

POR^T PIRIE MASTER PLAN



JULY 2013

**CONNOR
HOLMES**
PROPERTY SERVICES
A FYFE COMPANY



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INTRODUCTION

The Port Pirie CBD plays a significant role in how Port Pirie is perceived and used by not only South Australians but also interstate and international tourists.

Whenever a person travels to another city or town they always seem to gravitate to the CBD. Why?

- It's a retail and tourist destination;
- It represents the historical, cultural and social fabric of the city/town;
- It represents vibrancy, vitality, excitement and experiences that can't be met by their home.

The CBD speaks volumes about the town, how it is perceived, how it is used and importantly what experience it provides people.

What experience does the Port Pirie CBD provide? How can this be improved?

This Master Plan not only provides a design solution to improve the appearance of the CBD through a place-making approach, but it also puts in place a robust implementation framework that will encourage private sector investment to contribute to an enhanced sense of place and ultimate visitor experience in Port Pirie.

The Master Plan seeks to:

- adopt and build upon previous sound design directions by capturing and carrying forward the best ideas, concepts and recommendations and utilise best practice urban design and place making principles to deliver a fresh innovative approach to urban renewal and activation of the CBD;
- reflect, embrace and celebrate the significant heritage and unique character of Port Pirie;
- identify and consolidate public realm design improvements for key streetscapes, places and spaces;
- guide, shape and facilitate future policy, and private and public investment decisions;
- identify future planning and design directions that will facilitate integrated approaches and outcomes; and
- provide a robust implementation strategy that identifies priority actions.

The Master Plan will provide the Port Pirie Council with an overarching framework aimed at achieving increased vibrancy and a more prosperous centre for the City and region. However, what is ultimately required is an unwavering commitment from all key stakeholders and the identification of a 'champion' of Port Pirie to use the Master Plan as the primary tool to obtain external funding, attract private investment and inspire the community to embrace positive change and contribute to such change.

STRATEGIC CONTEXT

The following key State Government, Regional Development Australia and Council strategies and policies have been reviewed:

- South Australia's Strategic Plan (2011)
- Mid-North Region Plan (2011)
- Mid North and Yorke Regional Road Map (2011)
- Port Pirie Strategic Plan 2010-2019 (2009)
- Port Pirie Retail Analysis (2012)
- The Flinders Ranges Destination Action Plan 2012-2014 (2012)
- Port Pirie Regional Centre Strategy (2001)

SOUTH AUSTRALIA'S STRATEGIC PLAN (2011)

The State Strategic Plan outlines a medium to long-term vision for the whole of South Australia and is designed to drive the State's prosperity, assist in achieving sustainability, foster creativity and innovation and share State successes with all South Australians to improve wellbeing, expand opportunities and develop stronger communities.

The Plan has two important and complementary roles. Firstly, it provides a framework for the activities of the South Australian Government, Local Councils, business and the entire South Australian community. Secondly, it is a means for tracking progress State-wide, with the targets acting as points of reference that can be assessed periodically. These targets seek to strengthen a sense of community, strengthen and diversify the economy, protect and embrace the natural environment, encourage health and well-being, grow education and knowledge and support innovation.

MID-NORTH REGION PLAN (2011)

The Mid-North Region Plan is a volume of the Planning Strategy and as such is a statutory plan. This plan is designed to set the directions and framework for the future of the region with implementation occurring at the local level largely via Local Government and its strategic and statutory plans.

This Plan identifies Port Pirie as the major commercial and service centre (containing approximately 33% of the total population) within the region.

The Mid-North Region Plan seeks to encourage population growth of 13,787 by 2036 with employment opportunities a key to facilitating this growth.

Key goals for the Mid-North Region identified in the Plan include:

- valuing the Region's strong sense of community;
- positioning the Region to capitalise the opportunities arising from the mining activities occurring across the State; and
- supporting the development and maintenance of social and community facilities, including sporting, education, health and other facilities to service the local population.

The vision for the Mid-North seeks to support the growth and development of communities, encourage initiatives that retain the special qualities of the Region and the fostering of vibrant distinctive towns.

MID NORTH AND YORKE REGIONAL ROAD MAP (2011)

Regional Development Australia Yorke and Mid North (RDAYMN) was formed on 1 February 2010 and is a partnership between the Australian Government, the South Australian Government and eleven Councils, including Port Pirie Regional Council.

Priorities established for the region include strengthening regional partnerships, targeted population growth and business attraction.

The lifestyle advantages, identified as being offered by Port Pirie in this regard include a broad range of services and facilities, good proximity to Adelaide, and affordable housing. Increasing employment opportunities in the region will be an important attraction for the targeted segments and in particular Returning Locals, Opportunity Seekers and Following Partners.

