMISE REDEVELOPMENT POTENTIAL</p> <p>5.1 Maximise Existing Sporting Infrastructure</p> <p><i>Agree - see my points above for promoting these amazing facilities to the community. They are hard to see and are not promoted to the community, so a redevelopment and rejuvenation is an excellent plan.</i></p> <p>5.2 Attract "Creative Class"</p> <p><i>Agree - all arts cultures bring vibrancy to any district. The university site is a very special place and I don't believe it should be carved up for housing should the university close and relocate its students into the city. There is definitely room for redevelopment there, but it should not become a housing estate. I think there is a great legacy in the space and if it can be given back to the community in the form of education and community engagement this will pay back dividends to the community over and over again.</i></p> <p><i>I like the vision of the Vice Chancellor who is keen to see it become a centre of excellence for teacher training in Australia along with an R-12 school. How amazing would it be for student teachers to be able to develop their craft on the one campus and how amazing would it be for parents who are able to have all of their children's different learning styles catered for on one campus without having to drive to two different schools. This may have the potential to attract good educators and teachers from around the world and the natural beauty of this campus</i></p>

<p><i>lends itself and actually deserves such reverence. It could become a very unique centre for excellence and learning.</i></p> <p>5.3 Support Supermarket Site Redevelopment</p> <p><i>I agree with this and support this wholeheartedly. This area is the heart of Magill and any facelift here will lift the rest of the village with it. See my points above in relation to the difference planting of trees would make to this shopping centre.</i></p> <p>I trust this feedback is useful and will be taken into consideration when planning the future of Magill Village. May I also take this opportunity to commend the Campbelltown and Burnside Councils on such a bold vision.</p> <p>I would be more than happy to provide further input if required and am happy to nominate myself a representative of business owners in Magill to Campbeltown and Burnside Council for any future discussions in the planning and development.</p> <p>I can be contacted on 0417 015 835.</p> <p>Juanita Hanna Chiropractic at Magill a 615 Magill Rd MAGILL SA 5072 p (08) 8333 0111 p P.O Box 241 MAGILL SA 5072 e juanita@chiropracticatmagill.on.net w www.chiropracticatmagill.com</p> <p>From: stephen emerson [mailto:texa@adam.com.au] Sent: Wednesday, 29 May 2013 12:54 PM To: Lois Dunkerley Subject: Go for it!</p> <p>Hi, Hi, Some ramblings for you - I have spent a good part of my evening looking through you're pdf's. I think it's a great idea. My wife also supports the plan. We both live on Brougham Street. Have lived here 13 years or so. Have always loved the feel of the place. Nice locals. Good community. Laid back. Great place for both our children to grow up. I am a carpenter by trade, but ultimately I am an artist- commercially successful. At present building a new studio / show space in my backyard. Really want Magill to be lifted- with cool public sculptures, night lighting, textured/layered arrangements of plants, buildings & streetscapes. Design scope. Eg a Skate/scooter/bike park. Hay on the Hay plains has a ripper of a skate park! They ooze with charisma. Imagine that as a centre piece. I'm 42, I still skate around the university etc with my dog and children (scooters/ bikes ?hide and seek/ running/ play in the creek/ Magill pool (great staff/ lessons. Nothing silly, just cruising. Years ago people would never have begun to think things would be moving aesthetically towards the way they are in different parts of Australia. Recently I was really impressed with a park/ surf club redevelopment in Fingal Bay NSW – blended beautifully with the surroundings – good play equipment, nice landscaping (incorporated into the dunes) , café with garden beds at seating level etc Fact - Life is far more rewarding and pleasant when surrounded by beauty & great design.</p> <p>Think the Dorriggo pictures were fantastic, stylish/simple. Liked the rustic photos of outdoor areas etc you displayed – patinas of colour. Speaking of colours - One colour that I love to see at this time of the year , in Magill is the bright golden/orange at sunset time, the gum trees & all their surrounds glow like candles = intense, calm, serene autumn colour – only for a brief, fleeting moment. Magill – Slightly higher rainfall, Great cloud formations over the hills. The view of the hills</p>

face as you drive up Magill road. (& as you look due east from Rundle Mall and street)
Green grass, dry grass, gum trees, council has recently mulched verges (appreciated / thank you)river pebbles/rocks/ ochres –red yellow & white, dogs & owners, houses on the hills face. Utes, Chicken & chips shop (Good chips), grain store(super cool place), Gabion walls at Penfold winery corner (top of the Parade – I have recycled river pebbles from the excavations at my place & am in the process of building gabion walls in the garden) RSL on Lorne Ave(friendly) , Local Foodland – nice staff (underground car park hideous – very dark/ too spooky for my wife to venture into/ can't get a trolley in there) the creek – dry & flowing, the uni (security & ground staff, great folks – always welcoming (good neighbours), the people (mixture), birdlife, possums, cyclists, students, Magill road busy – then empty. Refreshing gully winds...

Must go
Steve

2.0 Branding



2.0 Branding

2.1 MAGILL VILLAGE PARTNERSHIP - BRAND - DESIGN CONCEPTS

branding / interior graphics / wayfinding / signage

elevation

Magill Urban Village
Brand - Design Concepts
4th April 2013

© Elevation Design Pty Ltd

Colour



Greens

Browns / Earthy tones

Blues

Ochres

Greys

Brighter orange

Personality

Caring

Unresponsive

Cooperative

Unreceptive

Perseveres

Disorganized

Endures

Disorderly

Friendly

Random

Frugal

Thrifty

Hard-Working

Humble

Mature

Modest

Practical

Reliable

Unpretentious

Target Market

Everyone / all ages

Families

- Established
- New homes

Students

Elderly

Childeren

Point of Difference

- Unique
- Authentic
- Organic
- Rustic
- Homely
- Historical
- Accessible
- Affordable
- Livable

What are some
qualities of the existing
environment?

Eclectic mix

Concrete

Pavement

Dry

Trees

Open spaces

Confined spaces

Creek setting

Quintessential Australian

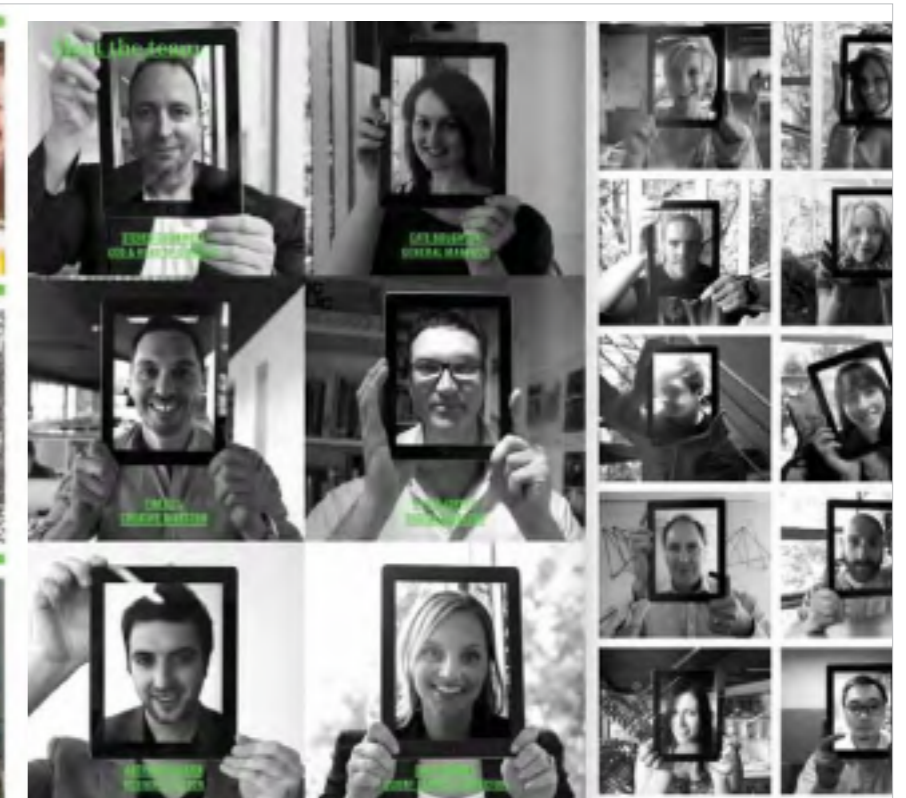
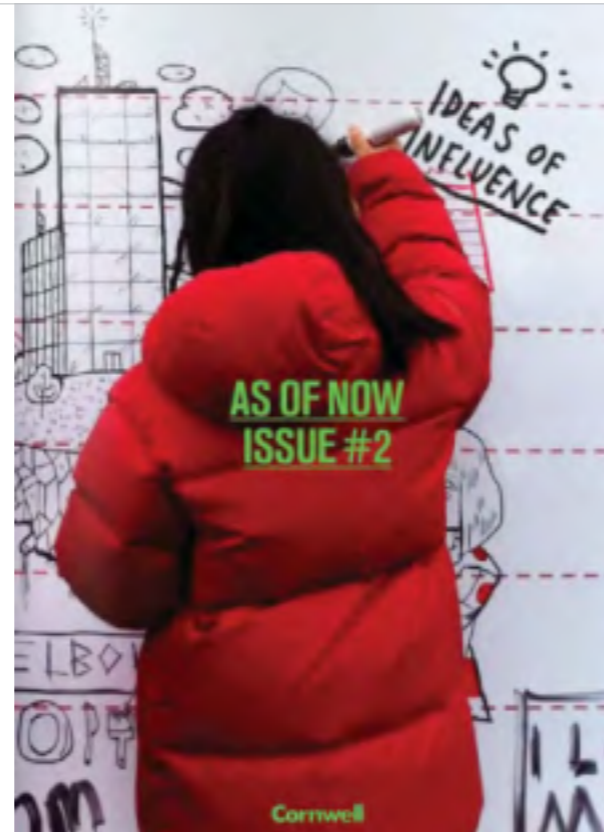
Pepper Trees

Community gardens

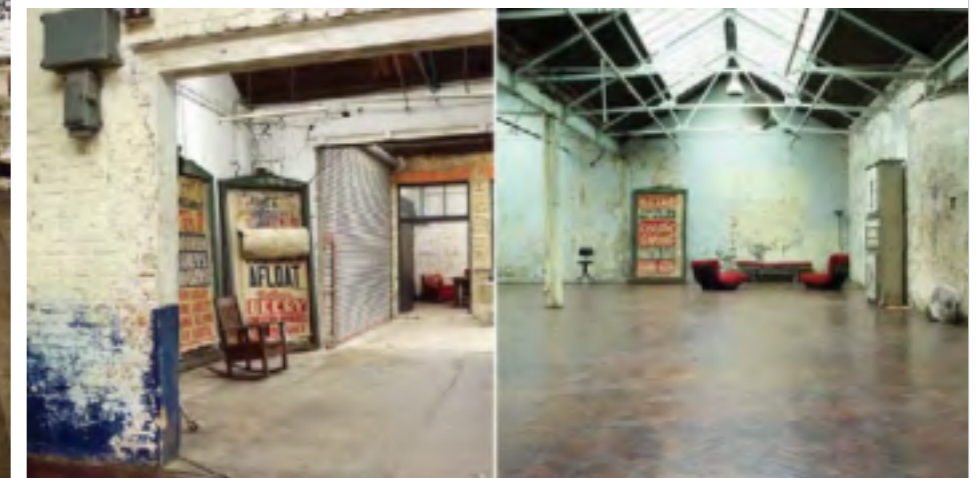
Vineyards

Hostile

Photography



Photography





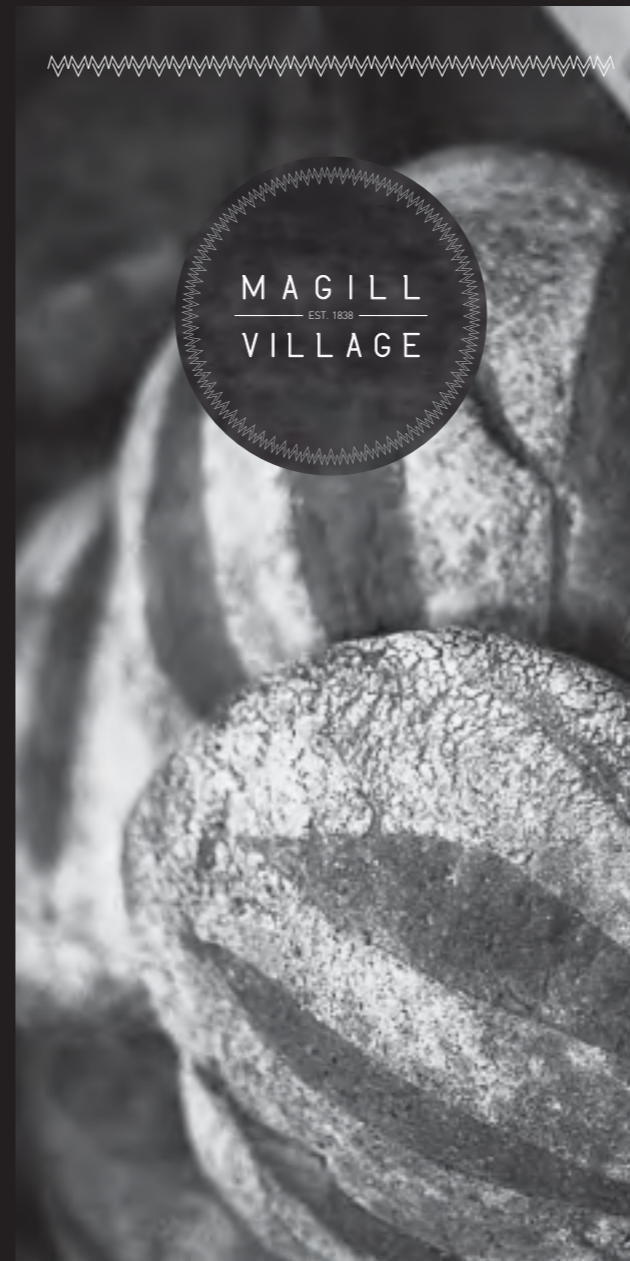
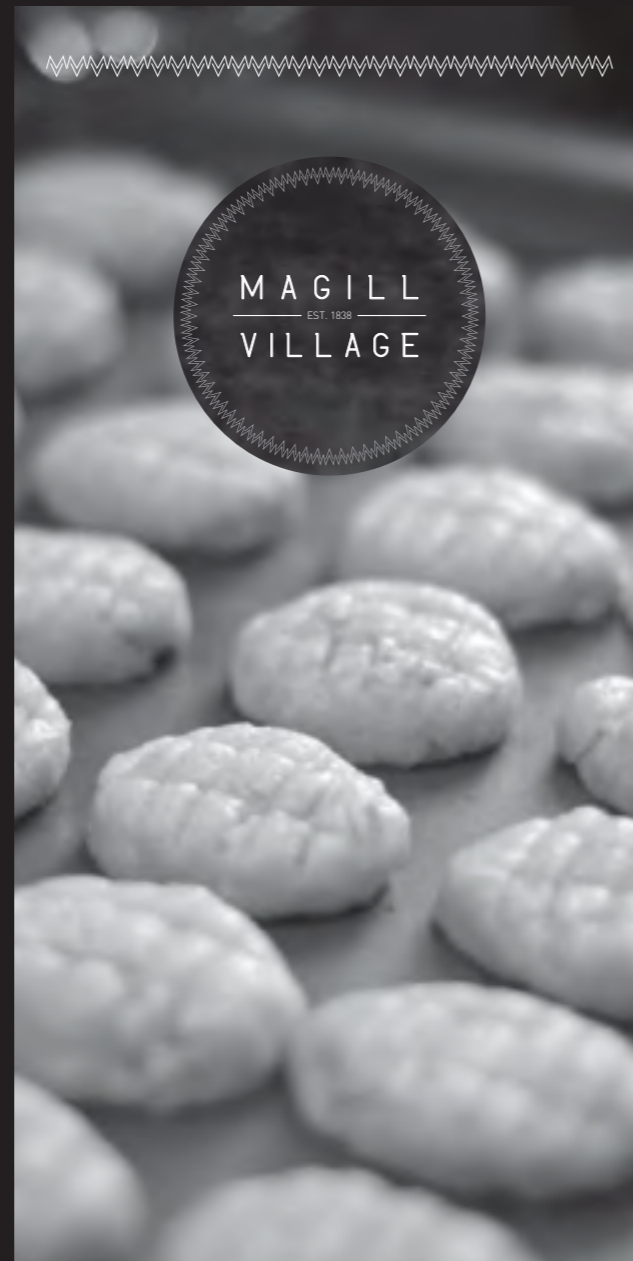
This elegant mark draws reference from Magill's winery links and the white filigree pattern draws on historical graphic references. In contrast a more contemporary typeface has been used, representing progress. With the perception that Magill Village is very much a rough diamond we have introduced the textured background pattern to again draw on hand craftsmanship and historical references. Black has been selected as it is colour neutral, it speaks of timeless qualities and allows application to eclectic businesses within the village - from light industry to fine art galleries.



B&W Photography



B&W Photography



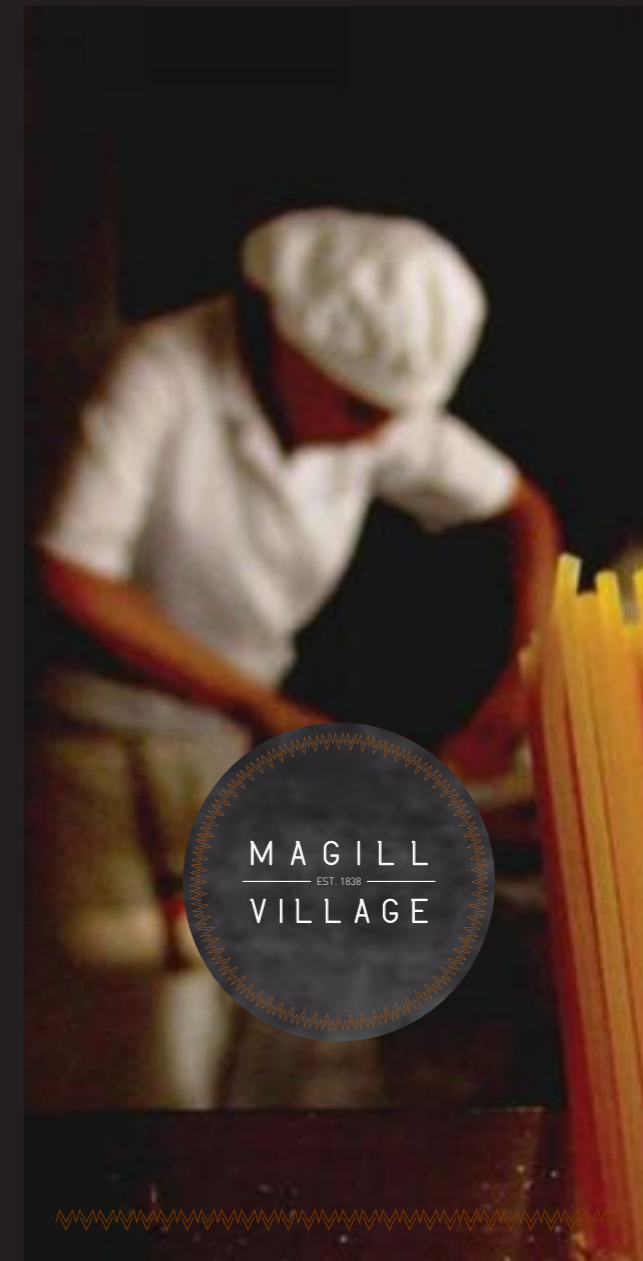
Colour Photography



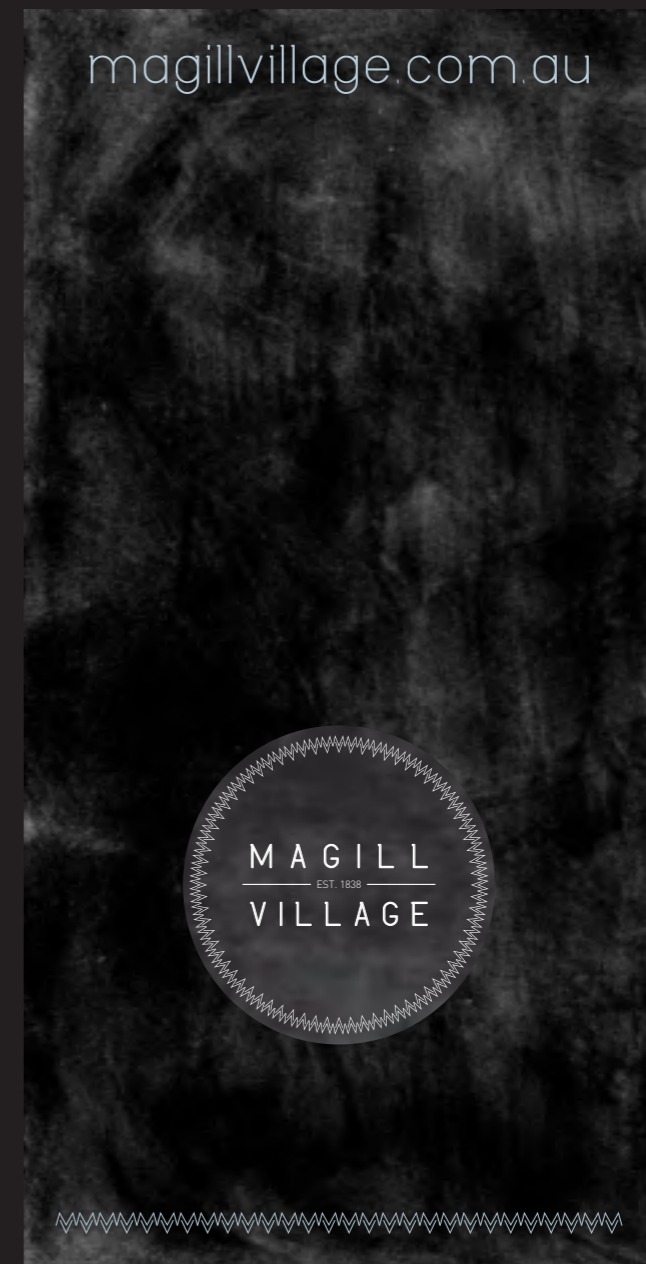
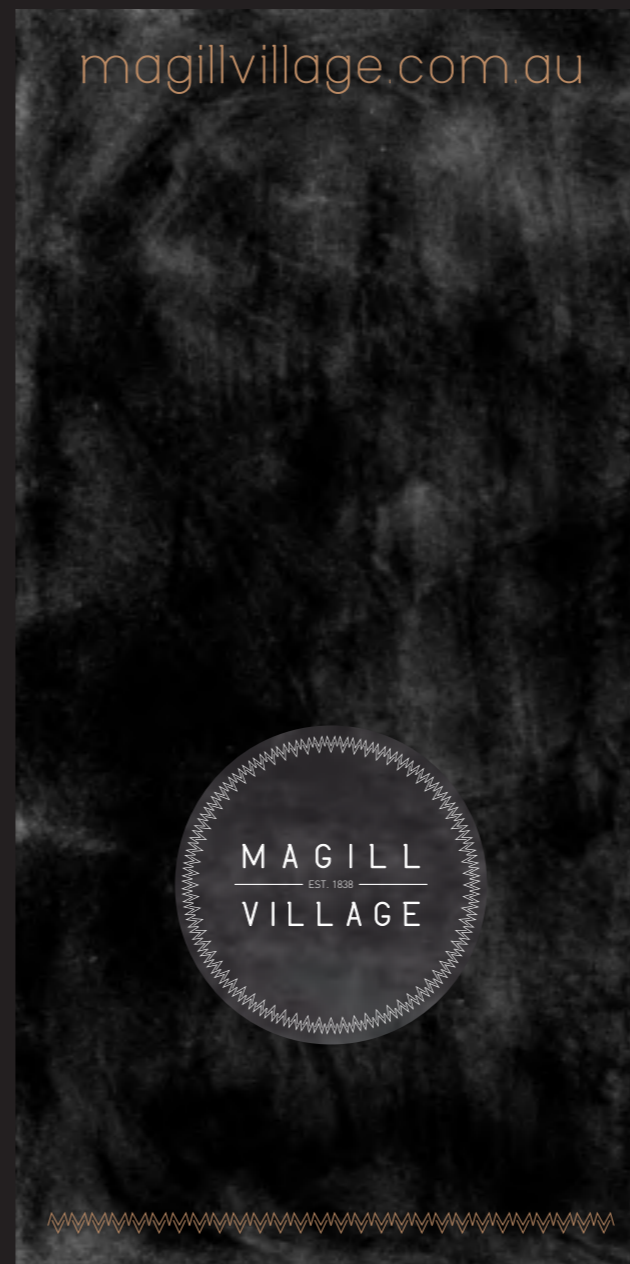
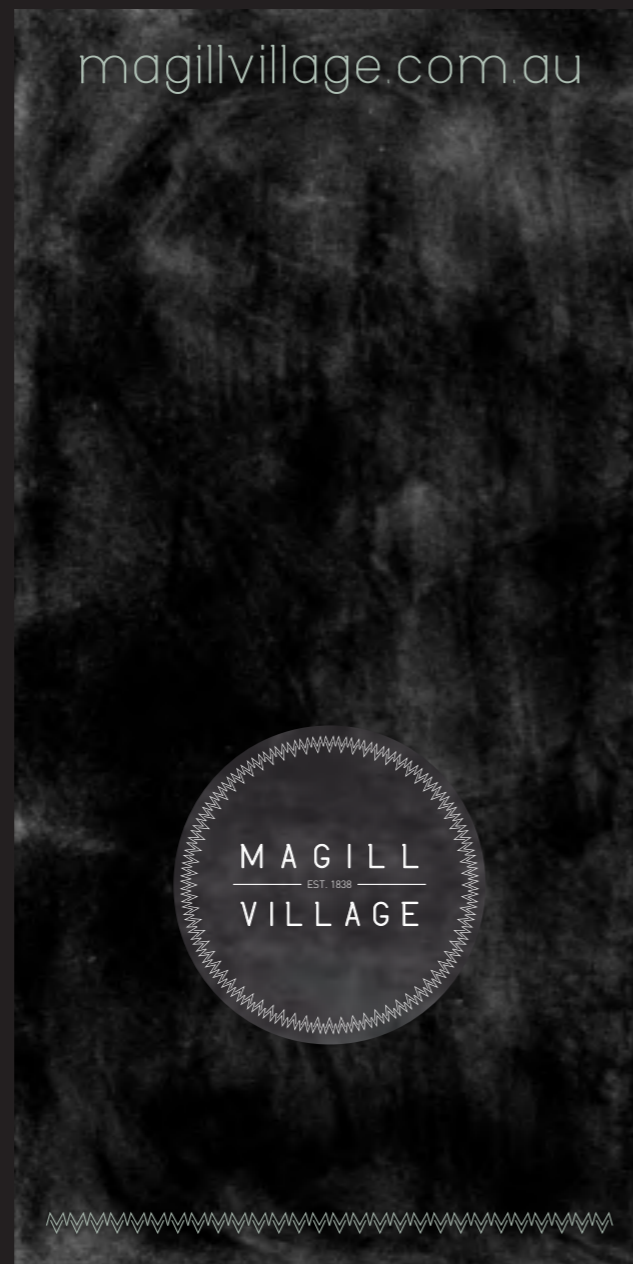
Colour Photography / Texture



