

## Pedestrian Linkages

Almost every footpath within the CBD is either fully paved, fully concreted, or has a concrete path. Potentially then, every footpath on every street is able to safely carry pedestrians to and from existing facilities throughout the CBD. Therefore pedestrian movement and linkages between facilities is reasonably good. Note that we have not indicated these on the adjacent plan. In addition, there are also many smaller pedestrian access paths and linkages located between buildings and city blocks thereby providing the potential for further pedestrian access and permeability throughout the CBD.

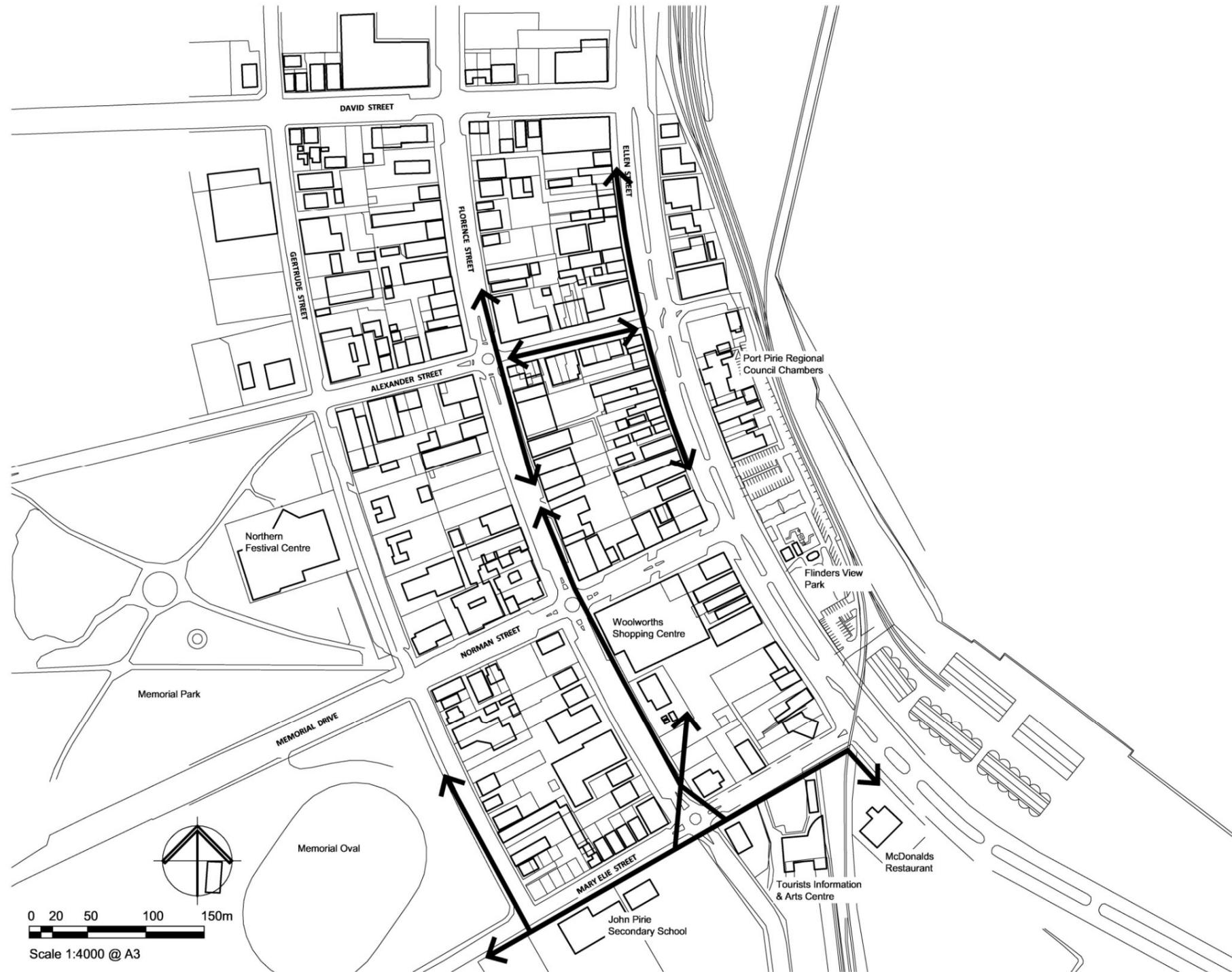
However, it is evident that not many people in Port Pirie actually walk within the CBD when shopping, especially along Florence Street. Most people drive (even from shop to shop). One reason for this could be directly related to the lack of shade and comfort along existing footpaths (remembering that the climate of Port Pirie especially over the summer months can reach as high as the mid 40's in the middle of the day).

The main footpaths however where people do walk (which relates to activity pattern in *Legibility*) is along sections of Ellen Street, Alexander Street, and parts of Florence Street. Not surprisingly, this also relates to the footpaths that have continuous awnings across the footpaths providing good shade.

The other pedestrian links indicated on the adjacent plan relate directly to the John Pirie Secondary School and the routes where students frequently walk to and from various destinations (mainly before and after school).

The wide character of many streets and the lack of or poor mid block pedestrian crossings are an impediment to pedestrian movement encouraging people to move by car within the CBD and indeed along a street. There is a significant opportunity to widen footpaths to enhance the pedestrian environment but also better define mid block crossing points.

Figure 13: Key pedestrian linkages



## Public Realm / Open Space

Whilst there is no open space areas located directly within the CBD, there are a few parks located around the perimeter of the CBD area. These are listed as follows:

### Memorial Park

This is Port Pirie's largest and best known public park. It is home to many public festivals and events, and is a popular venue for outdoor weddings and photographs. The park also features the Northern Festival Centre (theatre, function room, restaurant), playground equipment, rotunda, and rose garden. Parking associated with the park is located around the perimeter of the park and in adjacent streets.

### City Park

It is not clear whether this park is classified as a public park, however; it does have a sign which identifies the park, and it does feature in various tourists maps. The park is located directly on the corner of the Council Chambers adjacent the intersection of Ellen Street and Alexander Street. It has quite an urban feel with a semi-formal nature (paving, seating, fountain). However; the vegetation around the edges of the park adjacent the public footpaths has become overgrown thereby limiting views into the internal space. Unfortunately, this also provides an inward looking park which could feel unsafe for anyone to walk through. The formal civic feel detracts people from actually using the park space.

### Flinders View Park

Located on the river side of Ellen Street, this park has good off-street carparking, features a fully fenced small children's playground, public toilets, BBQ facilities, and an open grassed area with the name of the park featured in large letters which is highly visible from the road. Monthly produce markets are held under the shade structure (opposite the end of Norman Street).

### Memorial Oval

This is a District sport park catering for a range of different sporting activities. The park is fully fenced, and features an historic grandstand, grand historic entry gates and entry structure which is located on the corner of Gertrude Street and Memorial Drive.