Specifically, this Plan identifies the need for refurbishment of the retail precinct in the CBD; and the development of Port Pirie as a Regional Centre for health, social and education services, government administration and retail.



PORT PIRIE STRATEGIC PLAN 2010-19

This Plan identifies attracting businesses and new residents as an opportunity, as well as the potential to further exploit the area as the gateway to the Southern Flinders Ranges.

To assist in the realisation of these opportunities the plan includes a number of key outcomes. In addition to outcomes to support quality lifestyles, there are also specific outcomes pertaining to economic prosperity, including:

- the growth and diversification of the Regional economy through the attraction of new businesses;
- facilitating the development of Port Pirie as a Regional Centre for health, administration and retail;
- developing and supporting tourism and promotional initiatives;
- promoting Regional population growth; and
- ensuring that Council's planning policy and regulatory framework supports sustainable economic growth.

Council plans to achieve these outcomes, by taking advantage of accessible mining activities, improving the attractiveness of the City as a place to live, assisting businesses to find appropriate sites, developing appropriate community infrastructure, and facilitating the development of Port Pirie as a Regional Centre for health, education, services and retail.

Through this Plan the Council will also actively seek to pursue support from other spheres of Government to realise strategic transport opportunities and infrastructure development projects.

PORT PIRIE RETAIL ANALYSIS (2012)

This retail analysis provided a number of scenarios under which it could be anticipated that there may be a need for retail floor space growth in Port Pirie over the next 20 years dependent upon population growth, increased catchment penetration and real increases in retail spending. A combination of these factors, notwithstanding a modest shift towards online sales, could result in an ultimate need for a further 15,000 – 20,000 m² of retail floor space.

The analysis identifies the following issues to be addressed to enable the existing retail centre to accommodate additional floor space:

- fragmented land ownership in the CBD limits opportunities for a comprehensive redevelopment that delivers the majority of this floor space;

- larger sites within the Commercial Zone at Grey Terrace/Wandearah Road and under-utilised land in close proximity to Centro provide greater opportunities to deliver larger floor space expansion;
- the continuing residential growth of Port Pirie to the south may, over time, justify the provision of a local or neighbourhood centre to serve that population growth;
- the existing CBD has a number of properties that have been vacated or are used inefficiently or are less than optimum premises for retail use; and
- should a major retail expansion take place, there is a risk that more marginal outlets in the CBD and elsewhere (e.g. Solomontown) may be impacted, with some closures.

Notwithstanding the CBD is the logical major town centre for services and comparison goods.

THE FLINDERS RANGES DESTINATION ACTION PLAN 2012-2014

Whilst linked to the SASP 2020 \$8 billion tourism potential target, Destination Action Plans (DAP) are focused primarily on projects that can be delivered in the next 3 years.

The South Australian Tourism Commission suggests that the challenge for tourism growth highlighted from consumer testing, is that the emotional intensity of Flinders Ranges' current experiences is not strong enough to compete against other Outback destinations. If the holiday experience can be bolstered and communicated well, then the Flinders Ranges has the potential to contribute to the 2020 SA Strategic Plan goal by potentially growing 77% over that period and making it into an industry worth \$577 million to the Region. (Source: BDA Marketing Planning from TRA/NVS/IVS/Access Economics, 2011). Other key insights include:

- although visitation to the Outback is in decline, the Flinders Ranges is one of the top contenders in the category;
- the Flinders Ranges is given lower consideration than its key competitors (Red Centre, Kakadu, The Kimberley), but is second in actual visitation levels due to these other destinations being more costly and further away; thus enhancing the appeal of a Flinders Ranges holiday will translate well into visitor numbers;



- Big Touring (self drive, long, multi-destination holidays) is still an appealing category in domestic tourism, and the Flinders Ranges can benefit from a focus on touring;
- events in the Flinders Ranges are hindered by limited infrastructure and accommodation for events of scale;
- 40% of visitor nights in region are spent camping, thus the DAP should incorporate projects that facilitate touring campers; and
- the region has more (93%) three-star or less rooms than the national comparison set of remote regions (74%) but enjoys comparable occupancy rates – so occupancy is not an impediment to building new rooms.

Specific to Port Pirie, the Action Plan identified an immediate requirement for upgrading existing and developing new short term accommodation and developing new commercial tourism experiences. A longer term requirement is to develop a case for the upgrade of the Port Pirie airport, that currently has no passenger facilities.

POR T PIRIE REGIONAL CENTRE STRATEGY (2001)

In June 2000, the Port Pirie Regional Council was successful in obtaining funding assistance from the State Government's Centre Action Planning Program, to undertake a Regional Centre Strategy.