Colour Photography



Colour Textures



Shopping Bags



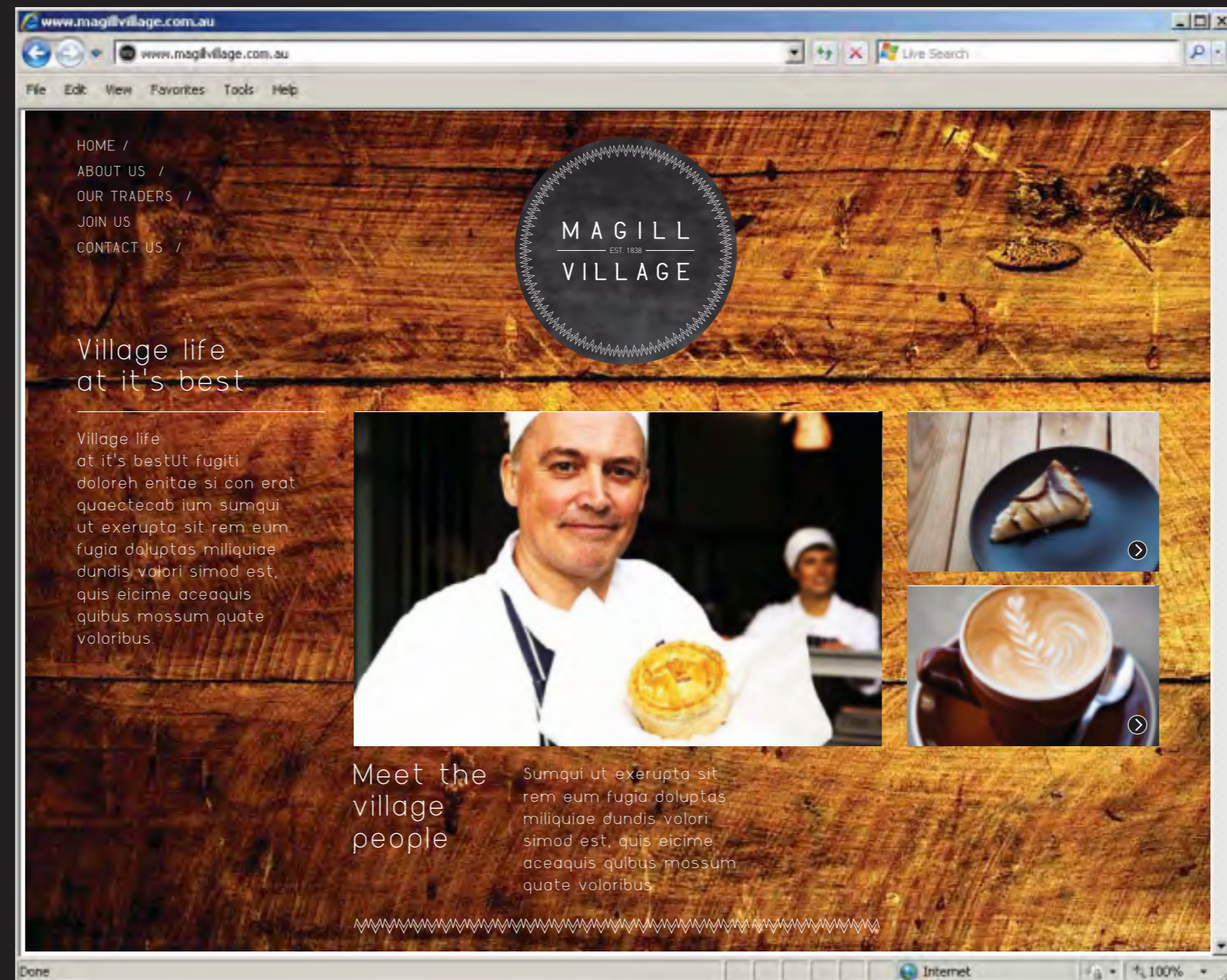
Shopping Bags



Website magillvillage.com.au



Website



Street Signs

PEPPER ST

PEPPER ST. ARTS CENTRE

CEMETERY 210m

PEPPER ST

PEPPER ST. ARTS CENTRE

CEMETERY 210m

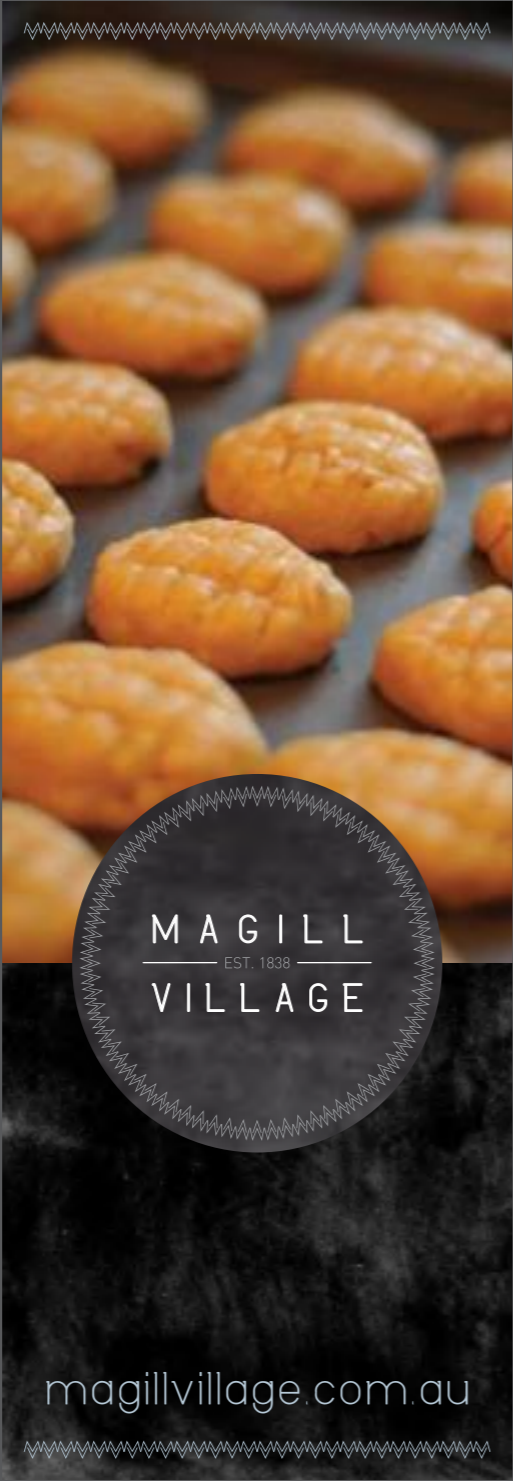
BENNETT'S MAGILL POTTERY

A privately owned family company
established in 1887 by Charles
William Bennett and currently run
by fifth generation, John Bennett.
A national supplier of some of
the finest throwing terracotta
and stoneware clay.

THE WORLD'S END INN

The World's End Inn was first licensed on 2 April 1845, the name reflected the remoteness of Magill from the city. Later its name was changed to World's End Hotel and continued to trade until 25 March 1909, when renewal of its licence was refused. The hotel building was replaced by a red-brick post office in the 1960s.

Banners





3.0 Historical Overview



3.0 Historical Overview

3.1 MAGILL VILLAGE - AN HISTORICAL OVERVIEW

Donovan & Associates - History & Historic Preservation Consultants

November 2012

CONTENTS:

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- Appendix 2 A description of Magill in 1903
- Appendix 3 Early residents and businesses in Magill

LOCATION

The proposed Magill Village plan extends over four sections of the County of Adelaide, viz Section 285, originally granted to Robert Cock and others; Section 327 originally granted to Scots investor Sir James Malcolm; Section 342 originally granted to John Hallett; and Section 343 also granted to Sir J Malcolm. Sections 285 and 343 are south of Magill Road and are divided by Penfold Road: Sections 372 and 342 to the north of Magill Road are divided by St Bernards Road.

The area is close to the foothills of the Mount Lofty Ranges and, because of this, attracted early investors in Adelaide who secured country sections with their City of Adelaide acres. A particular attraction was the Third Creek, rising in the foothills of the ranges and trending to the north west through sections 342 and 327. The creek was an attraction for early settlers and provided the basis for extensive orchards in the sections through which it flowed.

Close settlement began in the area before the establishment of local government. The first subdivision of the area — indeed the first village subdivision in what became the local government area of Burnside — was undertaken in 1838 when the village laid out as Magill Estate by Robert Cock and William Ferguson on the 80-acre Section 285 was surveyed and advertised for sale on 20 October:

This village is situated about four miles from Adelaide, in one of the most beautiful and fertile locations in the district, about a quarter of a mile on this side of the third stream to the north-east of the town, and near the foot of the mountains; one of the best roads from the Stringy Bark Forest is through the same property, which makes this location most desirable for Woodsmen and carriers in the timber trade. A plan of the Village may be seen by applying to Robert Cock, and blocks of from two acres and upwards may be had on reasonable terms.

The village was allegedly named after Sir David Maitland Makgill, of Fifeshire, Scotland, who acted as a trustee of Robert Cock's wife. [Manning, 190] It was slow to develop under its various names of Mackgill, Makgill, Macgill or Magill, but by the 1840 had become home to carters, sawyers, farm labourers, masons, carpenters and other tradesmen, many of whom established orchards on their properties. An appreciation of occupations of residents can be gained from Appendix 3.

Subdivision of Section 342, diagonally opposite occurred soon afterwards. Captain John Finlay Duff, one of the earliest colonists of South Australia had originally entered into partnership with John Hallett, in whose name Section 342 was granted. Duff received the whole of the section when the partnership was dissolved in 1842 and he added additional property including Section 284, later known as Finchley. Duff's estate included a quarry in the eastern portion of his estate that supplied stone for many local homes. Duff had the large estate subdivided in 1854. Plans showing early subdivisions are gathered together as Appendix 1.

Seventy-one acres of the northern portion of Section 343 was subdivided and offered for sale as Home Park in 1856. This occurred after Patrick Auld, a wine and spirit merchant who had arrived in South Australia in 1842, acquired 130 acres of Section 343 from Malcolm in 1845 and here, and on other land acquired to the east, planted his Auldana vineyard. The 1856 subdivision included large blocks closer to the hills and smaller building allotments close to Magill village.

The South Australian Gazetteer of 1866 described Magill as:

a small postal suburb of Adelaide, lying 43/4 miles distant, and is a favourite place of residence for gentlemen having business in the city. The communication is by cars and 'busses, which run throughout the day. Magill is embosomed in orchards, vineyards and gardens, which surround it on every side. It has 1 hotel, and Oddfellow's lodge (A.I.O.F.) and a public pound. The resident magistrates are W. Scott and L.B. Murray, Esqs. (p. 134)

A 12 acre portion of Section 372 on the northern side of Magill Road was acquired by a blacksmith and others in 1871 and subdivided in 1877.

Business development concentrated at the intersection of Magill, St Bernards and Penfold Roads. Indeed, one man developed the properties on three corners of this intersection; this was Thomas Brooks Penfold, the brother of Dr Christopher Penfold, who established Penfold's vineyard further south on Penfolds Road. He established his home on the south east corner of the intersection where he had acquired four and a half acres along Magill Road. Penfold built a bakehouse, general store and dwelling on the north west corner in 1849, which was particularly identified with the Wadmore family which operated the store for two generations during the early twentieth century. In 1852, Penfold built a two-storey building that became the East Torrens Hotel: he also built five cottages along Magill Road adjoining the 'hotel'.

A plan of the area dated 1876 indicates the East Torrens Hotel on the north east corner of the intersection, with a grocer's store on the north west corner and a butcher's shop on the south west corner: the World's End Hotel was located further west on the western corner of the intersection of Magill Road and Peppers Street.

The northern and southern portions of Magill village came under separate local government administration with the proclamation of the District Council of East Torrens in June 1853 and that of Burnside in August 1856: the District Council of Campbelltown was separated from that of East Torrens in March 1868. However, this separate administration had no effect on the manner in which local people considered their village. St Georges' Church on St Bernard's Road to the north attracted parishioners from throughout the area; so too did the Methodist Church on Chapel Street to the south of Magill Road.

RESIDENTIAL DEVELOPMENT

The area surrounding the original Magill village was initially characterised by large estates set amidst vineyards and orchards, particularly to the north of Magill Road: the blocks of the first subdivisions to the south were also large enough for the planting of orchards. Large estates included Woodforde House which was established on the eastern side of St Bernards Road on Section 342; Murray House on the western side of St Bernards Road on Section 327; with Romalo to the south on Section 343.

Woodforde House on Section 342 was originally part of a 720 acre estate of Woodforde and Finchley subdivided by Captain Duff into five and ten-acre allotments and sold in 1854. William Uren from Helston, Cornwall, acquired 50 acres and built an eight-room dwelling on part of Section 342, later known as Woodforde House, in 1856. Standing in grounds of 20 acres the dwelling, subsequently enlarged, remained in the Uren/Nightingale families until March 1977.

The Scot David Cowan, who arrived in South Australia in 1839, leased then purchased 22 acres of Section 327 from Malcolm and began building the fine home of the land that became known as Murray Park. Alexander Borthwick Murray acquired the property in 1862 and soon afterwards added the 100 acres to the west and greatly extended the home. In 1878 he sold the 100 acres to the west of his dwelling on its 22 acres to the Shierlaw brothers for residential development: they subdivided this into 440 building allotments in anticipation of the inauguration of a tram service along Magill Road. The Murray home, set in 22 acres of land, was later acquired by the South Australian government and it became the core of the Wattle Park Teachers' College in 1957, and eventually a campus of the University of South Australia.

The area south of Magill and north of Penfold Road was originally characterised by vineyards planted by Patrick Auld and Dr Christopher Penfold, along with orchards. Patrick Auld established the first vineyards in Burnside at Magill in 1845 after acquiring Section 343 which he later called Home Park. Further south, Dr Christopher Penfold acquired 60 acres and here planted the first section of the vineyard that still continues.

Auld built a small stone cottage on a 20 acre block in the early 1850s and called it Home Park. Mrs Elizabeth Longbottom, the widow of the Methodist minister William Longbottom acquired the property in 1858 and had extensive additions made in 1870. Edmond Mazure, manager of the Auldana vineyard and winery, acquired the estate in 1909, made alterations to the dwelling, and renamed it La Pérouse. Mazure left Auldana to manage the vineyard owned by Sims and Collins. Seeking a tradename for their business, the proprietors chose Romalo, this being an amalgamation of the names of the daughters of Sims and Colling. Mazure left the business in 1922 and the name of the nearby winery was transferred to the house. In 1948, the property was acquired by naturalist and adventurer, Warren Bonython.

PUBLIC BUILDINGS

Consolidation of Magill village was underpinned by the establishment of key public buildings. A school was established on Magill Road as early as 1846 when a half-acre block was conveyed to the Magill School Trust which permitted a schoolroom to be erected: it was the first public school in the area that was to become Burnside. Additions to the schoolroom and a residence for the master were added in 1856. Continued increase in pupil numbers warranted a new building that was added in 1882, the tenders having been received in March of that year. Primary students moved to a new school situated on Penfold Road in 1926, though infant classes remained at the school until 1963 when these too, were consolidated on the Penfold Road site. The school building was used for a time as the Art Section of the Wattle Park Teachers' College before being acquired by the Burnside City Council in 1990 and was officially opened as the Pepper Street Art Centre by sculptor John Dowie on 29 October 1995.

The Magill war memorial unveiled in October 1919 was originally located in the grounds of the Primary School on Magill Road, but was relocated to the current site at the intersection of Magill and Penfold Roads in 1956, which had originally served as the site of a tram barn.

Other significant public buildings were built on the north side of Magill Road. Tenders for building the post office and telegraph station were accepted in November 1882. Prior to this time the postal service had had various locations: it began in the grocery store on the north west corner of Magill and St Bernards roads in 1850.

The Institute building was built in 1901. It was described in December 1903 as: 'Situated on the brow of the hill at the tram terminus, [and] commands the notice of all visitors to the snug little village.' Additions were made in 1928.

A police station was built next to the institute in 1909 after police had operated for a decade from a property in Chapel Street. The police station was closed in 1976

The establishment of churches in and near the village reinforced the sense of a community.

The Anglican Church of St George on St Bernards Road was built in 1848 on 1.5 acres of land provided by Captain John Duff; the foundation stone was laid on 18 January 1847. The church was built and paid for within a year and it has the distinction of being the first in South Australia to be consecrated: this was performed by Bishop Augustus Short on 30 January 1848, within weeks of his arrival in South Australia. A feature of the church is its construction from water-worn stones from nearby Fourth Creek. The church was extended in 1959, necessitating the removal of the 1883 chancel and vestries, though the original 1847 section was preserved. The foundation stone for the church hall was laid on 2 July 1881 and it was completed the following year. The associated lynch gate was designed by F Kenneth Milne and erected in 1952 by descendants of Dr Christopher Penfold.

A Methodist chapel was built in 1855 on the current site of the hall, on land acquired from William Thorne on 30 May 1854. The present church was built in stages as funding permitted. The foundation stone for the nave of the present church was laid on 19 October 1874 and this first stage was completed and opened in 1875; the transepts were completed in 1884. The church featured a steeple when it was eventually completed, but this was removed in early 1950 for safety reasons. The original church remained in use as a Sunday school, but was destroyed by fire in 1962

A Baptist church was built on Magill Road in 1866. Catholics of Magill first celebrated a monthly Mass in the Institute, before St Joseph's Church was built in Birkinshaw Road Tranmere in 1926: a new St Joseph's Church was built near the Baptist Church on Magill Road in 1965.

Cemeteries associated with St George's Church and another to the south, owned by the City of Burnside and bounded by Pepper, Jackson and Carey Street, also provide a sense of local identification because of the graves of those buried there. The southern cemetery was established on land originally set aside by Cock and Ferguson for a church and cemetery, when they originally subdivided their land for the Magill village.

Other meeting venues reinforced village life, though the development of two hotels, the East Torrens and the World's End on either side of Magill Road also exhibited a notion of rivalry. Such institutions played an important role in any community, and each of the two hotels on Magill Road hosted meetings of the East Torrens District Council before council offices were built. The hotels of Magill were also important because of their location on a major thoroughfare to the Adelaide Hills via Norton Summit which was frequented by teamsters and others plying between Adelaide and the forests and gardens in the hills.

An inn was established on the north east corner of the Magill and St Bernards Roads intersection in 1840 when licence was granted to the proprietor of Woodfords Arms Hotel on 26 March 1840. The inn's first incarnation was a short one, and it ceased to trade as an inn in about 1845. Soon afterwards the property was acquired by Thomas Penfold who built a new inn and secured a licence again from 19 July 1854, when it traded as the East Torrens Hotel. The business changed its name to the Tower Hotel on 13 December 1910, after its rival had been vanquished and he hotel was totally rebuilt; it has continued to trade under that name ever since, though has continued to be rebuilt and renovated.

The World's End Inn on Magill Road was first licensed on 2 April 1845, about the time that the Woodforde Arms ceased to trade as a hotel. The name of the inn reflected the idea of many that Magill was very remote from the city. The inn changed its name to World's End Hotel and continued to trade under this name until 25 March 1909, when the renewal of its licence was refused and it became a coffee house for a time. The hotel building was replaced by a re-brick post office in the 1960s.

TRANSPORT

Ready access to public transport was a key to the residential development of Magill. The village was the terminus of a public transport route to Adelaide along Magill Road. The village was first served by the Adelaide and Suburban Tramway Company which was established in 1882 with car barns at Frederick Street at Maylands, and at the eastern terminus at Penfold Road. The service was converted to an electric tramway in 1909. The service was extended to Norton Summit Road in 1912. A branch line headed north from Magill Road along St Bernards Road to the Morialta Falls reserve in 1915. Adelaide's electric tramway system was replaced by buses in November 1958, except for the route from Adelaide to Glenelg.

Resubdivisions during the early twentieth century further consolidated residential development. Ready access to the Magill tram was a major inducement to settle in and near the village. An advertisement in the Register of 19 August 19.8.1920, (p5) was typical of many:

A MAGILL ROAD SUBDIVISION.

The subdivision into 22 elevated building lots of that fine paddock, adjoining the 'residence of Dr. Duguid, on the Magill road, will give homebuilders and investors an opportunity to acquire desirable residential sites in the highest and best portion of this popular thoroughfare, at prices which are certain to show an increase at no far distant date. The allotments have fine frontages to the tramway on the Magill-road, also to Rowland's road, Chapel street, and Rosedale place. The position of the property could scarcely be improved upon for homebuilding purposes, being a little to the east of the imposing Tranmere residential flats, with pleasant surroundings, and glorious views of the hills, plains, and gulf. The upset prices of 15/, 20/, and 30/ per foot are undoubtedly low, and the terms liberal. A photograph showing a portion of the Magill road frontage of the property may be seen on these pages'. The sale will take place by auction on the estate on Saturday, 28th August, at 3, and illustrated booklet may be obtained on application at the offices of the auctioneers, Wilkinson Sando, and Wyles, Limited, 14 Grenfell street.

The Mail of 17 March 1928 (p5) suggested that additional subdivision was ongoing:

Magill Subdivision

On behalf of the Public Trustee, acting in the estate of P. J. Dwyer, deceased, Alfred C. Catt, Son & Co., Limited, will offer at auction on the land close to the terminus of the Magill electric carline on Saturday, March 31, 12 allotments and a four-roomed cottage. The allotments are to be offered at the upset price of 30/ a foot and on 'easy terms.

Portion of the original 80-acres Section 284 known as Finchley and originally subdivided into 2.5 acres blocks in 1854, was re-subdivided into smaller allotments in 1924. The Register of 15 May 1924 (p. 3) advertised the sale and highlighted the importance of public transport:

'FINCHLEY PARK.'

On Saturday, 31st May. Wilkinson, Sando, & Wyles, Limited, will sell by auction, on the land, under instructions from Messrs. Parsons & Wilcox, the agents for the owner, 49 picturesque residential sites at beautiful 'Finchley Park,' which is situated on the Magill to Morialta tramway, just north of Sir George Murray's well-known property in St. Bernard's road. The estate is exceptionally well elevated, and enjoys fine views of the city, suburbs, gulf, and foothills.

INDUSTRY

Magill was early considered the centre of a district characterised by vineyards and orchards. Those enterprises that developed along Magill Road were essentially small family-run businesses. New technologies have meant that some of these businesses such as that of the Ryan Brothers who worked as blacksmiths and wheelwrights from premises on the south side of Magill Road on Section 343 have disappeared.

Nevertheless, there were exceptions. A pottery industry in Magill has a long history. It was established to take advantage of red clay deposits in the area, which also supported the Adelaide Brick Company which was established in 1912.

Cornishman John Henry Trewenack established a pottery in Sandford Street, Kensington Gardens, in 1851 and it remained in operation until 1914.

Though established by Trewenack, the local pottery industry is particularly identified with the Bennett family. Charles William Bennett and his son, William Charles, learned their skills at Trewenack's pottery works, but in 1887 — after Trewenack had died in 1883 — they established their own pottery in Briant Road, Magill, where they had access to clay, with timber for the kilns available in the foothills. The pottery continues to operate from its original site under the fourth generation of the family, though was renamed Bennett's Magill Pottery in 1954.

The Magill Grain store and chaff and grain merchants is another long established business. The chaff and grain store was on the site in 1923 when owned by J Kermode. Ownership has changed but the business has remained. D Smith & Sons owned the business in 1940.

MODERN FEATURES

The development of a major electricity switchyard on a 10-acre portion of Section 342 was one of major significance. The sub-station was built between 1959 and 1961. It was designed as the first 275 kV system in South Australia for the purpose of receiving the whole of the output of Section 'B' of the Thomas Playford Power Station at Port Augusta and distributing it at 66 kV to the metropolitan distribution system.

The Vine Street rose garden is a modern addition to the area. It includes as many as a 1000 rose bushes and was completed in October 2002

HERITAGE LISTED PROPERTIES

There are several properties within Magill that are assessed as being of heritage value. Several of these are public and institutional buildings that help to define the village centre; the majority of places are residential properties which reinforce the essential residential nature of the village.

There is only one property within the Magill Village proposal which is included on the State Heritage list. That is:

Woodforde House, 10 Melory Crescent, Magill, in the Campbelltown local government area.

There are several properties within the Magill Village proposal which are on the local heritage lists of the Campbelltown and Burnside councils.

