



Campbelltown Urban Village

Master Plan

December 2010



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- Campbelltown Council Elected Members; and
- Campbelltown community.

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1. Introduction

The Campbelltown Urban Village is facing increasing pressure and competition from other shopping areas and requires an upgrade to revitalise the precinct. There is a strong need to improve the amenity of the shopping area’s public realm and the streetscape of Lower North East Road.

This Master Plan is the first phase in a strategic program for the development of the Campbelltown Urban Village. It provides a framework to guide Council and private developers in the planning and implementation of new works within the precinct (refer Study Area). As a guiding document, the Master Plan outlines the over-arching vision and identifies concepts, projects and indicative costs for forward budgeting and directing capital works.

It is envisaged that this report is signed off by Council so that a degree of certainty can be achieved in the detailed design of the proposals for the realisation and implementation of works in the public realm. Whilst detailed development will occur through stages of implementation, this report establishes the overall themes and ensures consistency and continuity in the landscape details throughout.

This Master Plan Report is structured as follows:

- Part 1: Introduction
- Part 2: Context
- Part 3: Issues
- Part 4: Vision + Principles
- Part 5: Master Plan
- Part 6: Master Plan Elements
- Part 7: Implementation

Project Objectives

The Campbelltown Urban Village offers many opportunities for improved function, increased amenity and economic revitalisation. This study provides a strategic approach to the urban design and planning framework influencing the public realm and built form of the Campbelltown Urban Village and the streetscape of Lower North East Road.

The information gathered in this study will be primarily used to:

1. **Direct capital works expenditure**, particularly relating to improvements to the streetscape and public realm. Capital works may be funded by Council themselves, and in partnerships with private property owners and the State Government.
2. **Inform Council’s planning process**, particularly relating to strategic amendments to the Development Plan and to assist Council’s Development Assessment process in relation to proposals that relate to the broader, holistic vision of this study area and its environs.



Aerial view of the Campbelltown Urban Village

Study Area

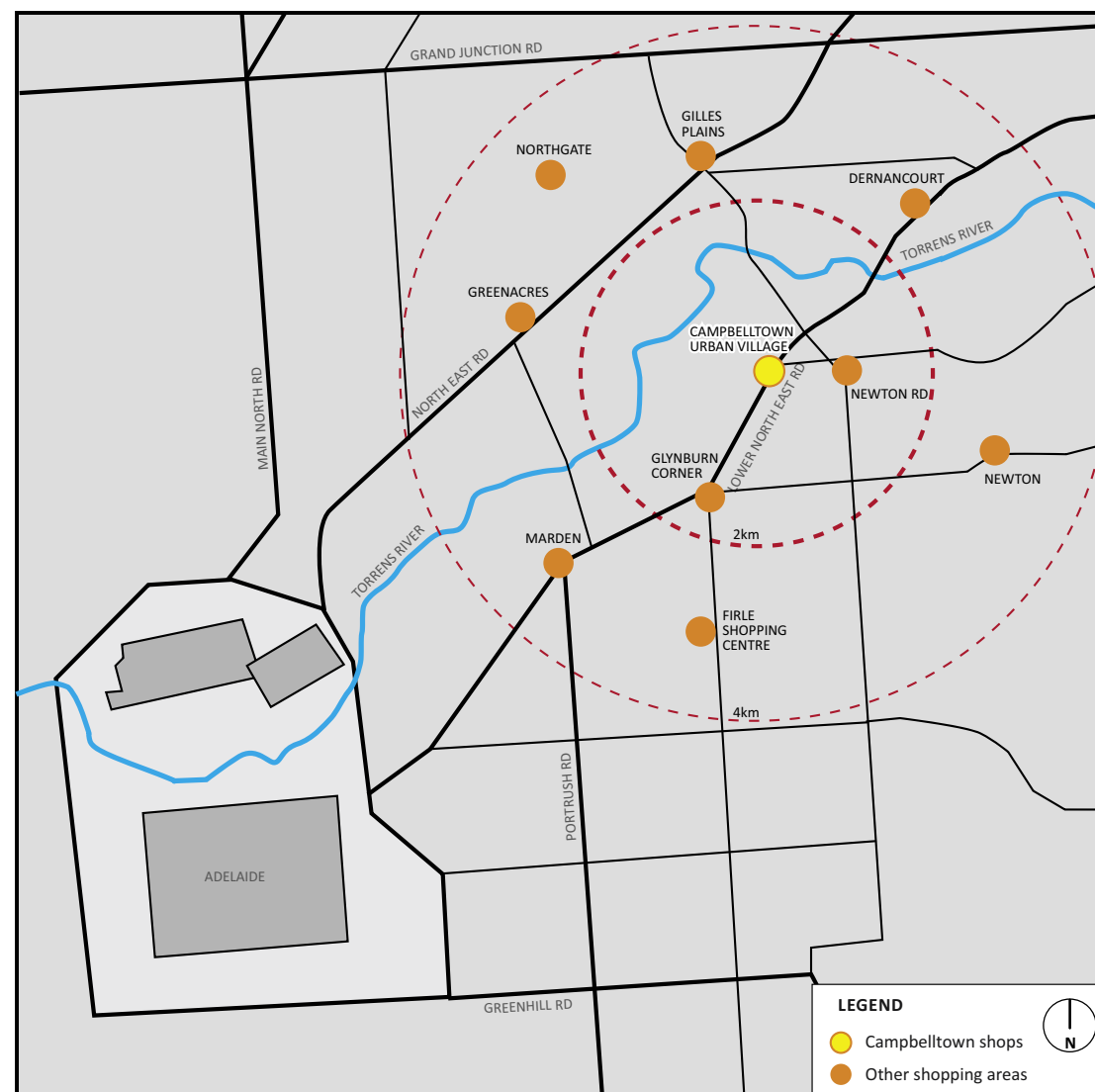
The Campbelltown Urban Village is located 8km north-east of Adelaide on Lower North East Road (refer Location map, below). A number of other shopping areas are situated within the surrounding region including the recently upgraded Newton Road centre and Marden, Glynburn Corner and Dernacourt Centres located along Lower North East Road.

The Study Area (refer Study Area map, right):

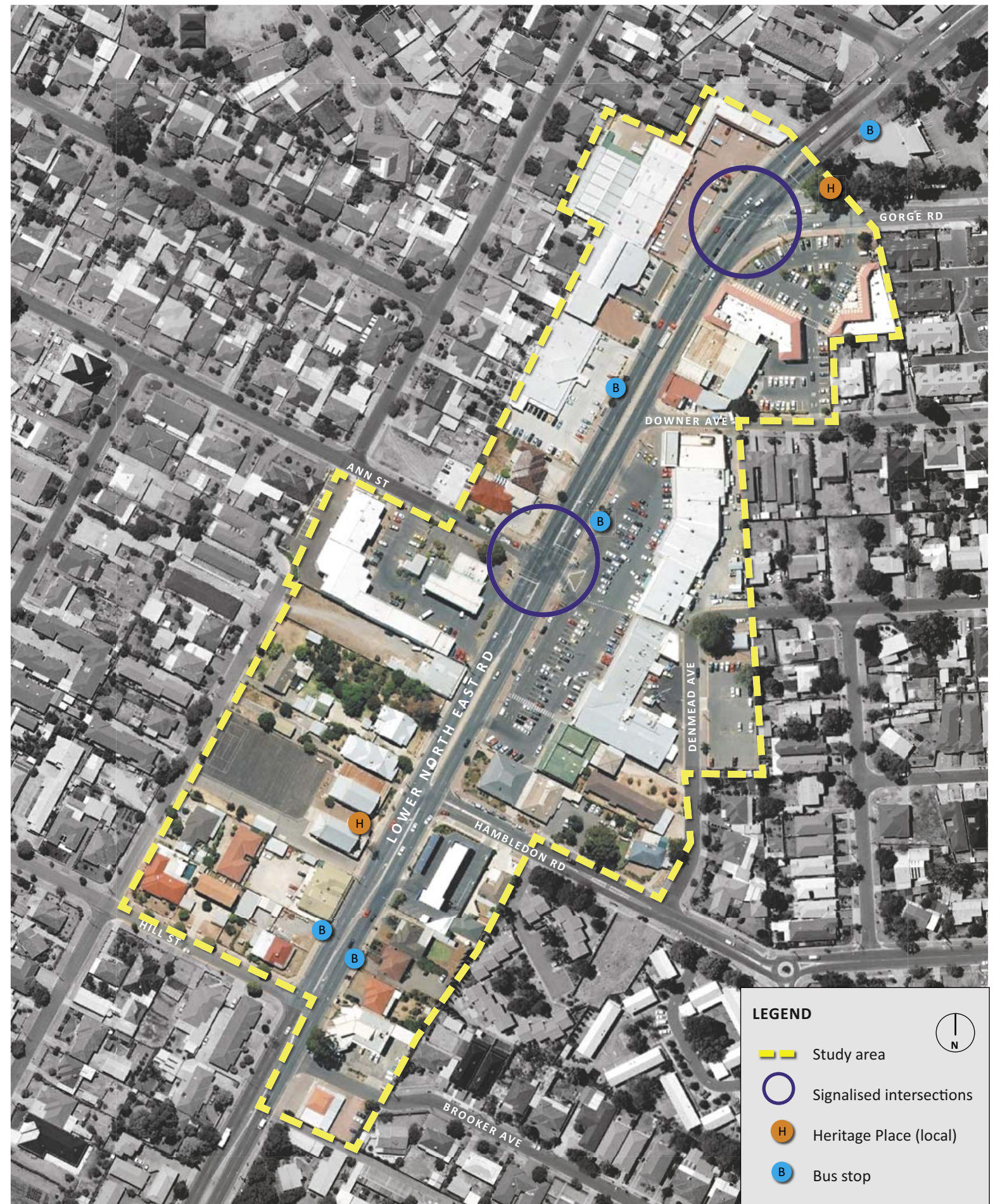
- extends 500m along Lower North East Road, including signalised intersections at Gorge Road and Ann Street,
- comprises mostly retail and commercial land uses,
- consists of 3 different Planning Zones (Neighbourhood Centre, Local Commercial and Residential) (refer zone plan p.6), and
- includes 2 Local Heritage Places (Uniting Church, War Memorial).

Within the Study area, Lower North East Road comprises:

- 2-lanes of traffic in each direction (60km/h speed limit),
- a central traffic median with right-hand turn lanes,
- on-road cycle lanes,
- overhead wires, and
- a public transport (bus) route.



Location



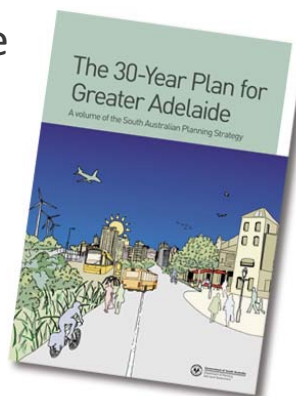
Study Area

Background Documents

This section summarises the background documents relevant to this project.

30 –Year Plan for Greater Adelaide

The final *30-Year Plan for Greater Adelaide* was released in February 2010. During the next 30 years, the Plan will be used by State Government Agencies and Councils to plan infrastructure and services and guide development decisions. The key driver for the production of this plan is to ensure planning is geared to deal with high population growth scenarios.



The Campbelltown Urban Village is located in the Eastern Adelaide region of the 30-Year Plan. Map E2 identifies the general area around Campbelltown as a '**Potential regeneration area (non-corridor)**'. Lower North East Road is recognised as an '**Other Corridor**' (as opposed to a 'Major corridor'). Policies related to Transit corridors in general, include:

- Designate and protect transit corridors so a **significant amount of Greater Adelaide's net dwelling growth and net jobs growth can be generally located within 800 metres of a major transit corridor or within 400 metres of other transit corridors.** (emphasis added)
- Prepare Structure Plans for transit corridors to determine up-front (or earlier in the process) the types of land uses permitted to avoid the need for individual rezoning of major sites.

The 30-Year Plan also presents Policies for **Urban Design** which include:

2. Maximise and increase the quality of public spaces, and require excellent design in the public realm.
3. Require new mixed-use medium- and high-rise developments to provide active street frontages (such as shops, services and restaurants) to encourage connectivity and increase public safety.
4. Protect and strengthen the identity of agreed character areas by enhancing the valued elements of the existing streetscape.
8. Develop guidelines in Structure Plans to help create unique characteristics and identity across different neighbourhoods, suburbs and precincts.
11. Provide safe and attractive streetscapes in growth areas and transit-oriented developments through street tree planting and lighting.
13. Create a clear transition between new higher-density development (near shops and railway stations) and existing detached housing precincts, such as densities will decrease in line with the distance from transport thoroughfares and railway stations.

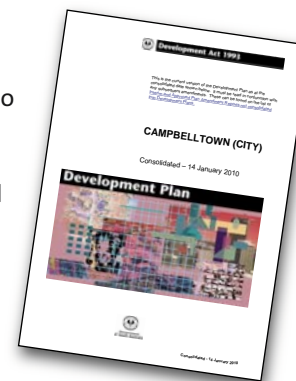
Growth Opportunities Scoping Paper

This Paper was prepared by Connor Holmes and explores the opportunities for growth within the City of Campbelltown in response to the *30 Year Plan for Greater Adelaide*. It echoes the 30-Year Plan, identifying the Lower North East Road corridor and Campbelltown Shopping Centre as growth opportunities.