The purpose of the project was to develop a Regional Centre Strategy for the Port Pirie Regional Centre, taking particular account of its heritage, character, accessibility needs and waterfront and redevelopment opportunities.

The study area was bound by George Street to the north, the Terrace to the west, Grey Terrace to the south (and Port Pirie Plaza), Alpha Terrace, Solomontown Road, Manders Street to the East and the southern portion of the coastal peninsula north of Port Pirie River.

The aim of the study was to develop a strategy that created the "right climate" where businesses could thrive and provide a place that local residents and tourists love to visit. The objectives of the Regional Centre Strategy were to:

- establish a clear plan for the revitalisation of the Port Pirie centre and waterfront;

- improve links between the centre and surrounding land uses;
- improve safety, amenity and interpretation (i.e. make the place logical to move around and easy to understand);
- facilitate broader centre uses within the centre;
- improve accessibility to and within the centre;
- provide recommendations for amendment to the Development Plan;
- involve the community, particularly traders and organisations with an interest in heritage conservation, economic development and tourism;
- provide ongoing economic and regional benefit from development and tourism spin-offs and enhance community morale; and
- provide a commitment to deliver action and a sense of ownership by the community.

KEY POINTS

The following points need to be considered in the development of the Master Plan:

- the range of services and facilities, good proximity to Adelaide, and affordable housing are lifestyle advantages offered by Port Pirie;
- increasing employment opportunities in health, social and education services, government administration and retail will reinforce Port Pirie in the Region. Employment will be an important attraction for returning locals, opportunity seekers and the following partners markets;
- the refurbishment of the Port Pirie CBD can be a significant revitalisation catalyst;
- the CBD has limited opportunity to deliver a significant amount of additional retail floor space and may need to compete with the expansion of centre development to the south;
- Fragmented land ownership provides challenges (amalgamation and coordination will improve opportunities for redevelopment within the CBD);
- tourism development and in particular the provision of more quality short term accommodation is required in Port Pirie;
- high quality urban design should build on the strengths of the CBD and its history and enhance links with other key precincts;
- key catalyst sites and a staged implementation plan will assist outcomes.



OPPORTUNITIES AND CONSTRAINTS

An opportunities and constraints analysis has been undertaken, based on the strategic context analysis and a review of the accessibility, physical, cultural and commercial characteristics of the study area.

The findings of this analysis are provided as follows.

ACCESSIBILITY CHARACTERISTICS

Regional Linkages

Port Pirie is located on the south western edge of the Southern Flinders Ranges which run parallel to the Spencer Gulf.

The Southern Flinders Ranges area forms a significant part of South Australia and is highly regarded for its historic and natural attractions. The centres within many of the towns in the area however, have contracted and look to the Port Pirie Regional Centre as the principal centre for retailing, commercial activity, recreation, social, health, government and educational services.

The most direct route to the Southern Flinders Ranges is via National Highway One. Port Pirie is just off Highway One.

There are significant opportunities to strengthen Port Pirie's role as the Regional Centre within the Southern Flinders Ranges area and also to strengthen its links with other townships within a 30-60 minute drive to create a full tourist experience for visitors.

Links with Broken Hill should also not be forgotten. The development of smelting works for the processing of Broken Hill ores has had a significant influence on the character of Port Pirie and how it is perceived by both locals and visitors. By building upon the historical links with Broken Hill, there is the potential to encourage visitation and develop a greater community and tourist understanding of an industry which has been so important in the development and evolution of Port Pirie.