Magill local heritage properties in the Campbelltown local government area are:

30 Bunday Street, Magill – dwelling;
23 Central Avenue, Magill – dwelling;
48 Central Avenue, Magill – dwelling;
50 Central Avenue, Magill – dwelling;
Chandler Court, Magill – King George Hall;
12 Church Street, Magill – dwelling;
9/8 Holmes Court, Magill – dwelling;
24 Jervois Avenue, Magill – dwelling;
7 Lorne Avenue, Magill – dwelling;
12 Lorne Avenue, Magill – dwelling;
607 Magill Road, Magill – former police station;
609-611 Magill Road, Magill – Institute;
613 Magill Road, Magill – former post office;
615 Magill Road, Magill – shops;
621 Magill Road, Magill – Tower Hotel;
68 Shakespeare Avenue, Magill – dwelling;
14-38 St Bernards Road, Magill – Murray House;
45 St Bernards Road, Magill – St George's Anglican cemetery;
45 St Bernards Road, Magill – St George's Church
6 Windsor Avenue, Magill – dwelling

Magill local heritage properties in the Burnside local government area are:

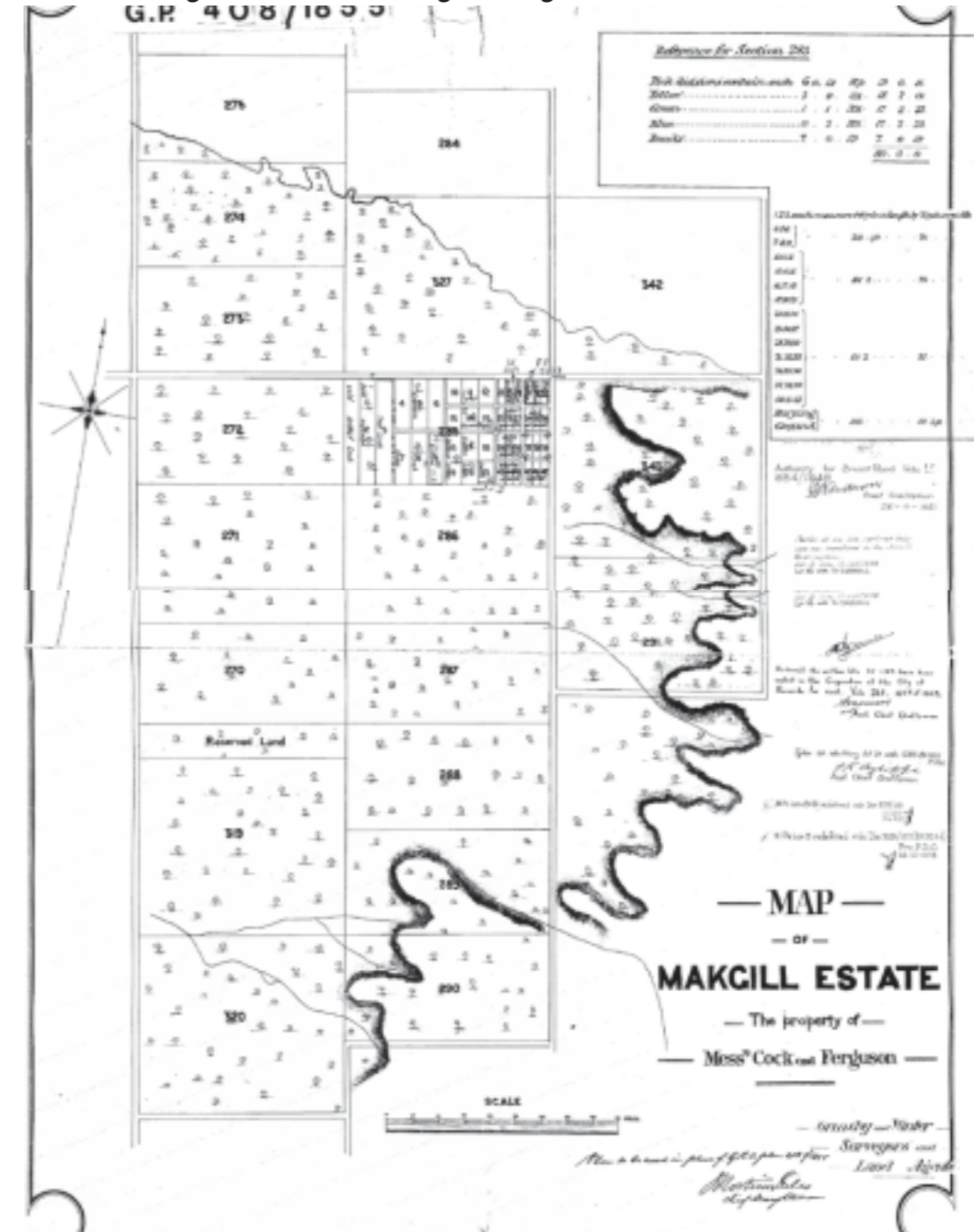
28 Briant Road, Magill – Bennett's Magill Pottery;
26 Chapel Street, Magill – Morialta Uniting Church;
18 Ellis Street, Magill – dwelling;
20 Ellis Street, Magill – dwelling;
18 Jackson Street, Magill – Cemetery and trees;
496 Magill Road – Bible Presbyterian Church;
558 Magill Road, Magill – former primary school;
572 Magill Road, Magill – Soldiers' Memorial;
574 Magill Road, Magill – grain store;
6 Penfold Road, Magill – dwelling;
7 Penfold Road, Magill – dwelling;
13 Penfold Road, Magill – dwelling;
38 Penfold Street, Magill – Former Seaview Champagne Cellars
2 Pepper Street, Magill – dwelling;
4 Pepper Street, Magill – dwelling;
6 Pepper Street, Magill – dwelling;
10 Pepper Street, Magill – dwelling;
11 Pepper Street, Magill – dwelling;
24 Romalo Avenue, Magill – dwelling;
1 Rosedale Place, Magill – dwelling;
553 The Parade, Magill – dwelling.

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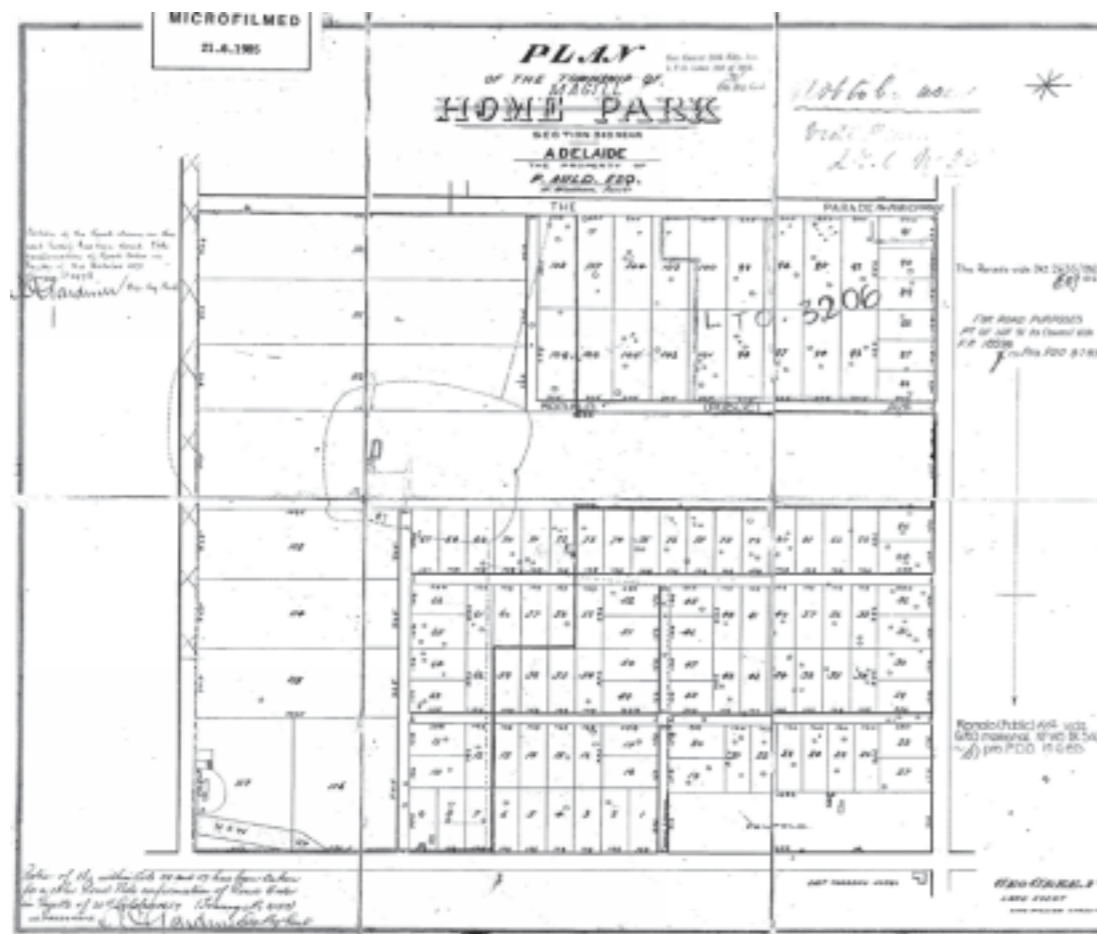
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APPENDIX: 1

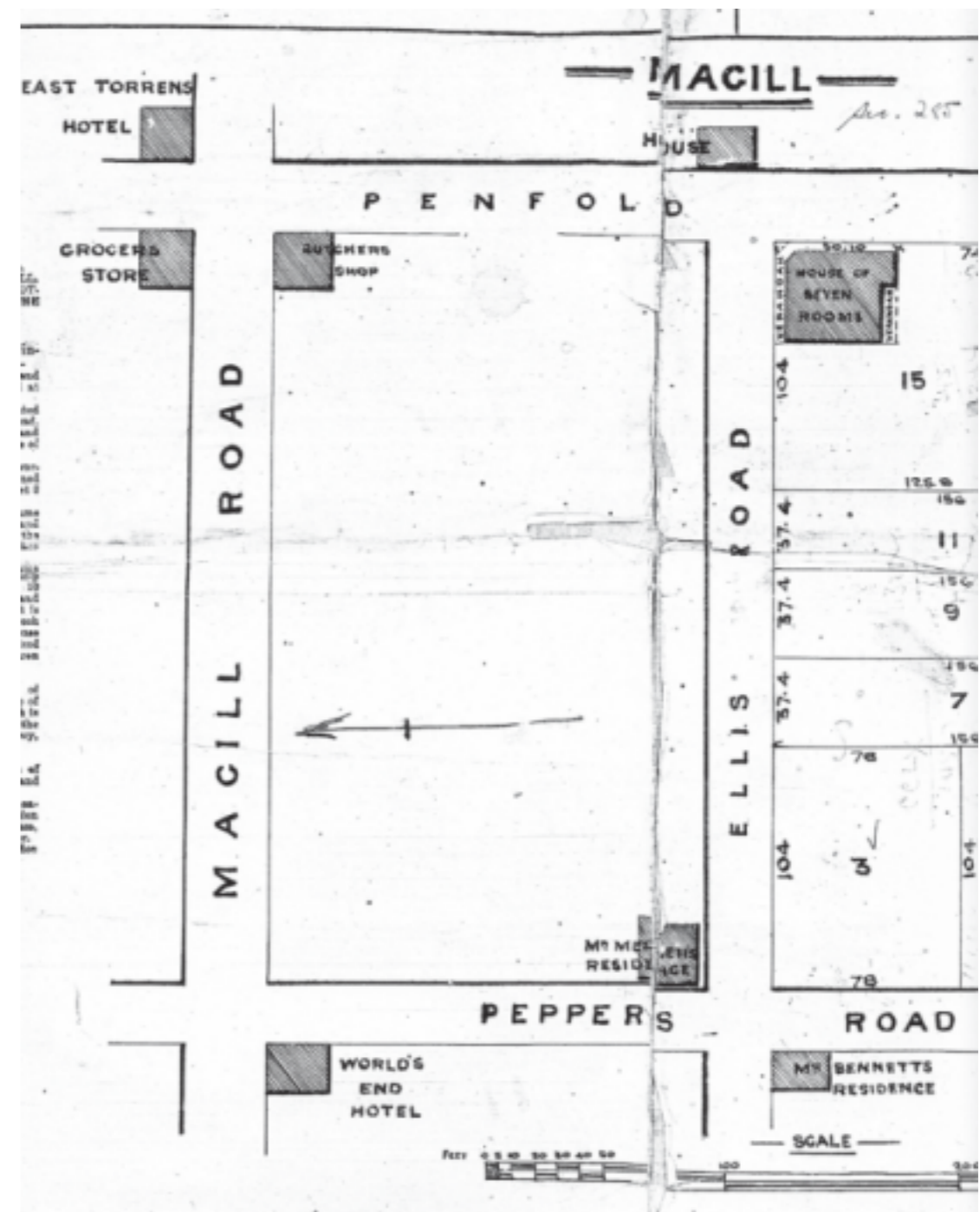
Plans showing subdivision of Magill Village



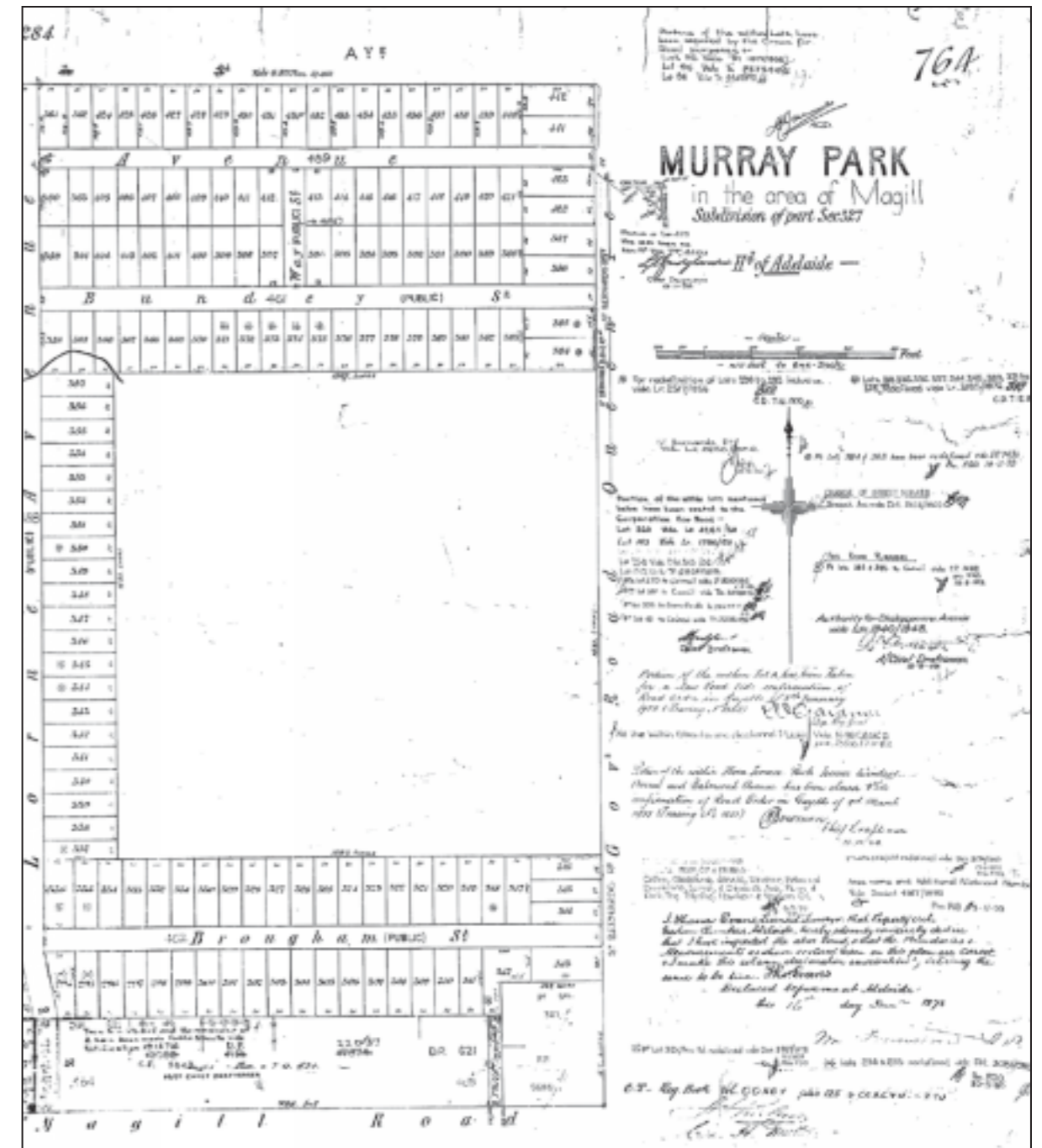
GRO Plan 408–1855 showing original subdivision of Section 285 by Cock and Ferguson to establish the Magill village.



Copy of a plan dated 10 December 1859 showing the subdivision of Home Park (Section 343) by Patrick Auld. The plan indicates the portion of Section 343 already acquired by Thomas Penfold.

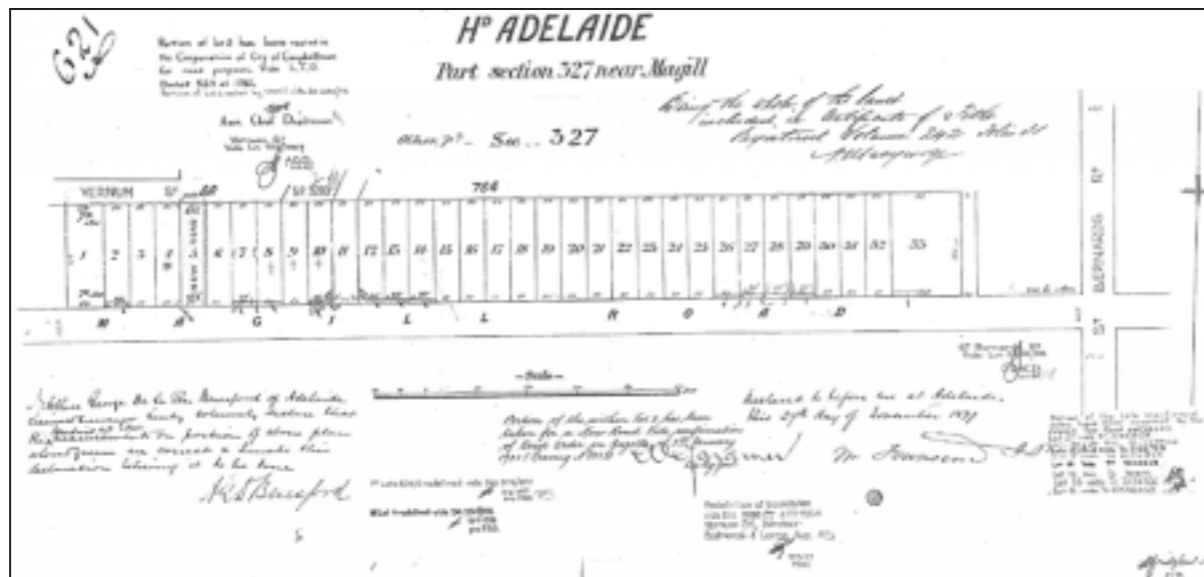


Portion of GRO Plan 120-1876 which shows houses and land for sale at Magill on 8 December 1876. The sale included properties in part Section 342 and part Section 285. The plan is included to show key features of the Magill village in 1876

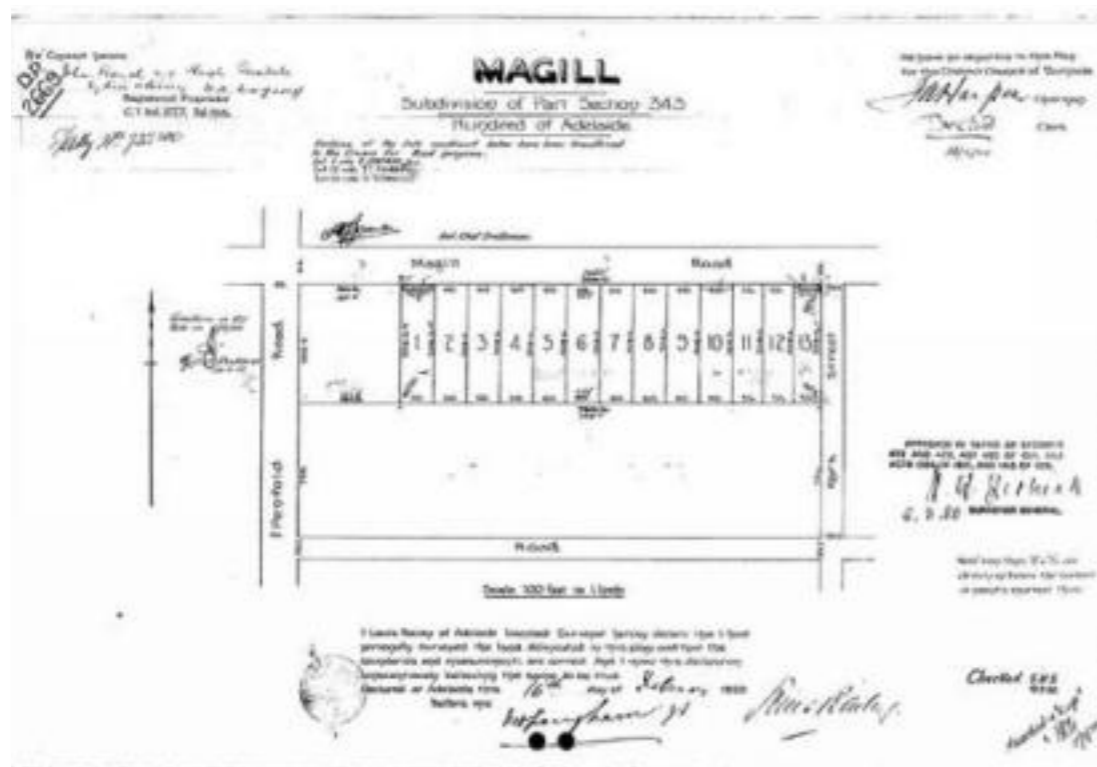


Portion of the plan dated 16 December 1878 showing subdivision of land on Section 327 about 'Murray Park' offered for sale.

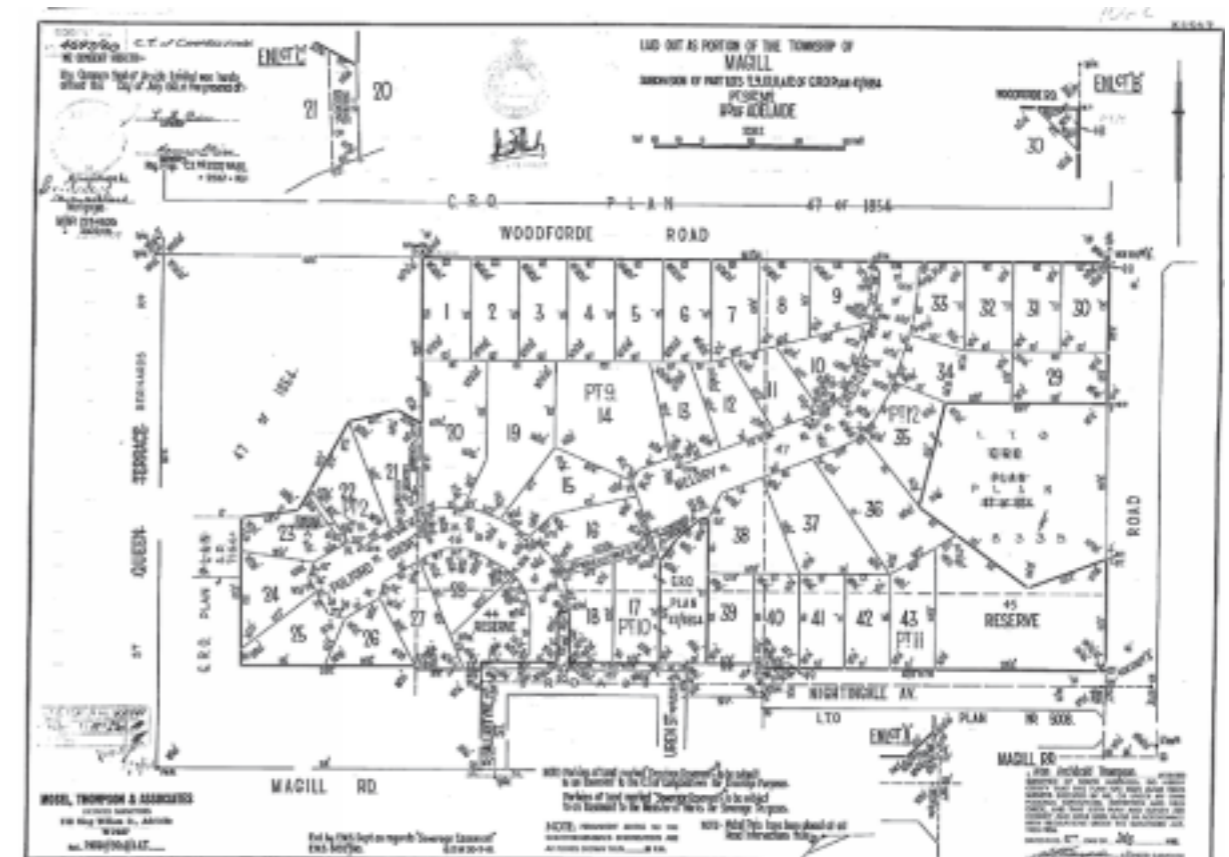
Plan dated 16 December 1878 showing subdivision of Section 327.



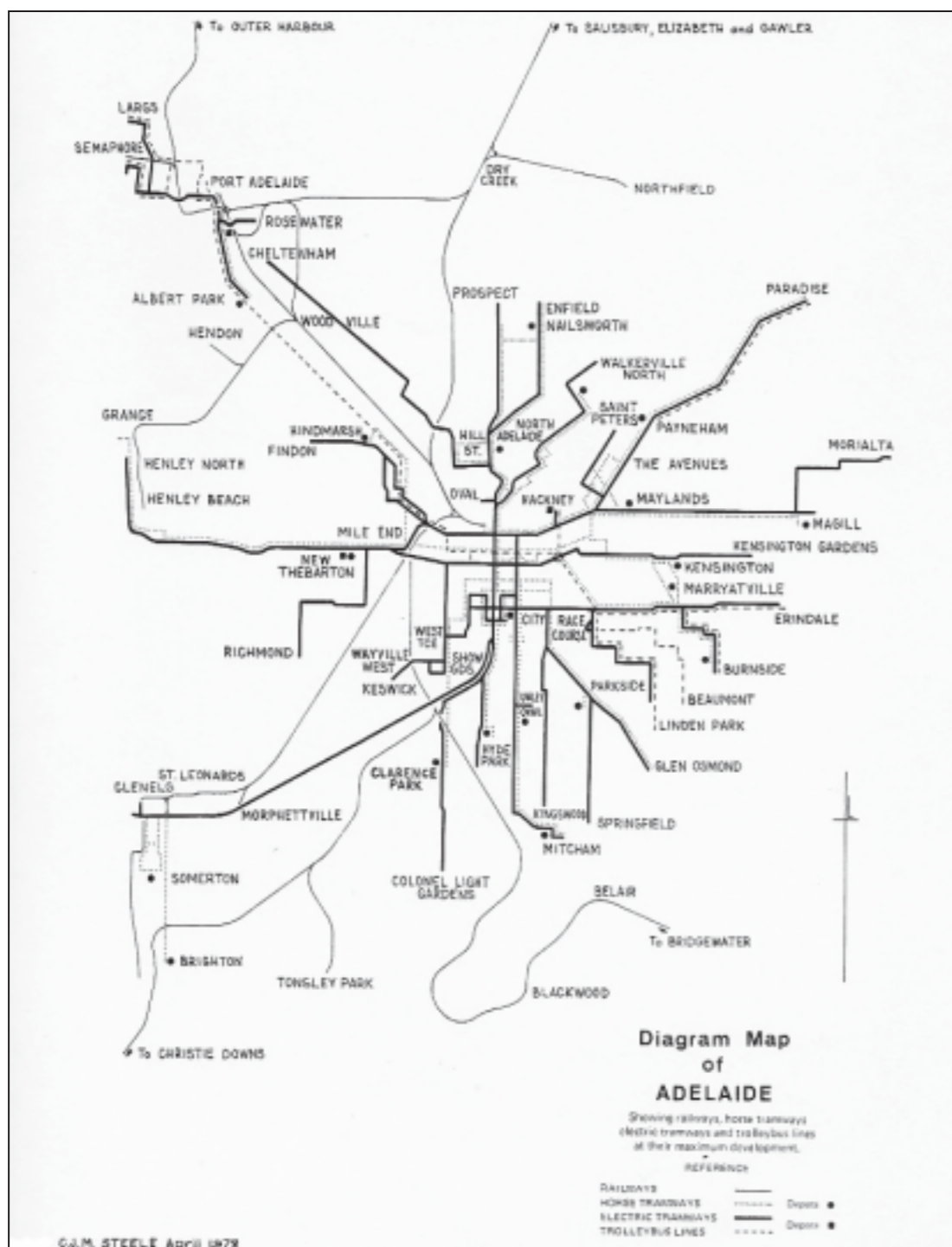
Plan dated 27 November 1877 showing subdivision of land on Magill Road, being the southern portion of Section 327.