Figure 14: Existing areas of open space



## Vegetation

The trees listed in this section are representative of the main tree species used as street trees throughout the CBD area of Port Pirie. The species listed were identified with the assistance of Mr Steve Wilsdon; Port Pirie Regional Council's Parks and Recreation Supervisor.

Existing Street Tree Species as follows:

**1. Fraxinus angustifolia 'Raywood' (Claret Ash)**

Within the CBD area, there appears to only be two (2) of this particular species of tree. Both of which are located on opposite corners of the intersection of Florence Street and Alexander Street. It is obvious that these trees were intentionally planted when the adjacent streetscape works were implemented approximately in the mid 90's. Both trees have become well established as lush green specimen trees, however; are commonly known as large growing trees best suited to parks.

**2. Washingtonia filifera (American Cotton Palm)**

There are numerous examples of this specimen palm planted throughout the CBD and Port Pirie generally. However; the main use of these palms is along the centre median of Ellen Street but is limited to the median within the CBD area only. The palms line the original alignment of the old railway line when the trains operated along the centre of Ellen Street. In this situation, the palms greatly contribute to the streetscape of Ellen Street.

**3. Eucalyptus torquata (Coral Gum)**

These spectacular Eucalypts have been successfully used as an avenue tree along both sides of the Memorial Gardens, and in particular along both sides of Memorial Drive. Ironically, despite being highly successful in these streets and in other locations around the CBD, these trees are generally no longer supported by many Council's throughout South Australia. This is due to apparent issues such as leaf litter, fruit drop, and staining of fences and footpaths.

**4. Platanus orientalis (Oriental Plane Tree)**

The oriental plane tree is a spectacular tree especially when used to line an avenue.

**5. Fraxinus velutina (Arizona Ash)**

There are only two (2) of these trees planted along the southern side of Norman Street between Florence Street and Gertrude Street. Normally recognised as an adaptable tree for use in parks and large gardens, these trees appear to be growing reasonably well.

**6. Koelreutaria bipinnata (Chinese Flame Tree)**

There are a handful of these trees planted in Florence Street near Target, and also in the median at Gertrude Street adjacent the Northern Festival Centre. The trees in Gertrude Street have not successfully established, and appear to be stunted and lacking in nutrients. The specimens in Florence Street appear to be doing reasonably well.

**7. Callistemon 'Harkness'**

One of the more hardy of the native bottlebrushes, Callistemon 'Harkness' has been used extensively as a street tree throughout Victoria and South Australia. Growing to only 6m, it has been best used in streets under power lines.

**8. Phoenix canariensis**

Whilst this specimen palm has not strictly been used within the CBD area, they do feature along the centre median leading into the CBD along Main Road. Recognised as one of the most majestic specimen palms (and expensive), it does appear slightly odd that they were not used along Ellen Street which is recognised as the 'Main Street'. Instead, they dress up the only section of Main Rd that has very little visual appeal in terms of built form. They do however only very slightly detract from the dominance of the grain silos on the right hand side as you drive into the CBD.



1.



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8.

## Vegetation – cont'd

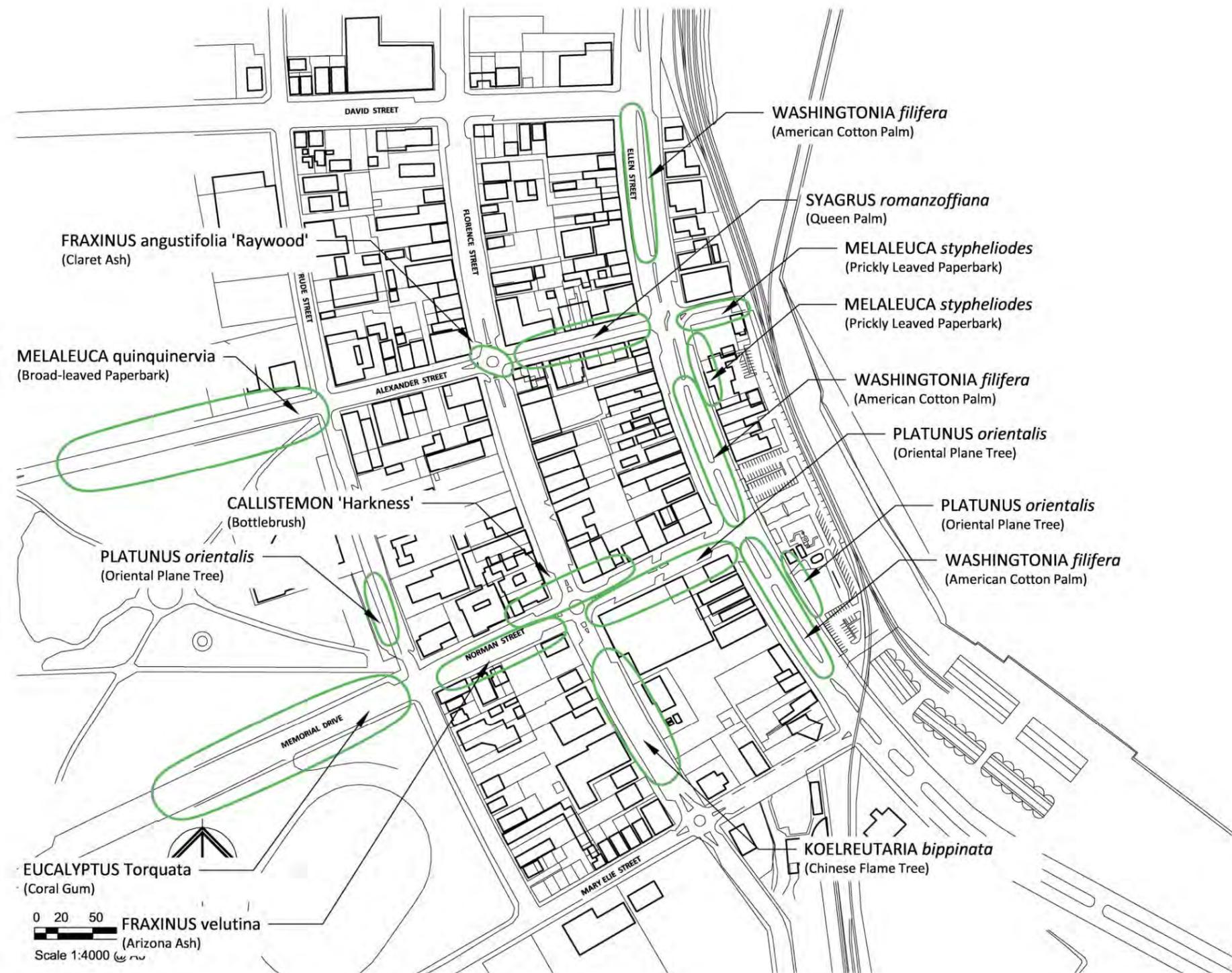
Figure 15 indicates where these existing street trees have been used within the Port Pirie CBD:

- *Fraxinus angustifolia* 'Raywood' (Claret Ash)
- *Washingtonia filifera* (American Cotton Palm)
- *Eucalyptus torquata* (Coral Gum)
- *Platanus orientalis* (Oriental Plane Tree)
- *Fraxinus velutina* (Arizona Ash)
- *Koelreutaria bippinata* (Chinese Flame Tree)
- *Callistemon 'Harkness'*
- *Phoenix canariensis*

The only consistency in terms of street tree planting is the Phoenix palms along Main Road, the Cotton palms along the centre of Ellen Street, and the existing historic avenue trees along both sides of the Memorial Gardens.