Campbelltown (City) Development Plan

The *Campbelltown (City) Development Plan* (consolidated 14 January 2010) sets the objectives and principles of development control as well as detailed policies relating to particular zones in the Campbelltown City Council.

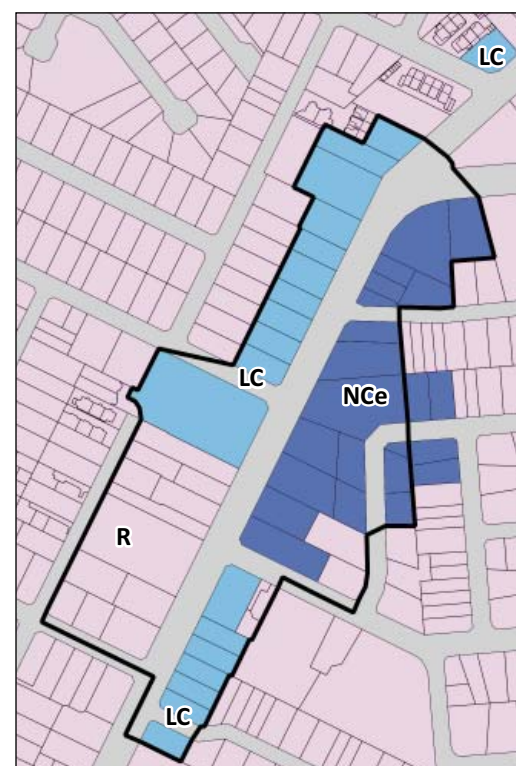


The Study area incorporates three Zones; Neighbourhood Centre, Local Commercial and Residential Zones (refer figure below):

Of particular relevance is PDC 6 of the Neighbourhood Centre Zone which relates to the Neighbourhood Centre of the Campbelltown shopping area:

In the Neighbourhood Centre Zone located adjacent to the corner of Lower North East Road and Gorge Road at Campbelltown:

- (a) provision should be made for improved supermarket facilities located conveniently to the existing specialist shops and other services;
- (b) opportunities to improve and develop the rear of the existing shops should be supported by the possible inclusion of Denmead Avenue into any redevelopment scheme;
- (c) development should be such as to discourage vehicular movement between the zone and the residential access streets to the north and east.



LEGEND

- Study area
- NCe Neighbourhood Centre Zone
- LC Local Commercial Zone
- R Residential Zone



Existing land use zones for the study area
Data Source: Campbelltown (City) Development Plan

Strategic Bicycle Plan

A *Strategic Bicycle Plan* was developed by Council and Tonkin Engineering in 2007.

Recommendations relevant to the Study Area include:

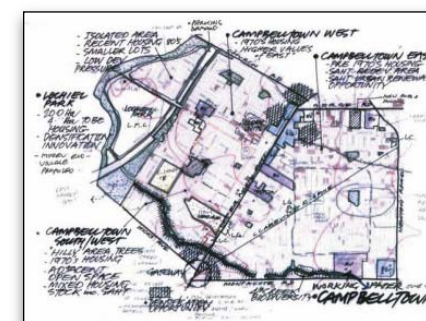
- Providing a cycle refuge on Lower North East Road at the Hill Street intersection and also at the James Street intersection (just north of study area).
- Bike logo treatment to Hambledon Road.



Strategic Directions: Urban Character Study

This study was prepared for the City of Campbelltown by Urban & Regional Planning Solutions (URPS) and URS in 2006.

The study was undertaken to establish a strategic framework to respond to the anticipated housing needs and facilitate quality residential development, while minimising the risk of losing those things that contribute to a sense of community and local identity.



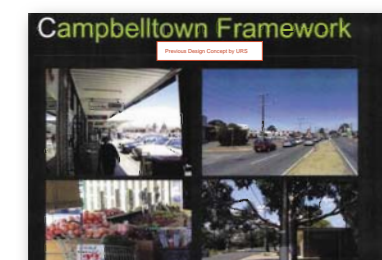
Character analysis specific to the suburb of Campbelltown identified:

- Densification opportunities around the Campbelltown Shopping Area;
- Housing in Campbelltown East is typically pre-1970's and includes a South Australian Housing Trust redevelopment area and urban renewal opportunities; and
- Housing in Campbelltown West is 1970's and has higher values of East.

Campbelltown Framework

Previous concepts for the Campbelltown Retail Precinct were developed by Council and URS. This project included consultation with owners, traders and Councillors.

The URS consultant team expressed strong concern for the economic survival of the centre. They presented initial concept sketches addressing traffic, public transport, pedestrian movement and quality of the public realm.



This current study by Oxygen and Council reviews and builds on the previous concepts.

2. Context

History + Character

History

Campbelltown is named after Charles James Fox Campbell, an early landholder. Settlement of the area dates from the early 1840s when 160 acres of land was settled on the banks of the **Torrens River**. Some of this land was subdivided in 1849 into gardening blocks. A small township and many **market gardens** were established in the late 1800s. The area remained largely rural until significant development occurred in the post-war years of the 1950s and 1960s.

Source: www.profile.id.com.au

Character

The Campbelltown Development Plan (Jan 2010) includes the following Desired Future Character Statement for Campbelltown (selected parts only):

Campbelltown suburb sits aside Lower North East Road, with the Migrant Monument at the Glynde corner marking the 'gateway' to the City of Campbelltown.

*The western part of the suburb closer to the River Torrens was taken up in the early years of settlement for **orchards and market gardens**, and has been released for residential development more recently than the land to the east. However **by the 1970s the area was fully developed**, with the exception of Lochiel Park/Brookway Drive – some 20 hectares on the River Torrens, west of the O'Bahn transit corridor. From the 1930s land to the east of Lower North East Road was developed for housing on larger blocks with some housing stock showing signs of deterioration and in need of upgrading or redevelopment.*

A defined area along Fourth Creek maintains the biodiversity link, provides flood protection and a continuous walking trail. Desired character is that of a mix of detached single and two-storey residential development and a range of accommodation choices, including medium density in suitable locations such as vacant land on Mines Road and on the south side of Gorge Road, between two main shopping centres and in reasonable proximity to public transport. The renewal activities of the Housing Trust provide potential for site amalgamation enabling improved design responses. Some provision of housing for older people or people with special requirements is appropriate within areas suitable for medium density development.

Source: Campbelltown (City) Development Plan



The Links Wall hanging

Image Source: Campbelltown City Council

The emblem

The emblem of the City of Campbelltown symbolically shows the location of the City, **between the river and the hills**. Nestled at the base of the Mt Lofty Ranges in the eastern suburbs of Adelaide, The City is bounded on its northern side by the River Torrens with Magill Road and Glynburn Road on its southern and western boundaries.

The Council logo's main colours are blue, green and gold and are derived from the **Campbell Scottish tartan**, which has a white background. The Latin wording on the emblem 'Ad Fluvios et Montes' stands for 'between rivers and mountains'.



The emblem of the City of Campbelltown
Image Source: Campbelltown City Council

When Campbelltown was proclaimed a City in 1960, sculptor John Dowie was commissioned to design the emblem. At that time the Council area consisted mainly of market gardens, and the many acres of **celery grown in Campbelltown were far superior to those grown anywhere else in Australia**. The emblem depicted now is as it was in 1960 though the central feature then was a man carrying celery. As the area became residential this was changed to feature the **gum tree which is a major feature of the area**. The belt depicts the Campbell belt and buckle, and the gold leaf on the outside is a garland, with the wording "City of Campbelltown" etched onto ribbon.

Source: Campbelltown City Council



Premises of the Sydenham general store and post office at Gorge Road turnoff, Campbelltown
Image Source: Library of South Australia

Council Logo

In January 1998, Campbelltown Council held a competition for a new logo design. The winning entry was submitted by Kamina Cough, and this is the logo that is still in use today and widely recognised by the Campbelltown community.

The yellow shapes in the logo represent the 'C' for Campbelltown. The blue and green waves running through the centre of the logo represent the curves of the land and the rivers and creeks running through Campbelltown.

Source: Campbelltown City Council



Darley Road swingbridge, 1957

Image Source: Campbelltown City Council

The history and character of Campbelltown adds to the precinct's sense of place and local identity. There is opportunity within the Master Plan to uncover and express the local identity and character of Campbelltown within the precinct.

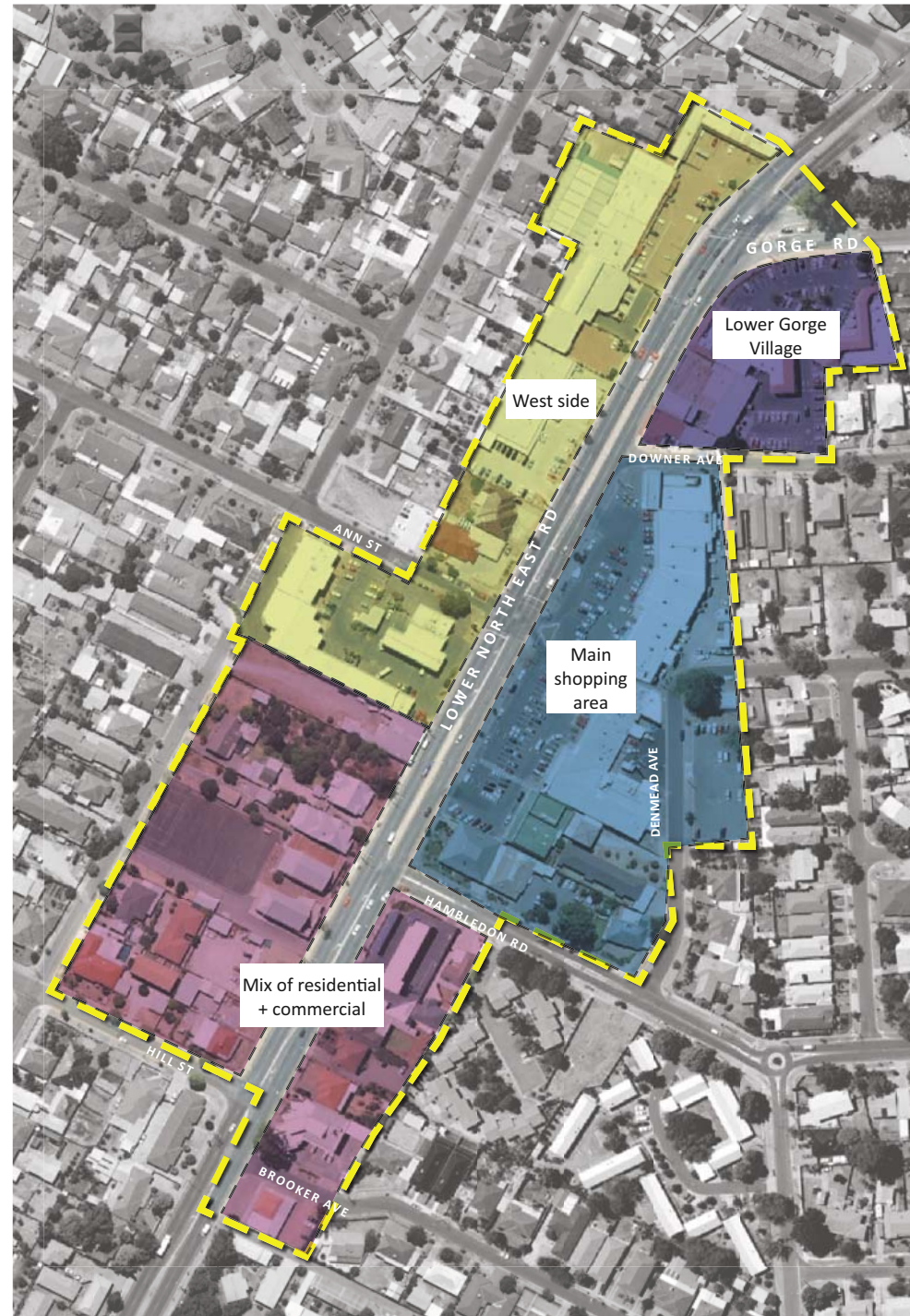
Shops and Precincts

The Campbelltown Shopping Precinct has:

- 68 shops with a combined floorspace of 13,421m² (*Retail Database 2007*) (site visits indicated a few vacant shops at the time of this study);
- multiple ownership, consisting of approximately 30 different land owners;
- increasing competition with nearby shopping centres being upgraded and expanded;
- a reliance on passing trade;
- an open 'public' layout rather than a closed mall environment;
- a fairly small primary catchment area (about a 2km radius); and
- a strong local connection and patronage.

The difference in land use, layout, built form and character allows the Campbelltown retail area to be divided into four different precincts (refer plan):

- Lower Gorge Village
- West side
- Main shopping area
- Mix of commercial and residential development



Campbelltown Shops and Precincts



West side, development on the west side of Lower North East Rd



Lower Gorge Village



Main shopping area

Lower Gorge Village

Existing

Lower Gorge Village is located on the corner of Lower North East and Gorge Roads. It was officially opened in 1994 and functions relatively well.

Direction

- Improve the interface with Lower North East Road.
- Enhance connection to the main shops to the south.
- Ensure services/bin areas are screened.