Deposit Plan 2669 dated 16 February 1920 showing subdivision of part Section 343, previously owned by Thomas Penfold, and later to become the site of the Magill Primary School.



Plan dated 6 July 1981 showing the subdivision of land identified with Woodforde House and denoted part lots 2,9,10,11, and 12 of GRO Plan 47-1854.



Transport plan of Adelaide: source, Christopher Steele and Roger Wheaton, Adelaide on the move, 1878–1978, Australian Electric Traction Association, Sydney, 1978

APPENDIX: 2

A description of Magill in 1903

A feature in the Register of 29 July 1903 (p. 6), provides a glimpse of Magill at that time.

EARLIER DAYS AND NOW

BEAUTIFUL MAGILL

[By a Native.]

The earliest reference to the creation and location of the beautiful suburb now widely known as Magill is contained in The Register of October, 1838: and the evolution in the spelling of the name of the place is curious— "Makgill Village is situate four miles from Adelaide; about a Quarter of a mile from the third stream to the north-east of the town, and near the foot of the mountains, on one of the high roads to the Stringy-Bark Forest." The second mention of it is in "The SA Almanack and General Directory" of 1840, in which is given the name of its first and, according to that publication, its then only resident — "Ferguson, William, farmer, Mackill." Then again is recorded in "The Annals of the Diocese of Adelaide" the fact that "the first church consecrated by Bishop Short was at Woodforde, Mac Gill, on Sunday, January 30, 1848;" and further, that "in the churchyard of that same church (St. George's), just seven weeks after the Bishop's landing, was interred the body of an infant daughter." Subsequently the suburb has been known only as Magill, but by whom or after whom it was named deponent knoweth not. However, the appellation given to what was then a village is claimed to-day by one of the largest and most beautiful suburbs of Fair Adelaide. Sections of land known in former days as Sandford's (now Pile's), Dr. Penfold's, Dr. Wark's, Cpt. Scott's (Brookside), Wylie's (where a well-remembered school was kept), and Beetson's (Stradbroke), are now all contained in what is now known as Magill; and the old sections are mostly covered with homesteads, gardens, orchards, and vineyards.

— Several "Firsts." —

As a district Magill can claim several firsts. As already indicated, its pretty village church was the first consecrated in this state. One of the first and best farms was cultivated by Mr. Ferguson there; and the gentleman named was the first to pilot a bullock team from there over the hills to The Tiers, as Mount Lofty was then called. There, too, one of the first vineyards was planted by Dr. Penfold. It owned the first pottery established in South Australia. It claims one of the best-managed institutions of its kind in the states, the Reformatory. Within its boundaries the last tribal battle was witnessed. The conflict was between the Adelaide natives and those of Mount Barker and the River Murray tribes, in which between 700 and 800 painted savages took part. Moreover, near to the south-western corner of what was Dr. Penfold's section, on the north-east bank of Halton Brook, is "one of the oldest and most sacred burying grounds of the Adelaide tribe of natives," to which the bodies were carried from the Torrens through mazy and mysterious windings in the wattles of Dean's section, 'to avoid being followed by an evil spirit.

The corpse was deposited in a grave dug with yam sticks, and then covered with bark and leaves, and finally with earth." The foregoing is gathered from a pamphlet entitled "Personal Recollections of those Tribes which once Inhabited the Adelaide Plains." Should this burial place be opened in the coming days of deep drainage, an interesting collection of bones and native implements will doubtless be brought to light.

—*Old-time Residents and Residences.*—

Of old-time residents about the first was Mr. Ferguson. He was at the time in partnership with Mr. Robert Cock, also a resident of Magill. Their town business was carried on in Rosina street, which is named after Mrs. Ferguson. Cox's Creek is so called in honour of Mr. Cock, who, in company with the late Mr. W. Finlayson was the first to reach Lake Alexandrina overland from Adelaide. Although Magill to-day cannot boast of a resident doctor, two of its earliest settlers were of the medical profession — Dr. David Wark and Dr. C. R. Penfold. The former may well be remembered as a candidate for Parliamentary honours, in the good old electioneering days, when colours were worn and fights were furious, especially on the vacant ground opposite to the then chief polling place for East Torrens, the old Globe Hotel, Kensington. Dr. Penfold's name is still connected with the Grange Vineyard, which he started, and it is a worthy monument to his achievements. Mr. W. E. Sandford was the first resident on what is now known as Pile's Section. The old brick house, with its environment of noble gums and fruit trees, is now no more. Mr. A. G. Burt was its last occupant. A strip of land at the southern end of this section was sold, and about the first occupant of the house built on its south western corner was the well-known Mr. Nathaniel Hailes, who as a clever journalist may be recollected in connection with his non de plume of "Timothy Short." He it was who named and sold the first allotments in Burnside the Beautiful. The house under notice was purchased from Mr. Hailes by Sir Edwin Smith, who resided there for several years. At the upper end of this southern strip lived Mr. Henry Holroyd in a tent, with a young gentleman surveyor as a companion. The tent was afterwards set on fire, and all their goods and chattels were destroyed. Its location was close to the black's burying ground. The opposite corner was occupied by the Hon. G. M. Waterhouse, at one time Chief Secretary of this state. Among other pioneer residents were the late Mr. John Malpas, Twyford; Mr. Lewis Bryant, Hardwick Farm; Mrs Ludwig, schoolmistress; Mr. Patrick Auld-who, with his son Mr. W. Patrick Auld, founded the Auldana Vineyard. The latter also helped to make history in having been a companion of Mr. McDouall Stuart when he crossed the continent. Other well-known former dwellers in the region were David Packham, the oldest surviving Councillor, who represented Magill Ward in the Burnside District Council, Robert Cottrell, who was M.P. for East Adelaide; A. B Murray, formerly M.L.C., after whom Murray Park, Magill, is named; Capt. Richard Beetson, the original owner of Stradbroke; T. Barnes, first clerk of the Burnside District Council; J. H. Trewenack of the Magill pottery; D. Wylie, schoolmaster; Captain Scott, Brookside, father of Mr. W. D. Scott, late Master of the Supreme Court; C. W. Uren, boot merchant, Rundle street; James Niall, auctioneer, Rundle street; Ross T. Reid, the well known pastoralist, who built Rostrevor; W. R. Swan: E. W. Wright of Home Park;

Joseph Skelton, warehouseman, who was afterwards well known in the Northern Territory; G. P. Bayley, John Hemsley. C. L. Dubois, H. P. Denton, R. N. Gault, and Thomas Pellew.

— *The Old Village Church.* —

St George's is one of the prettiest of the old-time churches in this state. It is built in the Kentish style of cobble stones obtained from the Third Creek, which runs in in near vicinity. Its walls are almost as solid and compact as they were when it was erected about 56 years ago. This stability is attributed by a practical man to the fact that builders used better material for their mortar than many do now. A ramble among the tombstones in the churchyard which surrounds the church is interesting. There the pretty white oxalis, now in bloom, has spread in profusion. The native lilac, purple and white, and the wattle are also plentiful; while that valuable, but now rare fodder plant, the kangaroo grass, is growing in profusion. "St. George's- is the oldest church in South Australia," said its present incumbent the Rev. A. Honner. "What about Trinity?" "A Church of England is not a church until it is consecrated, and St. George's was the first consecrated in this state by the late Bishop Short."

From The Observer of January 23, 1847. I gather that the foundation stone of what is to be called St. George's Church, Woodforde was laid on Monday last, January 18, by Mrs. Frederick Bayne and there were present the Revs. James Farrell, W. T. Woodcock, and W. H. Coombs." The building was consecrated by Bishop Short on January 30, 1848. The first burial was that of Caroline Augusta Short (daughter of the Bishop), on February 16, 1848, when the service was read by the Rev. T. P. Wilson, first headmaster of St. Peter's College. The first marriage recorded was on April 28, 1856, and the names of the happy pair were William Cook and Mary Norton. Norton's Summit was named after the father of the bride. The Rev. E. K. Miller was the first incumbent, and the present rector, the Rev. A. Honner, has also charge of the Episcopal Churches at Campbelltown, Montacute, and Norton's Summit, besides holding weekly services at the Magill Reformatory. In the churchyard are the last resting places of many well-known old colonists. A family vault, which can be seen from the road, is that of the late Hon. J. Baker, of Morialta. With him are buried his sons George Allan and John Baker; his son-in-law, Sir R. D. Ross, a Speaker of the House of Assembly and his wife, for whose son the late Prince Alfred, afterwards Duke of Edinburgh was godfather; James Henry Trewenack who started the first pottery at Magill; Dr. C. R. Penfold and his widow; Dr. and Mrs Wark; W. R. Swan, of Stradbroke; Mrs. John Giles, a colonist of 60 years; Mr. and Mrs. W. Prescott, whose farm extended from what is now Rose Park to the corner opposite to Sir Edwin Smith's present residence; Mr. and Mrs. John Hallett, of Ilfracombe, after whom the district of Hallett is named; Mr. Christopher Wade, the well-known pastoralist; Rev. F. A. Coghlan, B.A., formerly of St. Luke's and the Semaphore; Mr. Peter Galt; Mr. and Mrs. W. C Uren; Mr. and Mrs. Henry Alford; Mr. and Mrs. Charles Giles, Grove Hill; Mr. and Mrs. John G. Coulls; Mr. R. A. C. Castle, formerly of Northmore & Castle, Rundle street; Mr. Henry Warkland, Burnside; Mr. James Niall; Mrs. Charles Howitt; Mr. S. Crocker; Mr. John Malpas, aged 85, and his daughter, aged 81 years; Sir. David

Chappell; Mr. W. Scott; Mr. David Sutherland; Mr. and Mrs. James Jury; Mr. Thomas Hollis, accidentally killed at the Reformatory; Mr. Sidney Stevens, age 94; Mr. Robert Banister Robinson, and his sister, widow of Capt. Andrew Cruickshank; Mr. Alex. McKay, of Port Augusta; Mr. and Mrs. R. H. Crittenden; Mr. and Mrs. J. Hawkins, the latter killed by a fall from her horse; Mr. Charles Hall, formerly of the World's End Hotel; and Mr. William M. Hallack. There are only a few others; and what impresses a visitor is that the number of children buried at the churchyard is proportionately very small.

— *The Reformatory.* —

This well managed institution is the out come of repeated recommendations made to the Government by the Destitute Board; and it was Mr. Arthur Lindsay, the present Chairman of that body, who formally took possession of the building, when completed, from the contractor, Mr. W. Bunday, a former Mayor of Adelaide. The place which was in the first instance an industrial school for boys and girls, has accommodation for 200; but it is now used as a reformatory for boys only. The present number of inmates is only 65, and gradually on the decrease," a fact attributed by Mr. J. F. Button, the resident manager, to "the good times coming." The building is beautifully situated, and employment found for the boys is congenial, and such as is likely to be of use to them in after life. Practical gardening, dairying, pig and poultry raising fencing, and treeplanting are taught on up-to-date principles; and it is a pleasure to notice the interest the boys take in their work. Then the poultry raised at the institution nothing better can be wished for, and the Government is to be commended for its assistance in the purchase of pure-bred stock. No wonder that the poultry has proved a most valuable asset. The prizes taken by the institution at the Adelaide shows are proofs of its excellence, and as an object lesson to would-be poultry farmers it should be appreciated, especially in the matter of pens, runs, breeds, and breeding. The grand old English Dorking is, perhaps, the most favoured; the imported stock and their progeny are of splendid size, feathering, and shape. Indian Game and Silver Wyandottes of the best strains obtainable are also kept here, and the crossings of these three stocks cannot be beaten as table birds. All are well cared for, and as much as £5 5/ has been realized by the Institution for a single bird. Additional interest to poultry fanciers is afforded by the 26 pens of birds now competing in the first egg-laying competition held in this state for prizes given by the R.A. and H. Society. Entries include birds from New South Wales and Victoria. The results so far have been eminently satisfactory, the Reformatory having already been paid over £20 for unfertile eggs sold at market rates. Fertile eggs are now on sale, and those from some of the pens are already over-applied for. The prices fixed by the Agricultural Society, are 5/ a dozen to farmers and 10/ to other buyers. Pigs, all of the Berkshire breed, are a grand lot of animals. They are fed principally on produce grown at the institution, and are the most profitable stock kept there. Dairying is also an important aid to revenue. The butter is made under the personal supervision of a practical dairywoman, and its first class quality commands a ready sale for it locally. The dam, from which the capacious vegetable garden is irrigated, is a most useful structure.

It was excavated entirely by the boys, and an idea of its holding capacity may be gathered from the fact that it now contains 17,000,000 gallons, and the present depth of water is 17 feet. In concluding my notes of this pleasurable and interesting visit, a word of praise is due to the energetic resident manager (Mr. Button), to whom the success of the institution is attributed by Mr. Lindsay. The boys are healthy and contented, and do an immense amount of work; and their emulation in the gaining of good marks is the best proof of the interest they take in it. Truly, the question "What shall we do with our boys?" has here been satisfactorily settled regarding one class; and the institution should be the means of producing a useful lot of men as agricultural settlers.

— *General.* —

Reverting to Magill generally, I cannot do more than mention its two premier vineyards, Penfold's and Auldana, and its olive plantations, which are extending well up to its hillslopes. I regret that I am unable to describe some of the many splendid residences, such as Rostrevor, with their beautiful surroundings. I can only state that "The high road to the Stringy Bark Forest," mentioned in The Register of 1838, still exists; and in now the highway to innumerable orchards and gardens, which nestle in the gullies of that selfsame "Stringy Bark Forest." Instead of being used by drays dragged by bullocks, as it then was, its course is traversed by tram lines on the lower portion; and the carriage of His Excellency the Governor now rolls along it when en route to Marble Hill. It is truly a busy highway now, and its most busy section is near to where in the days of Mr. Ferguson and Dr. Penfold the little village was in its swaddling clothes. It can now lay claim to three churches, two commodious halls, post and telegraph offices, a state school attended by 200 children, an institute, two hotels (quite sufficient), one resident member of Parliament, a M.H.R. for Broken Hill, one policeman, few larrikins, and— no burglars at present! The busiest part of the road is near to Howitt's store, where the tramline terminates, and under the verandah of the store is placed a seat for the convenience of intending passengers. There rosy-faced children linger when waiting for the school to open, and there teamsters and market gardeners call for their newspapers, bread, and chaff. Friend Howitt is a considerable purveyor of the latter commodity— both machine and tongue cut! There you may take note of expressions now in use by young Australians that are quite new to you; for example:—"How are you?" "Oh, none too bumpy." "Did yon like 'A Midsummer Night's Dream?" "Yes, my word; it was a little bit of alright." "Tie your horse up?" "No, thank yer, he might do a get." Mine host was asked if I was his brother. "No," was his reply, "why do you ask?" "Because I thought he featured you!" The youth of Magill are at present in a state of mild excitement, ever the doings of a native of the district, Mr. George Howitt, their champion rifle shot, who is the sole representative of this state at Bisley; and never perhaps were the cable messages in the newspapers, more eagerly scanned at Magill than they are now. In taking leave of my subject, I must thank my old friend. Mr. Charles Howitt, for his kind hospitality, and the Rev. A. Honner and that old pioneer, Mr. David Packham, for much useful information; and I trust that what is herein recorded may tend to prove that in helping to found a nation Beautiful Magill has played a worthy part.

APPENDIX 3

Early residents and businesses in Magill

MAGILL — 1853

Section 285

- Edmond Seamons: 3ac, pise house
- James Wingfield: 1 1/2ac, brick house
- John Simmons: 2ac, stone house
- George Craker: 3ac, pise house
- Henry Puddy: 6 1/2ac, brick house
- Francis Bennett: 6ac, pise house
- Barnes White: 6ac, brick house
- Joseph Creeper: 3ac, brick house
- John Baker: 9ac paddock
- Christopher Allchin: 3 1/2ac, Worlds End
- Schoolroom: 3/4ac
- Alexander Calderwood: 3/4ac, st house
- Robert Deacon: 1/2ac, shop
- William Thomas: 3ac, wooden house
- Henry Denton: 2.5ac, stuccoed house
- Joseph Kempster: 2 ac, stone house
- Augustus Parr: 2 1/4ac mud house

Section 343

- James Burton: leanto
- William Strawbridge: cottage
- Patrick Auld: 129ac, dwelling
- Thomas B Penfold: 4ac, house

Section 327

- Peter Henderson: Blacksmith's shop
- Alexander Calderwood: 7ac
- David Cowan: 20ac, stone house
- Robert Ackland: cottage & garden
- John Gardener: 100ac, cottage
- Charles Hall: store, paddock
- William Pearce: 3ac, brick cottage

Section 342

- Captain Duff: 12ac, stone house
- Mrs Dunnan: stone cottage
- James Hawkins: stone cottage
- William Hawkins: wooden cottage
- Peter Henderson: 2rm cottage
- H Foster: 2rm cottage
- Isaac Jeff: 2rm cottage
- William Phillimore: 2rm cottage
- William Strawbridge: 3rm cottage
- William Phillimore: 12ac paddock
- Christopher Allchin: 52ac paddock
- Henry Whittle: 52 ac paddock

(Source: Assessment records of the District Council of East Torrens)

MAGILL — 1855

Section 285

- Robert Deakin: 1/2ac, stone house
- Alexr Calderwood: 3/4ac workshop
- Alexr Calderwood: 7ac land
- John Turbill: 1ac, blacksmith's shop
- Richard Nicholl: 2ac, Worlds End
- John Turbill: 1/2ac, stone house
- Isaac Gepp: 3ac
- Joseph Creeper: 5ac, store
- Thomas Barnes: 6ac, brick house
- William Craig: 2rm mud cottage
- Thomas Banned: 2 1/2ac
- Samual Nation: 4ac, mud house
- George Craker: 2 1/4ac, mud house
- Thomas Pallen: 6 1/2ac, brick house
- Thomas Bennett: 6ac, mud house
- Charles Coussens: 2rm mud house
- Mrs Elizabeth Lallile: 1/2ac brick house
- William Lee: 1 1/2ac, mud house
- James Ellis: 2ac
- John Wood: 2rm stone house
- Emos Foster: 1 1/2ac, brick house

Section 285 Cont.

- Henry Foster: 1/2ac
- John Brooks: 2rm brick house
- William Thorn: 3ac, mud house
- Charles Sharp: 1ac, mud house
- Jesse Foster: 1ac, brick house
- Joseph Kempster: 9ac, stone house
- Henry Denton: 2 1/4 ac, stone house
- James Burton: 2ac, stone cottage
- Henry Pepper: 7 1/2ac, brick house

Section 343

- Thomas Penfold: 4 1/2ac, stone house
- Hugh Turner: 2lots
- Thomas Sheriff: 2ac, store
- WH Patten: 1ac, stone house
- Charles White: stone house
- Mrs Mary Cage: 3 1/2ac, stone house
- Patrick Auld: 121ac, stone house

Section 327

- John Gardener: 100ac, pise house
- Charles Hall: 1/2ac, brick house
- Robert Ackland: 2ac, mud house
- Robert Grierson: 19ac, stone house
- William Pearce: 3 1/2ac, brick house

Section 342

- James Munro: East Torrens Inn
- Francis Martin: 2rm brick house
- William Phillamore: 3/4ac.mud house
- Roger Kempster: 3rm house & store
- Hugh Turner: 1rm cottage
- Samuel Gibson: 3rm house
- Wm Henry Mudie: 1/4ac, stone house
- George Larrer: 3rm wooden house
- Edward Bussell: 4ac
- Sandy Calderwood: 4ac
- Wearing: 24ac
- George Karwood: 2ac
- William Jury: 4ac, mud house

Section 342 Cont.

- Benjamin Martin: 8ac
- Joseph Skelton: 8ac

(Source: Assessment records of the District Council of East Torrens)

MAGILL — 1884

Population: 340

Houses: 60

- Adams, John, gardener
- Adams, RH, warehouseman
- Air, J, traindriver
- Armson, John, engineer
- Barnes, William, storekeeper
- Bennet, Samuel, gardener
- Birbeck, JF, baker
- Blachford, Henry, clerk
- Bow, William, turncock
- Breman, Patrick
- Boyce, WJ, labourer
- Bricknell, John, grocer
- Bromley, Edward, bootmaker
- Brooks, William, gardener
- Butter, W, overseer
- Carey, TS, printer
- Chinnery, T, gardener
- Crompton, Joseph, JP
- Cottrell, George
- Cowan, Samuel, gardener
- Cowan, William S, mason
- Craker, H jun, printer
- Crane, JJ, accountant
- Croker, George, carpenter
- Cruikshank, Miss E
- Davis, Captain Frederick
- Emery, Joseph, Mason
- Fordham, Abraham H, Worlds End Inn
- France, CW, land agent

- Gault, Robert Nelson, draper
- Gibb, Frank, mason
- Gibb, Wm James, storeman
- Gigney, Edward, Carpenter
- Gillard, Joseph, vigneron
- Groves, H, labourer
- Harrold, E, terra cotta worker
- Harte, Mrs, draper
- Herschaur, F, builder
- Hogben, Rev Geo (Baptist)
- Holmes, James Taylor, vigneron
- Holmes, John & Son, vigneron
- Honner, Rev A (Church of England)
- Horton, Miss S, ladies' school
- Hortop, RW, builder
- Horton, TH, draper
- Howitt, Charles, storekeeper
- Hughes, WP, butcher
- Judd, Thomas, bootmaker
- Lillywhite, James, clerk
- Lone, James, landholder
- Longbottom, WM, JP merchant
- Lower, G, vigneron
- Mallyon, Wm, East Torrens Hotel
- Martin, AG, carpenter
- Martin, William B, carpenter
- McCullagh, S, grocer's assistant
- McDonald, D, gardener
- Mellett, Bartholomew, dairyman
- Mitchell, WH, labourer
- Murray, Hon AB, MLC, JP
- Nation, Edwin, builder
- Nation, Samuel sen, mason
- Nurse, Edward, dairyman
- Patchell, Mrs
- Pellew, Thomas
- Penfold, Mrs Mary, vigneron
- Piercy, William, potter
- Ramsay, H, grocer's assistant
- Rother, A, mail contractor
- Sage, S, vigneron

- Schmitler, Herman, terra cotta worker
- Searle, T
- Share, Charles, poundkeeper
- Shipley, F, mason
- Shoobridge, Mrs A, postmistress
- Solomon, Saul, photographer
- Sparks, Harold, accountant
- Stephens, John, labourer
- Stewart, G, butcher
- Strawbridge, Jno sen, district clerk
- Strawbridge, Jno jun, brushmaker
- Swan, WR, JP
- Trewenack, JH, pottery manufacturer
- Turbill, John Isaac, blacksmith
- Tyler, T, tramway driver
- Uren, WC
- Watkins, John, fruiterer
- Watkins, William, blacksmith
- Webb, Thomas Henry, merchant
- White, Henry, farmer
- White, Thomas, carter
- White, Walter, bootmaker
- Willis, William, brickmaker
- Wylie, Mrs, landowner
- Yeatman, William, mason

(Source: South Australian Directory, 1884)

MAGILL — 1913

- Allington, JW
- Allmond, A, letter carrier
- Arnold, TP
- Auldana Ltd, vineyards
- Avery, AL, quarry manager
- Avery, Jno, engineer
- Baptist Church
- Barr, Mrs R
- Barr, Robert
- Barrett, J, miner
- Barrington, HP

- Bennett, Chas
- Bennett, WC, potter
- Brooks, Jno
- Buder, EM, storeman
- Chinnery, R
- Colville, Jno
- Cook, SJ, driver
- Cooper, Mrs Louisa
- Cosgrove, WD, butcher & mail
- Contractor
- Cramond, JSG, refreshment rooms
- Dunstan, Geo, manager
- Dunstan, Hy, contractor
- Dwyer, Peter J, contractor
- Edwards, Jos
- Eves, Mes EA
- Gibson, Mrs FS
- Gigney, EJ, builder
- Giles, Chas, gardener
- Giles, F, gardener
- Gore, A, labourer
- Gray, Alf, gardener
- Green, HC
- Greenham, Jesse, vigneron
- Grier, GW
- Grivell, WE, blacksmith
- Hailey, WS, salesman
- Hall, Chas, storekeeper
- Hall, N, greengrocer
- Halls, Mrs CS, storekeeper
- Harrod, H, driver
- Harrop, JD, poultry farmer
- Haywood, H
- Healey, J
- Helgeson, Hy
- Higgins, Mrs Ann
- Hill, J
- Holmes, JT, vigneron
- Howitt, Chas, baker
- Howitt, Geo, clerk
- Jewell, Miss

- Johns, WJ, gardener
- Kempster, Jos, gardener
- Kohnke, Mrs JOJ
- King, E
- Lillywhite, Jas, orchardist
- McCallum, HT, pottery works
- Magill cemetery
- Magill Public School
- Magill tramsheds
- Mayne, EJ, miner
- Mazure, EL, vigneron
- Mercer, AE, baker
- Mercer, Miss ME, ladies' school
- Methodist Church
- More, A
- Mortimer, SG
- Murcott, H
- Murcott, TE, labourer
- Murphy, DD, headmaster
- Nation, ESG, builder
- Nation, EGS
- Nation, SG, mason
- Nicholls, F
- Peek, Geo, labourer
- Penno, Mrs W
- Patterson Bros, drapers
- Patterson, TJ
- Patterson, Walter
- Pike, G
- Pike, W
- Polson, Mrs, butcher
- Pottery Works, Bennett C & Sons
- Randell, Mrs, SA
- Roberts, AH, newsagent
- Robertson, Mrs
- Rother, A, labourer
- Rowe, Mrs Susanna
- Ryan Bros, blacksmiths
- SA Pottery Works, Trewenack & McCallum
- Smith, Jas WT, school teacher