There is a real opportunity to enhance the existing streets throughout the CBD as well as to provide additional shade by tree planting. Another benefit of tree planting is that it can be used to create a level of visual consistency along the main streets. This will greatly help to improve legibility as well as to define the main streets. Of equal importance however is to create a balance through design to ensure that traders are not negatively impacted by blocking views to signs.

Figure 15: Location of existing street trees



## SOCIAL AND CULTURAL CHARACTERISTICS

### Social Infrastructure

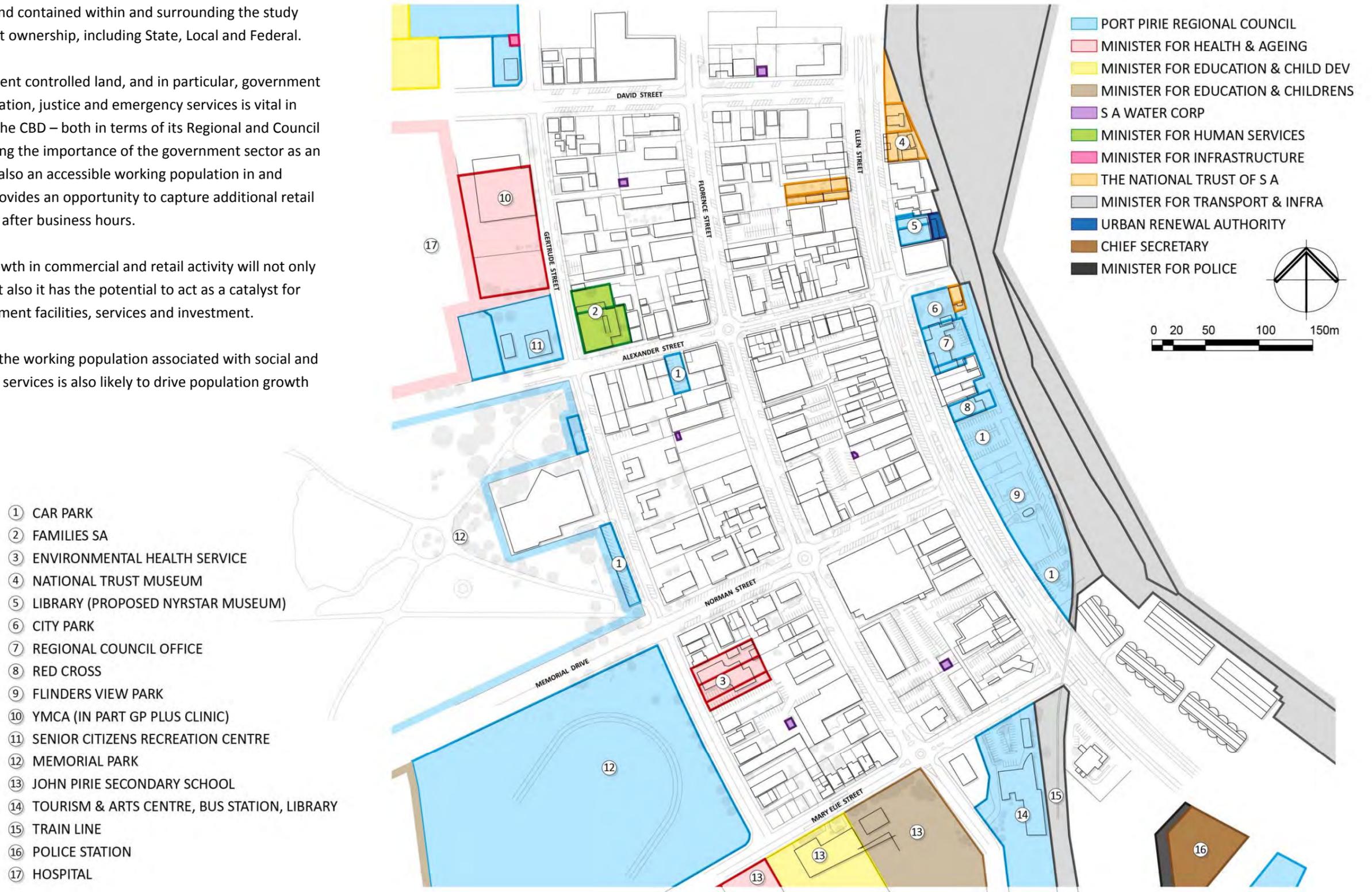
A significant portion of land contained within and surrounding the study area is under Government ownership, including State, Local and Federal.

The presence of government controlled land, and in particular, government services, health and education, justice and emergency services is vital in retaining the primacy of the CBD – both in terms of its Regional and Council wide influence. Recognising the importance of the government sector as an employment source, but also an accessible working population in and around the Study Area provides an opportunity to capture additional retail spend before, during and after business hours.

Supporting continued growth in commercial and retail activity will not only reinvigorate Port Pirie but also it has the potential to act as a catalyst for further social and government facilities, services and investment.

The potential increase in the working population associated with social and government facilities and services is also likely to drive population growth for Port Pirie generally.

Figure 16: Social infrastructure



## Heritage

The quality and unique mix of buildings of historical significance, the Port and associated industrial activities make Port Pirie quite different to most other country towns and Regional Centres.

Recognition of Port Pirie's unique character and visual diversity, through the protection of historic buildings and important industrial land uses and landmarks is extremely important. The cluster of heritage places at the northern end of Ellen Street provides a distinctive historical streetscape and can be enhanced by the interaction between built form, spaces, plantings and the general street pattern of the area. The area should continue to function as an integral part of the Port Pirie Regional Centre.

Other heritage places exist throughout the study area and should be utilised as reference points and adapted to uses where their contribution to the streetscape can be enhanced.



Figure 17: Places of heritage significance



## Population Growth and Change

Fundamental to the future development of a vibrant CBD with additional retail, services and facilities will be the growth of population in Port Pirie and its surrounding catchment.

The Mid North Region Plan acknowledges the need for each region to achieve an annual average growth rate of just over 1% per annum in order to meet the State's target of maintaining each region's share of overall population.

Recent trends in population change in the Mid North Region indicate:

- Very low growth rates and, in some areas, absolute population decline; and
- A stronger propensity for growth in larger urban centres and coastal locations.

