

2019 - 2022

‘Masterplan’ Concept for Salisbury City Centre and John Street (John Street Improvement Plan)



Salisbury
CityCentre



Prepared by the Salisbury Business Association Inc.

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Salisbury City Centre

Draft 'Mini' Masterplan Concept for Salisbury City Centre and John Street

Aim: To create a coordinated vision for the functionality, welcoming look and feel and vibrancy of the Salisbury City Centre, making it an attractive proposition to property developers, landlords, traders and the wider community.

John Street and surrounds 'Mini' Master Plan

With the Salisbury Community Hub moving into John Street in 2019, the Association believes now is the perfect time to engage Council to look at the Salisbury City Centre (incl. John Street) precinct as a whole, and create a unified plan encompassing the precinct.

The Salisbury Business Association, on behalf of its members is proposing Council develop a 3 year "mini" Master Plan for John Street and the Salisbury City Centre, incorporating, but not limited to the following key areas:

- | | | |
|----------------------------|---|-------------------|
| 1. Access and Entry Points | 2. Signage | 3. Streetscape |
| 4. Safety and Security | 5. Lighting | 6. Amenities |
| 7. Waste Management | 8. Street Art | 9. Outdoor Dining |
| 10. Graffiti and Image | 11. Business and Development Attraction | 12. Other Areas |

** We appreciate that some of these areas may already be included in the Master Plan (Salisbury City Centre Revitalisation Strategy) or the Salisbury Community Hub Plan.*

Priorities for Year 1 are:

1. Street lighting and lighting upgrade
2. Parking options for traders, as well as more long stay carparking
3. Provision of more outdoor dining
4. Entry point statements
5. Destination focused activities such as Civic Square, playspace, outdoor dining areas, walk trail, visual arts – *talking point statements*


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Key Area			
1. Salisbury City Centre Access and Entry Points			
	<i>Rationale</i>	<i>Issues and Concerns</i>	<i>Points for consideration / Other</i>
Salisbury City Centre Entry Points	Allow efficient multiple entry point access into the City Centre and avoiding lengthy frustrating delays	<ul style="list-style-type: none"> • Park Terrace railway crossing and associated lengthy delays • Freight train frequency and speed through crossing 	<ul style="list-style-type: none"> • The Association fully supports Council's vision for the Church Street extension • Continue to lobby State and Federal government re. Salisbury Railway Crossing (passenger and freight trains)
Statement Entry Points	Creating a welcoming entry point to the City Centre through either structures, plantings and/or signage	<ul style="list-style-type: none"> • No clear definition of a precinct 	<ul style="list-style-type: none"> • Look at statement points at each of the key entry points: • Gawler Street/Park Terrace • Commercial Road/John Street • Gawler Street/John Street • Church Street/Park Terrace • Commercial Road/Park Terrace • Salisbury Highway/Gawler Street
Corporate signage (See 2 – signage)	Clear directional signage to the retail and commercial hub	<ul style="list-style-type: none"> • Clear indication of services and business types located in the SCC precinct 	<ul style="list-style-type: none"> • Text and symbols to be used reflecting dining, entertainment, professional services, banks, retail, education, medical/allied health, etc. • Entry point totems similar to those on Cross Keys Road • Not business specific signage