- Smith, Thos, woodcarter
- Staniford, Henry
- Sturm, William
- Thompson, J, labourer
- Threadgold, Geo, carter
- Thompson, JS, teacher,
- Titley, E
- Torr, EA
- Trewenack, JHT, tilemaker
- Turbill, Mrs MA
- Turner, GL, labourer
- Tyler, JT
- Tyler, Mrs AH
- Tyler, Mrs HR
- Tyler, TN, tramdriver
- Torr, EA
- Vesey, AE, cellar manager
- Waddy, EM, clerk
- Walker, Miss Jennette
- Walker, Jno, driver
- Ward, Rev AG (Meth)
- Ware, EA, labourer
- Warner, Jno, gardener
- Warner, Mrs Sarah
- Warner, RT, gardener
- Warren, J
- Watkins, Henry
- White, GHK
- White, Geo, carter
- Woods, CW
- Wright, JH
- Wright, RW, vigneron
- Yeatman, Wm, builder

(Source: Sands and McDougall Directory, 1913)

MAGILL ROAD — 1960

NORTH SIDE

Lorne Avenue

- 571 Wadmore's Serve-Wel
- 573 Svensson, A
- 575 Bird, OH, eng
- 577 Rechner;s Garage
- 587 Slape, WC, poultry farmer
- 589 Wenton, HJB
- 593 Tip-Top Dry Cleaners
- 593 Cowan's deli
- 597 Hughes, FN, butchers
- 599 Quirk's Drapery Store
- 601 Whitrod, GW
- 603 Dart, L, deli
- 603 Holmes Electrical Sales
- 605 Rudd, J, hairdresser
- Police Station
- Institute
- Magill Red Cross
- Commercial Bank
- ANZ Bank
- Magill Post Office
- 615 Stock, DB, deli
- 617 Karram, CH & EV, grocers
- 619 Glen's Dry Cleaner

St Bernards Road

- 623 Tower Hotel
- 627 Wescombe, RA, cake shop
- 633 Baker & Blight, motor painters
- 635 Martin, RJ
- 637 Rowe, JW

Ballantyne Street

- 639 Barber, Mrs GR
- 641 Hall, EJ
- 643 Walker, Mrs R
- 645 Wade, WA

Uren Street

- 647 Hall, AR
- 649 Pauls Smallgoods Manuf
- 651 Magill Motor Bodies
- 653 Metalock Australia
- 655 Pope, OE & DR, sack mrchnts
- 657 Carpenter & Grosvenor engnrs
- 659 Smith D & Son service stn

SOUTH SIDE

Rowland Street

- 524 Montrose Private Hospital
- 530 Hindmarsh, WN
- 532 Fuller, N
- 534 Page, KW
- 536 Bamforth, PEB
- 538 Redden, CA
- 540 Ali, P

Carey Street

- 548 Jones, GH
- 550 Roxanne Beauty Salon
- 552 Evans, AG, Chemist
- 552 Henning, FR, dental surg
- 552 Hailstone's Shoe Repairs
- 556 Moustrides, P, mixed bus
- Pepper Street
- 558 Magill Primary School
- 562 Harris Serv-Wel Store
- 564 Baker, GT
- 566 Norton, TW, fruiterers
- 566 Campbell, ID
- 568 Borchardt, K, butcher
- 568 Wright, RFJ

Penfold Road

- Magill School
- 574 Magill Grain Store
- Magill School
- 586 Crook, MR
- 594 Cain, Mrs M
- 596 Thompson, CH
- Park Street

(Source: Sands and McDougall Directory, 1960)

MAGILL ROAD — 1970

NORTH SIDE

Lorne Avenue

- 571 Wadmore's Serve-Wel
- 573 Svensson, A
- 575
- 577 Flats
- 579 Ampol Service Station
- 587
- 593 ANZ Bank
- 593 Pedisic S & D deli
- 597 Morris K & M, butchers
- 599 Antiques and Kindergarten
- 601
- 603 Dart, L, deli
- 603 Magill Food Centre
- 605 Dean, F, hairdresser
- 607 Police Station
- Commercial Bank
- Magill Library
- Magill Post Office
- 615 Magill Meat Service
- 615 Janet Lee Hair Stylist
- 615 Magill Cycles
- 617 Fish shop

St Bernards Road

623 Tower Hotel
633 Ted Baker Motors
637 Bawden, PA

Ballantyne Street

639 Rolfe, Mrs JA
641 Freebairn, BR
643 Owen, M
645 Muirhead

Uren Street

647 Goodrich, C
649 Pauls Smallgoods Manuf
651 Magill Motor Bodies
653 Metalock Australia
655 Magill Marine Store
657 Carpenter & Grosvenor engnrs
659 Smith D & Son service stn

SOUTH SIDE

Rowland Street

524 Montrose Private Hospital
530 Maiolo, I
532 Witford, M
534 Page, KW
536 Siks, Mrs JM
538 Redden, CA
540 Ali, P

Carey Street

548 Marintsch, M
550 Beard, GD
552 Evans, AG
552 Appelbee, P, dental surg
556 Magill Post Office
Pepper Street
558 Wattle Park Teachers Cge
560 Hines, DH, Hardware
562 Serv-Wel Grocers
562 Gillham, FJ, shoe store

Carey Street Cont.

566 Nanotti, A&B, fruiterers
566 Des Lines, caterers
568 Tower Meat Store
568a Magill Drapers
568a Burnett, JA & MG, deli

Penfold Road

Magill School
574 Magill Grain Store
Magill School
586 Crook, MR
590 Grocco, F
592 Basso & Co
594 Greenham, Mrs EG
596 Thompson, CH
Park Street

(Source: Sands and McDougall Directory,
1970)

4.0 Meeting Minutes



4.0 Meeting Minutes

4.1 PROJECT STEERING GROUP - MEETING MINUTES

MEETING MINUTES

PROJECT STEERING MEETING #1 (WORKSHOP FORMAT)

VERSION: 26/3/13

MEETING DETAILS

LOCATION: University of SA – Magill Campus
DATE: Thursday 29 November 2012
TIME: 10.00am - 12.00noon

MEETING INVITEES

ORGANISATION	INVITEE
Campbelltown City Council	Paul Dilulio, CEO
	Kevin Lowe, General Manager
	Jodie Terp, Client Project Coordinator
	Nigel Litchfield, Manager Planning & Policy
City of Burnside	Paul Deb, CEO (apology – overseas)
	Graeme Brown, General Manager Urban Services
	Mark Buckerfield, Manager Asset Services (apology)
COMPLETE Urban	David Sim, Director – Gehl Architects
	Scott Williams, Director
	Robert Matchett, Director
	Jason Pruszinski, Manager

WORKSHOP DISCUSSION ITEMS

1.1	ATTENDEE PERSPECTIVES Each workshop attendee shared their perspective of current precinct strengths and future precinct direction opportunity. Consistent views emerged of strengths around authenticity, retail mix, arts focus, creek, recreation space, etc.	Note
1.2	HOUSING University site presents a unique opportunity to incorporate a niche environmental housing outcome. Look to examples like Sweden and Germany for alternative procurement models based on “Housing Co-operatives” concept. Seek to attract creative class and avoid typical housing solutions driven by developer economic only outcomes. Build in longer-term values and owner incentives based on quality of life objectives (ahead of developer profit). Discuss this opportunity further with Urban Renewal Authority.	Note
1.3	BUSINESS AUTHENTICITY <ul style="list-style-type: none">One of the great strengths and opportunities for the precinct is the range of authentic local businesses. Creative Class people are discarding global business trends and reverting to local authentic business offerings. This project must focus on community development and economic development, alongside Masterplan design proposals;Critical need to work with the existing bespoke businesses and assist in developing their potential to a higher level (need to offer support through marketing skills, diversity of product design, etc.). Perhaps seek for University students to assist with this work. Seek to better link local business with reinforcing an authentic local character;	Note

	<ul style="list-style-type: none">Industrial precinct is a key asset and one to be developed into a more diverse and unique offering.	
1.4	KEY PROJECT DIRECTIONS <ul style="list-style-type: none">Recommended that this project set a clear vision with the community. Masterplan is of no value in itself – can never implement. We must develop a road-map based on goals, with core values identified. Each stakeholder can then participate in how we get there (in partnership). Key is to develop GOALS, reinforced with a SPATIAL CONCEPT and all delivered in PARTNERSHIP with those already invested in the precinct. Consider changing project name to better reflect these directions;Grow the business networks and provide the physical place links. Aim for a fusion of companies sharing premises (co-exist), especially the industrial precinct;Develop a website to support the precinct brand – ensure all products and services align with the brand (it’s the brand that will give precinct its value);If necessary, develop mentorship program or similar (perhaps through the University) to assist local businesses in lifting the place experience they offer;Capture the key essence of place and use this as part of the place brand “Life is slower in the village”.	Note
1.5	TRANSPORT <ul style="list-style-type: none">Magill Road cycling experience needs to be improved and better linked with the Norton Summit cycling route;Bus experience can be greatly improved – treat it like a tram network in respect to quality of stops and dignity of user experience;We need to attract the recreation cyclists to Magill Road, not just the commuter cyclists;Getting the cycling hardware right is important (separated bike lanes, etc.) Just as critical is getting the software in-place (bike buddies, ride to work campaigns, etc.);Upgrading cycling route is a relatively cheap infrastructure upgrade (compared with tram link) and can be delivered almost immediately as a quick win. Need to consider the entire Magill Road network (city to hills) as a coordinated initiative;Perhaps a key place goal could be bikes become the preferred mode of transport in the Magill zone?	Note
1.6	PARTNERSHIP <ul style="list-style-type: none">Key to project success will be the partnership with local businesses and community. Council should not invest their money without gaining a commitment from business owners to also participate in improvement;Critical to record and map existing pedestrian volumes and other use indicators, to demonstrate improvement over time (return on investment). Perhaps University could assist;Demonstrator projects are also key, as are good PR stories – these build business confidence and help bring change in culture/attitude.	Note

NEXT MEETING #2: March 2013
LOCATION: City of Burnside Council



MEETING MINUTES

PROJECT STEERING MEETING #2

VERSION: 26/3/13

MEETING DETAILS

LOCATION: City of Burnside Council
DATE: Tuesday 12 March 2013
TIME: 9.30am - 10.30am

MEETING INVITEES

ORGANISATION	INVITEE
Campbelltown City Council	Paul Dilulio, CEO
	Kevin Lowe, General Manager
	Jodie Terp, Client Project Coordinator (apology)
City of Burnside	Paul Deb, CEO
	Graeme Brown, General Manager Urban Services
	Nigel Morris, General Manager Corporate Services
	Mark Buckerfield, Manager Asset Services (apology)
COMPLETE Urban	Jason Pruszinski, Manager (COMPLETE Urban)

AGENDA ITEMS

1.1	DPTI CONSULTATION Need to engage with DPTI soon about their intersection report – link in with their <i>Future Directions</i> publication and what it seeks to achieve for Magill Road. Go through Paul Gelston	Jason, Kevin, Graeme
1.2	COUNCIL WORKSHOP #1 Reinforce Gehl message - future for village economy is pedestrians & bikes. COMPLETE to provide draft Goals (Guiding Principles) prior to the workshop.	Jason
1.3	GOALS (GUIDING PRINCIPLES) Reinforce the art culture offering, as an attractor over and above shopping, recreation, education and manufacturing.	Jason
1.4	UNIVERSITY SITE OPTIONS <ul style="list-style-type: none">Paul Dilulio indication Super School for this site is unlikely to gain State political support , despite the DECD discussionsAgreed worthwhile to still consider future school participation in some form (likely scenario would be transition arrangements with the University)Reinforced the University site reuse options was critical to the broader success of the precinct and this Masterplan exerciseAgreed 2 options for University Site re-use to be explored, and that we need to discuss these in-principle now with the University to further inform the direction forward:<ul style="list-style-type: none">1. Education Facility2. Mixed-use Development (based upon Malmo and Freiburg principles)Site options may also include a series of principles with supporting images (conveying the Malmo and Freiburg opportunities)Identify the proposed site redevelopment parts that could potentially be	Note

undertaken now to benefit both the University objectives and Magill Village – irrespective of future University site direction e.g. link from Magill Village to the University site, proposed corner development (café), proposed wetland, playground, etc.

1.5	MASTERPLAN KEY MESSAGE Must convey that the interconnection of all Masterplan parts is critical and they are not actually reliant on future University site decision. Help stakeholders understand we must start now to achieve the Masterplan direction. Convey the complexity and the critical need to coordinate all of the disparate directions in order to arrive at the bigger masterplan opportunity (around traffic management; pavements & levels; PLEC undergrounding; business improvements; attraction of creative class; maximising recreation hub; University site interface with community; development design quality; carparking; etc).	Note
1.6	COMMUNICATE CHARACTER OF PLACE <ul style="list-style-type: none">There is a need to clearly communicate the character of the design treatments (eg character of connecting paths are more than just a standard bitumen path – assist with clearly communicating key elements and their design qualities).COMPLETE raised the opportunity to redirect current fee allowance (CBRE market research and possibly Aurecon Movement Planning) towards realistic photomontage image production – illustrating key masterplan area’s for improvement. In-principle support received. Agreed to finalise direction once Draft Masterplan concepts are in place and DPTI traffic movement direction is clearer.	Note
1.7	PROJECT NAME Agreed to rename project “Magill Village Partnership” in accordance with recommendations arising from Gehl Architects input and Graphic Identity recommendations.	Note

NEXT MEETING #3: May 2013 (2 months)
LOCATION: Campbelltown City Council



MEETING MINUTES

PROJECT STEERING MEETING #3

VERSION: 04/07/2013

MEETING DETAILS

LOCATION: Campbelltown City Council
DATE: Wednesday 5 June 2013
TIME: 12.30pm - 1.30pm

MEETING INVITEES

ORGANISATION	INVITEE
Campbelltown City Council	Paul Dilulio, CEO
	Kevin Lowe, General Manager Urban Planning & Leisure Services
	Andrian Wiguna, General Manager Infrastructure Services
City of Burnside	Paul Deb, CEO
	Graeme Brown, General Manager Urban Services
	Nigel Morris, General Manager Corporate Services
	Mark Buckerfield, Manager Asset Services (apology)
COMPLETE Urban	Jason Pruszinski, Manager (COMPLETE Urban)

AGENDA ITEMS

1.1	DPTI CONSULTATION Need to engage with DPTI soon about their intersection report – link in with their <i>Future Directions</i> publication and what it seeks to achieve for Magill Road. Go through Paul Gelston	Jason, Kevin, Graeme
1.2	COUNCIL WORKSHOP #3 Noted workshop is scheduled for 17 June 2013.	Note
1.3	GOALS (GUIDING PRINCIPLES) Noted Community Consultation feedback received to date.	Note
1.4	UNIVERSITY SITE OPTIONS <ul style="list-style-type: none">Recent discussions with University have reinforced future accommodation for students will be a key objective for their site in the futureMasterplan needs to keep University site redevelopment options generic to permit flexibility of evolving needs for all stakeholdersCouncil desires a focus on open space and future precinct sports facilities. Masterplan can indicate both options.	Note
1.5	MASTERPLAN KEY MESSAGE <ul style="list-style-type: none">Include plans for possible future bicycle lane to Penfold/St Bernards Road;Look to widen proposed “Mews” linking Magill Road to University Site, aligning with and extending Pepper Street;Seek to stage residential streets upgrades to get early infrastructure in ASAP, such as trees in existing road carriageway.	Note

NEXT MEETING #4: August 2013 (2 months)
LOCATION: City of Burnside Council



4.0 Meeting Minutes

4.2 PROJECT COORDINATION GROUP - MEETING MINUTES

MEETING MINUTES

PROJECT COORDINATION MEETING #1

VERSION: 15/11/12

MEETING DETAILS

LOCATION: University of South Australia Magill Campus, Building A, Aroma Café
DATE: Monday 5 November 2012
TIME: 12.00-1.00pm

MEETING ATTENDEES

ORGANISATION	INVITEE
Campbelltown City Council	Kevin Lowe, General Manager Jodie Terp, Client Project Coordinator (APOLOGY)
City of Burnside	Mark Buckerfield, Manager Asset Services
University of SA	Philip Roetman, Manager – Barbara Hardy Institute (APOLOGY)
COMPLETE Urban	David Spencer, Principal Jason Pruszinski, Manager (SA)

AGENDA ITEMS

ITEMS		ACTION
1	PROJECT MANAGEMENT	
1	PREVIOUS MINUTES	
	N/A	-
2	PROJECT TIMING	
	1. Project Program: Submitted updated copy (version 5/11/2012)	Note
3	PROJECT STEERING GROUP MEETINGS	
	1. Format: - Agreed that Steering Group to comprise Council CEO's, General Managers and any relevant staff and stakeholders by invitation (University SA, State Government, etc.). Attendees to be agreed at each Project Co-Ordination Meeting. - Steering Group Meetings to be treated as a briefing session, showing progress and getting input at key milestones - COMPLETE to suggest commencement date	Note Note Jason & David
4	PROJECT COORDINATION MEETINGS	
	1. Venue: To alternate between Burnside and Campbelltown Council	Note
5	COUNCIL ELECTED MEMBER INFORMATION SESSIONS	
	1. COMPLETE to advise date for first information session, to ensure elected members can inform project direction 2. Consideration to be given to joint Council Information Session being held, possibly at alternating venues	Jason & David Mark / Kevin
6	AUSTRALIAN GOVERNMENT REPORTING	
	1. Andrew King at Campbelltown is managing the reporting process 2. COMPLETE submitted project update on 18/10/2012 3. Method for capturing all in-kind support to be determined	Note Note Kevin / Mark

2	PHASE 1: RESEARCH EVIDENCE BASE (UNIVERSITY OF SA)	
1	BARBARA HARDY RESEARCH INSTITUTE	
	1. Discussions to be held with Prof. Chris Daniels to resolve University of SA research input/coordination 2. COMPLETE to follow-up Phil Roetman and advise of outcome of meeting with Philip Clatworthy (University of SA Property) and the need for economic analysis, tailored to the property needs of the University	Kevin / Jason Jason
2	RESEARCH CENTRE FOR SUSTAINABLE DESIGN & BEHAVIOUR INITIATIVES	
	1. Meeting scheduled with Prof. Steffen Lehmann, Director on 5/11/2012	Discuss Meeting #2
3	PHASE 2: CONTEXT INVESTIGATIONS	
1	PRECINCT AUDIT: CURRENT & HISTORIC	
	1. Current Precinct (found condition): COMPLETE undertaking audit w/c 5/11/2012 - Project boundary to be tested - Existing physical condition and development patterns to be captured - Capture current social / economic heroes of the place (to assist in expression of a uniquely local story) 2. History Research: Peter Donovan historian is underway and will present at next meeting, seeking to reveal understanding of both social and built history that has contributed to current precinct conditions	Note Discuss Meeting #2
2	BENCHMARKING STUDY: INNOVATION & BEST-PRACTICE	
	1. Gehl Architects Conversation Event - Confirmed for 29 November 2012. All agreed morning event optimum - Draft invitations and invitation list presented and endorsed. COMPLETE to finalise details ASAP and all to distribute to respective nominated attendees - Agreed to TRYBOOKING for managing event RSVP. COMPLETE to set-up this service - Paul Dilulio from Campbelltown to open the event (noting Paul Deb from Burnside will be overseas). Kevin to approach Paul - Agreed name tags not required - Agreed to Magill Campus of Uni SA for the venue. COMPLETE to provide completed hire forms to Campbelltown for signing - Campbelltown agreed to organize local "Food Trail" catering, along with tea/coffee (keeping it simple). Agreed costs would be split between the two Councils. 2. Gehl Social Event: Agreed to holding a casual dinner on the evening of Wednesday 28 November 2012 with David Sim of Gehl Architects, providing all key partners an opportunity to talk with David. COMPLETE to organize	Note Jason / Kevin / Mark Jason Kevin Note Jason / Kevin Kevin / Jodie Jason & David
3	GUIDING PRINCIPLES	
	Nothing to report	-
4	PHASE 3: MASTER PLAN	
	Nothing to report	-
5	PHASE 4: IMPLEMENTATION	
	Nothing to report	-

6	CONSULTATION	
	1 PROJECT STAKEHOLDERS (DPTI, Renewal SA, UNI SA Property, Minister for Education)	
	1. DPTI: COMPLETE to draft invitation letter for DPTI to attend project introduction meeting – ideally align with Gehl visit. Kevin to issue invitation	Jason / Kevin
	2. Renewal SA: As per Item 6.1.1 above	Jason / Kevin
	3. UNI SA PROPERTY: Meeting held on 5/11/12 with Phillip Clatworthy, Director Facilities Management - Agreed to continue to liaise and meet with Phillip as the Master Plan progresses - Better understanding of Magill campus land ownership is critical to informing Master Plan opportunity (sensitive subject). Can it be disposed of, was it bequeathed, will its future use be limited by title? Some research is required	Note Note Discuss Meeting #2
	4. MINISTER FOR EDUCATION: Kevin to talk with Paul Dillulio over possible contact/approach to Education representative for Magill campus	Kevin
	2 PROFESSIONAL INDUSTRY REFERENCE GROUPS	
	1. Key industry reference groups to be offered 12 tickets each to the Gehl event. COMPLETE to contact each and organise	Jason
	2. Gauge willingness and interest from key industry representatives in reviewing & providing input to Master Plan direction moving forward, post Gehl event	Note
	3 PRECINCT & BUSINESS STAKEHOLDERS	
	1. COMPLETE to confirm key stakeholders and strategy as to when and how their input is best sought	David & Jason
	4 COMMUNITY CONSULTATION	
	1. Need to understand what the community values most about this precinct, to ensure those values are protected and enhanced. Council is leading the community consultation process. Need to confirm existing knowledge available and the strategy for collecting additional understanding	Discuss Meeting #2

NEXT MEETING: 11.00am – 12.30pm Thursday 6 December 2012

LOCATION: City of Burnside Council

COMPLETE



MEETING MINUTES

PROJECT COORDINATION MEETING #2

VERSION: 18/12/12

MEETING DETAILS

LOCATION: City of Burnside Council Offices
DATE: Thursday 6 December 2012
TIME: 11.00am-1.00pm

MEETING ATTENDEES

ORGANISATION	INVITEE
Campbelltown City Council	Kevin Lowe, General Manager
	Jodie Terp, Client Project Coordinator
City of Burnside	Mark Buckerfield, Manager Asset Services
COMPLETE Urban	Jason Pruszinski, Manager (SA)

AGENDA ITEMS

ITEMS		ACTION
1	PROJECT MANAGEMENT	
1	PREVIOUS MINUTES	
	Minutes of Meeting No. #1 accepted as true & accurate record of the meeting	-
2	PROJECT TIMING	
	2. Project Program: Submitted updated copy (version 6/12/2012)	Note
3	PROJECT STEERING GROUP MEETINGS	
	2. Agreed Project Steering Group Meeting #1 to take place w/c 25/2/2013. COMPLETE to issue meeting request. Steering Group Meetings to be treated as a briefing session, showing progress and getting input at key milestones. Seek political insights to guide how to most effectively position the project	Jason
4	PROJECT COORDINATION MEETINGS	
	1. Venue: To alternate between Burnside and Campbelltown Council	Note
5	COUNCIL ELECTED MEMBER INFORMATION SESSIONS	
	3. Agreed Elected Member Information Session to be held jointly. Original Project Program has this scheduled for mid-May 2013, but all agreed to bring forward to early March 2013 to get early input and testing of Draft Project Goals (Guiding Principles). Jodie and Mark to organize. Agreed to hold first meeting at Campbelltown. To be organized as a Monday evening briefing session	Jodie & Mark
6	AUSTRALIAN GOVERNMENT REPORTING	
	3. Method for capturing all in-kind support has been established by Jodie through an excel spreadsheet, supplied to Burnside (Mark) on 7 December 2012	Note
	4. COMPLETE submitted project update on 15/11/2012 to Andrew King at Campbelltown	Note

2	PHASE 1: RESEARCH EVIDENCE BASE (UNIVERSITY OF SA)	
1	BARBARA HARDY RESEARCH INSTITUTE	
	1. Kevin (Campbelltown) held discussions with Prof. Chris Daniels to resolve University of SA research input/coordination. A further meeting with Philip Clatworthy (University of SA Property) is scheduled for 7 December 2012. Jason and Kevin to attend to discuss way forward for University Research inputs	Note
2	RESEARCH CENTRE FOR SUSTAINABLE DESIGN & BEHAVIOUR INITIATIVES	
	2. Agreed that paid inputs for this research centre are not required, with similar expert advice/inputs already being provided by Gehl Architects in their commission as part of the project. Steffan Lehman to remain a stakeholder for the project and provide input in this capacity if the University desire	Note
3	CARNEGIE MELLON UNIVERSITY	
	1. Kevin to discuss potential interest from Carnegie Mellon University (Colin Underwood) to get involved as a live demonstrator project	Kevin
3	PHASE 2: CONTEXT INVESTIGATIONS	
1	PRECINCT AUDIT: CURRENT & HISTORIC	
	1. Current Precinct (found condition) - Detailed site audit undertaken in November 2012 to better understand existing physical condition and development patterns - Project Mapping underway (work in progress) to illustrate the precinct "layers" - Project boundary redefined to capture more of Burnside and some of the existing "anchor/drawcard potential" activities within the village precinct	Note
	2. HISTORICAL OVERVIEW OF MAGILL URBAN VILLAGE, produced by Peter Donovan & Associates - Social History Consultant tabled at the meeting. This report as part of Phase 2 deliverables, provides insights into the historical development of the precinct (physical and social) and will inform the Masterplan design, along with village identity and branding	Note
	3. From the Gehl activities, there has emerged a strong need to capture current social / economic heroes of the place (to assist in expression of a uniquely local story). This work could be a University Marketing students pilot project, supported as part of the COMPLETE/Elevation Design Masterplan delivery scope	Kevin, Jason (COMPLETE) & Luke (Elevation Design) to discuss with University of SA
2	BENCHMARKING STUDY: INNOVATION & BEST-PRACTICE	
	1. Gehl Architects Conversation Event held on 29 November 2012 with David Sim of Gehl Architects presenting. 250 invited and well over 100 attendees. Very positive feedback received	Note
	2. Other activities were held to coincide with the Gehl Architects visit including Gehl social event on the evening of Wednesday 28 November 2012 and stakeholder workshop on morning of Thursday 29 November	Note
3	PROJECT GOALS (GUIDING PRINCIPLES)	
	1. Emerging from the Gehl Workshop, it was agreed to develop Project Goals in lieu of Guiding Principles. The difference being that Project Goals come with nominated targets to reach, so that the outcome is measurable	Note
4	PHASE 3: MASTER PLAN	
	1. Emerging from the Gehl Workshop, it was suggested the project be renamed to "Magill Urban Village Partnership" in lieu of "Magill Urban Village Masterplan" to better recognize the project direction	Jason (COMPLETE) & Luke (Elevation Design)

	that seeks to work with all stakeholders to develop a collective vision and provide a direction that will guide initiatives and investment towards achieving the Project Goals. This to be given further consideration as part of the precinct branding and identity work in early 2013	
5	PHASE 4: IMPLEMENTATION	
	Nothing to report	-