West side

Existing

The area located on the western-side of Lower North East Road comprises larger shops with off-street car parking in the front setback.

Direction

- Consolidate car parking (refer page 20).
- Improve legibility of shop entries and their connection with the Lower North East Rd footpath.
- Street tree buffer from Lower North East Rd (refer page 26).

Main shopping area

Existing

The main shopping area comprises numerous retail developments and a relatively small supermarket compared to other shopping centres in the surrounding region. The shops are setback behind a large off-street car park. The shops have a services area and another car parking area at the rear, accessed from Denmead Avenue. The public realm of the main shopping area has very poor amenity and presents a significant opportunity for improvement. Access and the car parking arrangement also requires review.

Direction

- Rearrange main car park (refer page 21).
- Enhance links and connections around the shops (refer page 22).
- General amenity improvement.

Mix of commercial and residential development

Existing

The south of the precinct has a mix of commercial and residential land uses. The different built form and mixed-land-uses of the area, somewhat detaches it from the commercial feel of the rest of the precinct.

Direction

- Consolidate and focus retail uses north of Hambledon Road.
- Opportunities for redevelopment with mixed-use and increased density (refer page 32).
- Street tree buffer from Lower North East Rd (refer page 26).

Demographics

The Australian Bureau of Statistics, 2006 Census data, indicates the suburb of Campbelltown has quite a **multicultural population** with:

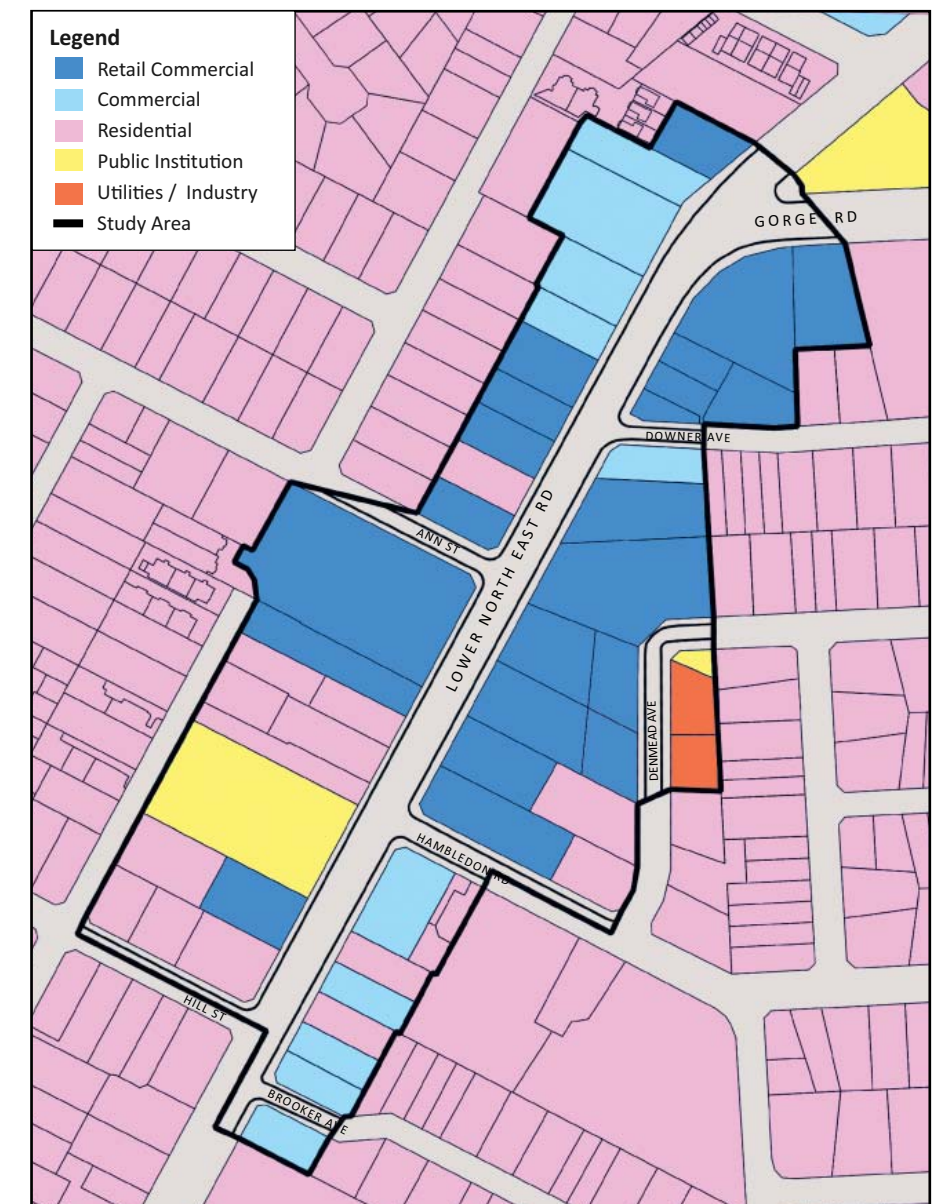
- almost a 1/3 of the population born overseas (32% compared with 23.7% for the Adelaide Statistical Division);
- over a 1/4 of people from a non-English speaking background (26.5% compared with 13.3% for the Adelaide Statistical Division);
- a significant Italian population (11.0 % of people born in Italy compared to 1.9% for the Adelaide Statistical Division); and
- a higher proportion of people from China, Malaysia, Greece, Germany, India, Hong Kong and South Korea than compared to the Adelaide Statistical Division.

Other areas of difference when compared to the Adelaide Statistical Division include:

- a lower average household income;
- a higher proportion of elderly persons; and
- lower proportion of car ownership.

Land Use

The Land Use map below indicates the Campbelltown Urban Village consists of mostly **retail** and **commercial** land uses surrounded by **residential** dwellings. The utilities / industry land use relates to the car parking at the rear of the main shops. The public institution within the study area refers to the Uniting Church.



Generalised Land Use 2009
Data Source: Atlas of South Australia

3. Issues

Streetscape

Lower North East Road currently has poor streetscape amenity due to:

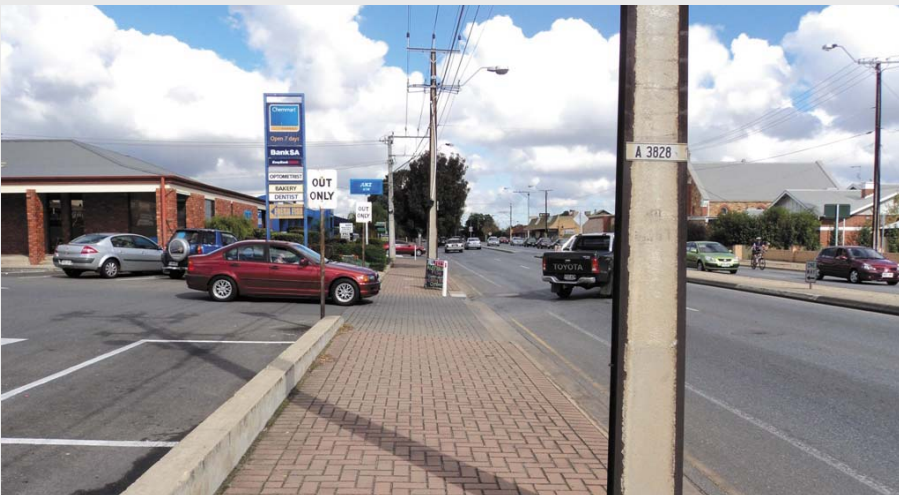
- 1. Overhead wires that clutter streetscape vistas and restricts planting of large street trees
- 2. Poor links between commercial areas and in particular connections crossing Lower North East Road.
- 3. A limited number of street trees with existing trees irregularly spaced and being relatively small.
- 4. Poor footpath paving and limited street furniture.
- 5. Car dominance and poor pedestrian access.
- 6. Non-compliant pram ramps and uneven footpath paving.



1. Overhead wires clutter the streetscape of Lower North East Road



2. Poor link through car park to shop from the pedestrian crossing at Ann Street



3. Few large street trees limiting the vertical scale of the streetscape



4. Poor footpath paving on the western side of Lower North East Road



5. Car dominance of Lower North East Road



6. Non-compliant pram ramps and uneven footpath surfaces

Public Realm

Key issues identified in the public realm adjacent to the main shops of the Campbelltown Urban Village include:

1. Non-compliant ramps and hand rails.
2. Light issues for the shopfronts, including:
 - poor lighting of the link to Hambledon Road; and
 - west facing shops requiring shade blinds extending from the awning.
3. Inconsistent interface between the car park and shop fronts (i.e. wheel-stops, stand-up kerb, steps and bollards of various styles).
4. Poorly maintained planting areas and use of unsuitable plant species.
5. Poor quality furniture.
6. Poor legibility, pedestrian access and connections between shops and surrounding residential areas.
7. Changing levels between the car park, pathways and shops.
8. Lack of quality public/meeting spaces and outdoor eating areas.
9. Poorly located trolley bays.

Additional issues include:

- Lack of distinct identity supporting sense of place and social and economic sustainability. No shopping precinct name.
- Proliferation of signage in particular sandwich-board style.



1. Non-compliant ramp + hand rails



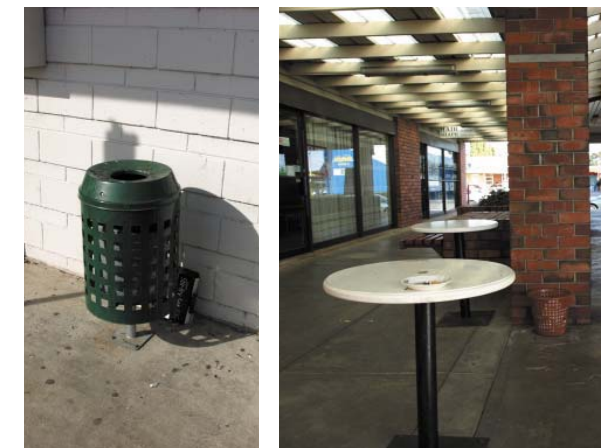
2. Poorly lit link through to Hambledon Road



3. Inconsistent bollard treatment along shop fronts



4. Poorly maintained planting areas and unsuitable species



5. Poor quality furniture



6. Uninviting connection through to Denmead Avenue



7. Changing ground levels and shading of shop fronts



8. Poor quality outdoor eating area



9. Poorly located trolley bays

Planning, Layout + Built Form

The study area is also subject to broader planning, layout and built form issues which include:

1. Large areas of off-street car parking in the front setbacks.
2. Poor interface between the Lower North East Road footpath and shopfronts due to the above.
3. Poorly arranged access to off-street car parking.

Additional issues include:

- Inconsistent built form, building character + treatments.
- Inconsistent setbacks.
- Low-density development and under-utilised land.



1. Poorly arranged car park layout in the front setback of the main shops



2. Inactive built edge fronting Lower North East Road



3. Poorly arranged access to the off-street car park at the main shops

4. Vision + Principles

Vision

Campbelltown's retail precinct is **consolidated** and **rejuvenated** as a **compact** and **vibrant urban-village** that:

1. Supports local traders and businesses.
2. Has an attractive public realm with a strong local identity.
3. Celebrates multicultural diversity, creativity, community, authenticity, local ownership and inclusiveness.
4. Values environmental sustainability.
5. Offers an accessible and enjoyable shopping experience in a safe and friendly environment.

Principles

The principles informing the Campbelltown Urban Village Master Plan include:

Amenity - Create an urban-village environment which is attractive, vibrant and functional.

Location - Capitalise on the passing traffic on Lower North East Road through improved access, signage and parking.

Character - Uncover and build on the positive aspects and character of the area and capture and reflect this in the landscape.

Vibrancy and diversity - Support local shops and businesses and multiple ownership within the precinct to encourage vibrancy and diversity. Maintain an open layout and mix of shops rather than a closed, autonomous mall environment.

Walkability - Improve pedestrian links and connections between the shops, Lower North East Road and residential areas. Consolidate the commercial area to focus new development and create a vibrant, compact and walkable environment.

Balance of space - Car parking is maximised in strategic locations and balanced with improving the pedestrian environment.

Economic Sustainability - Use of attractive and quality landscape treatments within the streetscape and retail precinct to support local business. A pleasant public realm and outdoor eating areas encourage increased patronage and supports local businesses.

Social Sustainability - Support cultural development of the precinct through various placemaking techniques and reinforce and reflect the local character, heritage, identity and sense of place.

Environmental Sustainability - Alternate transport methods, low maintenance environments, Water Sensitive Urban Design (WSUD) and use of recycled and renewable materials incorporated where possible.

Consistency - Landscape elements (paving, furniture, signage) comprise an integrated suite and show consistency in their design, installation and maintenance.

Boldness and Simplicity - Landscape elements are uncomplicated in design, size, shape and use. Similar materials, patterns and colours are used, rather than complex arrangements.

Design Quality - The quality of design of landscape elements are durable, robust and reflect their local identity. Quality furnishings which are long lasting reduce the impact of replacement.

Appropriateness - Proposals incorporate appropriate standards of design into all aspects of the design and implementation process. Good quality design is important not only to achieve an environment of high quality but to minimise longer-term maintenance costs.