Opportunities identified as potential stimulants of population growth include the following:

- Port Pirie as a domicile for miners and related personnel;
- Growth in services to support the mining population;
- Growth in industries supporting mining activities;
- Expansion / introduction of major industries;
- Tree change / sea change migration to the area;
- Affordable lifestyle attractions; and
- Strategic Government investment in services and / or infrastructure.

## COMMERCIAL OPPORTUNITIES

### Port Pirie CBD

The Port Pirie CBD is focused around Ellen Street, from David Street to Mary Elie Street. The major retail operators in the CBD include a Woolworths supermarket, situated on the south-eastern corner of Norman Street and Florence Street; a Target Country store, located on the western side of Florence Street, a short distance north of Mary Elie Street. Carparking which supports the major retail operators within the CBD (ie Woolworths and Target Country) is generally internalised, meaning that it is not highly identifiable from the road network within the CBD.

In addition to the above major retail operators, there are numerous smaller scale retail and commercial operators located in the CBD including fast food operators, a petrol filling station, bulky goods (eg radio rentals, home supplies, hardware, electrical, homemaker/ furniture/ carpets), mini majors (eg toyworld, the reject shop), community service organisations (eg Australian Red Cross), hotels, bars and gaming, motel accommodation, bottleshop, restaurants, banks, professional services (eg real estate, accountants, lawyers, travel, employment, insurance), speciality tenancies (eg fashion, newsagents, bookstore), motor vehicle showroom and repair facilities, carwash, health and fitness/gym, places of worship, medical and health services, post office, museum, community facilities, and local and state government services and offices. In addition pockets of the CBD include significant levels of residential housing.

Whilst the offering within the CBD is extensive, it is disparate in nature and dispersed over a large area, resulting in reduced concentration of activities and low levels of activation. In addition, substantial portions of the building improvements within the centre are of a low quality, offering poor presentation and low amenity.

The CBD itself is quite substantial at around 75,000m<sup>2</sup> with retailing representing about one third of the total floor space. Around 10% of the total floor space is vacant unoccupied retail floor space or under-utilised space, particularly in older two storey buildings facing Ellen Street (and elsewhere).

Whilst not located within the Port Pirie CBD, Pirie Plaza (formerly Centro Port Pirie) is the major sub-Regional Centre serving residents of the Port Pirie urban area and the surrounding towns of Port Broughton, Crystal Brook and Jamestown. The centre is situated on the southern side of Grey Terrace, between Wandearah Road and The Terrace, directly opposite the Phoenix Park Racecourse and approximately 1 km south of the CBD. The major tenants at Pirie Plaza are a Kmart discount department store and a Coles supermarket, which together anchor a total of 18 specialty stores and a Shell / Coles Express service station. In contrast to much of the offering of the CBD, this centre is relatively modern, having been extensively refurbished in 2007, and provides a highly concentrated retail mix. In addition, unlike the carparking which supports major retail operators in the CBD, Pirie Plaza's carparking is provided at grade (incorporating over 600 spaces) and is easily accessible, and highly visible, via Grey Terrace.

Respondents to a survey undertaken in the Port Pirie Retail Analysis, 2012 suggests that people are drawn to both the Woolworths and Centro centres from across Port Pirie township and, indeed, from the wider catchment area. There is no obvious geographic grouping of respondents towards one centre or the other. This is significant in that it suggests Port Pirie is of a size that residents will travel to either of the major centres based upon particular sales and product opportunities. This further implies flexibility in the location of future retail growth. An opportunity exists in the Port Pirie CBD to develop vacant and underutilised sites in association with public realm improvements to provide an active urban environment that provides a complementary point of difference to Centro.

Improvements / Shortcomings of Port Pirie retailing suggested by respondents in the survey to the questionnaire reinforced this opportunity. Key findings highlighted that there was a need for more variety in the retailing offer, additional dining experiences and a need for another supermarket (e.g. Foodland).

Pirie Plaza



Woolworths, Port Pirie

Target Country, Port Pirie



## Residential Market Analysis

In order to assist in establishing the potential for residential land uses within the Port Pirie CBD a high level analysis has been undertaken.

As detailed in Tables 1 and 2 and Figures 18 and 19 below, the median sale price (for all dwellings and units) in the Port Pirie Local Government Area over recent years has been established.

As could be expected, the data confirms that the median and mean prices for houses and units in the Port Pirie Local Government Area is considerably lower than those for the South Australian Metropolitan Area, thereby demonstrating high levels of affordability.

While surrounding Residential Zones provide the ability to accommodate affordable residential development, there is an opportunity to provide an alternative product in the CBD. Particularly, for younger or older persons who may desire smaller housing products within walking distance of services and facilities.

**Table 1: Median House & Unit Sale Price, Port Pirie LGA**

Year	Median House Price	Median Unit Price
2004	\$85,000	\$116,500
2005	\$108,000	\$153,500
2006	\$125,000	\$117,500
2007	\$135,000	\$222,500
2008	\$147,500	\$162,500
2009	\$160,000	\$127,500
2010	\$160,000	\$203,500
2011	\$150,500	\$161,000
2012	\$145,000	\$95,000
2013	\$120,000	\$160,000