6	CONSULTATION	
1	PROJECT STAKEHOLDERS (DPTI, Renewal SA, UNI SA Property, Minister for Education)	
	1. DPTI: Meeting held with DPTI (Planning and Transport representatives) and Renewal SA on 29 November to coincide with the Gehl visit. - It was agreed not to focus too much on changing traffic conditions as part of the Masterplan, just sufficiently understand DPTI desired parameters moving forward. Consult with DPTI, but recognize that the project is not yet ready to build. DPTI expressed a focus to work within existing kerb lines, providing an assurance to construct landscaping now and implement cycling initiatives now and get the main street into the PLEC works cycle - Seek to align our Masterplan with the recently released 2012 Active Living Coalition – <i>Streets for People Compendium for SA Practice Guidelines</i> - Promote the Magill Urban Village as being the first pilot project in SA for retrofitting of an existing precinct to deliver 30-Year Plan objectives and support the mainstreet design directions sought in the <i>Streets for People Compendium</i> . Key is developing an internalised village feel and lifestyle with strong brand identity	Note
	2. Renewal SA: As per Item 6.1.1 above	Note
	3. UNI SA PROPERTY: - Meeting held on 5/11/12 with Phillip Clatworthy, Director Facilities Management - Subsequent meeting scheduled for 7/12/2012 with Phillip Clatworthy - Better understanding of Magill campus land ownership is critical to informing Master Plan opportunity (sensitive subject). Can it be disposed of, was it bequeathed, will its future use be limited by title? Some research is required	Note Discuss future meetings
	4. MINISTER FOR EDUCATION: Meeting scheduled with DECD on 13/12/2012. Meeting with Ross Treadwell (Director, Capital Programs & Asset Services) and Vince Demasi (Associate Director, Asset Services)	Note
2	PROFESSIONAL INDUSTRY REFERENCE GROUPS	
	2. Aim to seek input from key industry representatives who attended the Gehl event - reviewing & providing input to Master Plan direction moving forward. This can provide broad multi-disciplinary design perspectives	Note
3	PRECINCT & BUSINESS STAKEHOLDERS	
	2. Key precinct stakeholders to approach early were agreed. Jason, Jodie and Mark to meet with key stakeholders to better understand their issues and needs in respect to the precinct's future redevelopment. Jodie to organize meetings for February 2013.	Jodie
	3. Agreed broader whole of precinct consultation can occur once Project Goals and draft Masterplan ideas have been developed to	Note

	communicate the opportunity and test the partnership interest	
	4. Meeting with Adelaide Hills Council scheduled for 11/12/12	Note
4	COMMUNITY CONSULTATION	
	1. Need to understand what the community values most about this precinct, to ensure those values are protected and enhanced. Council is leading the community consultation process. Need to confirm what existing knowledge is available and the strategy for collecting additional understanding	Note (from Meeting #1)
	2. Agreed a meeting will be held in February with Kevin, Mark & Jodie, along with Campbelltown Community Engagement Officers Lyn Townsend and Lois Dunkerley and Burnside Maggie Woods. This needs to occur prior to elected member Information Session. Likely seek to establish a link on Campbelltown website to the project, featuring the project outputs and regularly updated. Provides community and stakeholders with access to key project information. Jodie to work with Mark to establish this meeting	Jodie & Mark

NEXT MEETING: 11.00am – 12.30pm Friday 22 February 2013

LOCATION: Campbelltown City Council

COMPLETE



Australian Government
Department of Infrastructure and Transport

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Australian Government
Department of Infrastructure and Transport

MEETING MINUTES

PROJECT COORDINATION MEETING #3

VERSION: 26/3/13

MEETING DETAILS

LOCATION: City of Campbelltown Council Offices
DATE: Friday 22 February 2013
TIME: 9.00am-10.30am

MEETING ATTENDEES

ORGANISATION	INVITEE
Campbelltown City Council	Kevin Lowe, General Manager
	Jodie Terp, Client Project Coordinator
	Ursula Hickey, Economic Development
City of Burnside	Mark Buckerfield, Manager Asset Services
	Nigel Morris, General Manager Corporate Services
	Graeme Brown, General Manager Urban Services
COMPLETE Urban	Jason Pruszinski, Manager (COMPLETE Urban)
	Peter Donovan, Director (Donovan & Associates – Historians and Social History)
	Luke Dickson, Director (Elevation Design – Graphic Design & Place Identity)

AGENDA ITEMS

ITEMS		ACTION
1	PROJECT MANAGEMENT	
1	PREVIOUS MINUTES	
	Minutes of Meeting No. #2 accepted as true & accurate record of the meeting	-
2	PROJECT TIMING	
	2. Project Program: Submitted updated copy (version 15/2/2013)	Note
3	PROJECT STEERING GROUP MEETINGS	
	2. Agreed Project Steering Group Meeting #1 to take place 12/3/2013. COMPLETE to issue meeting request and agenda.	Jason
4	PROJECT COORDINATION MEETINGS	
	-	-
5	COUNCIL ELECTED MEMBER INFORMATION SESSIONS	
	3. Agreed Elected Member Information Session to be held jointly. Agreed to seek input and test Draft Project Goals (Guiding Principles). Agreed to hold first meeting at Campbelltown on Monday 18/3/2013.	Jodie & Mark
6	AUSTRALIAN GOVERNMENT REPORTING	
	3. Capturing all in-kind support to be undertaken by Jodie & Mark	Note
	5. COMPLETE submitted project update on 15/2/2013 to Andrew King at Campbelltown	Note

2	PHASE 1: RESEARCH EVIDENCE BASE (UNIVERSITY OF SA)	
1	UNIVERSITY OF SA RESEARCH	
	2. PHILIP CLATWORTHY MEETINGS: Further meetings with Philip Clatworthy (University of SA Property) were held on 7/12/2012 and 1/2/2013 to discuss way forward for University SA Research inputs. It was agreed to work with Jane Andrew from the University in introducing a special project through the <i>MatchStudio</i> initiative and/or <i>School of Art, Architecture & Design</i> . Intent is to run a second semester course 2013 that works with Magill Village businesses on business improvement strategies – building on the COMPLETE Masterplan outcomes.	Kevin/Jason to follow-up Jane Andrews in May 2013
	3. CHRIS DANIEL MEETINGS: Jason spoke with Prof. Chris Daniels in February 2013 (Barbara Hardy Research Institute – social studies) and Chris was invited to still participate in the Magill Village project, working through Jane Andrews.	Note
3	CARNEGIE MELLON UNIVERSITY	
	1. COLIN UNDERWOOD MEETINGS: Kevin to discuss potential interest from Carnegie Mellon University (Colin Underwood) to get involved as a live demonstrator project.	Kevin
3	PHASE 2: CONTEXT INVESTIGATIONS	
1	PRECINCT AUDIT: CURRENT & HISTORIC	
	1. PRECINCT AUDIT (found condition) - <i>Project Mapping</i> to be completed for Elected Member Workshop	Note
	2. HISTORICAL OVERVIEW OF MAGILL URBAN VILLAGE - Peter Donovan & Associates - Social History Report, tabled at Co-Ordination Meeting #2 - Social History Presentation given by Peter Donovan at Co-Ordination Meeting #3	Note
	3. PLACE HEROES/CHAMPIONS From the Gehl activities, there has emerged a strong need to capture current social / economic heroes of the place (to assist in expression of a uniquely local story). This work could be a University Marketing students pilot project, supported as part of the COMPLETE/Elevation Design Masterplan delivery scope	Kevin & Jason to discuss with University of SA
2	BENCHMARKING STUDY: INNOVATION & BEST-PRACTICE	
	1. GEHL ARCHITECTS: <i>Conversation Event</i> held on 29/11/2012 with David Sim of Gehl Architects presenting to well over 100 attendees. Various other stakeholder workshops and activities held on 28/11/12.	Note
	3. ADELAIDE HILLS COUNCIL: Meeting held with Marc Salver (General Manager) on 2/7/2012 to discuss Stirling as a demonstrator.	Note
	4. PROSPECT COUNCIL: Meeting held with Justin Commons (Director Major Projects) on 4/7/2012 to discuss Prospect Road upgrade as a demonstrator.	Note
	5. UNIVERSITY OF SA: Meeting held with Prof. Steffan Lehman on 5/11/2012 to discuss his expert views on Magill Village opportunity.	Note
3	PROJECT GOALS (GUIDING PRINCIPLES)	
	1. Emerging from the Gehl Workshop, it was agreed to develop Project Goals and test with Council elected members	Note

COMPLETE



City of Burnside

University of South Australia



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4	PHASE 3: MASTER PLAN		
	1	VILLAGE IDENTITY	
		1. PROJECT NAME: Emerging from the Gehl Workshop, it was suggested the project be renamed to “Magill Urban Village Partnership” in lieu of “Magill Urban Village Masterplan” to better recognize the project direction that seeks to work with all stakeholders to develop a collective vision and provide a direction that will guide initiatives and investment towards achieving the Project Goals. This to be given further consideration as part of the precinct branding and identity work in early 2013.	Note
		2. PROJECT NAME: Project Identity work presented during Meeting #3, recommended that project name become “Magill Village Partnership”. All agreed to adopt this revised name.	Note
		3. MAGILL VILLAGE IDENTITY: Workshop held on 22/2/2013 with Council for purposes of informing the design brief. Comments received attached to these minutes.	Note
	2	UNIVERSITY CAMPUS RE-USE OPTIONS	
		-	-
	3	PRECINCT IMPROVEMENTS	
		-	-
5	PHASE 4: IMPLEMENTATION		
		-	-

6	CONSULTATION		
	1	PROJECT STAKEHOLDERS (DPTI, Renewal SA, UNI SA Property, Minister for Education)	
		1. DPTI: Meeting held with DPTI (Planning and Transport representatives) and Renewal SA on 29 November to coincide with the Gehl visit. - It was agreed not to focus too much on changing traffic conditions as part of the Masterplan, just sufficiently understand DPTI desired parameters moving forward. Consult with DPTI, but recognize that the project is not yet ready to build. DPTI expressed a focus to work within existing kerb lines, providing an assurance to construct landscaping now and implement cycling initiatives now and get the main street into the PLEC works cycle - Seek to align our Masterplan with the recently released 2012 Active Living Coalition – <i>Streets for People Compendium for SA Practice Guidelines</i> . Also link with the <i>DPTI Future Directions – Optimising our Transport Corridors</i> , dated August 2012 - Promote the Magill Urban Village as being the first pilot project in SA for retrofitting of an existing precinct to deliver 30-Year Plan objectives and support the mainstreet design directions sought in the <i>Streets for People Compendium</i> . Key is developing an internalised village feel and lifestyle with strong brand identity	Note
		2. RENEWAL SA: As per Item 6.1.1 above. In addition, meeting held on 19/12/2012 to discuss Former Magill Youth Training Centre Site and its impact to Magill Village.	Note
		3. UNIVERSITY SA PROPERTY: - Meeting held with Phillip Clatworthy, Director Facilities Management on 5/11/12; 7/12/2012 & 1/2/2013. - Better understanding of Magill campus land ownership is critical to informing Master Plan opportunity (sensitive subject). Can it be disposed of, was it bequeathed, will its future use be limited by title?	Note Note

		- Following discussions with Phil Clatworthy on 1/2/2013, it was agreed that future direction for the University site remains very unclear. There remains a possibility that the University may retain the site and/or change the use of the site and/or still retain an ongoing interest and/or partially or in whole dispose of the site. The best this project can do for now is develop broad Masterplan concepts that cover a reasonable range of future use scenario's. This will assist with communicating possibilities for the site and thereby seek to inform future site directions. Put to next Steering Group for comment.	Jason
		4. MINISTER FOR EDUCATION: Meeting held with DECD on 13/12/2012. Meeting with Ross Treadwell (Director, Capital Programs & Asset Services) and Vince Demasi (Associate Director, Asset Services).	Note
		5. ADELAIDE HILLS COUNCIL: Meeting held with Marc Salver (General Manager) on 11/12/2012. Meeting held with Andrew Aitken (CEO) on 28/11/12.	Note
2	PROFESSIONAL INDUSTRY REFERENCE GROUPS		
		2. PROFESSIONAL BODIES: Aim to seek input from key industry representatives who attended the Gehl event - reviewing & providing input to Master Plan direction moving forward. This can provide broad multi-disciplinary design perspectives	Note
3	PRECINCT & BUSINESS STAKEHOLDERS		
		2. KEY PRECINCT STAKEHOLDERS: Jason, Jodie and Mark to meet with key stakeholders to better understand their issues and needs in respect to the precinct's future redevelopment. - Meeting held with Bennett's Pottery on 28/11/2012 - Meeting held with Romeo's Foodland (Paul Romeo, CEO) on 11/2/2013 - Meeting held with Harry Papas (part owner of Magill Foodland site on 13/2/2013 - Meeting scheduled with Institute Building owner for April 2013	Note
		3. STAKEHOLDER WORKSHOP: Invitations sent for Stakeholder Workshop proposed for 22/2/2013. Workshop cancelled day prior due to lack of attendance from invited stakeholders. Agreed stakeholder consultation can occur once Project Goals and draft Masterplan ideas have been developed to better communicate the opportunity and test the partnership interest.	Note
4	COMMUNITY CONSULTATION		
		2. Council is leading the community consultation process and Council engagement teams to develop an Engagement Strategy. Workshop to be held on 4 April 2013.	Lois Dunkerley; Lyn Townsend; Maggie Wood
		3. Campbelltown (Lyn Townsend) has set-up live joint website link to the project. Burnside to link in with this. Jodie to supply key project outputs to be uploaded/updated as project progresses. Provides community and stakeholders with access to key project information.	Jodie

NEXT MEETING #4: 2.30pm – 3.00pm Thursday 4 April 2013
LOCATION: City of Burnside Council

COMPLETE



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PHASE 3 MASTERPLAN – VILLAGE IDENTITY

Workshop held on 22/2/2013

Council Feedback

- Some Magill Village business owners feel isolated and left-out of the broader Magill Road initiatives due to remote proximity. This project provides them with a new opportunity for business growth;
- Current Magill Village has no compelling strength or attraction – no strong shop cluster, anchors or areas of interest. It generally feels haphazard & isolated. Streetscape character is hostile. Great spaces like 3rd creek are presently hidden – creek needs to be connected and made more prominent;
- The village has the capacity to represent one of the most attractive gateways to the Adelaide Hills;
- 3rd creek is key – need to really make this a priority/feature. Strongly connect it to the commercial centre. Connection of industrial area to creek is also key;
- Business participation in Masterplan implementation is critical – logo will assist to give businesses an understanding of precinct identity and feeling for the future potential of the precinct; accompanied by some Masterplan concept designs. There is so much that existing businesses can do to assist in the transformation of this precinct, so gaining their support is key;
- Precinct champions need to be identified, those who will bring other business owners along;
- An existing strength for the precinct is Arts & Crafts (with Bennett’s Pottery and Pepper Street Arts Centre), along with Food and Wine (Food Trail). Aim to strongly link these elements with the creek and village centre;
- Best if traders can be encouraged to work together as a group. Council wanting to avoid forming Traders Association solution (brings expectations for Council to put resources behind it). Also Council wants to avoid managing Facebook links – problematic for ongoing monitoring & therefore best for traders to manage own facebook. Council can produce a basic website to which traders can place their business web link;
- Precinct promotion best to follow the Food Trail model, of Council offering voluntary membership to a *Magill Village Association*. Each member pays annual membership and Council organize photographs and marketing, etc;
- Critical to introduce new attractors into the Magill Villahge precinct, such as playgrounds, mountain bike hub at base of hills, etc;
- Meet with Institute Building owner now to understand future access options to inform Masterplan opportunity;
- Banners for Magill Village present an excellent early initiative (say 4 banner poles). Also seek to consolidate poles (especially power poles - assume future undergrounding with PLEC scheme);
- Precinct identity needs to focus on the desired character (pottery, gourmet foods, etc). Lifestyle signage is a desirable focus, perhaps combined with directional signage. Seek to remove A-Frame signage and replace with alternative coordinated signage /advertising approach.

COMPLETE



MEETING MINUTES

PROJECT COORDINATION MEETING #4

VERSION: 16/4/2013

MEETING DETAILS

LOCATION: City of Burnside Council Offices
DATE: Thursday 4 April 2013
TIME: 2.30pm - 4.00pm

MEETING ATTENDEES

ORGANISATION	INVITEE
Campbelltown City Council	Kevin Lowe, General Manager
	Jodie Terp, Client Project Coordinator (apology)
	Ursula Hickey, Economic Development*
	Lyn Townsend, Manager Governance and Strategic Planning *
	Lois Dunkerley, Community Engagement Officer *
City of Burnside	Mark Buckerfield, Manager Asset Services
	Nigel Morris, General Manager Corporate Services*
	Graeme Brown, General Manager Urban Services
	Maggie Wood, Manager Community Engagement*
COMPLETE Urban	Jason Pruszinski, Manager (COMPLETE Urban)
	Luke Dickson, Director* (Elevation Design – Graphic Design & Place Identity)

* Joined meeting at 3.00pm

AGENDA ITEMS

ITEMS		ACTION
1	PROJECT MANAGEMENT	
1	PREVIOUS MINUTES	
	3. Minutes of Meeting No. #3 accepted as true & accurate record of the meeting	Note
2	PROJECT TIMING	
	3. Project Program: Submitted updated copy (version 4/4/2013)	Note
3	PROJECT STEERING GROUP MEETINGS	
	3. Project Steering Group Meeting #1 held 12/3/2013. Minutes of meeting issued 26/3/2013. Next meeting in early June 2013.	Note
4	PROJECT COORDINATION MEETINGS	
	-	-
5	COUNCIL ELECTED MEMBER INFORMATION SESSIONS	
	4. Elected Member Information Session held as joint Council session on 18/3/2013 with positive feedback. Input on Draft Vision & Guiding Principles received. Next joint meeting scheduled 17 June 2013 for input on Draft Identity and Masterplan.	Note
6	AUSTRALIAN GOVERNMENT REPORTING	
	6. COMPLETE submitted project updates on 20/3/2013 and 18/4/2013 to Andrew King at Campbelltown	Note



2	PHASE 1: RESEARCH EVIDENCE BASE (UNIVERSITY OF SA)	
1	UNIVERSITY OF SA RESEARCH	
	4. Invite Jane Andrews to next Coordination Meeting #5 to participate in Draft Masterplan discussion. Discuss after meeting the University of SA Research inputs scheduled to commence 29 July and agree strategy. Coordination of University inputs with locally businesses to be led by Economic Development teams of both Council's (Ursula and Nigel)	Jason / Note
3	CARNEGIE MELLON UNIVERSITY	
	2. Kevin met with Colin Underwood from Carnegie Mellon University who expressed interest in getting involved. Agreed to coordinate his inputs through Jane Andrews.	Kevin
3	PHASE 2: CONTEXT INVESTIGATIONS	
1	PRECINCT AUDIT: CURRENT & HISTORIC	
	1. PRECINCT AUDIT (found condition) - <i>Project Mapping</i> now complete and to be included as part of Masterplan Final Report.	Note
	3. PLACE HEROES/CHAMPIONS 3.1 From the Gehl activities, there has emerged a strong need to capture current social / economic heroes of the place (to assist in expression of a uniquely local story). This work could be a University Marketing students pilot project, supported as part of the COMPLETE/Elevation Design Masterplan delivery scope. 3.2 Poh Ling Yeow from Master Chef lives in Magill Village – connection to food. Michael Keelan is the Campbelltown Food Trail ambassador.	Note
2	BENCHMARKING STUDY: INNOVATION & BEST-PRACTICE	
	6. -	-
3	PROJECT GOALS (GUIDING PRINCIPLES)	
	2. Guiding Principles to be put to elected members of both Council's in May to be endorsed for public consultation.	Note

4	PHASE 3: MASTER PLAN	
1	VILLAGE IDENTITY	
	4. MAGILL VILLAGE IDENTITY: Workshop #2 held on 4/4/2013. Draft Magill Village identity and logo presented and well received. Agreed that positioning the brand with traders was a longer term initiative and that the current concept work provides an excellent starting point to assist traders and stakeholders to understand the potential. Brand and identity to form part of the Masterplan submission to be tested with Council elected members in June.	Note
2	UNIVERSITY CAMPUS RE-USE OPTIONS	
	-	-
3	PRECINCT IMPROVEMENTS	
	-	-
5	PHASE 4: IMPLEMENTATION	
	-	-

6	CONSULTATION	
1	PROJECT STAKEHOLDERS (DPTI, Renewal SA, UNI SA Property, Minister for Education, Adelaide Hills Council)	
	6. COMPLETE to send an email to all project stakeholders, providing a quick update on the project. Attach Guiding Principles, Precinct Maps and Graphic Identity. Offer to meet all again once the Draft Masterplan is ready in late May 2013.	Note



2	PROFESSIONAL INDUSTRY REFERENCE GROUPS	
	2. PROFESSIONAL BODIES: Aim to seek input from key industry representatives who attended the Gehl event - reviewing & providing input to Master Plan direction moving forward. This can provide broad multi-disciplinary design perspectives	Note
3	PRECINCT & BUSINESS STAKEHOLDERS	
	2. KEY PRECINCT STAKEHOLDERS: Jason, Jodie and Mark to meet with key stakeholders to better understand their issues and needs in respect to the precinct's future redevelopment. - Meeting held with Bennett's Pottery on 28/11/2012 - Meeting held with Romeo's Foodland (Paul Romeo, CEO) on 11/2/2013 - Meeting held with Harry Papas (part owner of Magill Foodland site on 13/2/2013 - Meeting held with Institute Building owner on 8 April 2013	Note
4	COMMUNITY CONSULTATION	
	2. Council is leading the community consultation process and Council engagement teams to develop an Engagement Strategy. Workshop held on 4 April 2013. Agreed to undergo public consultation of Vision & Guiding Principles during May 2013 and this to inform Masterplan design direction. Present Draft Masterplan and feedback on Guiding Principles at the Elected Member Workshop on 17 June 2013	Lois Dunkerley; Lyn Townsend; Maggie Wood
	3. Campbelltown (Lyn Townsend) has set-up live joint website link to the project. Burnside to link in with this. Jodie to supply key project outputs to be uploaded/updated as project progresses. Provides community and stakeholders with access to key project information.	Jodie

NEXT MEETING #5: 2.00pm – 4.00pm Friday 17 May 2013
LOCATION: Campbelltown City Council

COMPLETE



MEETING MINUTES

PROJECT COORDINATION MEETING #5

VERSION: 04/07/2013

MEETING DETAILS

LOCATION: Campbelltown City Council Offices
DATE: Monday 20 May 2013
TIME: 9.00am - 11.00am

MEETING ATTENDEES

ORGANISATION	INVITEE
Campbelltown City Council	Kevin Lowe, General Manager
	Jodie Terp, Client Project Coordinator
	Ursula Hickey, Economic Development
City of Burnside	Mark Buckerfield, Manager Asset Services (apology)
	Nigel Morris, General Manager Corporate Services (apology)
	Graeme Brown, General Manager Urban Services (apology)
University of South Australia	Jane Andrew, Studio Director - MatchStudio
	Jane Lawrence, Program Director - Interior Architecture
	Stephen Ward, Program Director - Architecture
COMPLETE Urban	Jason Pruszinski, Manager (COMPLETE Urban)

AGENDA ITEMS

ITEMS		ACTION
1	PROJECT MANAGEMENT	
1	PREVIOUS MINUTES	
	4. Minutes of Meeting No. #4 accepted as true & accurate record of the meeting	Note
2	PROJECT TIMING	
	4. Project Program: Submitted updated copy (version 18/05/2013)	Note
3	PROJECT STEERING GROUP MEETINGS	
	4. Project Steering Group Meeting #3 to be held 05/06/2013.	Note
4	PROJECT COORDINATION MEETINGS	
	-	-
5	COUNCIL ELECTED MEMBER INFORMATION SESSIONS	
	4. Elected Member Information Session held as joint Council session on 18/3/2013 with positive feedback. Input on Draft Vision & Guiding Principles received. Next joint meeting scheduled 17 June 2013 for input on Draft Village Identity and Masterplan.	Note
6	AUSTRALIAN GOVERNMENT REPORTING	
	7. COMPLETE submitted project updates on 18/5/2013 and 18/6/2013 to Andrew King at Campbelltown City Council.	Note

2	PHASE 1: RESEARCH EVIDENCE BASE (UNIVERSITY OF SA)	
1	UNIVERSITY OF SA RESEARCH	
	<p>5. University of SA Research inputs scheduled to commence 29 July 2013 and is a 13-week program. All agreed that aim of University research input is to enliven existing businesses and inform future infrastructure needs. Following focus projects discussed as opportunities:</p> <p>a. Engaging with select local businesses to inform concepts for business development and improvement (Benetts Pottery, Greek Pastry Shop, Romeo's Foodland, Institute Building, Pepper Street Arts Studio, etc)</p> <p>b. Design Development of the Pepper Street Mews/Village Square Concept Design as proposed in the Magill Village Masterplan</p> <p>c. Explore design opportunities for the University of SA Magill Campus, building upon the 4 zones identified in Magill Village Masterplan, all linked by the Third Creek ribbon (Adaptive Reuse Zone; Active Play Zone; Regional Sports Zone; Mixed-Use Development Zone).</p> <p>Coordination of University inputs with locally businesses to be led by Economic Development teams of both Council's (Ursula and Nigel). University requested Council's consider options for providing some seed funding to support the University research work and enable ongoing exploration that can support transfer of idea's that will emerge into implementation opportunities.</p> <p>On-site meeting to be held in July to further discuss and coordinate the details, prior to research commencement.</p>	Note (Nigel / Ursula)
3	PHASE 2: CONTEXT INVESTIGATIONS	
1	PRECINCT AUDIT: CURRENT & HISTORIC	
	-	-
2	BENCHMARKING STUDY: INNOVATION & BEST-PRACTICE	
	-	-
3	PROJECT GOALS (GUIDING PRINCIPLES)	
	2. Draft Guiding Principles put to elected members of both Council's in May 2013. These were endorsed for public consultation.	Note
4	PHASE 3: MASTER PLAN	
1	MASTERPLAN & VILLAGE IDENTITY	
	5. Magill Village brand and identity to form part of the Masterplan submission and to be tested with Council elected members in Workshop #3 to be held on 17 June 2013.	Note
	<p>6. Draft Masterplan presented at Project Coordination Meeting #5. Following feedback received:</p> <ul style="list-style-type: none">- Ensure Masterplan captures War Memorial as an important site- Further emphasis required on need for safer pedestrian access and link from primary school to University site- Suggested that the Masterplan will enable the precinct to be treated as a "Super School Zone" rather than focus on a traditional "Super School Site" model. Masterplan enables the formation of safe pedestrian links within a village character, interconnecting all of the precinct facilities- Recognition that the Masterplan seeks a re-orientation of the	Note