5. Master Plan

This Master Plan illustrates the intentions for the development of the Campbelltown Urban Village. It provides the intended general character of the area, the overall organisation of the public realm and a coherent and long-term strategy for its development over a number of years.

Specifically, the Master Plan:

- A. Increases streetscape amenity;
- B. Consolidates and identify’s a ‘village’ precinct;
- C. Creates a high-quality public realm;
- D. Enhances links and connections; and
- E. Improves vehicles access and car parking.

This section illustrates the Master Plan while the following section, *Master Plan Elements*, describes the major moves that underpin the Master Plan.

Master Plan Recommendations

(refer plan next page)

A. Increase streetscape amenity

- ① Underground the existing overhead wires within the precinct along Lower North East Road, from Hill Street to Church Road (refer page 25).
- ② New street tree planting for Lower North East Road and side streets (refer page 26).
- ③ Distinct footpath paving, including full-width paving on the western-side of Lower North East Road (currently 1.2m-wide concrete) (refer page 17 + 24).

B. Consolidate and identify a ‘village’ precinct

- ④ Precinct signage including new podium sign for the main shopping area (refer page 31). Name the precinct (i.e. ‘Campbelltown Urban Village’).
- ⑤ Median gravel/compacted sand banding and art work marking ‘entry’ to the precinct (refer page 16).
- ⑥ Consolidate the retail area to the north of Hambledon Road to create a compact and vibrant urban village precinct and allow increased density for future development adjacent to Lower North East Road (refer page 33).

C. Create a high-quality public realm

- ⑦ Upgrade the pathway in front of the main shopping area (refer page 24).
- ⑧ Extend the pedestrian area in front of the main shops with timber decking and tree planting. This provides an opportunity for outdoor dining and footpath trading (refer page 18).
- ⑨ Provide new furniture including seating, bollards and lighting in strategic locations throughout the precinct (refer page 29).
- ⑩ Enhance the small area at the rear of the main shops under the notable *Eucalyptus citriodora* (Lemon-scented Gum). Possible space for shop employees to have their break.
- ⑪ Opportunity to redesign and enhance the area at the corner of Gorge Road.
- ⑫ Possible public toilet (Exeloo) integrated into built form and meets best practice. Location still to be determined.

D. Enhance links and connections

- ⑬ Paved crossing at Downer Avenue (refer page 22).
- ⑭ Upgrade the link between the main shopping area and Denmead Avenue (refer page 19).
- ⑮ Upgrade all ramps and rails to Australian Standards.
- ⑯ Improve the link to Hambledon Road.
- ⑰ Colour cycle lanes at intersections and any conflict points and provide bike stands in strategic locations within the precinct.
- ⑱ Review the stair access near Sfera’s that connects the footpath of Lower North East Road with Lower Gorge Village.
- ⑲ Ensure all pram ramps at pedestrian crossings are to Australian Standards.
- ⑳ Provide a clearly defined pedestrian links across the main shopping area car park connecting the main shops with the footpath of Lower North East Road (refer page 22).
- ㉑ Opportunity for paved crossing at Denmend Avenue.

E. Improve vehicle access and car parking

- ㉒ Consolidate off-street car parking of the shops on the west side of Lower North East Road (refer page 20).
- ㉓ Rearrange the access and car parking at the main shopping area and explore opportunities for Water Sensitive Urban Design (refer pages 21 & 27).
- ㉔ Promote use of the rear car parking area by shop employees to assist capacity of the main shopping area.
- ㉕ New bus stop location and shelters (refer page 30).

Master Plan

Campbelltown Urban Village

Aerial Image (2008)





Lower North East Road Key Moves

1. Underground the overhead wires
2. New street tree planting
3. New street lighting
4. Footpath repaving

5. Median resurfacing, planting and public art

(Indicative example illustrated. Art piece/s to be designed by South Australian artist/collaboration.
Potential to reference market garden heritage of the area. Subject to further design, DTEI approval + conditions).



Lower North East Road Western Footpath Key Moves

1. Underground the overhead wires
2. New street tree planting
3. Footpath repaving
4. Fence and planting in front of car park





Shopping Area Pathway Key Moves

1. Rearrange car park
2. Widen path and new paving
3. Plant shade trees (*Gleditsia triacanthos* 'Sunburst', Honeylocust)
4. Provide street furniture
5. Provide planters with productive food (i.e. oranges, lemons)



Laneway to Denmead Avenue Key Moves

1. Relocate trolley storage area
2. New paving
3. Plant two trees (*Gleditsia triacanthos* 'Sunburst', Honeylocust)
4. Mural artwork



6. Master Plan Elements

Vehicle Access + Car Parking

Traffic flow (Lower North East Rd)

Lower North East Road is controlled by DTEI with particular requirements for access and traffic flow. To assist traffic flow, the Master Plan proposes to:

- maintain three access points to the main shopping area car park and improve internal vehicle circulation, access and stacking arrangements with the Ann Street intersection;
- relocate the bus stop in front of the main shops to the south side of the Ann Street intersection (subject to DTEI approval); and
- consolidate car parking associated with the west side shops to reduce the number of access points to Lower North East Road.

Hill Street + Lower North East Road Intersection

The intersection of Hill Street and Lower North East Road is becoming increasingly busy with growing traffic volumes. Investigation of recent traffic conditions finds that while traffic volumes are increasing they do not meet the DTEI requirements for installation of traffic lights at the intersection.

However, in response to increased traffic volumes, the intersection is being upgraded (2010/2011) to allow left- and right- hand turn lanes onto Lower North East Road from Hill Street.

It is recommended that the intersection is periodically reviewed for traffic numbers and conditions. It is also suggested that a cycle refuge is provided (to Australian Standards) as per the recommendation of the Campbelltown Strategic Bicycle Plan (2007).

West side car parking

Car parking for the west side shops is located in the front setback. The parking and road access is generally separate for each development (except Carpet Choice group of shops). This results in a mix of car parking surface materials and numerous access points to Lower North East Road.

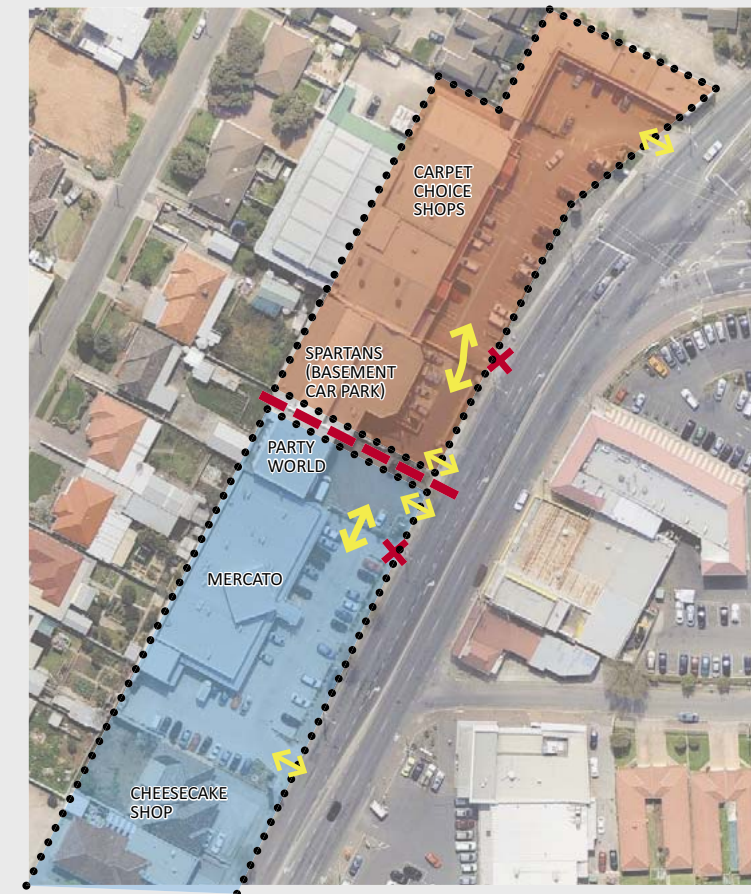
There is opportunity consolidate the parking of the west side shops. It is suggested that consolidation occurs in two sections as indicated in the figure below. This allows for the level change from the basement car park access of Spartan Electrical. Consolidating car parking:

- reduces the number of access points to Lower North East Road;
- provides more parking opportunities and flexibility; and
- allows improved links and access for vehicles and pedestrians.

There is also opportunity to improve legibility of shop entries and their connection with the Lower North East Rd footpath.



Hill Street + Lower North East Rd intersection
(Nearmaps, Feb 2010)



West side car parking consolidation

Main shopping area - Car Park

The main shopping area car park is currently poorly arranged and inefficient. The Master Plan recommends a rearrangement as indicated in the concept plan below.

The proposed parking concept plan:

- maintains three (3) access points from Lower North East Road;
- improves the overall arrangement and gains an extended pedestrian area in front of the central shops;
- enhances legibility through a more logical arrangement and clearly defined parking areas and direction arrows;
- slightly reduces capacity (approx 5%) to comply with current Australia Standards for parking dimensions (exact numbers determined in detailed design stage);
- incorporates WSUD initiatives (refer page 27);
- includes a fence along the street edge (refer pages 17 & 31);
- presents opportunities for tree planting; and
- provides clearly defined pedestrian links through the car park.

A stand-up kerb that allows 600mm car parking overhang along the shopfront pathway. The provision of a kerb means bollards are generally not needed, although detailed design may strategically locate some bollards as required.



Main shops: Aerial view



Main shops: Indicative parking concept

Note: Plan is indicative only and subject to site survey, traffic counts (observing vehicle 'stacking' and traffic light frequency) and detailed design.

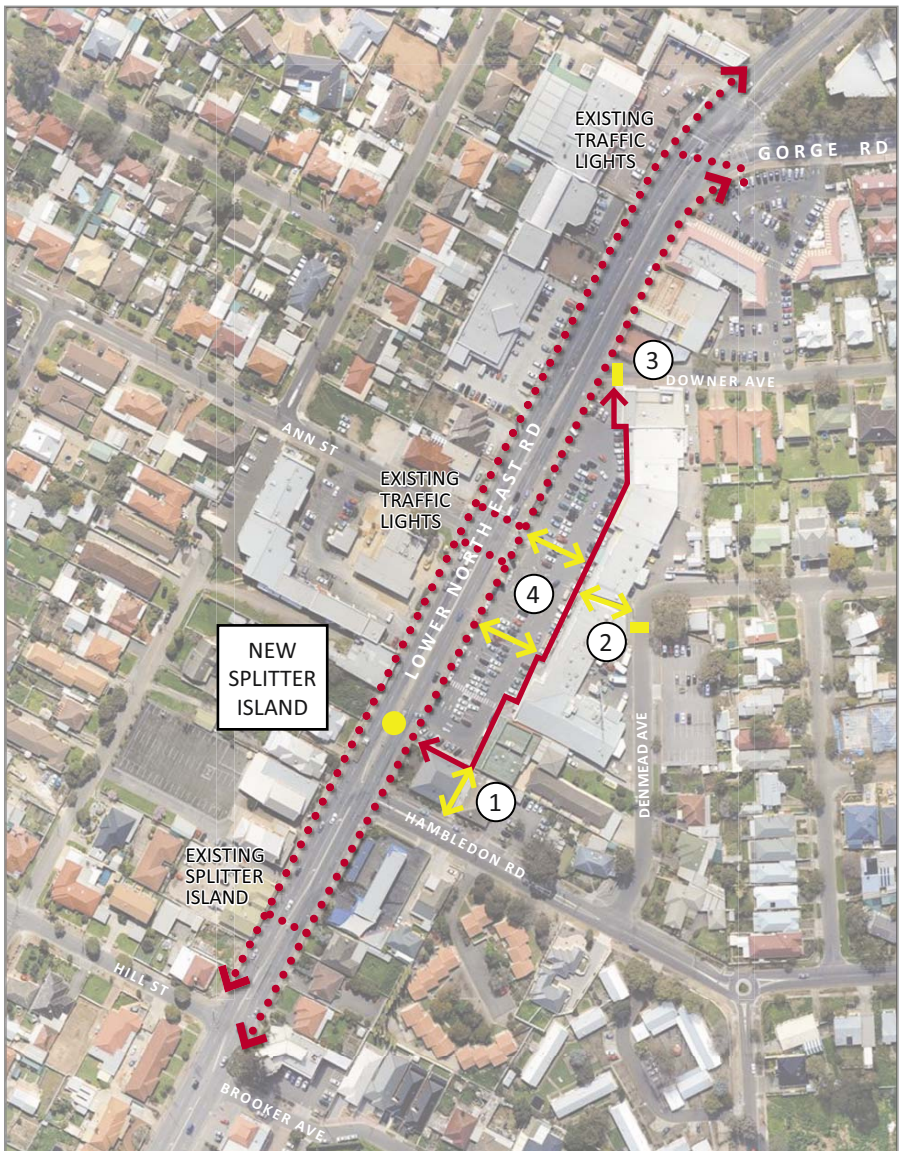
Pedestrian Links + Connections

A key part of the Master Plan is to enhance the pedestrian links and connections in the Campbelltown Urban Village.