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2. Signage			
	<i>Rationale</i>	<i>Issues and Concerns</i>	<i>Points for consideration / Other</i>
Wayfinding	Allow efficient entry into the precinct	<ul style="list-style-type: none"> Some signage is outdated Some signage is damaged/ defaced 	<ul style="list-style-type: none"> Increased signage at key entry points to the SCC Updated Salisbury Highway overpass signage
Corporate signage	Developing a consistent image		<ul style="list-style-type: none"> Installation of corporate totems at key locations throughout the City Centre
Carpark signage	Allow ease of access by members of the public closest to their desired location	<ul style="list-style-type: none"> Confusion around parking areas Confusion around parking limits particularly weekends and evenings 	<ul style="list-style-type: none"> Naming signage for Sexton Carpark Naming Signage for Judd Street Carpark After hours parking signage for Council carpark Signage for Hoyts Carpark
Banners and Banner Holders	Quality, visually communications and marketing mediums to showcase what is happening in and around Salisbury	<ul style="list-style-type: none"> Static nature of display banners currently Single event only capability at key City-wide locations 	<ul style="list-style-type: none"> Use of Community Hub big screen Use of digital Variable Message Boards to replace 'traditional banner holders' Civic Square totems to be replicated throughout the precinct – consider party of the entry statement concept Placement of new banner holders e.g. Salisbury Hwy/Gawler St and Commercial Road (near former bus layover area – temporary banner for local government elections was placed there last year)
Symbol signage	To streamline signage, and help overcome potential language and visual barriers throughout the precinct	<ul style="list-style-type: none"> English as a second language for some residents and visitors Lack of visibility for some businesses located throughout the precinct Large number of inconsistent signs e.g. size and location 	<ul style="list-style-type: none"> Use signage such as this for clusters of dining locations e.g. Hoyts complex, Church Street, John Street, Other signage for information, etc. Reduces the need to large, cumbersome signage 
Electronic City of Salisbury Business Directory	One stop shop to locate local businesses/services	<ul style="list-style-type: none"> Civic Guides located previously in the precinct were outdated One still needs to be removed 	<ul style="list-style-type: none"> Ease of updating in 'real time' Encompassing whole of city Linked to an app e.g. Discover Salisbury

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3. Streetscape			
	<i>Rationale</i>	<i>Issues and Concerns</i>	<i>Points for consideration / Other</i>
Bollards	Creation of a safe and consistent feel and look throughout the precinct	<ul style="list-style-type: none"> • Cost to new businesses • Deterrent to businesses wishing to utilize footpath trading • Inconsistent style and material type (? 4 types in use currently) 	<ul style="list-style-type: none"> • Investigate planter boxes • Standard style • Whole of street staged roll-out • Nil cost to traders - The installation of bollards and associated costs are currently being reviewed by Council
Street Furniture	Increased ambience and encouraging people to use for relaxation and food	<ul style="list-style-type: none"> • Limited seating available • Benches and existing seating not in shade 	<ul style="list-style-type: none"> • Vibrant colour palette • Durability and comfort • Associated with shaded areas
Tree scaping	Create a consistent, attractive and low maintenance street appeal through the use of appropriate plantings	<ul style="list-style-type: none"> • Type and size of trees e.g. eucalypts not deemed suitable • Review costs charged to businesses to have Council trees on verges, etc removed/ trimmed. • No Street appeal - 4 types of trees currently in use • Risk of damage to vehicles through sap and large overhanging branches • Obstructs lighting/CCTV coverage 	<ul style="list-style-type: none"> • The Salisbury City Centre be included in Council's trees scape renewal program • Single type of tree used throughout the precinct e.g. a unique identifier with the local area • Encouragement for Soft canopy coverage providing shade •
Garden beds, planter boxes and flowers	Warm and vibrant feel throughout the precinct	<ul style="list-style-type: none"> • Lack of street appeal • Concrete, metal and pavers • 'Hard' feel about the area 	<ul style="list-style-type: none"> • Use of dual-purpose planter boxes - colour and safety? e.g. can they be used in place of bollards • Trader 'ownership' of the planting maintenance
Street Poles & Signage	Provide a more visually appealing streetscape whilst maintain regulatory functions	<ul style="list-style-type: none"> • Streetscape looks cluttered • Pedestrian crossover hazards • Proximity to kerb with cars diagonal parking 	<ul style="list-style-type: none"> • Removal of 'pole clutter e.g. number of street poles, number of street signs • Multiple signs on a single pole or post • Ground marking signage