	<p>Mainstreet focus (Magill Road) via creation of the Pepper Street Mews, which in-turn creates a new potential main entrance for the University site – direct off Magill Road</p> <ul style="list-style-type: none"> - Need to encourage the Tower Hotel to develop outdoor dining on Magill Road under the Masterplan proposal - Fostering enhanced cycling experience on Magill Road is key feedback Council has received from residents - Both Council's to offer feedback on plant specie selections - Seek to define staged residential street upgrades, such as planting additional trees now in existing carparking spaces to get early establishment of shade canopy and later widen footpaths as budgets permit. <p>All agreed the Draft Masterplan provides the long-term vision and direction on forming new key connections to better support Magill Village as a destination and to enhance the precinct economy.</p>	
2	UNIVERSITY CAMPUS RE-USE OPTIONS	
	1. Met with University Director of Property (Phil Clatworthy) to provide update on Draft Masterplan on 8 May 2013. Phil requested copy of Draft Masterplan as it relates to the University of SA site to discuss further with the Vice Chancellor. Phil to organize separate meetings with Vice Chancellor and Campbelltown Council CEO and Mayor, to discuss future options for the University site.	Note
5	PHASE 4: IMPLEMENTATION	
	-	-

6	CONSULTATION	
1	PROJECT STAKEHOLDERS (DPTI, Renewal SA, UNI SA Property, Minister for Education, Adelaide Hills Council)	
	7. COMPLETE to organize meeting with DPTI and University of SA Property representatives in July 2013 to update on Guiding Principles, Graphic Identity and Masterplan.	Note
3	PRECINCT & BUSINESS STAKEHOLDERS	
	-	-
4	COMMUNITY CONSULTATION	
	3. Campbelltown Council has set-up website link to the project. Burnside have linked in with this. Site went live in May 2013 at commencement of Community Consultation. Provides community and stakeholders with access to all key project information.	Note
	4. Council led public consultation of Vision & Guiding Principles was undertaken during May 2013. Useful feedback received and this has informed Draft Masterplan design direction. Draft Masterplan and community feedback on Guiding Principles to be presented at the Elected Member Workshop on 17 June 2013	Note
	5. Positive media interest on project via Local Messenger article on 22 May 2013	Note

NEXT MEETING #6: August 2013 (TBC)
LOCATION: TBC

COMPLETE



MEETING MINUTES

DPTI MEETING

VERSION: 22/10/2013

MEETING DETAILS

LOCATION: DPTI Metro Transport Services Division, 37-41 The Parade, Norwood, SA
DATE: Monday 14 October 2013
TIME: 11.00am - 12.00 noon

MEETING INVITEES

ORGANISATION	INVITEE
Campbelltown City Council	Kevin Lowe, General Manager Urban Planning & Leisure Services (apology)
City of Burnside	Mark Buckerfield, Manager Asset Services David Hayes, Traffic Engineer
COMPLETE Urban	Jason Pruszinski, Manager South Australia
Department of Planning, Transport & Infrastructure – Metro Transport Services Division	Denise Hatzi, Project Manager
	Kun Zhang
	George Carnazzola
	Roger Whittington
	Roman Zeitz, Traffic Engineer – Traffic & Access Standards Section
	Paul Bennett, (Acting) Manager – Strategic Traffic Planning
	Rebecca Timmings
	George Morias Cathy Taylor

MEETING ITEMS

1.1	DPTI INTRODUCTION Jason Pruszinski of COMPLETE Urban provided broad overview of Magill Village project. Confirmed that current Masterplan design represents the long-term optimum goal and direction for the precinct. Confirmed that there is much work to be undertaken to test/validate many of the Masterplan assumptions prior to implementation, but the current design provides the necessary ‘big-picture’ framework to inform likely direction and to seek feedback from relevant stakeholders and businesses. Future possible changes with the University of SA site were discussed, along with likely future focus for businesses and Council for the precinct under The 30-Year Plan for Greater Adelaide objectives.	Note
1.2	PEPPER MEWS TRAFFIC DPTI suggested that if traffic needs to access Pepper Mews, that it be made one-way (linking with Brougham Street). All agreed a shared-use zone was a desirable aim for proposed Pepper Mews.	Note
1.3	PEPPER STREET DPTI noted that some further resolution is required for how Pepper Street will interface with the proposed Magill Village Square. Specifically, need to consider how a relocated pedestrian crossing to the Square, will work in coordination with Pepper Street and Pepper Mews. An optimum outcome would see the crossing located east of Pepper Street to permit vehicles to exit west whilst the crossing was activated. However also recognized that existing and future traffic	Note

numbers for Pepper Street and Mews were potentially low.

1.4	PRECINCT SPEED LIMIT Discussion on speed limit for the precinct and recognition that over time community expectations for speed limit may shift, especially where a more pedestrian and cycle friendly environment is sought. Prospect Road was discussed as a demonstrator. For now, agreed variable speed signs were a good initiative to adopt for the main Magill Village portion of Magill Road, to support maximum flexibility.	Note
1.5	TRAFFIC MODELLING COMPLETE issued an email on 6 September 2013 to Andrew Excell (Manager METRO Region) and Paul Gelston (Director, Road and traffic Management) at DPTI. The email, amongst other relevant matters, requested that any future DPTI works to the relevant Magill Village portion of Magill Road, consider adjusting the current road carriageway to assist in reducing cross falls/slope of Magill Road pavements. Our Email also requested in-principle consideration to modify Magill Road as indicated in the Masterplan, as follows:	Note

EXISTING	PROPOSED
MAGILL ROAD – CITY SIDE (of St Bernards / Penfold Road)	
EAST BOUND - 2 lanes: Forward/LH and Forward/RH	- 2 lanes: LH and Forward/RH
WEST BOUND - 2 lanes: Merging to single lane	- Single lane (merged prior to intersection)
MAGILL ROAD – HILLS SIDE (of St Bernards / Penfold Road)	
EAST BOUND - 2 lanes: Merging to single lane	- Single lane (merged prior to intersection)
WEST BOUND - 3 lanes: Forward/RH; Forward; LH	- 2 Lanes: Forward/RH; LH

Denise Hatzi confirmed some basic traffic modeling had been undertaken based on the Masterplan proposal and that all existing road configurations are required in-principle to meet current traffic flows. However recognized that future may bring changes that seek to redirect some of the traffic volume or potentially direct less volume to Magill Road as reliance on other transit modes increases. There are some adjustments that could be considered, should some of the traffic be able to be diverted prior to the St Bernard’s/Penfold Roads intersection, for example. Recognised that a more detailed traffic modeling exercise would be required as proposed works move to next phase.

1.6	TREES DPTI advised that trees within 30m of traffic signals were not desirable for sight lines. DPTI also advised that median trees would require a specie selection with adequate canopy height to meet traffic clearance requirements.	Note
1.7	BUS STOPS DPTI noted the need to create an indent to front of Pepper Street Studio building (within proposed Village Square) to service existing bus stop.	Note



1.8	<p>RAISED INETRSECTION PLATFORM / SCATTER CROSSING</p> <p>DPTI noted that if a raised pedestrian intersection were to be constructed at Magill and St Bernards/Penfold Roads intersection, it would need to extend further back into each Road than currently shown on the Masterplan. DPTI also noted that a scatter crossing was not the most efficient means of managing traffic for an intersection and suggested that the revised Magill Village Square crossing may negate the need for a scatter crossing, especially if pedestrian wait times were better optimized.</p>	Note
1.9	<p>OTHER MATTERS</p> <p>DPTI suggested the University of SA may want to discuss learnings with Flinders University over the Tonsley project that has begun working through some of the difficult issues around future public transport access to its campus, provision of student accommodation on-campus and the like. These learnings may be relevant to possible changes to the University of SA Magill Campus site.</p> <p>MEETING CLOSED</p>	Note

5.0 Project Brief



5.0 Project Brief

5.1 PROJECT BRIEF

MAGILL URBAN VILLAGE Precinct Master Plan



Project Brief

Version: 10 August 2012

1. PROJECT DETAILS

General

The Magill Urban Village precinct, like most Greater Adelaide town centres, is dominated by road and adhoc carparking infrastructure, serving a predominantly car dependant community with little consideration for other street users (pedestrian, cyclist and public transit users). The precinct lacks a vibrant urban character, with poor physical connections, poor design quality and a disjointed relationship between precinct activities.

The known changes proposed to the Magill Urban Village precinct over the next 10 years are unprecedented and will result in a complete physical, social and economic renewal of the area. Due to its close proximity to Adelaide City, the precinct and its immediate environs represent a key development area for concentrated growth and intensified development under the State Government's *30-Year Plan for Greater Adelaide* (30-Year Plan). This intended future growth will see the introduction of more diverse and higher density living choices, supporting a significant increase to resident population, as well as a transit mode shift away from car dependency to more sustainable transit options. This less car dependant community will, like the present community, rely increasingly on the Magill Urban Village for daily social, business, recreational, education and retail needs.

In light of the above changes, both the Campbelltown City Council and the City of Burnside Council recognise the Magill Urban Village precinct as having the potential to move towards a more cosmopolitan / boutique / urban chic style environment in support of future anticipated community growth, more sustainable living choice models and improved quality of life sought for local residents and visitors.

A Master Plan is needed to provide the necessary vision and forward planning to guide future development in a manner that is integrated and sustainable, reflecting the needs, identity and culture of the local community – it will provide a catalyst for generational change towards a more dynamic Magill Urban Village destination.

Project Background

In June 2012, the Australian Government through the *Liveable Cities Program* announced a funding contribution to support the Campbelltown City Council and the City of Burnside Council to develop, in partnership with the University of South Australia, a *Master Plan for the Magill Urban Village* precinct as a national model for best practice. This funding was in response to an application lodged in December 2011. A Project Establishment phase followed and this was completed in early August 2012.

Project Establishment has culminated in the preparation of this detailed *Project Brief*, informed by preliminary meetings/discussions with the following project stakeholders:

- University of South Australia, Research Centres (various)
- Adelaide Hills Council

- City of Prospect Council
- Department of Planning, Transport & Infrastructure
- Department for Education and Child Development
- Eastern Regions Alliance

Project Objectives

- Deliver a Master Plan that will directly enhance the quality of life for the Magill Urban Village precinct residents, workers and visitors
- Document the delivery process and findings, to serve as a national demonstrator for best-practice design and planning in the context of a local suburban community
- Deliver a Master Plan that provides a compelling basis to direct and shape future planning policy and investment decisions (public & private), aligned with the National Urban Policy objectives
- Identify future planning and design directions for the precinct that will deliver more integrated physical and social outcomes
- Identify opportunities to better support business growth and economic improvement, especially creative industries
- Deliver an implementation strategy, providing discreet project packages with indicative cost estimates
- In delivering the Master Plan, promote and encourage collaboration amongst stakeholders, education sector partners, local and state government agencies and expert industry body representatives; and
- Deliver a Master Plan that will support affordable housing and promote reduced dependence on private motor vehicle use.

Project Funding

Project Partner	Cash Contribution	In-Kind Contribution
Australian Government	\$100,000	-
Campbelltown City Council	\$30,000	\$25,000
City of Burnside Council	\$30,000	\$25,000
University of South Australia	-	\$55,000
Total Project Value = \$265,000	\$160,000 + GST	\$105,000

Key Project Milestones

- Select Tender Invitation: 14 August 2012
- Select Tender Close: 31 August 2012
- Award Contract: 7 September 2012
- Finalise Briefs for University of SA Research Inputs (Phase 1): 28 September 2012
- Completion of Project Deliverables by **31 August 2013** (requirement of the Australian Government Funding Agreement)
- Submit Final Project Report to the Australian Government by **30 November 2013** (requirement of the Australian Government Funding Agreement)

2. ROLES & GOVERNANCE

This project is being delivered as a joint partnership between the Campbelltown City Council and City of Burnside Council, in association with the University of South Australia, with Australian Government funding support. This tender seeks a *Design Team* to assist the project partners in delivering the *Project Objectives*.

Project Steering Group

The *Project Steering Group* will provide overall project direction and feedback to the *Design Team*. The group comprises CEO and relevant General Manager representation from both Council's; University of South Australia representative; along with key stakeholder representatives from time to time, as relevant.

Campbelltown City Council and City of Burnside Council Staff

Staff representatives from both Council's will assist the *Design Team* in delivering the *Project Objectives* as follows:

- Assist the *Design Team* and the University of SA Research Teams by providing background information, contacts, strategy and review
- Undertake Community Consultation for the project
- Provide support for Stakeholder Consultation, assisting to establish meetings and participating in all relevant stakeholder meetings and discussions
- Lead the Australian Government Reporting requirements, with support material provided by the *Design Team*
- Supply existing specialist precinct data including existing land survey information; traffic data; underground service locations and the like. Also supply all required site specific information including Magill University Campus Site Plan and the like
- Develop a proposal for Council Elected Member consideration that delivers an early demonstration project, based upon the Master Plan recommendations.

Jodie Terp, Senior Planner Urban Policy with Campbelltown City Council has been appointed as **Client Project Co-ordinator** and will be the primary liaison for the appointed *Design Team* leader.

University of South Australia

The University of South Australia has agreed to a strategic partnership in the delivery of this national pilot project, providing core research expertise through their leading research centres to inform the delivery of this project. Further details are provided in **Attachment B**.

Design Team

Council is seeking to appoint a multi-disciplinary *Design Team* to assist in the delivery of the *Magill Urban Village – Precinct Master Plan* project. Details on the required *Scope of Services* are included at **Attachment A**. The *Design Team* is expected to work collaboratively with the University of South Australia in the delivery of their *Scope of Services*.

3. STAKEHOLDER CONSULTATION

Key project stakeholders will need to be consulted to inform the delivery of this Master Plan project. Stakeholders include, but shall not be limited to:

Stakeholder	Potential Involvement / Links	Contact
Adelaide Hills Council	Links with Third Creek and the Urban Renewal Authority development adjoining the precinct	Marc Salver, Director - Planning & Development
Eastern Regions Alliance (ERA)	- Link with the ERA “Smart Age Transformative Project” currently being delivered. This will enable the Master Plan to consider links within a wider regional context, focussed on the creative sector and strengthening creative clusters - Foster participation by other Councils in the region, so that this project can develop as a demonstration project - delivering improved approaches to future regional planning and design	Terry Bell, Strategic Advisor, ERA
City of Norwood Payneham & St Peters Council	Continuity of Magill Road (western end): Mobility priorities and design treatment	Carlos Buzzetti, General Manager - Urban Planning & Environment

City of Prospect Council	Demonstration project of Prospect Road redevelopment, which has shifted mobility priorities and delivered a positive design treatment	Justin Commons, Director - Corporate Services & Major Projects
Urban Renewal Authority	Input and support for liveable communities with focus on affordable housing, inclusive communities and the like	Fred Hansen, CEO
The Australia Centre for Social Innovation (TACSI)	As an independent, not for profit organisation, TACSI is a social innovation laboratory that creates, tests and incubates ideas, methods and projects for addressing critical social needs	Brenton Caffin, CEO
DPTI – Planning	Input and support as a pilot/demonstrator for <i>The 30-Year Plan</i> liveable community objectives	John Hanlon, CEO Andrew Grear, Director Planning & Assessment
DPTI - Traffic	Modified mobility priorities (building off Prospect Road success)	Rod Hook, CEO Andy Millazzo, Deputy CE Mark Elford, Executive Director, Strategic Transport & Infrastructure Planning Trudi Meakins, Executive Director, Transport Planning Division Paul Gelston, Director Road Safety & Transport
DPTI – Office for Recreation & Sport	Informing future sporting precinct opportunities	
Power Line Environment Committee (PLEC) SA, ElectraNet, ETSA Utilities, etc.	Future infrastructure & utility planning	
Department for Education and Child Development	Informing University of South Australia Magill Campus & Magill Primary School sites	Hon Grace Portolesi MP, Minister for Education and Child Development

Industry Reference Groups
Consult broadly as required with a range of peak industry body representatives as relevant to informing this project. Groups may include Mainstreets SA, Heart Foundation, Parks & Leisure Australia (PLA), Institute of Public Works Engineers Australia (IPWEA), Property Council of Australia (PCA), Planning Institute of Australia (PIA), Australian Institute of Architects (AIA), Place Leaders Association (PLA), Green Building Council of Australia (GBCA), Australian Institute of Landscape Architects (AILA), Urban Design Institute of Australia (UDIA), Design Institute of Australia (DIA), Council for International Trade & Commerce, and the like.
Community / Precinct Reference Groups
To be led by both Council's with support material provided by the Design Team.

4. TENDER DETAILS

Tender Deliverables

The consultant's tender proposal in response to this brief shall contain, as a minimum, the following information:

- Task Appreciation**
 - Provide a brief appreciation of the Project Objectives sought and the tasks required for this commission
- Project Plan**
 - Outline proposed delivery methodology for each project phase
 - Provide a succinct timing schedule for delivering the project, indicating key milestones

3. Project Team

- Outline proposed *Design Team* structure, including the nomination of the *Design Team* leader
- Provide a schedule of proposed role/inputs for each nominated key team member throughout each project phase
- Confirm availability for each nominated key team member
- Provide a brief Curriculum Vitae for each nominated key team member, highlighting their project experience of direct relevance to this project

4. Capability

- Provide summary details of current or recent project experience, as relevant to this project, delivered by the principal consultant (or where relevant, sub-consultant)
- For Principal Consultant, provide contact details for at least (3) client referees whom you have worked with on a similar project, whom we can contact if required

5. Fee Offer

- Provide a fixed lump-sum fee, broken down into sub-consultant services and a sub-total fee for each phase
- Provide a schedule of hourly rates for additional services/variations for each member of the team, including (where relevant) each sub-consultant team member
- Identify any fee assumptions, exclusions, disbursements and the like.

Anticipated Fee Range

The fee range for this Master Plan project commission is anticipated to be no more than **\$140K + GST**

Tender Due Date

Tender due by: **2.00pm Friday 31 August 2012.**

Interviews

Tenderer interviews may take place week commencing 3 September 2012 for preferred tenderer(s).

Tender Submission Format

Submissions to include:

- One (1) bound hard copy of the tender submission, marked "ORIGINAL"
- Two (2) bound hard copies of the tender submission, marked "COPY"
- One electronic copy of the entire submission in PDF format on DVD

Tender Enquiries

Enquiries about this Tender should be directed to:

Kevin Lowe

General Manager, Urban Planning & Leisure Services
Campbelltown City Council
P 08 8366 9204
M 0417 083 628
E klowe@campbelltown.sa.gov.au

ATTACHMENT A Design Team - Scope of Services

Council is seeking to appoint a multi-disciplinary *Design Team* to assist in the delivery of the *Magill Urban Village – Precinct Master Plan* project. The project seeks to deliver a Master Plan that will provide clear directions and an implementation strategy on future planning and design objectives for the precinct, aligned with National Urban Policy objectives. Refer **Attachment C**, for a precinct map showing proposed study extent.

It is important that in delivering the project, collaboration among stakeholders and coordination with neighbouring councils is promoted and encouraged. This project represents a generational opportunity to bring a range of otherwise disparate developments and planned investment together, with the aim of exploring opportunities for creating a more integrated, innovative and sustainable precinct outcome. The development of a Master Plan is critical in achieving more positive design outcomes in this precinct for both Campbelltown City and City of Burnside Councils, assisting to establish a stronger place identity, grounded in an understanding of the history of place and accounting for the broad mix of existing land-use (residential, education, recreation, retail, industrial, etc.). As a minimum, the *Design Team* Scope of Services shall include the following:

1. CONSULTATION

Stakeholder Consultation

Consultation will be required throughout the project with key project stakeholders, industry reference groups and local government adjoining the precinct. Consultation will need to be targeted at meeting the *Project Objectives* and sufficient to inform the Master Plan direction. It need not be so exhaustive as to consume too significant part of the project delivery scope. The nominated Design Team shall work with the client to determine the most effective stakeholder consultation methodology, with a consultation strategy agreed early in the project with the **Client Project Co-ordinator**.

Community Consultation

All Community Consultation needs for this project shall be jointly led by the Campbelltown City Council and City of Burnside Council, with the *Design Team* providing material to support Council staff in these activities. Both Council's will also supply existing Community Consultation information to the *Design Team* at project commencement, to assist in better understanding community issues & needs.

- Refer *University Research Project 1 – Delivery Journey (Attachment B)*

2. MEETINGS ATTENDANCE

Design Team leader (and any other *Design Team* members as relevant) are to attend formal project meetings as follows:

- Project Steering Group Meetings: Attend Project Steering Group Meeting at Project Commencement and every 3 months thereafter
- Monthly Project Co-ordination Meetings: To be held throughout the project with Campbelltown and Burnside Council staff representatives. Prepare and issue *Action List* following each meeting. Co-ordination meetings will be limited to maximum 2 hours duration
- Council Elected Member Information Sessions: Allow to prepare and present at two (2) formal meetings each of both Campbelltown City Council and City of Burnside Council, enabling elected members to inform the project and providing both Councils' with an update on project progress and responding to any questions (4 meetings total)
- Stakeholder & Industry Reference Group Meetings: As required to achieve *Project Objectives*
- Community & Precinct Reference Group Meetings: Participate as required to achieve *Project Objectives*

3. REPORTS

Principal consultant to provide the following:

- **Monthly Progress Report:** Provide high-level monthly progress report in a succinct format to be agreed with the **Client Project Co-ordinator**. Aim for content no more than one (1) A4 page. This is required for supporting Council's reporting obligations under the Australian Government Funding requirements
- **Final Report:** Provide a final report, to include details about how the project was delivered, outcomes of the project as a whole, summary of findings and discussion on whether the Project Objectives were met, suitable for supporting Council's reporting obligations under the Australian Government Funding requirements
- **Master Plan Report:** Produce a final Master Plan report to include all requested deliverables and any supporting material.

4. MASTER PLAN DELIVERY

Deliver Master Plan in accordance with the following broad project phases:

- Phase 1: Research / Evidence Base (led by University of South Australia)
- Phase 2: Context Investigations
- Phase 3: Master Plan Development
- Phase 4: Implementation

The Project Phases are intended to be interdependent and the *Design Team* may choose to deliver activities across project phases concurrently.

PHASE 1: RESEARCH / EVIDENCE BASE

(Phase 1 led by University of South Australia)

The University of South Australia has agreed to a strategic partnership in the delivery of this national pilot project, by providing strategic research expertise through their leading research centres. The Principal Consultant (and any relevant sub-consultants) will need to work collaboratively with the University of South Australia, utilising the University's research expertise to inform the delivery of this project. Details of the University of South Australia research inputs and scope are included at **Attachment B**.

- Refer *University Research Project 2 – Evidence-Base Model* (**Attachment B**)

PHASE 2: CONTEXT INVESTIGATIONS

This phase seeks to understand and graphically convey context for the precinct, informing Master Plan opportunities and ensuring an authentic local response is developed, building upon the existing strengths and rich culture/heritage embedded in the region. This work will culminate in the development of Guiding Principles; graphically communicating the precincts desired future character, uses and lifestyle. Undertake:

2.1 Current & Historic Precinct Audit: Aim to generate awareness of opportunities beyond the immediate condition. Develop high level understanding of current environmental, social and economic strengths, as well as the history of place (including pre and post European history). Identify unique qualities that can inform future design for the precinct and inform interpretive design initiatives to be seamlessly incorporated into future public realm works. Creatively communicate precinct strengths and history, for use during stakeholder consultation and ultimately informing the Master Plan design and desired place character.

- Refer *University Research Project 3 – Precinct Strengths* (**Attachment B**)

2.2 Benchmarking (Innovation) Study: Review world's-best practice precedents, relevant to the objectives of this project. Communicate what others have done well, transmitting an awareness of possibilities beyond the majority of stakeholders' current understanding and awareness.

- Refer *University Research Project 4 – World's Best-Practice* (**Attachment B**)

2.3 Guiding Principles: Develop *Guiding Principles* that will establish the future character and desired uses within the precinct, aiming to establish a shared focus and place identity that transcends individual property owner interests. *Guiding Principles* to be based upon a comprehensive understanding of the precinct informed from the *Context Investigations* (precinct audit, benchmarking and any consultation activity findings) and *National Urban*

Policy objectives. Each *Guiding Principle* to be supported by graphic image/photograph(s) to strongly convey the desired intent in a visual format.

PHASE 3: MASTER PLAN DEVELOPMENT

The objective of this phase is to develop a long-term precinct Master Plan that faithfully reflects the *Guiding Principles* (*Phase 2 Context*). The Magill Urban Village Master Plan shall explore a range of design opportunities that will reinforce the highest potential (environmental, social and economic) for the precinct and adjoining areas. The Master Plan shall:

- Provide a strategic tool to help guide future development and set priorities for investment in new infrastructure and delivery of public realm projects
- Guide future development in the precinct to enhance the desired identity and character, engender vitality and support economic development (including night-time economy), whilst also capitalising on regional connectivity with other precincts with a view to promoting 'village networks'
- Address future carparking strategy, future road treatments, desirable building mass, relationships between land uses/functions, site interface issues and strengthening of connections (pedestrian, public transit and cyclist) between disparate area's, in pursuit of mixed-use communities
- Identify and explore high-level opportunities to further develop and enhance existing regional open space, recreation and sporting hub functions within the precinct
- Seek to capitalise on the existing local bus network and investigate the potential benefits of future light rail infrastructure, as well as promote pedestrian friendly walking and cycling facilities
- Provide guidance for future infrastructure and utility needs to cater for desired economic growth and development
- Communicate Master Plan outcomes in ways suitable to convey ideas, issues and design intent to a non-design professional audience with ease and clarity.