Links across **Lower North East Road** are particularly important due to its car dominance. **Currently** there are traffic lights with pedestrian crossing points at the Gorge Road intersection, the Ann Street intersection and a splitter island between Hambledon Road and Hill Street (refer plan below). The Master Plan **proposes** a new splitter island between Ann Street and Hambledon Road.

Equally important is enhancing the **links around the main shops** including: (refer plan below)

- 1. Link to Hambledon Road
- 2. Laneway to Denmead Avenue
- 3. Downer Avenue
- 4. Cross car park links
 - a. Upper
 - b. Lower



Pedestrian Links + Connections

① Link to Hambledon Road

The current link between the main shops and Hambledon Road is poorly lit, has non-compliant ramps + handrails, and poor outdoor furniture + planting (refer image 2 + 5, page 11).

The Master Plan recommends:

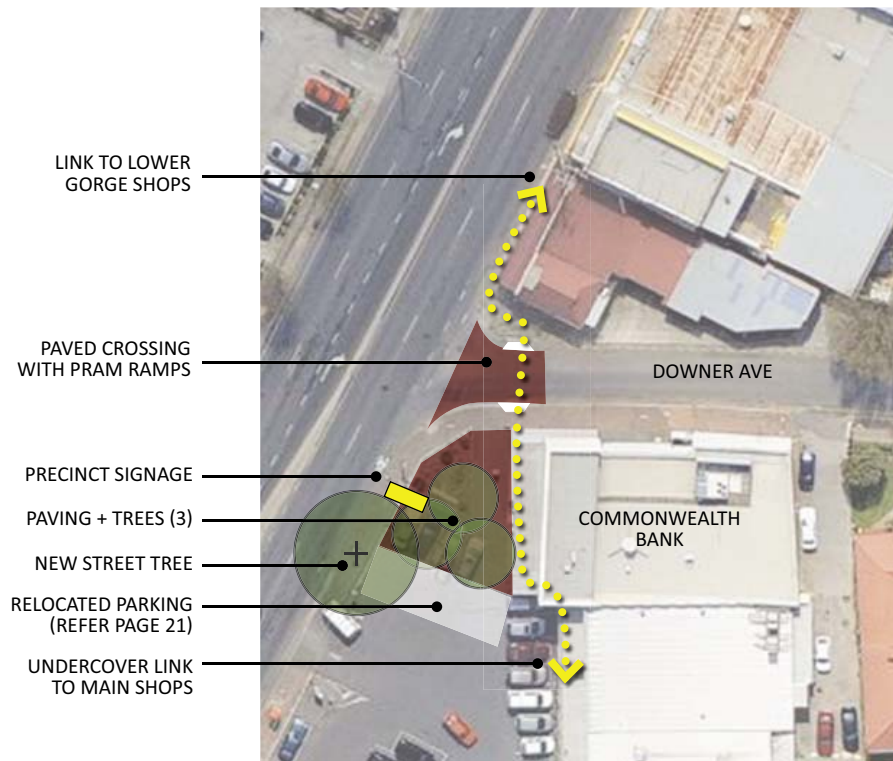
- improving lighting;
- upgrading access ramps + handrails to Australian Standards;
- providing new footpath paving;
- removing the brick planters; and
- installing new furniture.

② Laneway to Denmead Avenue

Refer page 19. There is also the option to pave across Denmead Avenue to link with the rear car park and sitting area under the Lemon-scented Gum.

③ Downer Avenue

The connection across Downer Avenue is important in linking the Lower Gorge Village shops and the Main Shops to the south. The Master Plan recommends a paved crossing as indicated in the figure below. Preference is for the paving to be at road level with pram ramps to the footpaths. This option is favoured over property purchases and road realignments as it allows resources and funding to focus on enhancing the amenity and quality of the public realm.



Indicative Downer Avenue connection concept

④ Cross-car park links

Links across the car park of the main shops are vital in connecting the pathway of the shops with the footpath of Lower North East Road. The Master Plan recommends rearranging the existing car park as indicated below and page 21.

The new arrangement allows for two defined pedestrian pathways across the car park, in addition to connections at to the north and south of the shops (show with orange arrows below).

④A The proposed upper connection links to the shopfront pathway with the traffic light crossing at the Ann Street intersection, and also links closely with the laneway through to Denmead Avenue.

④B The proposed lower connection links the shopfront pathway near the supermarket with the Lower North East Road footpath close to the revised bus stop location (refer page 30).



Cross-car park links

Public Realm + Placemaking

Place Identity, Image + Theme

Campbelltown the place

A key part in renewing the Campbelltown Urban Village is to look at the precinct as a place and consider: *What is unique or different about this place?*

This process helps determine Campbelltown's **Competitive Advantage** and **Place Essence**. Part 2 (Context) of this report, describes some of the elements that define Campbelltown 'the place'. The key points are listed below:

Location:

- On a busy arterial of Lower North East Road.
- Between the Torrens River and Adelaide Hills, close to central Adelaide.

History:

- Previously, market gardens and orchards until residential development in 1950's and 1960's. Grew many acres of celery - this was considered to be far superior to that grown anywhere else in Australia.

Demographic:

- Multicultural population.
- Significant Italian population.

Layout of shops:

- Open 'public' layout as opposed to closed mall.
- Multiple ownership and many local owner shops creating diversity and uniqueness.

Community:

- Local community focus and connection.
- Loyal local catchment.

In summary, Campbelltown Urban Village has an interesting history of market gardens and food production. It has a multicultural population with a local community focus. It is well located close to Adelaide on Lower North East Road and includes a mix of shops in an 'open' layout.



Placemaking + Place Identity

The Campbelltown Urban Village is the focus of local economic and cultural activity, the place for exchange of local goods and services, and where people meet and interact.

This Master Plan gives direction for the improvement of the Campbelltown Urban Village. The improvements arise from the nature of the place itself and from an understanding of the particular characteristics and qualities that the local community offers.

The Master Plan primarily deals with the physical form of a place—the streetscape, public spaces and built form. It considers the required changes to the physical form to achieve environmental, social and cultural objectives, and the values of the place and the people who use it.

To this effect the Master Plan:

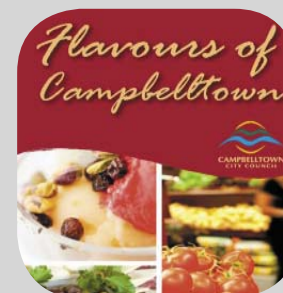
- increases usable public space in the extended shopfront pathway;
- improves public realm amenity;
- supports the local community focus and character of the precinct;
- provides shady street trees and new street furniture; and
- offers an accessible, open and safe public realm.

These proposals support the Campbelltown Urban Village in becoming a more attractive and usable place for people, and works in tandem with the broader strategic focus and plan of the Campbelltown City Council.

Flavours of Campbelltown is an initiative that recognises and promotes some of the unique and high-quality food businesses that operate in the City of Campbelltown.

A long history of migration of people from many different backgrounds has enriched the cultural heritage of the City of Campbelltown over many years. The changing food culture is just one of many ways in which the city has benefited from this migration.

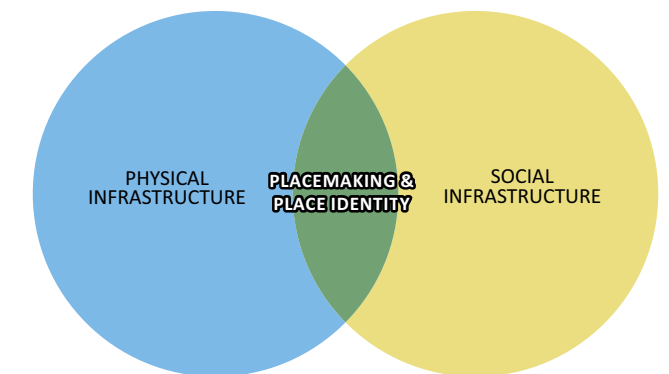
The Campbelltown Urban Village has four businesses that featured in the *Flavours of Campbelltown*. There is an opportunity to capture and enhance this theme as key part of the identity and image in the renewal of the Campbelltown Urban Village.



'Social Infrastructure'

The design and building of physical infrastructure is only half of the placemaking process (refer diagram below). There also needs to be support for 'social' infrastructure – that is the programs, activities, management and maintenance of spaces.

Much of this is already occurring in the Campbelltown community, both formally and through natural processes. Local retailers and business owners play a major role in placemaking - adding character, sense of place, eyes on the street and generally 'looking after the place'. They are a key part of the community. They are local and understand the place. They also provide local services in the precinct, such as the dentist, optometrist and hairdressers. Along with the physical improvements, Council should look to support local 'placemakers' and the development of 'social infrastructure' to build the Campbelltown Urban Village as a much loved Place.



Paving

The paving materials, sizes and colours have been selected to suit the character of the precinct and to ensure the long life span of the public realm.

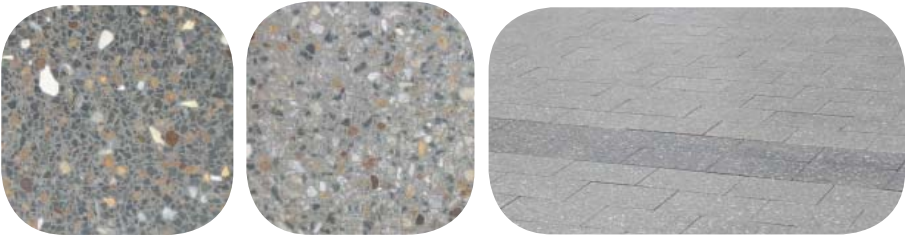
The Master Plan recommends the following approach for paving in the Campbelltown Urban Village (refer plan, right):

- Unit paving along Lower North East Road within the Campbelltown Urban Village precinct.
- Paving extends the is full footpath width (top of kerb to property line).
- Unit paving for the pathways around the main shops area.
- Granulitic sand street tree pits (2400mm long x 1200mm wide).
- Granulitic sand and gravel banding in the Lower North East Road medians.
- Timber decking for the extended pedestrian area in front of the main shops.
- Use of Tactile Ground Surface Indicators to Australian Standards.

The following paving materials are recommended for use within the precinct:

PAVING TYPE 1:	UNIT PAVING
SUPPLIER:	Urbanstone
MATERIAL:	Precast concrete unit paver: honed + shot blasted finish
DIMENSIONS:	300 x 300 x 60mm depth
BASE:	35mm sand with 150mm depth compacted 20mm Class 1 recycled material (10% cement mix) or 25mm nominated depth flexible mortar bed when laid on concrete slab.
COLOUR:	924 and 777H
FINISH:	70% Shot Blasted / 30% Honed
USE:	Shopfront pathway and links. Footpath at intersection of Ann St + Lower North East Rd.
PAVING TYPE 2	COMPACTED GRANULITIC SAND + GRAVEL
MATERIAL:	Granulitic Sand + Gravels (varied colours)
USE:	Median of Lower North East Road and street tree pits
PAVING TYPE 3	TIMBER DECKING
MATERIAL:	Plantation hardwood timber deck
USE:	Extended path area in front of main shops.

1 UNIT PAVING



2 COMPACTED GRANULITC SAND + GRAVEL



3 TIMBER DECKING

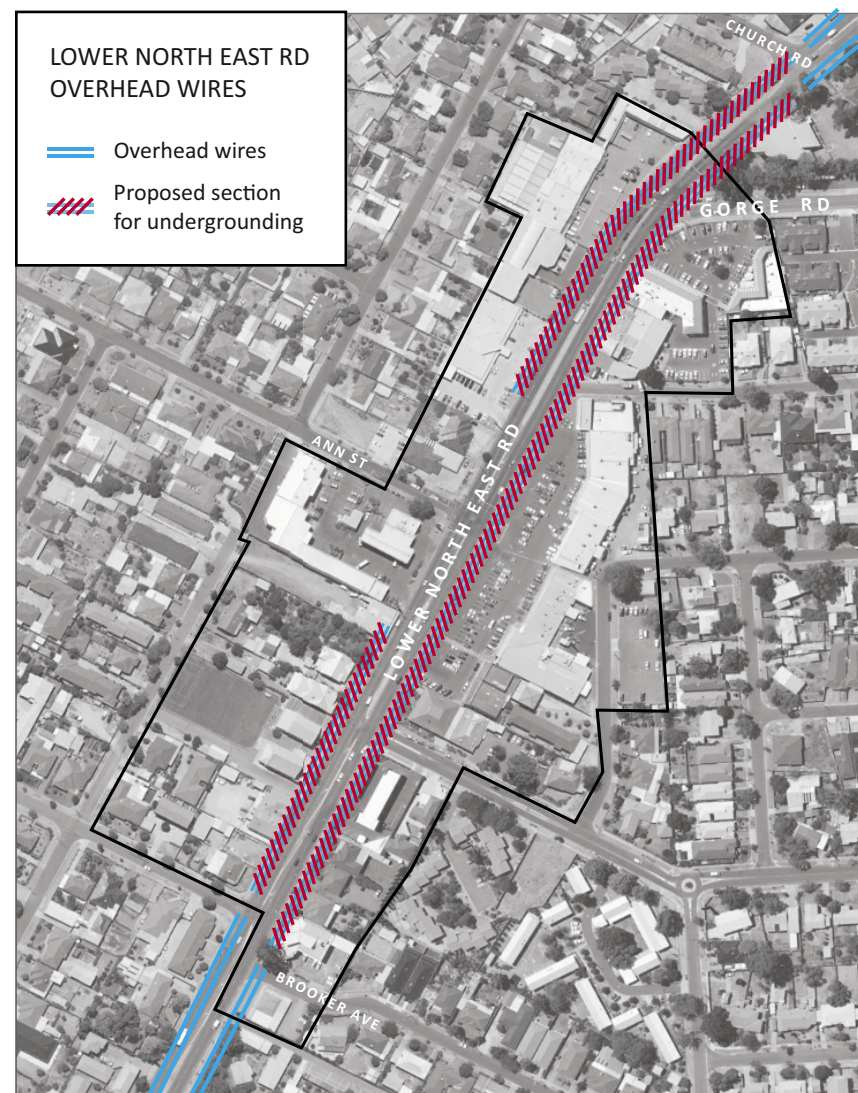


Indicative paving areas

Overhead wires

Overhead wires dominate the existing streetscape of Lower North East Road and are present on both sides of the street. Along with street tree planting, undergrounding of overhead wires provides the greatest improvement to streetscape amenity. The Power Line Environment Committee (PLEC) provides some funding to underground electricity infrastructure for projects that benefit local communities. Applications for power line undergrounding go before a PLEC committee to determine priority for funding across South Australia.