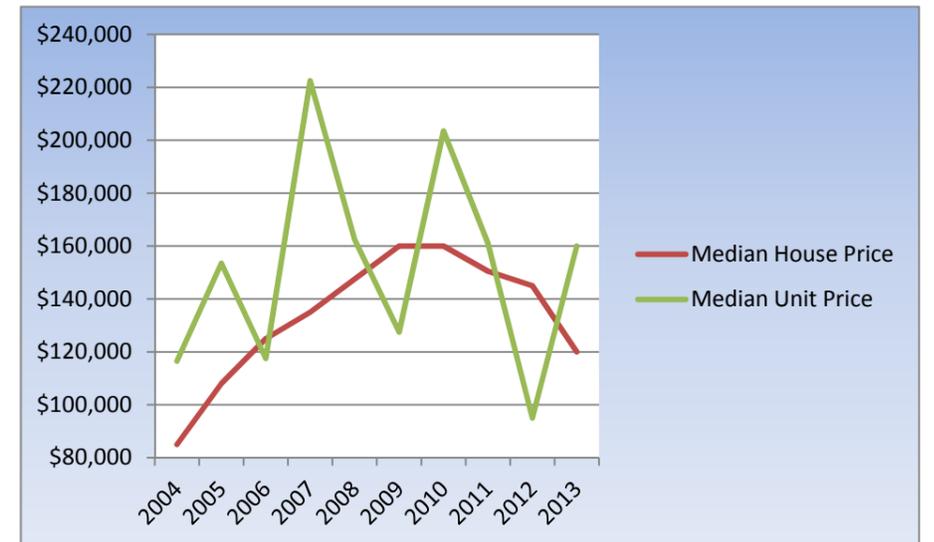
Source: RPData & Connor Holmes

**Table 2: Mean House & Unit Sale Price, Port Pirie LGA**

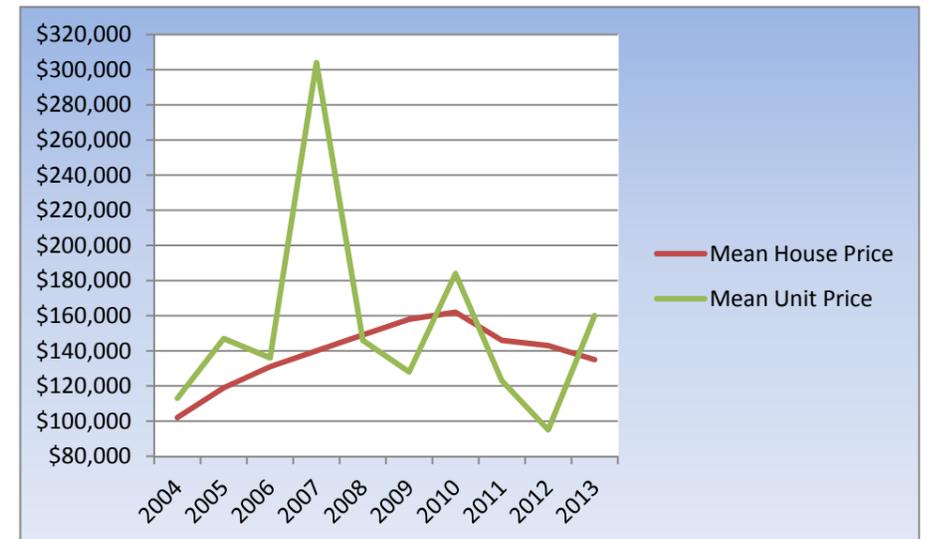
Year	Mean House Price	Mean Unit Price
2004	\$102,000	\$113,000
2005	\$119,000	\$147,000
2006	\$131,000	\$136,000
2007	\$140,000	\$304,000
2008	\$149,000	\$146,000
2009	\$158,000	\$128,000
2010	\$162,000	\$184,000
2011	\$146,000	\$123,000
2012	\$143,000	\$95,000
2013	\$135,000	\$160,000

Source: RPData & Connor Holmes

**Figure 18: Median House & Unit Sale Price, Port Pirie LGA**



**Figure 19: Mean House & Unit Sale Price, Port Pirie LGA**



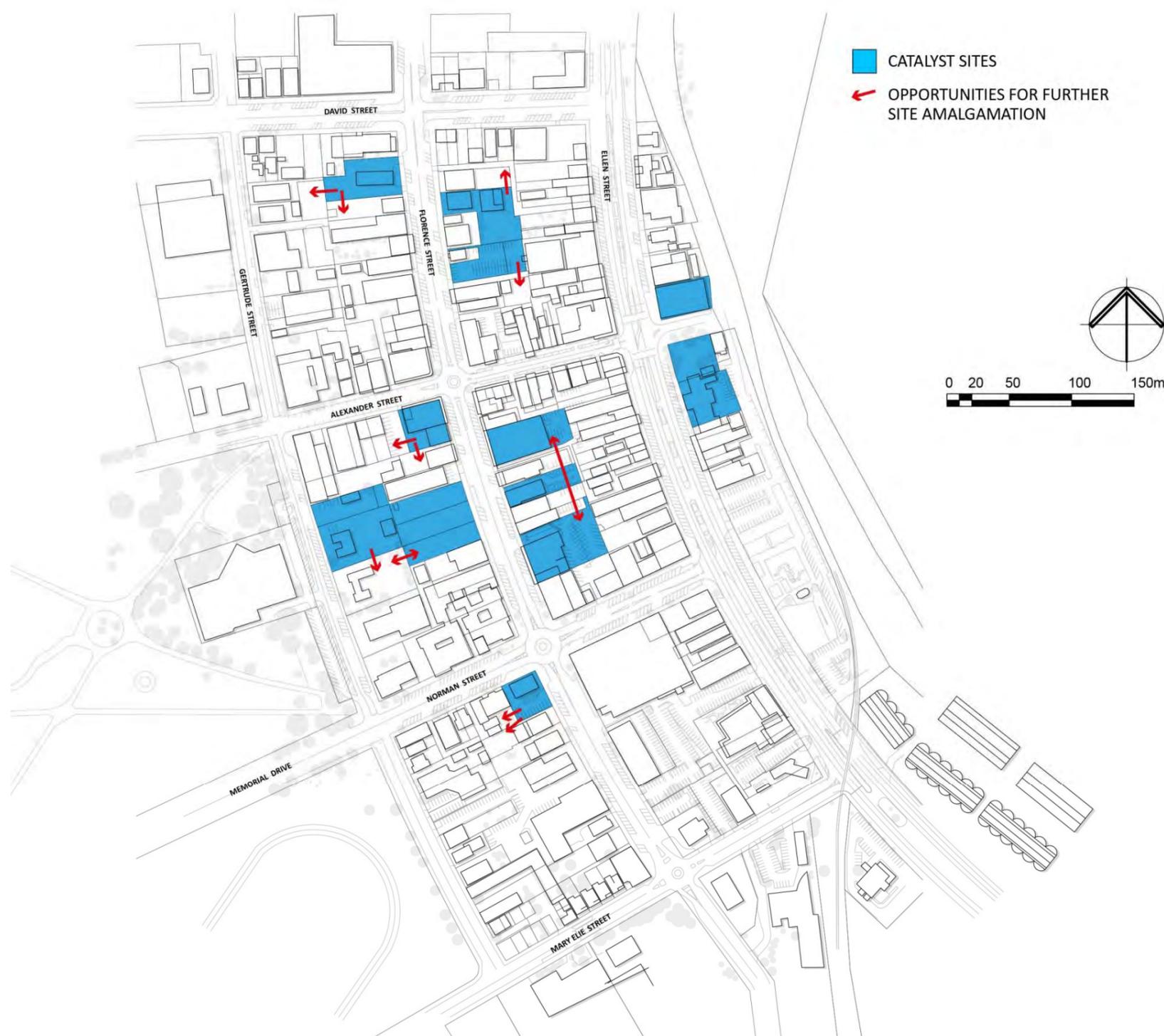
## CATALYST SITES

Catalyst sites provide the opportunity for a development on a large site to assist in the transformation of a streetscape. These sites have been selected on the basis of their development potential (i.e. vacant, under-utilised, limited heritage constraints etc) and ability to facilitate residential population growth, stimulate retail/commercial development and investment while also creating improved amenity within the Zone through the activation of the public realm.

The introduction of catalyst site policies (i.e. sites over a certain site area, particular location etc) in the Development Plan could also encourage site amalgamation to create more comprehensive development schemes over larger areas and thus result in wider and enhanced transformation of both private and public spaces. Such policies could relate to car parking reductions, height incentives, utilisation of the public realm for outdoor dining and increased floor areas for retail/commercial space. These incentives could also be tied in with providing upper level residential accommodation and in particular short term accommodation. Any policy changes would require a Development Plan Amendment.