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4. Safety & Security			
	<i>Rationale</i>	<i>Issues and Concerns</i>	<i>Points for consideration / Other</i>
CCTV Coverage	Improved feeling of safety throughout the precincts and can assist SAPOL with investigations	<ul style="list-style-type: none"> Limited/no coverage of key after hours entertainment precinct carparks 	<ul style="list-style-type: none"> Council Public Carparks Incl Council carpark after hours Hoyts Carpark
Pedestrian Safety	Reduced likelihood of injury to pedestrians accessing key parts of the precinct	<ul style="list-style-type: none"> Shared zone Driver speed and inattention at key road crossing points Predicted increased volume of traffic (both vehicular and pedestrian) in John Street (Central) 	<ul style="list-style-type: none"> Bike/Car/Pedestrian shared zone signage (sign pole mounted and bitumen painted) Flashing lights crossing point opposite new Community Hub in John Street Zebra Crossing, signs (no lights) at the Judd Laneway crossover in John Street
5. Lighting			
	<i>Rationale</i>	<i>Issues and Concerns</i>	<i>Points for consideration / Other</i>
Street Lighting & Lighting Upgrade	Improved feel of security and safety as well as improved ambience	<ul style="list-style-type: none"> Faulty, ageing or damaged diffusers Tree coverage obscuring lighting 	<ul style="list-style-type: none"> Programmed roll out of LED lighting across the precinct. Benefits include greater lighting efficiencies, less maintenance and higher quality lighting coverage
Use of Feature Lighting	Creation of a feel of ambience through the precinct, especially in the key event space of the Civic Square	<ul style="list-style-type: none"> Currently many 'dark patches' throughout the precinct not adequately lit 	<ul style="list-style-type: none"> Opportunity to showcase our historical Cemetery Up Lighting for building facades Up lighting or fairy lights for trees Used around after hour trader locations
Prominent Lighting Installation	Attraction and 'talking' point for the City Centre through innovative feature and functional lighting	<ul style="list-style-type: none"> Highlight feature of the Civic Square Attraction for locals and visitors 	<ul style="list-style-type: none"> Updated Civic Square lighting installation as part of Council's Street Art Program Civic Square lighting array similar to Henley Square Potential visitor and tourism attractor

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6. Amenities			
	<i>Rationale</i>	<i>Issues and Concerns</i>	<i>Points for consideration / Other</i>
Sound / PA System	Increased vibrancy to the City Centre, especially when events are being conducted in either Civic Square or the Salisbury Community Hub	<ul style="list-style-type: none"> Integration capability Poor 'flow' of sound for events currently Current poor activation of other areas even when events are in operation 	<ul style="list-style-type: none"> Capability to expand/ integrate the Community Hub system into the wider area of John Street / Church Street Sectional capability to play / isolate sound
Bike Racks	Offering an environmentally friendly option	<ul style="list-style-type: none"> Limited bike parking Bike safety 	<ul style="list-style-type: none"> Incentive to ride into Salisbury Reduced City parking needs Reduced carbon footprint TAFE and Parabanks sites
Street Power Sources	Increased vibrancy through 'pop up' capabilities for stalls, buskers or music/spruiking points	<ul style="list-style-type: none"> Needs to be Lockable Location of existing points is limited e.g. Judd Laneway and bollard outside Cash Converters car park 	 <ul style="list-style-type: none"> Multiple locations Civic Square plug and play capability Excellent way to activate parts of John Street through music or spruiking, event points, etc
Public access recharging points	Encouraging people to stay longer in the City Centre	<ul style="list-style-type: none"> With the exception of the Len Beadall Library, none currently exist 	<ul style="list-style-type: none"> Judd Laneway Mobara Arcade Salisbury Civic Square
Public Water Fountains	Public convenience and Sunsmart tactic	<ul style="list-style-type: none"> Location and identification of current fountain 	<ul style="list-style-type: none"> Integrate into Civic Square Better identification of existing fountain
Civic Square Playground	Provide quality safe play space in the heart of the Salisbury City Centre	<ul style="list-style-type: none"> Lack of shade over play equipment Suitability of metal slide 	<ul style="list-style-type: none"> For consideration Salisbury Community Hub build Playspace shade Water fountain New equipment, (non-metal)