The Master Plan recommends undergrounding the powerlines between Hill Street and Church Road (refer image below). An Expression of Interest for undergrounding works along this section of Lower North East Road has been lodged with PLEC.



Proposed undergrounding of overhead wires along Lower North East Road



Existing conditions on Lower North East Rd with **overhead** wires on both sides of the road



Impression of Lower North East Rd with **underground** wires + new street lights and trees

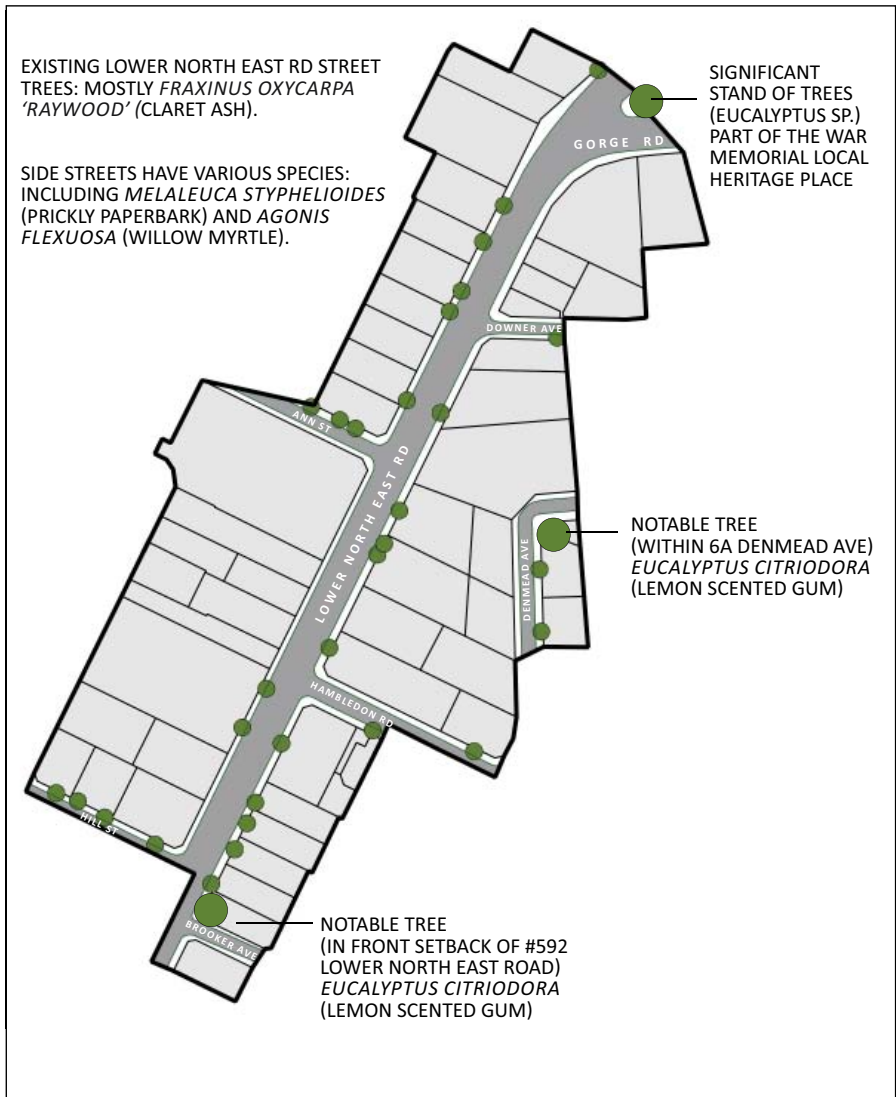
Street Trees

Existing Street Trees

The existing street trees along Lower North East Road are mostly *Fraxinus oxycarpa* ‘Raywood’ (Claret Ash). They are generally small to medium in size and display good health.

The side streets have a range of street trees including *Melaleuca styphelioides* (Prickly Paperbark) and *Agonis flexuosa* (Willow Myrtle).

A stand of significant Eucalyptus trees is located between Lower North East and Gorge Roads. These trees are important visual markers at the road intersection. Other notable trees within the precinct include Lemon-scented Gums, at the rear of the main shops on Denmead Avenue and on the corner of Brooker Avenue and Lower North East Road.



Existing street trees and other notable trees within the study area
Data source: Council GIS

Proposed Street Trees

New street tree planting comprising large, shady trees provides one of the biggest improvements to streetscape amenity. The proposed undergrounding of overhead wires along Lower North East Road allows for planting of a large tree species, which provide vertical scale and an ‘avenue effect’ for the streetscape.

Lower North East Road

The Master Plan proposes to remove the existing Claret Ash and undertake new street tree planting. The use of a single street tree species within the precinct along Lower North East Road adds to the identity and character of the area.

Species:	<i>Platanus orientalis</i> ‘Digitata’ (Oriental Plane)
Description:	A large, fast growing, hardy, deciduous tree with an attractive form for creating an avenue effect. The tree size allows good clearance for cars and buses. The tree has ease of maintenance characteristics and is tolerant to hot and dry conditions.
Other Options:	<i>Ginkgo biloba</i> (Maidenhair) or <i>Celtis laevigata</i> (Sugar Hackberry)
Location:	Lower North East Rd footpath @ 12m centres (where possible)
Stock:	Advanced tree stock (3-4m)

Side Streets + Main shops area

The Master Plan proposes to strategically infill and replace unsuitable trees in the side streets of the precinct and provide new tree planting around the main shops area.

Species:	<i>Gleditsia triacanthos</i> ‘Sunburst’ (Honeylocust)
Description:	An attractive and tough tree with suitable clearance for cars. It is easily-grown, tolerant to site conditions and has fast growth to 8-10m.
Location:	Side streets @ 12m centres (where possible). Around the main shops as indicated.
Stock:	Advanced tree stock (3-4m)



Platanus orientalis (Oriental Plane)



Gleditsia triacanthos (Honeylocust)

The new street trees will display good form and health through:

- suitable tree pit preparation and planting technique;
- providing good-sized tree pits (compacted granulitic quarry sand);
- adequate irrigation;
- protection from vandalism and accidental damage from vehicles;
- avoiding compaction around the base of the trees; and
- use of root control barriers where required.



Proposed street tree planting

Landscape Planting

In addition to street trees, landscape planting also adds amenity and environmental benefits to the public realm.

Planting areas + Planter boxes

Planting areas and planter boxes provide colour and interest and give structure and character to the retail precinct. Planting areas and planter boxes are used strategically to:

- enhance amenity and interest;
- mark key locations (corners, entries);
- define edges and paths; and
- provide seasonal change to the area.

Species are selected appropriate to the site conditions, suitability of form and their limited ongoing maintenance and watering requirements. The planting areas feature bold simple planting which encourages interest and diversity, however avoiding overly fussy or busy planting designs.



Examples of planting areas + planter boxes

Water Sensitive Urban Design (WSUD)

There are opportunities to incorporate Water Sensitive Urban Design (WSUD) methods into the future planning and design of the Campbelltown Urban Village.

Rain gardens improve stormwater quality through use of riparian planting to filter sediment and oxygenate stormwater runoff from roadways. Stormwater runoff can also be directed to irrigate street trees.

Car parking areas can be modified to reduce the amount of impervious surfaces and incorporate rain gardens, grassed swales and vegetation to slow water flows and filter pollutants.

An integrated approach may allow for retention and detention basins for the area.



Examples of Water Sensitive Urban Design (WSUD)

Lighting

Lighting is a key component of the public realm. Lighting meets criteria in terms of quality of lighting, illumination levels, visual appearance of the luminaires, robustness (in terms of vandal resistance and low maintenance), and energy efficiency. Lighting also adds safety and liveliness and is an integral part of the area's character.

Street Lighting

The Master Plan recommends new street lighting to replace the existing fittings as part of the PLEC power line undergrounding process. Street lights are carefully placed to prevent 'cluttering' of the public realm. New lighting is in accordance with DTEI + ETSA standards.

Street Lighting Options

STANDARD ETSA (DTEI Asset) (Refer Image A)
LAMP + LANTERN: standard ETSA
POLE: standard 'gooseneck' pole
FINISH /COLOUR: Powdercoat 'Charcoal Grey'

NON-STAND POLE STREET LIGHTING (Council Asset) (Refer Image B)
LAMP + LANTERN: standard ETSA or LED* (refer paragraph below)
POLE: Sylvania 'Church Hill Outreach'
FINISH /COLOUR: Powdercoat 'Charcoal Grey'
SUPPLIER: National Lighting

* Light emitting diode (LED) lighting should also be investigated for use within the Campbelltown Urban Village. LED lighting has various benefit including halving energy use, electricity costs and carbon emissions.

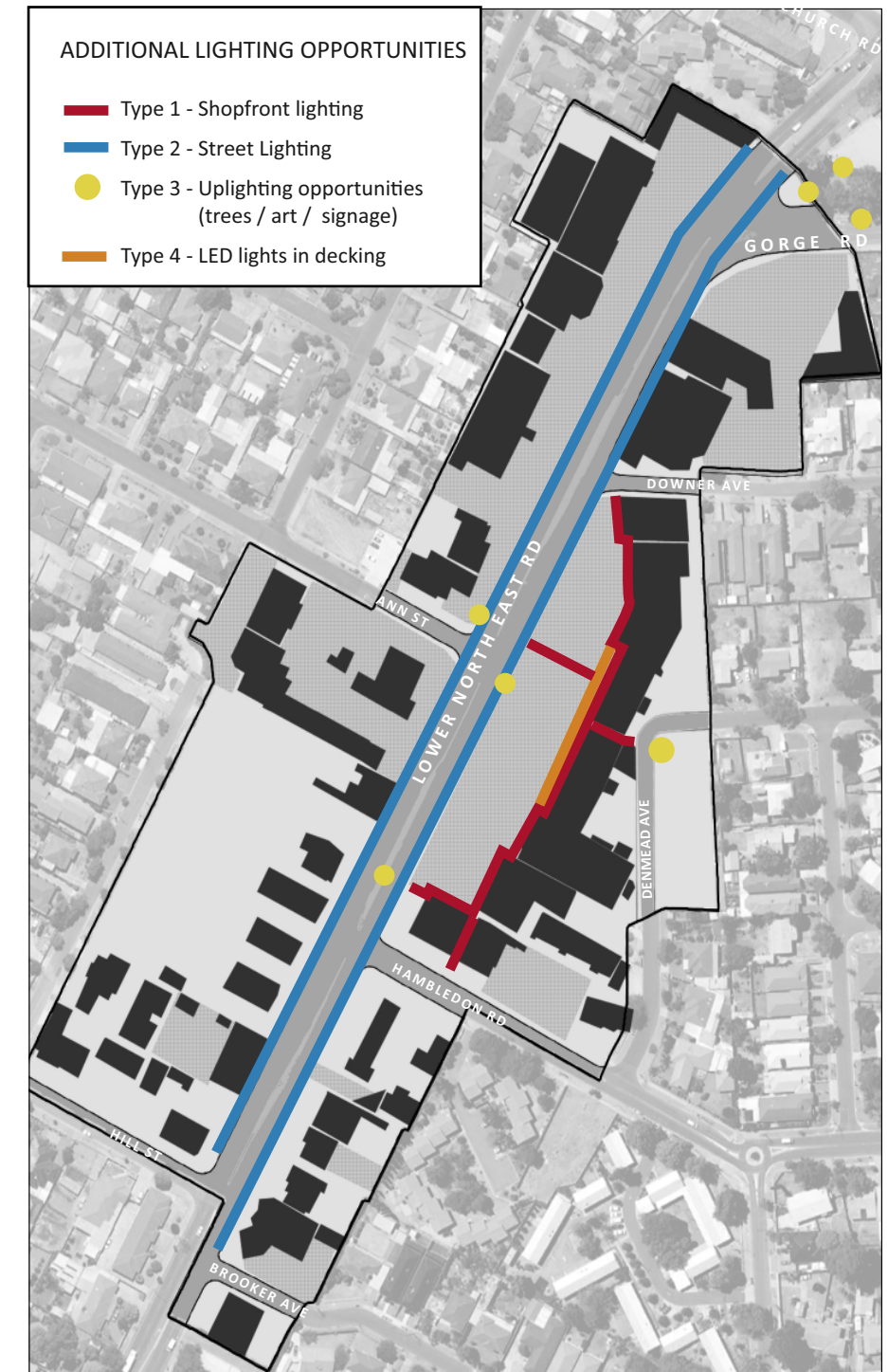
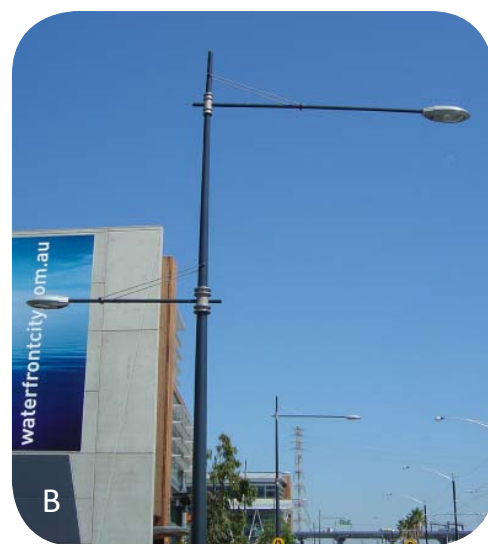
Additional Lighting Opportunities

The detailed design phase will give consideration to other lighting options for the Campbelltown Urban Village including (refer image, right):

- lighting of pathway and laneways around the main shops;
- uplighting of art features, landmarks, significant and culturally important trees; and
- LED lighting in the proposed decking.