The location of key catalyst sites and their ability to create further amalgamation opportunities illustrates the significant potential in Florence Street. Florence Street therefore is likely to play a significant role in the repositioning of Port Pirie and its physical transformation.

Figure 20: Location of catalyst sites



## KEY CONSTRAINTS AND OPPORTUNITIES

### Key Constraints

- Under-utilised and vacant land within the Commercial Zone and in close proximity to Centro Shopping Centre provide attractive opportunities for retail investment outside of the study area;
- Perception that the 'CBD Area' is outside of the study area;
- Better controlling built form outcomes and building occupation to reflect desired character/personalities of streets;
- Lack of wayfinding signage throughout the study area and poor legibility are providing negative visitor perceptions of Port Pirie;
- No detailed 'City Centre' or true heart of Port Pirie;
- The concrete grain silos are a significant and dominant visual element from most parts of the CBD.
- There is a need to reassess water flows with respect to potential flooding within the study area.

### Key Opportunities

- Strengthen linkages between Port Pirie and other townships within a 30-60 minute drive to promote a full tourist experience;
- Embrace the evolution of industry in Port Pirie and links with Broken Hill as a tourism strategy;
- Enhanced and, more comfortable pedestrian linkages along Alexander Street, Norman Street and Mary Elie Street that will promote a more active public realm and revitalised retail core in Florence Street;
- Recognise the Regional Centre Zone status of the study area to expand its influence – both locally and regionally;
- Identify particular characters/personalities for Ellen Street ("Boulevard"), Alexander Street ("High Street") and Florence Street ("Mainstreet") to influence the design of the public realm;
- Leverage off key retailers and promote catalyst sites to new offerings that could also activate public spaces;
- Create visually more appealing gateway statements and wayfinding to attract visitors and also seek to make them stay longer;
- Work the two main landmarks (grain silos and chimney stack) into the improved visual experience for visitors (i.e. artistic displays, creative lighting, etc);
- Designate formal parking areas for caravans/motor homes in strategic locations to encourage pedestrian movement into the CBD;
- Create focal points to better terminate the existing view lines;
- Use key corner buildings as focal points or landmark elements to assist in wayfinding through the CBD;
- Enhance the appearance and micro-climate in streets by providing additional shade through more street trees. Trees should also be placed in a manner that do not obstruct views to signage/business;
- Population and workforce growth can be stimulated by an improved public realm and strategic development of catalyst sites;
- Embrace the significance of existing cultural and heritage assets in design and placemaking;
- Support continued growth in the government, health and education sectors to drive retail investments and population growth;
- A need for more variety in the retailing offer, additional dining experiences and another supermarket (e.g. Foodland);
- Provide an alternative smaller housing product within the CBD;
- Use catalyst sites to direct investment and commence the transformation of both private and public spaces.

## DESIGN GUIDELINES AND PRINCIPLES

The following design guidelines and principles seek to investigate both the 'hard' and 'soft' key opportunities which underpin the concept plans forming the Master Plan.

### PLACEMAKING

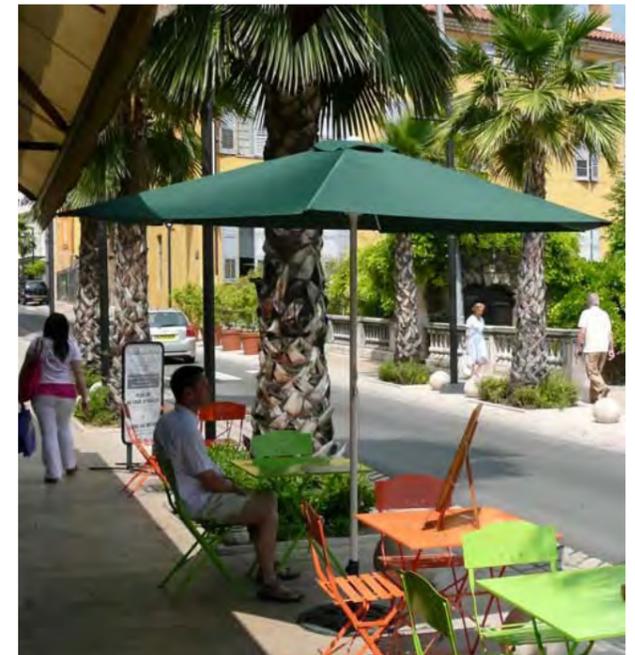
The Master Plan has been developed through a place-making approach. The following place-making principles need to be considered at the strategic (high) level:

- minimise environmental impact;
- create conditions for people to seize opportunities themselves and with others to improve the urban environment;
- plan through observation, interaction and experience with the urban environment;
- support people to 'live slow' through a variety of experiences;
- create great streets where public spaces are beautiful, well-designed and maintained;
- support an urban form that permits greater movement of people by foot;
- enhance the social and cultural environment through activation;
- adopt new urbanism techniques by re-invigorating traditional approaches;
- create the necessary pre-conditions to support economic growth;
- increase civic participation before, during and after the Master Plan process.

### LAND USE

The Master Plan provides a framework to enhance the land use mix and retail offer in the CBD. Principles to be considered for implementation include:

- supporting destination food and retail experiences at key locations to create active environments;
- creating visually more appealing public spaces to attract higher quality dining and activated street scapes;
- enhancing evening trade opportunities to assist in creating an evening economy;
- creating streets with particular character and/or personalities to support unique retail and food offerings;
- creating a comfortable public realm environment with outdoor dining spaces to create a ritual of eating outdoors;
- creating retail/gathering/civic/food crossovers to cluster a variety of activities around an attractor, such as seating, a playground and a café;
- leveraging off key retailers and organically developed precincts (i.e. health and government) to provide new complementary offerings;
- providing an alternative smaller housing product and short term accommodation with the CBD to create a critical population mass.

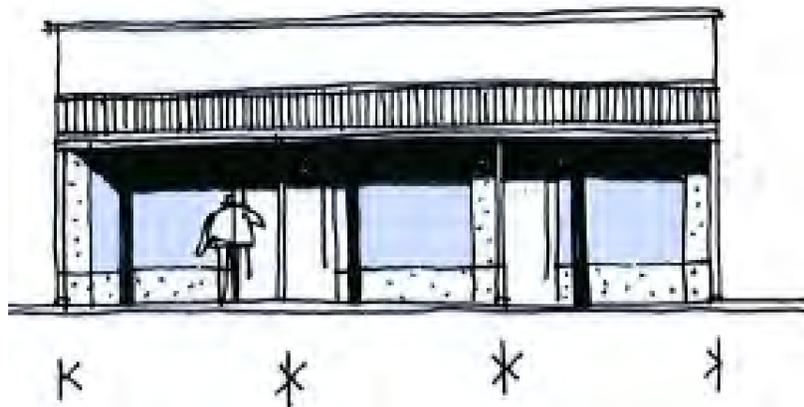


Examples of active and attractive spaces that encourage people to walk and integrate within the public realm.