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7. Waste Management			
	<i>Rationale</i>	<i>Issues and Concerns</i>	<i>Points for consideration / Other</i>
Rubbish Bins	Creation and maintenance of a clean and tidy precinct	<ul style="list-style-type: none"> Insufficient bins in key areas e.g. Sexton and Judd Carpark 	<ul style="list-style-type: none"> Expansion of bin replacement program that was commenced by Council in 2017 Identification of suitable location for new bins
Recycling Bins	Creation and maintenance of a clean and tidy precinct and reduced waste to landfill	<ul style="list-style-type: none"> No recycling bins in key areas e.g. Sexton Carpark, entertainment precinct – Hoyts and food outlets 	<ul style="list-style-type: none"> Expansion of recycling bin deployment program that was commenced by Council in 2017 Identification of suitable location for new recycling bins Encouraging Parabanks to adopt 3 bin system
Rubbish Bin Compounds for Trader	Creation and maintenance of a clean and tidy precinct Provision of adequate space for traders to manage their rubbish bins and waste	<ul style="list-style-type: none"> After hours look of John Lane with up to 30+ bins lined up from 3pm the day prior to collection Image of a restaurant behind a barricade of rubbish bins Trader issues re. bin movement and non-collection due to bins being moved 	<ul style="list-style-type: none"> Key areas for consideration: Sexton Car park Judd Street Car park John Lane
Cigarette Butt Bins	Creation and maintenance of a clean and tidy precinct	<ul style="list-style-type: none"> Amount of unsightly 'butt' litter Damage to existing 'butt bins' 	<ul style="list-style-type: none"> Continued installation and maintenance of 'butt bins' in suitable place
Drinking Straws and single use plastic items	Creation and maintenance of a clean and safe environments	<ul style="list-style-type: none"> Amount of single use items going to landfill Danger to wildlife in parks and reserves 	<ul style="list-style-type: none"> The SBA endorses Council's decision to reduce single use plastic goods, including straws Reduction and eventual removal of all plastic straws Review of other single use items and working with local traders and event food vendors to identify alternatives.

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8. Street Art including wall murals			
	<i>Rationale</i>	<i>Issues and Concerns</i>	<i>Points for consideration / Other</i>
Whole of Precinct theme	Increased vibrancy and attractiveness thought-out the Salisbury City Centre reflecting pre-determined themes and an attractor to visitors	<ul style="list-style-type: none"> • Identification of suitable themes • Graffiti 	<ul style="list-style-type: none"> • Themes for consideration multi-cultural influence, historical significance and water •
Lighting Installations		<ul style="list-style-type: none"> • On-going maintenance costs • Static nature of lighting displays 	<ul style="list-style-type: none"> • Great opportunities for feature lighting e.g. the Cemetery, trees, footpaths and entry points • Opportunity to incorporate colour and colour changes into the installation
Digital Projection Art		<ul style="list-style-type: none"> • Initial cost of hardware and software • Security of hardware 	<ul style="list-style-type: none"> • Key locations: Commonwealth Bank corner; Parabanks northern face abutting Pitman Park; Hoyts complex northern facing wall of Gawler St • Council Building and Spaces Hub northern face Hub north eastern face • Regular change of theme possible • Engagement with schools and community groups
Private Property murals		<ul style="list-style-type: none"> • Responsibility for maintenance and upkeep 	<ul style="list-style-type: none"> • Opportunity for public/private partnerships • John Street/James Street Private Laneway • Usually reduces the instances of graffiti • Opportunities for local artists and groups to be involved • Great community ownership opportunities and 'Buy-In' to the project • Opportunities for young people to be mentored by experienced artists
Signage-based walking trail	Create an interesting, visitor focused feature within the SCC	<ul style="list-style-type: none"> • Commenced with historical markers and images on some buildings in John Street but has not been continued 	<ul style="list-style-type: none"> • Trail for food, history and culture throughout the SCC with signs or paver symbols to encourage people to keep exploring

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9. Outdoor Dining			
	<i>Rationale</i>	<i>Issues and Concerns</i>	<i>Points for consideration / Other</i>
Civic Square casual outdoor dining space	Improved ambience and vibrancy, creating a welcoming environment within the City Centre	<ul style="list-style-type: none"> Perceived exclusive use area within Civic Square as a result of the Community Hub Café Few areas for people to eat outdoors that has shade 	<ul style="list-style-type: none"> Alignment of strategy to Footpath Trading Policy Dining area for consumption of food from any traders Shade structures and trees
Incentives for this type of land use	Remove financial impediments for traders to offer outdoor dining experience. And providing increased ambience and vibrancy across the precinct	<ul style="list-style-type: none"> Limited after hours offering particularly on John Street – 3 currently for the length of the street 	<ul style="list-style-type: none"> Alignment of strategy to Footpath Trading Policy Council consider the creation of 'parklets' similar to what existed on Bank Street in the city These should be easily transportable to share across the precinct
Laneways (Public & Private) and key locations throughout the Salisbury City Centre	Opportunity for business alignment to sites where outdoor dining would be successful	<ul style="list-style-type: none"> Limited opportunities currently exist Site for purpose criteria doesn't seem to be considered by some landlords 	<p>Great future locations for outdoor dining, subject to leasing and Council bylaws:</p> <ul style="list-style-type: none"> 1 John Street Judd Lane John Street Private Laneway – both ends Hoyts building – formerly Relationships Australia