Lighting within the shopping precinct will:

- incorporate light fixtures in built structures and paving as appropriate;
- consider levels of illumination (determined on an area by area basis to provide appropriate lighting based on user need, safety and ongoing maintenance requirements and considering light spill onto adjacent properties);
- not attempt to light 'everything', but rather provides safety and highlighting to features; and
- use strong durable fittings and fixture, and 'white' light (as opposed to 'yellow') for a more attractive environment.



Additional lighting opportunities

Furniture

Outdoor furniture and its arrangement is part of a well-integrated and well-maintained public realm. A suite of well-designed and distinctive street furniture provides amenity and character to the precinct.

The Master Plan recommends new street furniture is provided in the Campbelltown Urban Village in appropriate locations along pathways and at key locations of the public realm.

The range of furniture includes:

- Bench Seating
- Bollards
- Bin surrounds
- Bike stands (secure fixing)
- Bus Stops/Shelters (refer page 30)
- Planter boxes

Additional complimentary furniture items will be considered as part of detail design.



Indicative street furniture examples

Bus Shelter

Bus stops are a major item of street furniture. Providing appropriately located, attractive, sheltered bus stops with comfortable seating is an important aspect in encouraging public transport usage.

As part of the precinct upgrade, the Master Plan recommends providing new Adshel (or similar) bus shelters within the Campbelltown Urban Village. Adshel provide and maintain bus shelters in Adelaide in exchange for paid advertising rights located on the shelter. A number of shelter designs are offered - it is recommended that a simple, 'clean', narrow design is selected (refer image, below). The narrow style and appropriate siting allows suitable clearance for pedestrian movement along the Lower North East Road footpath.

The Master Plan also recommends revising the bus stop location in front of the main shops (subject to DTEI approval) (refer plan right). The new location will save traffic banking before the traffic lights at Ann Street and at the main entry into the car park of the main shops.



Example of an Adshel bus shelter



Bus Stop Locations

Signage

Signs and public information are concerned with information content, legibility and image. Signage is particularly important in the branding and identity of a retail precinct.

The Master Plan recommends a co-ordinated signage network is established within the Campbelltown Urban Village to help identify the precinct, improve legibility and encourage use.

Signage reflects the local character of the area. The network provides directional information between the retail areas, businesses, community facilities and other destinations within and surrounding the centre.

Objectives for a successful signage strategy include:

Marketing

Information and signage has a marketable identity that inherently reinforces the character of the public realm. Development of a marketable identity for the precinct is to be carried out in consultation with Council and the Community during the design development phase.

Image

This is linked to marketing, but is also concerned with creating a recognisable community identity that the community can relate to.

Clarity and consistency

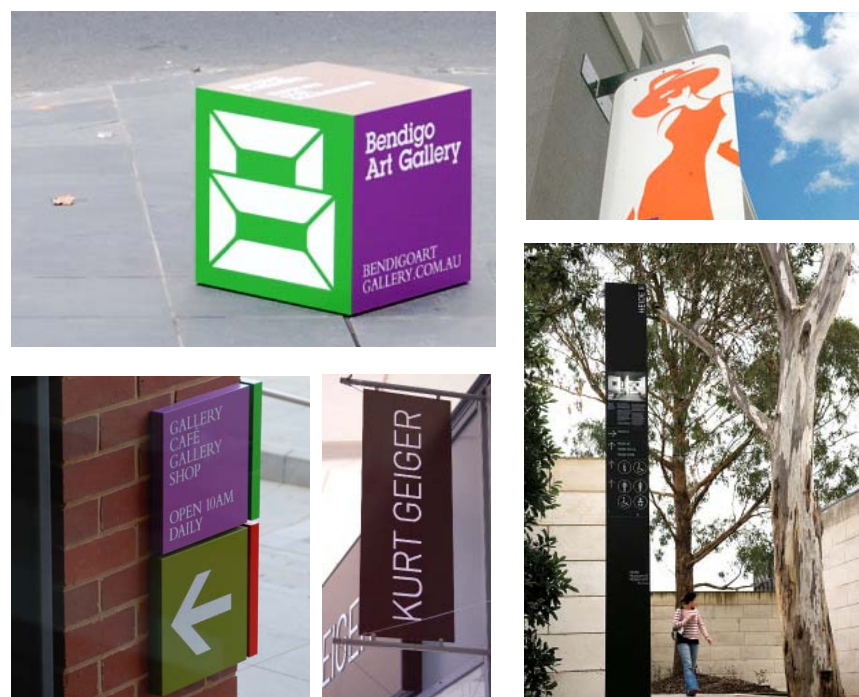
Signage is coherent and consistent across the range of display material, but allows for the unique requirements of specific uses and activities.

Safety, surety and visibility

The placement of signs and information contributes to the perception of personal safety. Signage meets the needs of users 24 hours a day and year round.

Aesthetics

The overall design approach results in minimal visual clutter whilst maintaining effective communication. Signage is developed in conjunction with marketing and interpretation objectives.



Indicative signage examples

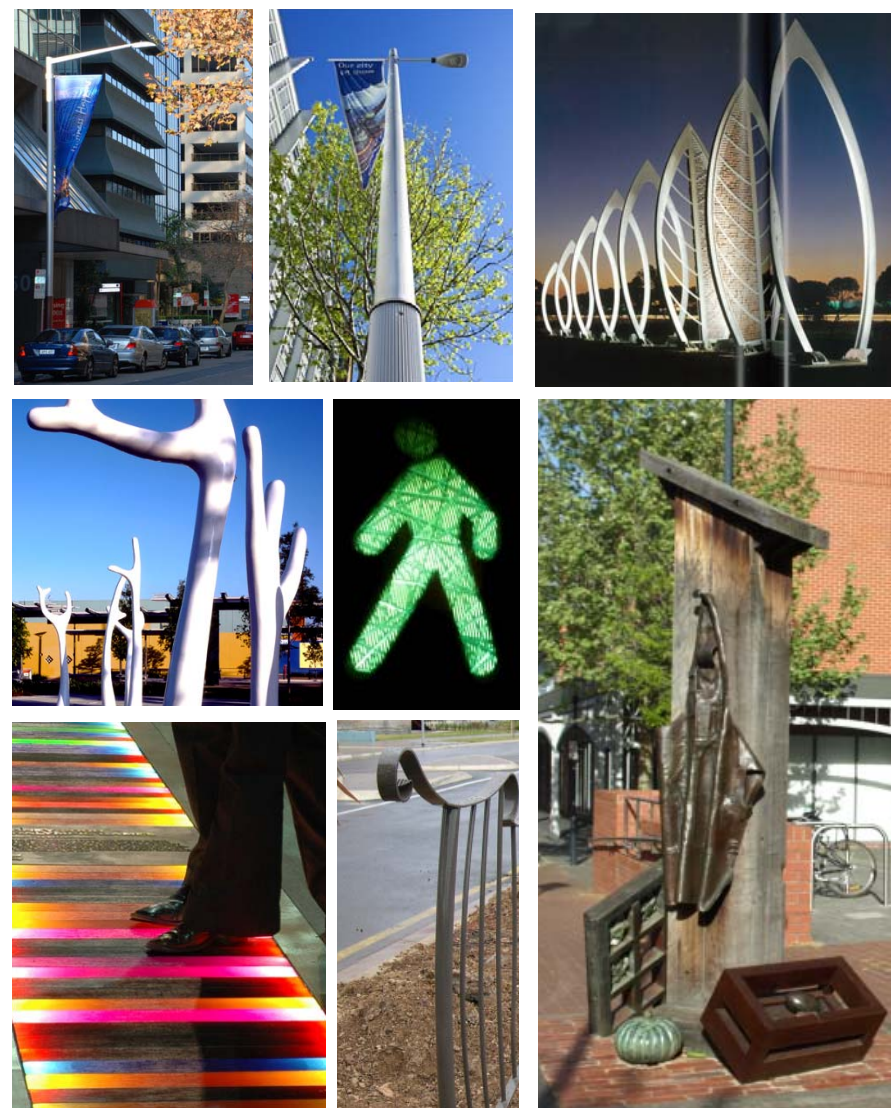
Public Art

Public and community art is integrated throughout the Campbelltown Urban Village, creating a socially rich environment that allows for the expression of European and Indigenous culture and the heritage, natural character and other distinctive features of the area.

A co-ordinated approach to public art is developed through collaboration with Arts SA, Council and local artists + artist groups to support the creation of a strong regional identity and meaningful sense of place. Art input is integrated into the design of the public realm, paving, furniture, signage and plantings.

Initiatives include:

- identification of the local history;
- recognition of Indigenous culture;
- incorporation of art in landscape features and street furniture (i.e banner poles);
- collaboration with local art groups; and
- use of local materials.



Indicative public art examples

Planning + Built Form (Future Regeneration)

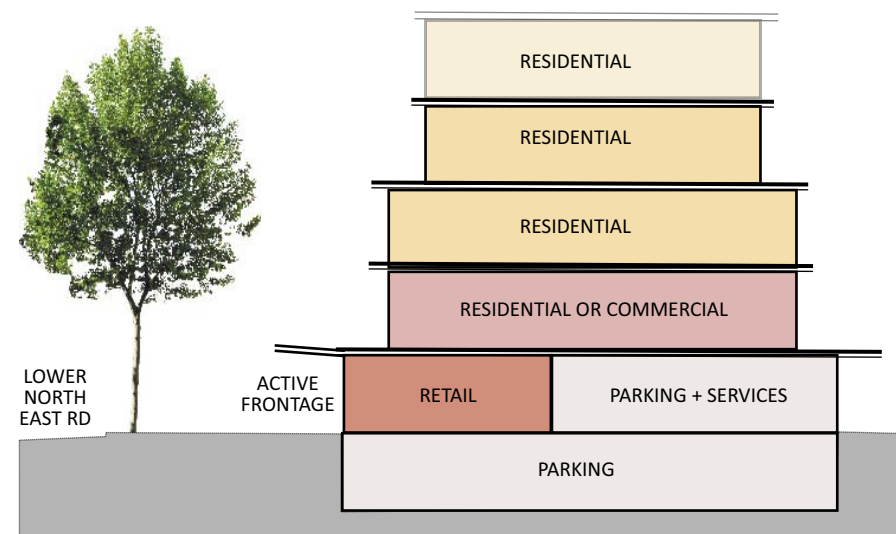
The *30-Year Plan for Greater Adelaide* calls for increased density and mixed-use development near shops and along transit corridors (refer page 6). The Campbelltown Urban Village precinct has considerable potential for urban regeneration and increased density with its number of under-utilised sites and location along the arterial of Lower North East Road.

Any future Structure Plans and Development Plan Amendments (DPA) for the Campbelltown Urban Village should consider the following broad planning and urban design concepts and principles:

- Potential regeneration with **increased density** and **mixed-land-use** (refer page 33).
- Future regeneration to be done in a way that **protects local businesses and residents** through appropriate affordability of tenancies.
- New mixed-use medium-rise developments to provide **active street frontages** (such as shops, services and restaurants) to encourage connectivity and increase public safety.
- **Consistent building setback** developed close to Lower North East Road with consideration for **widening the footpath** to provide separation from traffic and outdoor eating opportunities.
- Identity and character of the area is strengthened through appropriate built form. Preference is for **individual ‘shop-size’ tenancies** with shop-front **glazing** (low solid to void ratio), **awning** above the footpath and horizontal and vertical building **articulation** to provide a stimulating and attractive street character.
- **Architectural expression** at street corners and an attractive mix of quality materials and compatible colours .
- Achieve innovation, individuality and a **high level of visual interest** whilst maintaining consistency and cohesion in built form.
- **Maximise passive solar design** and other environmentally sustainable outcomes.
- **Integrating public transport** bus services to support and encourage use and reduce reliance on car-based transport.