## BUILDING DESIGN

The Master Plan also seeks to improve the manner in which the private realm contributes to the public realm experience. The following principles are considered to improve the experience:

- create a visually interesting design with ‘fine-grain’ detailing along key streets within the retail core to avoid large expanses of blank facades at ground level;
- ensure building awnings provide a continuous path of shelter for users of the CBD, and are of a high quality design, integrated with the architectural form of the building while minimising visual obstruction to upper level views of heritage and/or interesting building facades and balconies;
- ensure verandah posts are setback an appropriate distance from the kerb (ideally 600mm) so as to not obstruct the opening of vehicle doors but also encourage a consistent footpath width along the street;
- along narrower footpaths (i.e. Alexander Street) encourage the use of cantilevered verandahs/canopies to maximise outdoor dining/landscaping areas;
- ensure building facades are maintained in a clean, sound and well-presented condition;
- ensure building services are generally not visible from street level (discrete façade lighting being the exception) and any redundant building services on facades should be removed as part of any services upgrade, or façade maintenance programmes;

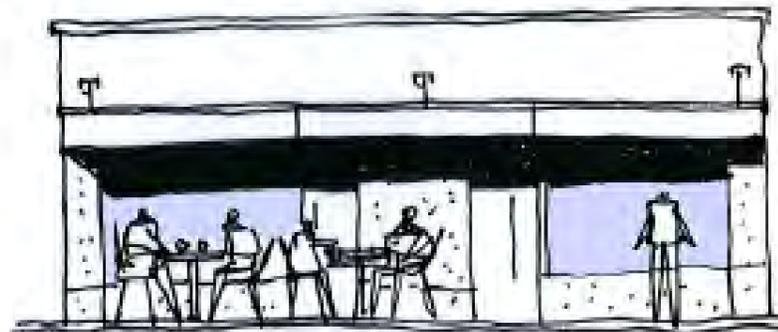


3 Tenancy Option  
Option for the ‘fine-grain’ detailing of facades

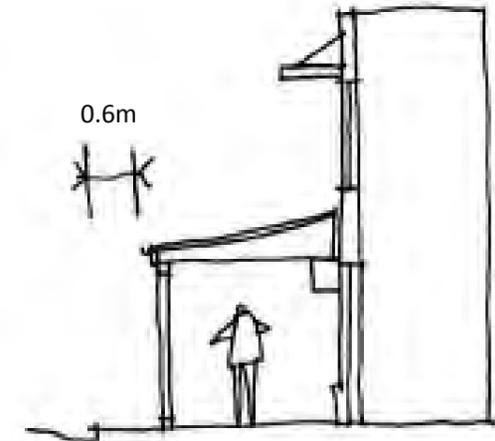
## MOVEMENT NETWORK

The Master Plan provides a framework to enhance linkages within and beyond the CBD, particularly by foot to create a more active and comfortable experience within the public realm. Principles that can assist in this enhancement include:

- where opportunities exist along wider streets (in particular Florence Street) increase the width of footpath areas to create defined areas for outdoor dining, seating and landscaping and midblock crossing points to enhance the pedestrian sense of place;
- leverage off existing and underutilised car parking assets to move people around the CBD and between adjoining precincts;
- ensure that car parking assets can be easily accessed, safe and are comfortable;
- provide clear wayfinding to encourage people to explore the CBD (ie. Instead of using just signs, provide directional signage through paving, art, lighting, icons, maps, information technology);
- create strong, vibrant and comfortable pedestrian connections with surrounding precincts;
- improve existing and create new pedestrian crossings and links at strategic locations in accordance with the Master Plan to enhance links between key activity areas/nodes;
- articulate the personality and potential of each of the streets within the CBD and in particular the retail core (and not just the aesthetic ones) as they all in their own way contribute to the unique identity that is Port Pirie and the surrounding precincts.



2 Tenancy Option  
Option for the ‘fine-grain’ detailing of facades



0.6m setback enables the opening of vehicle doors.



Traditional design approaches in the heritage precinct can utilise verandah posts due to the width of the footpath along Ellen Street.



Simple contemporary awnings to upper level windows and skillion verandah at ground level can complement traditional building designs.

## HERITAGE

The Master Plan has identified key elements within the CBD that contribute towards its cultural value. The following principles are considered to embrace and enhance such value:

- identify icons to provide locational reference, a place to meet, and experiences;
- identify areas of opportunity to build on existing strengths;
- use heritage buildings and groupings of heritage buildings to contribute to the ambience/ mood of the place and visual interest;
- utilise icons, gateway statements and heritage buildings as mechanisms to create interest at night through uplighting/illumination;
- showcase contemporary and interesting forms, particularly future public art;
- ensure places of heritage value are retained, conserved and restored through a Heritage Incentive Scheme, or similar, as valuable contributors toward the built form character of the CBD;
- use new wayfinding and pavement treatments as opportunities to tell the historical story of Port Pirie.



Outdoor dining assisting in the creation of evening economy.

## ACTIVATION

The Master Plan places strong emphasis on activation to improve the experience for residents and visitors in the CBD. Key activation principles that need to be implemented include:

- identifying particular streets and locations within streets to provide the opportunity for active spaces where there is a blend of the private and public realms;
- encouraging ground level frontages that are physically or visually permeable, promoting an active and transparent interface between tenancies and the public realm;
- supporting opportunities for tenancies that provide after hours physical activation wherever possible;
- ensuring street level frontages are well lit and visually permeable after hours, providing a vibrant and visually interesting backdrop to the public realm;
- allowing the opportunity for artwork or lighting installations where physical activation is not achievable;
- encouraging short term and medium density residential accommodation within the CBD wherever possible to provide a critical population mass for traditionally after hours tenancies, such as eateries, convenience stores, entertainment venues and the like;
- supporting License to Access Agreements between property owners and tenants to activate vacant upper levels for the purposes of supporting a wide range of land uses. Potential tenants could pay outgoings or potentially land tax in lieu of rent in the short term;
- utilising 'Passive' upper level activation to supplement 'physical' activation, or where 'physical' activation is not achievable. Such passive activation includes art installations, building lighting or high quality architecture;
- assisting owners to reinstate historic elements to heritage and character places where they once were present, through a Heritage Incentive Scheme or similar.



Uplighting of heritage facades.

## VIEWS AND VISTAS

Views and vistas throughout the CBD should be assessed to determine their value and worth in terms of focussing attention on positive attributes and elements and discouraging views to negative or less desirable elements. This can be achieved through a number of strategies including:

- Review existing views and vistas to determine if they are worthy of retention and enhancement, or require other stimuli to draw attention to more important elements;
- Consider the inclusion of feature landmark elements at key locations to focus views and attention on nodal areas (ie. Round-a-bouts and feature walls);
- Acknowledge and improve existing key views and vistas where possible by adding elements to better frame these views;
- Terminate existing open ended views and vistas to place greater emphasis on the foreground and immediate areas requiring visual attention.