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10. Graffiti and Image			
	<i>Rationale</i>	<i>Issues and Concerns</i>	<i>Points for consideration / Other</i>
Graffiti	To provide a vibrant, appealing City Centre to locals and visitors and making it appealing as a return destination	<ul style="list-style-type: none"> • Graffiti on buildings in prominent locations • Increase in graffiti over past 3 months 	<ul style="list-style-type: none"> • Maintenance and expansion of the John Street Encumbrance • Service requests to be lodged with Council for removal of graffiti at said locations and determined on a case by case basis
Sign posts	Provide an unobstructed streetscape along John Street	<ul style="list-style-type: none"> • Too many unsightly posts throughout John Street. • Ugly, cluttered feel 	<ul style="list-style-type: none"> • Possible road and traffic bay marking for parking timings • Multiple signs on one post, including light poles
Pavers	Providing safe, well maintained pedestrian walkways throughout the City Centre	<ul style="list-style-type: none"> • Broken, uneven pavers • Inappropriate type for location e.g. Stockade Hotel loading zone, Hoyts Cinema surrounds. 	<ul style="list-style-type: none"> • Uniform colour scheme and matching • Fir for purpose e.g. heavy pedestrian traffic, vehicular loading zone areas, etc.
11. Business and Development Attraction			
	<i>Rationale</i>	<i>Issues and Concerns</i>	<i>Points for consideration / Other</i>
City Centre Business Attraction Incentive Program	To encourage and attract a diverse business mix throughout the Salisbury City Centre as well as encouraging the upkeep and future development of existing building stock	<ul style="list-style-type: none"> • High initial start-up costs for small businesses • The risk of too many like businesses • Narrowing demographic appeal • Multiple confusing processes and application forms 	<ul style="list-style-type: none"> • Leasing Attraction might include: 1 x complimentary hoarding permit, streamlined footpath trading applications, reduced/zero bollard fees for outdoor dining areas, streetscape support e.g. tree pruning, etc.

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12. Other			
	<i>Rationale</i>	<i>Issues and Concerns</i>	<i>Points for consideration / Other</i>
Parking	Provide FREE, safe accessible car parking across the Salisbury City Centre to meet the needs of the general public and local traders	<ul style="list-style-type: none"> • 3P perception across the City by consumers • Negative comments re. paid parking options • One way marking being ignored, risk of car/car or care/pedestrian scene • Safety after hours or at night 	<ul style="list-style-type: none"> • Dedicated trader all day parking within close proximity to businesses • Additional lighting as required • Additional CCTV coverage as required • Regular updating of City of Salisbury parking map/guide • Signage indicating car park and time restrictions
Loading Zones	Provide accessible entry for deliveries to local businesses whilst not compromising driver/pedestrian/vehicle safety	<ul style="list-style-type: none"> • Current location of loading zones • Loading zones used for non-loading purposes • Current issues with footpath parking 	<ul style="list-style-type: none"> • Strategic location of loading zones to support local business across the Salisbury City Centre • Appropriate signage • Enforcement of loading zone conditions
Shopping Trolley Management	Create a safe, welcoming environment and better support local shopping centre and large retailers	<ul style="list-style-type: none"> • Abandoned trolleys attract a cost to retailers in both collection and replacement • Unsightly when strewn throughout the City Centre • Risk of damage to parked vehicles 	<ul style="list-style-type: none"> • Work with retailers Big W, Coles, Woolworths and Parabanks Shopping Centre management on possible solutions • Investigate out of shopping centre car park options for trolley bays e.g. Church Street bus stops and Bus/Rail Interchange

The contents contained within this 'Draft Plan' are by no means exhaustive but give a starting point for further discussion.

We thank the City of Salisbury for the consideration of the items listed herein, and look forward to on-going discussions as to where they 'fit' within the Salisbury City Centre Revitalisation Master Plan and the plan around the Salisbury Community Hub development.

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