Recommendations

- Prepare a **structure plan** which demonstrates the vision for the area.
- **Consult** with relevant government agencies and community groups (including DTEI, ETSA, local retailers and residents).
- Consider developing a ‘Campbelltown Urban Village’ Development Plan Amendment (DPA) for rezoning and introducing appropriate land use and urban design outcomes.
- **Monitor and review** the potential for regeneration of the Campbelltown Urban Village, funding opportunities and appropriate timing for implementation.



'Vertical'-mixed-use arrangement



The Campbelltown Urban Village presents opportunities for increased density and mixed-land-use

Land Use

The *30-Year Plan for Greater Adelaide* promotes mixed-use development around shops and transit corridors. The Campbelltown Urban Village presents an opportunity for mixed-use development of retail, commercial and residential land uses. Mixed-use has many benefits including creating a more populated, vibrant and safer environment as well as notable economic benefits.

The Lower North East Road corridor in particular presents an opportunity for ‘**Vertical’-Mixed-Use-Style** development. Vertical-mixed-use development is a single building which accommodates multiple uses, generally, layered on a floor by floor basis with more active uses (eg. retail / commercial) established at ground level with residential and office uses above (refer image page 32).

The Master Plan recommends **consolidating** retail land uses (such as shops, services and restaurants) around the existing shopping precinct along Lower North East Road (as per the land use diagram, right). This is intended to create a vibrant, focal point for the Campbelltown Urban Village.

The proposed mixed-use retail-focus area (refer indicative land use plan, right) is framed by the Church Road intersection and heritage listed War Memorial (including group of Eucalypts Trees) to the north and Hambledon Street intersection and heritage listed churches to the south. Existing retail uses outside this area will continue to be supported however, future retail and other active-use developments, such as services and restaurants, are encouraged within the nominated area. Preference is for retail and active land uses to front Lower North East Road in a compact retail precinct. For example, the car park at the rear of the Campbelltown Shops on Denmead Avenue could be developed with a mix of commercial and residential land uses but not retail which should front Lower North East Road.

Density

The *30-Year Plan for Greater Adelaide* encourages **increased density** along transit corridors. The objective is to **transition** between higher-density development near Lower North East Road and existing detached housing. Densities are proposed to be highest around the retail precinct and decrease in line with the distance from Lower North East Road as indicatively illustrated in the diagram, far right.

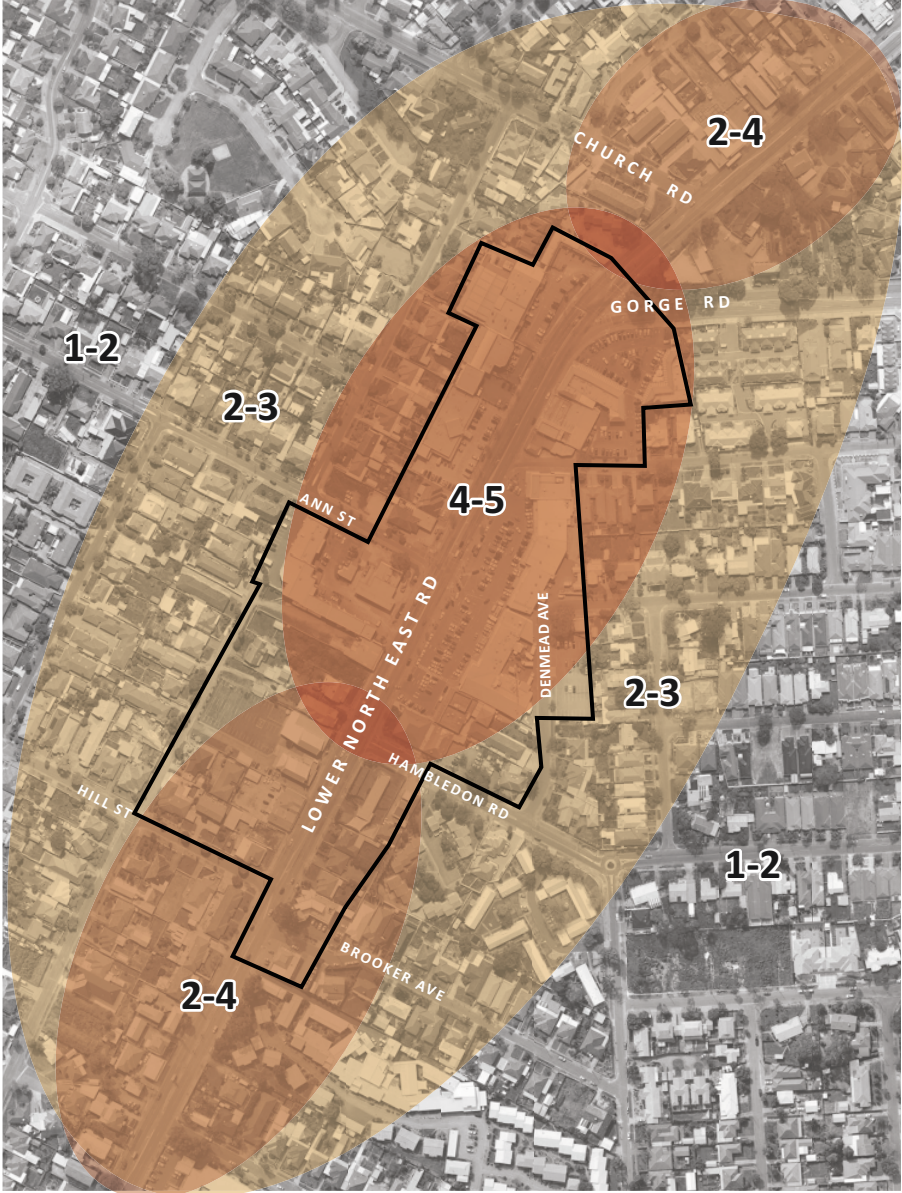
INDICATIVE LOCATION	PREFERRED HEIGHTS
Fronting Lower North East Rd within the retail focus area	4-5 stories
Fronting Lower North East Rd outside retail focus area	2-4 stories
~100-200m from Lower North East Rd	2-3 stories
~200+ m from Lower North East Rd	1-2 stories

LAND USE



Desired Future Land Use

DENSITY



Desired Future Density

7. Implementation

Staging of Works

Achieving the desired outcomes for the Campbelltown Urban Village requires time, but is achievable. Undertaking what may seem relatively ‘minor’ projects can result in small but significant ‘wins’ for the precinct, increasing optimism and, in turn, encouraging private investment and additional funding opportunities.

The Indicative Cost Estimate table (right) identifies the works required to move towards achieving the desired outcomes. The works are broken into sections to assist with implementation and funding requirements.

Priority

The greatest improvement in overall amenity is achieved by undergrounding overhead wires and planting of advanced tree species. In response to this, the general priority of works is:

- 1. Powerline Undergrounding (PLEC) + Street Tree Planting
- 2. Paving and Connection/Links
- 3. Other works (Street Furniture, Public Art, Signage)

If a PLEC application for funding to underground wires is approved, staging of other capital works (i.e. street lighting, tree planting and footpath paving) should follow the PLEC scheme to maximise efficiency and reduce disruption.

Flexibility

Public works, policy changes, ongoing management and maintenance are subject to Council’s budget and capital works program as well as funding opportunities from State and Federal grants programs. Therefore the program of works is to remain flexible and adapted as required.

Maintenance

The Campbelltown Urban Village is in multiple ownership with many different land owners that create a diverse and unique place. It is recommended that Council collaborates with the different land owners and creates a ‘common fund’ to maintain the public realm and shared facilities.

Investment in both the public realm and private shop-fronts helps create an attractive, functional and inviting environment that encourages increased patronage and customer spending. This, in turn, supports local businesses, encourages further retail development and assists on-going investment in the precinct and surrounding community.

Indicative Cost Estimate

ITEM	UNIT	QUANTITY	RATE	PRELIMINARY ESTIMATE
LOWER NORTH EAST ROAD				
Undergrounding of overhead lines + street lighting		550m x 2	\$1,500	\$1,650,000
			Council share	\$550,000
Street tree planting incl. tree pit, supply + planting of advanced stock	item	50	\$1,000	\$50,000
Footpath (Unit pavers) incl. base course + steel edging, supply and installation	sq.m	3,700	\$170	\$629,000
Street furniture (incl. seating, bin surrounds, planter boxes, bike stands)	allowance			\$15,000
Fence and planting between footpath and surface car parks	lin.m	250	\$350	\$87,500
Compacted sand, planting in median + steel edge	sq.m	300	\$30	\$9,000
			sub total	\$1,340,500
MAIN SHOPS				
Tree planting incl. tree pit, supply + planting of advanced stock	item	25	\$1,000	\$25,000
Footpaths (Unit pavers) incl. base course + steel edging, supply and installation	sq.m	1,200	\$170	\$204,000
Footpath (Timber deck) supply and installation	sq.m	300	\$800	\$240,000
Street furniture (incl. seating, bin surrounds, planter boxes, bike stands)	allowance			\$30,000
Car parking reconstruction incl. re-sheeting (if required, depending on condition of basecourse)	sq.m	5,000	\$120	\$600,000
Car park kerbing	lin.m	500	\$100	\$50,000
Planting	allowance			\$10,000
			sub total	\$1,159,000
ADDITIONAL WORKS				
Precinct signage (excludes main shops pylon sign)	allowance			\$100,000
Public Art (Arts SA funding opportunity)	allowance			\$100,000
Bus Stops	item		Adshel supply	\$0
			sub total	\$200,000

EXCLUDES

Demolition
Preliminaries, site establishment and contingencies (allow 15%)
Detailed design, tender + construction, superintendence (allow 10%)
Stormwater + civil works (splitter island, line-marking + road signs)
Exeloo (or other) toilet
Additional lighting (feature lighting)
Works on side streets (footpaths, street trees).
G.S.T

NOTE: Figures are indicative only and subject to further investigation and detailed design.

Funding Opportunities

Funding for detailed design and implementation of works may be available from:

- PLEC
- Public Space Grants (Planning SA)
- Developer contributions
- Arts SA
- The Department of Transport, Energy and Infrastructure (DTEI)
- State Bicycle Fund

Information on available grants can be found at:
www.grantslink.gov.au
www.sa.gov.au

PLEC

The Power Line Environment Committee seeks registrations of interest for proposals to underground electricity infrastructure for the benefit of the general community. An expression of interest for undergrounding in the precinct along Lower North East Road has been lodged with PLEC.

Public Space Grants

Places for People program is a State Government funded initiative aimed at revitalising important public places within the State. The program offers funding to assist local governments to plan, design and build high quality community places to encourage community life and economic investment and development.

Open Space Grant funding is another State Government program that provides financial assistance to local government for the purchase, development and planning of open space. Subsidies are also provided for works relating to conservation and recreation on public land.

More information on Public Space Grants and how to apply can be found at:
<http://publicspace.planning.sa.gov.au>

Developer contributions

Developer contributions are also an opportunity for the local government to fund infrastructure works. Development contributions are payments or works made by the developer that contribute towards the provision or upgrade of infrastructure.

Arts SA

The role of Arts SA includes assisting the development of the arts and cultural industry and providing strategic financial support programs to the arts and cultural industry. Arts SA has a range of competitive grant areas. The ones of most relevance to this project are:

Public art and design - supports the commissioning of high-quality works of art and design for public places. Applicants in this program will be individuals, organisations, (including those in receipt of ongoing Arts SA funding), community groups and Local and State Government agencies.

Community arts development - supports arts projects, which build stronger, more cohesive communities. The priority of the program is to support community engagement and celebration, cultural diversity, social inclusion and increased access to the arts for targeted communities of need.

Further information on arts funding and applications can be found at:
www.arts.sa.gov.au

Department of Transport, Energy and Infrastructure (DTEI)

Opportunities may exist for cost sharing between the State Government department and Local Government.

State Bicycle Fund

Each year the Department for Transport, Energy and Infrastructure (DTEI) provides funding subsidies to councils to promote cycling through the State Bicycle Fund and the State Black Spot Program-Cycling Projects.

State Bicycle Fund - an annual subsidy scheme that provides financial assistance of up to a dollar for dollar basis for Councils to progress cycling initiatives in their local area. The Fund has fostered a long-standing partnership between the State Government and local councils to respond to Federal, State Government and Council strategies relating to encouraging cycling.

State Black Spot Cycling Program - is directed towards bringing about significant reductions in crashes by the identification and treatment of locations and sections of road that have an unsatisfactory casualty crash record or that have a significant crash potential. Funds from the State Black Spot Program are specifically available to Councils as subsidy funding for cycling safety infrastructure projects.

Next Steps

This Master Plan is the first phase in a strategic program for the development of the Campbelltown Urban Village. As a guiding document, the Master Plan outlines the over-arching vision and identifies concepts, projects and indicative costs to assist in determining forward budgets. Consultation and adoption of the vision, concepts and proposals of the Master Plan leads to the preparation of detailed designs for the realisation and implementation of works in the public realm.