The Master Plan shall avoid hypothetical analysis / scenarios wherever possible, focussing on realistic "shovel-ready" outcomes that can be readily delivered. Specific Master Plan design exploration opportunities include:

3.1 Public Realm Improvement

Develop an integrated Master Plan design for the Magill Urban Village Precinct (public realm) and graphically communicate the opportunities for improvement. Master Plan to cover the entire precinct, with additional specific focus on the following streets (refer *Precinct Map - Attachment C*):

- Magill Road (from Windsor Avenue to Norton Summit Road)
- St Bernards Road (to Bunday Street)
- Penfold Road (to Chapel Street)
- Brougham Street (as a typical residential street treatment)

Masterplan to include, but is not limited to:

- Development of a concept design for each nominated street/road, illustrating the design objectives and place aspirations for each scenario. Accurate and achievable configurations are required (including reasonable consideration of acceptable road lane widths, adjustments to protuberances and any associated impacts on stormwater management, consideration of underground services for tree planting, etc.) all tested and validated with key stakeholders (DPTI, utility providers, etc.)
- Reconciliation of levels (especially cross fall to Magill Road) and compliance with DDA requirements
- Provide high-level design guidance on how to achieve a more desirable and integrated interface between current private and public realm development. Especially consider existing and future major retail (supermarkets, cinema, shopping courts) and how planning policy revisions may better support and reinforce a village character (refer also *Phase 4 Implementation*)

- Develop a public realm materials palette and design treatment for pavement materials, cycle lanes and vehicle traffic lanes (including hierarchy of materials if appropriate)
- Develop a schedule of selections for trees and plants, along with treatment of any planting infrastructure (tree guards, planter beds, etc.). Include introduction of WSUD initiatives
- Nominate in-principle, desirable public furniture selection that reinforces the desired future precinct character and identity (creative and authentic expression of the precinct). Include seats, bins, bus shelters, light posts, etc.
- Develop a coherent graphic identity for the precinct (refer *Phase 3.3 Village Identity*)
- Identify strategic links/improved pedestrian and bicycle connections to key sites (e.g. University of South Australia site, sports hub site, Third Creek site, etc.) and identify any future land purchases that would support improved connections (if any)
- Inform future carparking directions for the precinct, noting that existing Development Plan carparking objectives that apply to this precinct should be tested as part of this Master Plan exercise. Provide strategies to achieve more integrated carparking solutions for the precinct
- Design for all street users (shared streets) and where excessive current & future road width exists, seek to reduce physical dominance of roadway. Review existing available traffic movement and volume data sufficient to inform proposed Master Plan street design/configuration. Liaison with key stakeholders (e.g. DPTI Traffic Section) to foster in-principle support for any proposed modifications to road design, speed environment, etc. (NOTE: Assume use of existing available traffic information and data provided by Council will suffice to inform this Master Plan project and that no new traffic modelling or traffic data collection is required. Additional data and traffic research input may be available as part of the University of South Australia research contribution, through their *Transport Systems Centre* – refer **Attachment B**)
- Consider current public transport provision (including bus terminus to top of Magill Road) and possible future changes to public transport provision, including introduction of light rail and allow this understanding to inform Master Plan design.

Deliverables

- Provide recommendations summary, outlining clear, defensible and prioritized recommendations.
- Provide indicative cost/budget allowance for each recommendation, sufficient to inform decisions around priorities and staging
- Refer *University Research Project 5 – Movement Modelling (Attachment B)*

3.2 Develop Magill University of South Australia Campus Re-use Options

Explore future adaptive reuse opportunities for the Magill University of South Australia campus – assess the existing building stock and other site attributes of value and explore say 2-3 Master Plan adaptive re-use scenarios to inform future decisions regarding the site, once the University of South Australia vacates in around 2020. Explore potential for site adaptive re-use that complements the strengths of the broader precinct and capitalises on the sites existing facilities to benefit the broader region. Also consider interface and physical connections of the current site back into the broader precinct, especially with Magill Road and its established retail offerings.

Deliverables

- University Site Audit of sufficient detail to identify buildings, facilities and other site characteristics of value and worth retaining in future considerations for adaptive re-use of the site
- Concept Master Plan (exploring say 2-3 scenarios) around future re-use of the campus site in the context of the broader precinct. Provide clear indication of the range of compatible uses and their inter-relationships, along with desired future character for the site
- Refer *University Research Project 6–Magill Campus Re-use Options (Attachment B)*

3.3 Develop Village Identity

Magill Urban Village supports a diverse range of boutique industry and service providers. However it lacks a strong identity and graphic expression of its character. Following the

identification of the precinct context and strengths (*Phase 2 Context*), this phase of the project will explore:

- Development of a graphic identity, strengthening the Magill Urban Village precinct as a micro creative industries hub with sports, shopping, creative industry clusters (e.g. boutique food manufacturing, film editing, performing arts, visual arts - links with the highly successful Pepper Street Arts Centre, etc.)
- Graphic identity to link with *Phase 3.1 Public Realm Improvements*
- Consider introducing interpretive elements to enrich the precinct spatial experience, transmitting an understanding of the past and present positive social, environmental and economic qualities of the place. Graphic identity to consider the most effective medium to promulgate the character of the place (e.g. way-finding signage, interpretive signage, banners, public art, pavement messages, ‘virtual’ communication medium, etc.). The graphic treatments should be considered in an integrated manner, seamlessly incorporated with landscape and urban design treatments

Deliverables

- Clear expression of a graphic identity for the precinct, informed through *Context Investigations*. Identify how the desired identity can be effectively promulgated to reinforce an authentic sense of place and community

3.4 Nurture Creative Industries

The Magill Urban Village precinct does not contain a strong manufacturing base. It does however support a range of micro retail industries on Magill Road (west of St Bernards/Penfold Road) and commercial industries (east of St Bernards/Penfold Road). The region also supports a diverse range of home-based small business, especially food industry related business. In delivering the Master Plan, broadly consider existing business and retail mix for the precinct and identify obvious gaps and opportunities to support new business.

The ERA are presently undertaking a project that examines other regions and cities to see how to better support formation of new creative industry clusters and how to create the pre-conditions for new business start-ups. It is anticipated that the successful *Design Team* will tap into this work and consider how, if any, such initiatives may inform future place making design directions for the precinct.

- Refer *University Research Project 7 – Economic Development (Attachment B)*

PHASE 4: IMPLEMENTATION

4.1 Existing Policy Review

The *Design Team* will work with both Council's to determine how the Master Plan outcomes can be adopted within existing planning instruments to give them traction beyond a standard “shelf report”. One option is that the Master Plan informs future Character Statements for the various policy zones that exist within the Magill Urban Village precinct, adopted as part of future Development Plan Amendments. Include a high-level commentary on where existing Council planning policy and systems could be revised/improved to better support delivery of Master Plan objectives. Provide recommendations for best practice approach (informed from *Phase 2.2 Benchmarking*). Identify priorities for change

4.2 Alternative Delivery Models

Advise on options to deliver future desired infrastructure and built/social outcomes beyond traditional approaches, including alternative financing models, attracting private investment/expertise and the like (also informed from both *Phase 2.2 Benchmarking* and University of South Australia School of Commerce research input)

4.3 Recommended Actions/Staging

Provide a list of recommended actions to be taken by each Council to progress implementation of the developed Master Plan(s). Group outcomes that provide discreet stand-alone projects/staging, suitable for putting forward for funding bids (council, state government, Australian government, PLEC, etc.). Provide indicative cost estimates

4.4 Delivery of Pilot Project

- Refer *University Research Project 8 - Early Demonstration Project (Attachment B)*

ATTACHMENT B

University of South Australia – Strategic Research Partnership

The University of South Australia has agreed to a strategic partnership to inform the delivery of this national pilot project, providing core research expertise through their leading research centres. This project provides the University of South Australia with a unique opportunity to work collaboratively with the government and design industry sectors, demonstrating the value and research expertise it can bring in shaping the future direction of Australian cities and their communities.

This **Attachment B** identifies initial research project opportunities and ideas that the University may be able to assist with. It is not conclusive or final and it is expected that the successful *Design Team* will work collaboratively with the University to further explore, define and agree to research scope and deliverables, to the maximum benefit of the *Project Objectives* and dovetail these research activities into the *Design Teams* work with greatest benefit to the project.

University of South Australia Schools that have agreed to participate, include:

- School of Built & Natural Environments
- School of Health Sciences
- Transport Systems Centre
- School of Commerce
- School of Art, Architecture & Design

A single point of contact from the University of South Australia will be nominated to liaise on a regular basis with the appointed *Design Team* leader, assisting with the integration and coordination of all University research activities.

Research objectives are intended to:

- Directly inform Master Plan design solutions and delivery of the project
- Provide a compelling evidence base to inform decision-making
- Provide an objective means for ongoing evaluation of the Master Plan recommendations, comparing impacts of recommended works, pre-delivery vs. post delivery.

PHASE 1: RESEARCH / EVIDENCE BASE (Phase 1 led by University of South Australia)

- **University Research Project 1: Delivery Journey**
Creatively record the “working process” throughout the delivery of this project - recording the “journey” through unique media (seeking to observe cultural change). Format to be such that the project and its approach can be easily shared as a demonstration project to inform other local government projects throughout Australia. This Research Project outcome may also sit as part of the Australian Governments *Department of Infrastructure and Transport* website (format permitting), as an outcome of the *Liveable Cities Program*.
- **University Research Project 2: Evidence-Base Model**
Development of an evidence-base model, applicable to metropolitan Council's nationally. It is intended that this research work form a pilot tool that all inner-metropolitan Council's throughout Australia can adapt, to better measure and assess the impacts of their programs, activities and investments within a precinct.
The model will seek to provide insight into an existing precinct (taking Magill Urban Village as a demonstration project), measuring in real-terms, the qualitative

and quantitative impacts (social, economic and environmental performance) as a result of investments made (notably from public realm improvements).

The evidence-base will capture and subsequently convey information in an easily accessible and simple diagrammatic format so that decision makers can readily understand it. The tool developed will provide a starting basis and an ongoing methodology for measurement of progress, sufficiently robust to inform future decision-making and investment priorities by Council's, property owners and industry. Best-practice precedents, including the pioneering human-centred modelling approach developed by Jan Gehl of Gehl Architects, Copenhagen, can inform the model. The data gathered will assist to inform decision-making and provide a robust means for tracking of progress in implementing the National Urban Policy objectives. Given the complexity of this work, it is unlikely this model will be available until after the Master Plan due date and as such, data collected will not be available in-time to directly inform the Master Plan. The model will however be able to inform future investment and decision-making by the relevant project Councils.

PHASE 2: CONTEXT INVESTIGATIONS

- **University Research Project 3: Precinct Strengths**
Build upon the *Design Team's* work in identifying and communicating the current social, environmental and economic character of the precinct and its various places. This project will seek a more detailed creative expression of precinct characteristics and qualities and may involve additional research to better inform understanding, as well as communicating the research findings through a range of creative media to be determined in association with the *Design Team* (film, sketch, photography, social media capture, podcast, etc.). Seek to understand and convey precinct characteristics that are of value and that could be enhanced. Communicate in a format that can directly inform future investment, design and policy. It is anticipated that this study will identify fine grain, intangible, somewhat quirky and lesser-known aspects of the precinct that are valued by specific user groups and/or form part of the lesser-known history of the place.
- **University Research Project 4: World's Best-Practice**
Research world's best-practice precedent outcomes for precincts with similar context to the Magill Urban Village precinct. Consider physical, economic and social case studies – capturing each outcome on a single page pro-forma. These case studies to inform the design teams Master Plan development.
- **University Research Project 5: Movement Modelling**
Provide through the *Transport Systems Centre*, movement modelling that attempts to consider and inform the integrated needs of street(s). Consider modelling for the needs of pedestrians, cyclists, public transit users and cars. Modelling to inform how to improve the experience and quality of life for all users, considering equity of user needs and environmental objectives.

PHASE 3: MASTER PLAN DEVELOPMENT

- **University Research Project 6: Magill Campus Re-use Options**
Undertake design studio project to explore options around future adaptive reuse opportunities for the Magill University of SA campus – assess the existing building stock and other site attributes of value and explore re-use scenario's to inform future decisions regarding the site once the University of South Australia vacates in around 2020. Site re-use to complement the strengths of the existing precinct and capitalises on the sites existing facilities to benefit the broader region. Also consider interface and physical connections of the current site back into the broader precinct, especially with Magill Road and its established retail offerings.

Options to explore may include, but shall not be limited to:

- Alignment with the local food industry (strengthening the existing regional food business clusters)

- Introduce compatible education provider (boutique), to capitalise on the existing building stock
- Consider opportunities like at Glenside Hospital (for a creative industry to be established on the site)
- Consider opportunities for major retail (supermarkets, cinema, shopping)
- Consider extending restaurants, shops and community service providers from the Magill Road cluster down St Bernards Road
- Introduce compatible medium density and affordable housing options to the site
- Develop a major regional Sporting Hub in the precinct
- Undertake rehabilitation of Third Creek (in partnership with Adelaide Hills Council upstream) as an exemplar for biodiversity and in support of creating a passive recreation corridor
- Consider opportunities for aquifer recharge and wetlands storage.

- **University Research Project 7: Economic Development**

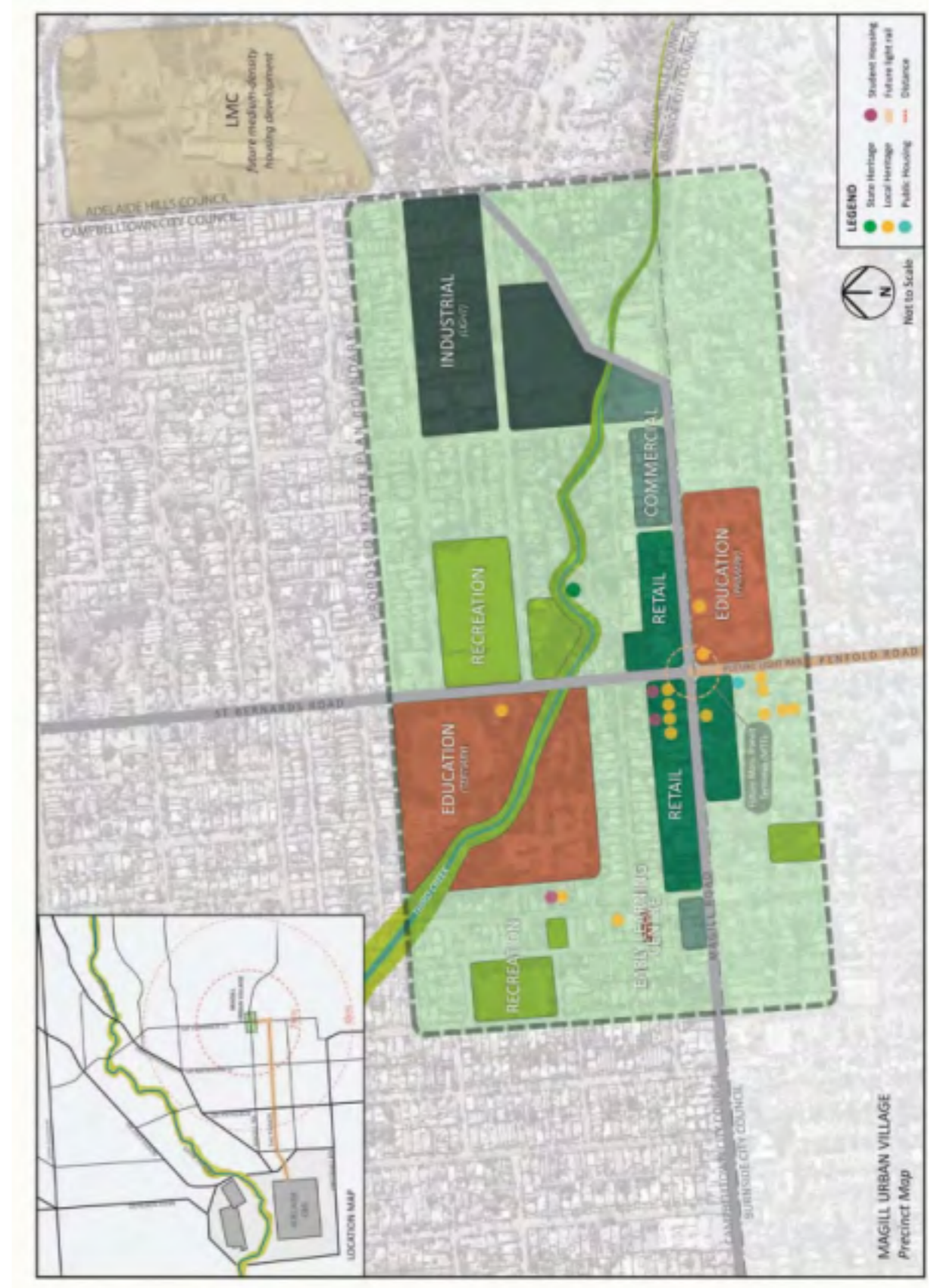
- Look at business development frameworks developed by leading cities (e.g. City of Melbourne) and provide recommendations on how this precinct can establish frameworks to better support the development of new creative industries
- Through economic modelling, explore the value that new creative industries and cultural facilities could bring to the precinct

PHASE 4: IMPLEMENTATION

- **University Research Project 8: Early Demonstration Project**

University of South Australia students to design and subsequent construct/deliver a specific Master Plan outcome for the Magill Urban Village precinct as a pilot/demonstration project (e.g. an outdoor furniture item, a community art response, formulation of a unique start-up business proposition). It is expected that a truly unique outcome will emerge and positive local media interest will result from the project(s) delivered. More importantly, University of South Australia student(s) will work collaboratively with industry and government sectors, delivering an innovation project(s) in the public realm.

ATTACHMENT C Precinct Map



5.0 Project Brief

5.2 UNIVERSITY OF SOUTH AUSTRALIA RESEARCH BRIEF (DRAFT)

MAGILL URBAN VILLAGE Partnership Project



Research Brief (DRAFT) University of South Australia – Strategic Research Partnership

Version: 20 December 2012

1. PROJECT BACKGROUND

The Magill Urban Village precinct, like most Greater Adelaide town centres, lacks a vibrant urban character, with poor physical connections, poor design quality and a disjointed relationship between precinct activities. The precinct is dominated by road and adhoc carparking infrastructure, serving a predominantly car dependant community with little consideration for other street users (pedestrian, cyclist and public transit users).

The known changes proposed to the Magill Urban Village precinct over the next 10 years are unprecedented and will result in a complete physical, social and economic renewal of the area. Due to its close proximity to Adelaide City, the precinct and its immediate environs represent a key development area for concentrated growth and intensified development under the State Government's 30-Year Plan for Greater Adelaide (30-Year Plan). This intended future growth will see the introduction of more diverse and higher density living choices, supporting a significant increase to resident population, as well as a transit mode shift away from car dependency to more sustainable transit options. This less car dependant community will, like the present community, rely increasingly on the Magill Urban Village for daily social, business, recreational, education and retail needs.

In light of the above changes, both the Campbelltown City Council and the City of Burnside Council recognise the Magill Urban Village precinct as having the potential to move towards a more community village style environment in support of future anticipated community growth, more sustainable living choice models and improved quality of life sought for local residents, workers and visitors.

In June 2012, the Australian Government through the Liveable Cities Program announced a funding contribution to support the Campbelltown City Council and the City of Burnside Council to develop, in partnership with the University of South Australia, a Master Plan for the Magill Urban Village precinct as a national model for best practice. This funding was in response to an application lodged in December 2011. A Project Establishment phase followed and this was completed in September 2012, with the appointment of COMPLETE Urban to assist in the delivery of the Masterplan project, with a project completion scheduled by August 2013.

2. COMPLETE URBAN DELIVERABLES

The COMPLETE Urban team, along with government partners, are looking at the physical aspects of the Magill Urban Village precinct. This includes consideration of the following issues, benchmarked against world's best-practice outcomes:

- Improvements to public space (including road treatments, trees, vegetation, pavements, stormwater/WSUD and the like) to improve the overall character and experience of the precinct. This includes Magill Road commercial precinct, industrial precinct, education precinct and typical suburban streets
- Improved physical connections within the precinct

- Movement planning for all transit modes, seeking to improve the efficiency and experience around carparking, pedestrian accessibility, cycling access and the like
- Adaptive reuse options for the current Magill University of South Australia campus, exploring models of future development that can support a creative community and associated creative business/industry and education incubators
- Enhance the recreational assets of the precinct (especially third creek and the existing reserves) and consider how they can better contribute to the life and vitality of the village community
- Develop a clear brand and identity for the precinct that communicates the unique offerings of the village (products, history and social qualities) to reinforce an authentic experience
- Identify an implementation strategy with cost estimates
- In delivering the project, promote and encourage collaboration amongst stakeholders, education sector partners, local and state government agencies and expert industry body representatives
- Document the delivery process and findings, to serve as a national demonstrator for best-practice design and planning in the context of an established local urban community

3. UNIVERSITY OF SOUTH AUSTRALIA PARTNERSHIP

The University of South Australia has been invited to participate in a strategic partnership to inform the delivery of the Magill Urban Village - a national demonstration project. This project provides the University of South Australia with a unique opportunity to work collaboratively with the government and design industry sectors, demonstrating the value and research expertise it can bring in shaping the future direction of Australian cities and their communities.

The project seeks to develop a holistic understanding and consideration of the precinct issues, informed by world's best practice. Delivery of early initiatives that provide demonstration outcomes and build stakeholder confidence to continue delivery of the identified vision (cultural change) is a key project objective.

The Magill Urban Village project provides participating students with a rare opportunity to work within an inter-disciplinary framework, gaining invaluable experience on a real life project, building practical knowledge, networks and connections (government & industry). It will also provide an opportunity to showcase the student work nationally, informing the approach to urban regeneration of existing communities throughout the nation. Most importantly, should the work be sufficiently compelling and robust, it will translate to delivery, providing immediate outcomes that will both contribute to the growth and vitality of the precinct and provide participating students with compelling project delivery experience and media presence.

4. RESEARCH PROJECT (LED BY UNIVERSITY OF SA)

Government's are expected to invest in public space improvements and provide planning controls that attempt to foster quality built outcomes to achieve specified objectives. Wise governance develops masterplan visions and objectives to guide investment and policy directions in a considered manner. However government's delivering initiatives in isolation rarely creates successful and vibrant places. The most successful precincts are those where the business owners, traders, workers and residents recognise their role in creating a desirable lifestyle experience and actively contribute to fostering a vibrant community - where visitors and shoppers are invited to participates in a uniquely local and authentic experience. The very best places are where government and community are working together to achieve a unified and integrated vision.

“Design as a catalyst for economic growth”

Whilst the Magill Urban Magill Masterplan is being delivered with significant business and stakeholder engagement to inform its direction and vision, a unique University Research project opportunity exists to build upon this Masterplan direction. It is proposed that small multi-disciplinary student teams work directly with nominated businesses on business/precinct enhancement strategies - identifying how each business can contribute to improving the overall experience and character of the precinct and enhance their own offering and business

viability in the context of the broader *Magill Urban Village Masterplan*. Each research team will work with 2-3 nominated local businesses and comprise a range of multi-disciplinary skills to support delivery of the following core tasks:

Phase 1 - Understand Context

1.1 Understand and reveal the precinct and business characters and “heroes” for the place (the unique stories and intangible qualities that define and enrich the place). Creatively communicate these intangible qualities

Communicating the research findings through a range of creative media (film, sketch, photography, social media capture, podcast, etc.). It is anticipated that this study will identify fine grain, intangible, somewhat quirky and lesser-known aspects of the precinct and specifically its business operators - their lesser-known history or unique characters that form the place.

1.2 Understand the business context through talking with business owners and the community (including undertaking a questionnaire or similar)

For each business/service provider, understand the current market, where are their sales pitched (on-line, wholesale, retail, etc.) and are they targeting specific demographics, what marketing do they presently undertake, how do customers hear about them, current customer numbers, peak trade periods and associated drivers, etc. Ideally build an evidence base that the business owner can later assess changes to their business as new initiatives (business and precinct) are introduced. The evidence-base should convey information in an easily accessible and simple diagrammatic format so that decision makers can readily understand it.

Phase 2 - Explore Opportunity

2.1 Research best-practice precedent outcomes for similar businesses or new businesses that could enrich the precinct. Seek to communicate these initiatives in support of Phase 3 work

2.2 Explore opportunities to introduce to existing sites, new value-add business ventures &/or complementary business initiatives. This may include co-location of new business ventures within existing premises (e.g. bar within an industrial warehouse), virtual/on-line ventures, strategic alliance initiatives and more

2.3 Consider new business opportunities that would complement the precinct and provide a valuable “anchor”, supporting broader economic success for the existing precinct traders. Consider ways to attract/entice such anchor initiatives

2.4 Develop physical design treatments (e.g. interface of public/private realm, improved goods presentation/display initiatives, improved signage/brand/identity, façade enhancements, internal space reconfiguration, etc.) that could improve the business by making the offering more compelling and interesting and contribute to a more authentic and unique village character.

NOTE: There is a need to be sensitive to the existing businesses and their approach, celebrating and seeking to build upon the existing success

Phase 3 - Communicate Initiatives

3.1 Communicate existing strengths for each business

3.2 Identify in conjunction with each business, optimum-desired goals for growth and communicate these in simple terms (ideally experiential goals)

3.3 Communicate initiatives that will assist to deliver desired business/growth objectives (marketing, branding, design, business model, etc.) and importantly, identify key early demonstrator / easy win projects that can build confidence of the business owners

3.4 Communicate compelling best-practice initiatives that existing business operators can directly relate with and be inspired by

Phase 4 – Deliver an Outcome (OPTIONAL)

4.1 University of South Australia students to design and subsequently construct/deliver/prepare a specific easy-win initiative as a tangible pilot/demonstration project. It is expected that opportunities will emerge out of Phase 3. These may include an outdoor furniture item or community art response, formulation of a unique start-up business proposition, development of a new shop-front design &/or marketing strategy, design of an

on-line web presence, design of new creative products that an existing business can manufacture to expand and test a new market opportunity, along with a sales/marketing strategy for that product (and possible commission arrangement), etc. It is expected that truly unique outcome(s) will emerge.

5. BUSINESS PARTNERSHIPS

Following is a draft list of potential business partners that can be tested when COMPLETE Urban and Council representatives meet with each during early February 2013.

- Tower Hotel
- Foodland shopping complex (multiple)
- Greek Pastry Shop, Amigo's Pizzeria & Sorrelle Restaurant
- Grain Store and Hines Hardware
- Pepper Street Arts Centre
- Bennett Pottery
- Junior Primary School
- Industrial Precinct tenants (x 3, including column maker, tile maker, etc)
- Australia Post
- Bank
- Real Estate Agent x 2
- Scout Association
- Subway and Gym
- Penfold's Magill Estate Winery



COMPLETE