Enhance vistas to Flinders Ranges.



Create landmark features at key nodal points (i.e. round-a-bouts and feature walls at street edges).

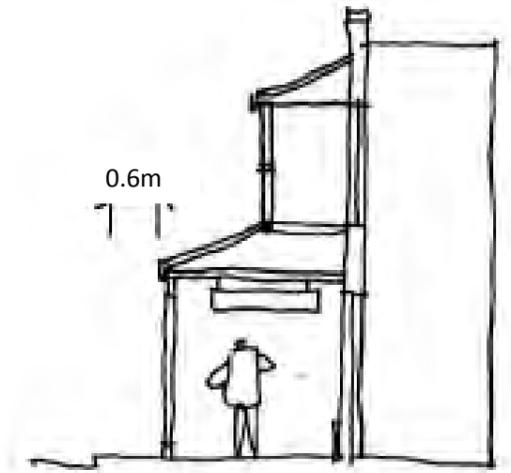
## SIGNAGE

The lack of wayfinding signs and signs generally through the CBD and poor legibility provides a negative visitor perception of Port Pirie. The following principles could reverse this perception:

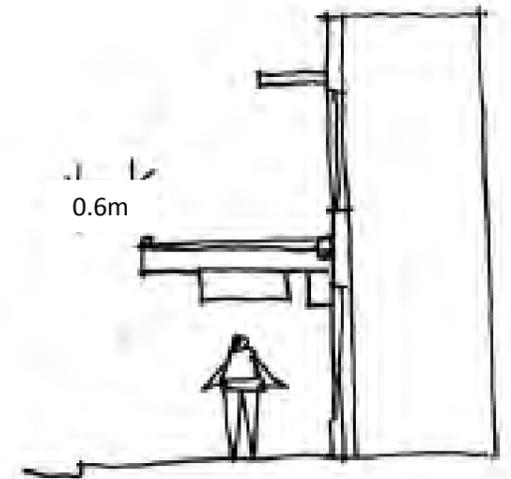
- Commission the development of a Signage Strategy that provides detailed requirements and guidelines for all forms of signage throughout the CBD including directional signs, tourist and/or information signage; historic building signs and interpretation, street name signs, marketing & events signs, as well as advertising guidelines generally.
- Review and rationalise all existing signage elements throughout the CBD (including sandwich board signage) to determine if they are still valid or should be removed to avoid confusion and clutter;
- develop a Wayfinding Signage Strategy to ensure wayfinding signage is concise, uncluttered, artistically interesting, integrated with public art and the architectural form, style and colour of buildings and links with City wide precincts wherever possible;
- ensure trader / shop front signage is generally limited to under awning (at right angles to the building line) or integrated into the main building façade. Signage to awning fascias should be avoided/prohibited;
- create beautiful and engaging way-finding throughout the CBD. Consider the vertical experience as well as the ground plane experience. Work with existing landmarks and the use of public art as key parts of the wayfinding to link with other precincts.



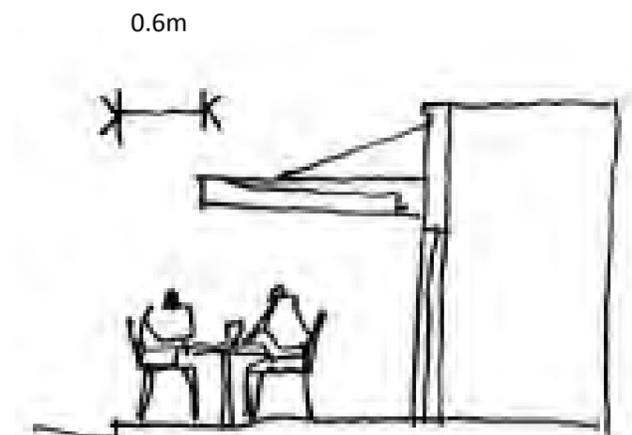
Signage Integrated into the main façade.



Signage under verandah at right angles to the building (traditional design).



Signage under verandah at right angles to the building (contemporary design).



Avoid signage in verandah/awning fascias.

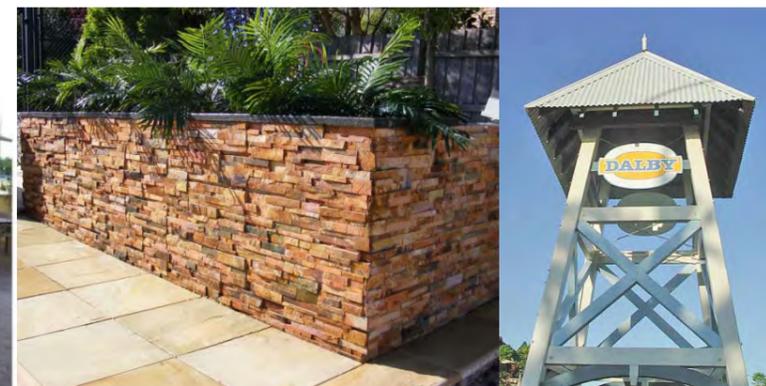
## GENERAL STREETScape

The main areas of initial improvement to the CBD resulting from the Master Plan will be through the transformation of the existing streets. This will provide an improved and cohesive streetscape character throughout the CBD. Key principles for streetscape improvement works should include the following:

- Revise the streetscape character of all the existing streets to create more comfortable and attractive streets;
- Narrow traffic lanes where possible to slow vehicle traffic and improve pedestrian permeability;
- All footpath surfaces to be fully paved to create a consistent overall theme using appropriate pavers, and paver banding;
- Maximise shade on all footpaths through the use of street trees and by encouraging the use of awnings and verandas;
- Ensure continuous paths of travel for all users throughout the CBD with extensive use of kerb ramps and defined crossings at corners, as well as other mid block locations to maximise access and pedestrian permeability;
- Pedestrian crossings should be highly visible, incorporating a change in road surface finish (colour & texture) at street crossing points;
- Investigate areas where footpaths can be widened to provide opportunities for footpath activities such as possible future outdoor dining, outdoor business activities and/or displays, or similar,
- Widen footpaths at corners of intersections to narrow the road carriageway widths to encourage slower traffic speeds, and reducing possible conflicts where pedestrian are likely to cross streets;
- Facilitate street tree planting with appropriate species to provide shade and improve amenity by softening existing streetscape character;
- Incorporate street furniture elements including bench seats, rubbish bins, bollards, balustrades, bike racks, street signs, street lighting (where possible) to provide an improved and cohesive streetscape theme as well as to encourage human interaction and activity on footpaths;
- encourage additional opportunities for sheltered amenity for users including (where appropriate) café umbrellas, planting, and outdoor dining areas;
- create landmark and feature elements at key nodal points to create visual interest and concentrations of activity.



Sheltered amenity



Visual interest through landmark features.



Improved and consistently themed street furniture



Narrow the width streets to slow vehicles, improve footpath surfaces and landscaping opportunities.