Figure 1: Regional Accessibility



Town Linkages

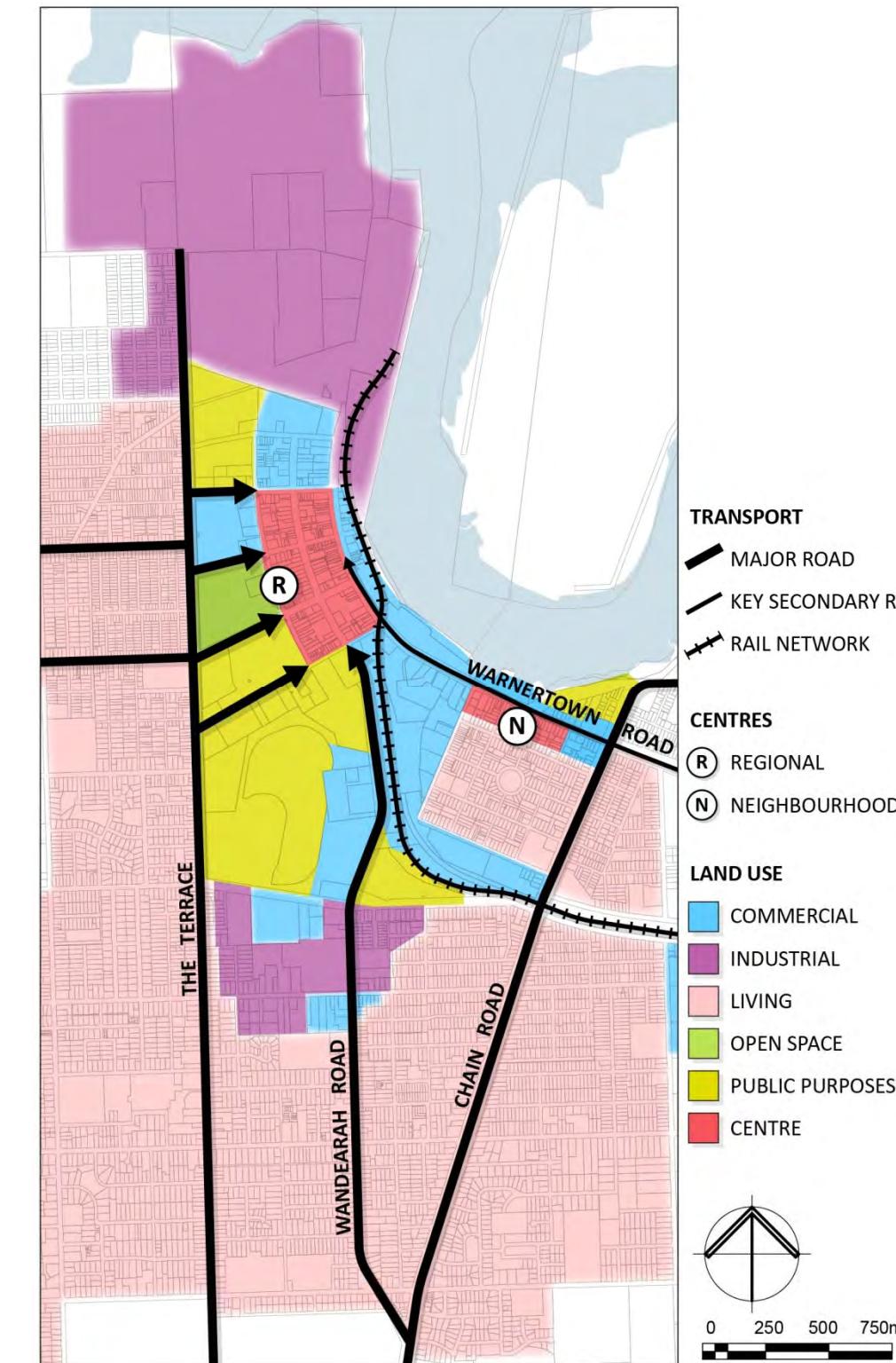
The study area comprises the key portion of the Regional Centre of Port Pirie Township. The study area is effectively the retail, commercial and cultural centre of Port Pirie and is highly accessible being:

- situated along Ellen Street, the main Boulevard into the town from National Highway One and Adelaide;
- adjacent to the key health (i.e. hospital), government, educational, memorial gardens, community and tourist precincts to the west and south;
- adjacent to the industrial activities to the north; and
- adjacent to the riverfront to the east with Solomontown Beach to the southeast

Residential areas exist predominantly to the west and south of the study area, all of which have direct road access into the study area, all of which have good links to the CBD.

Large, under-utilised and vacant sites within the Commercial Zone at Grey Terrace/Wandearah Road and in close proximity to Centro Shopping Centre (south of the study area) provide attractive opportunities to deliver additional retail floor space which may impact on the status of the study area as the retail core of the township and its accessibility.

Figure 2: Town Linkages



CBD Linkages

The study area is a highly accessible area comprising and adjoining a number of defined precincts. The study area is effectively characterised by three distinct precincts:

- the heritage and cultural precinct;
- the retail core; and
- a mixed health/government/commercial precinct.

The Memorial Gardens Precinct and the Community/Recreation/Education Precinct adjoin the study area to the west and south west. Enhanced linkages between these precincts, particularly along Alexander Street, Norman Street and Mary Elie Street will be important in encouraging a more active public realm and revitalised retail core of Port Pirie.

Figure 3: Precinct Linkages



PHYSICAL CHARACTERISTICS

Zoning

The Regional Centre Zone comprises the majority of the Study Area and seeks to accommodate a full range of retail facilities, offices, consulting rooms, cultural, community, public administration, entertainment, educational, religious and residential facilities to serve the community within the surrounding region and visitors. The Zone encourages the development of the following precincts:

- cultural, community, tourist and public administration east of Ellen Street;
- a Retail Core Area west of Ellen Street and Main Road; and
- a fringe area characterised by a concentration of offices, public administration, retail showrooms, service trade premises, clubs and religious zone west of Florence Street;

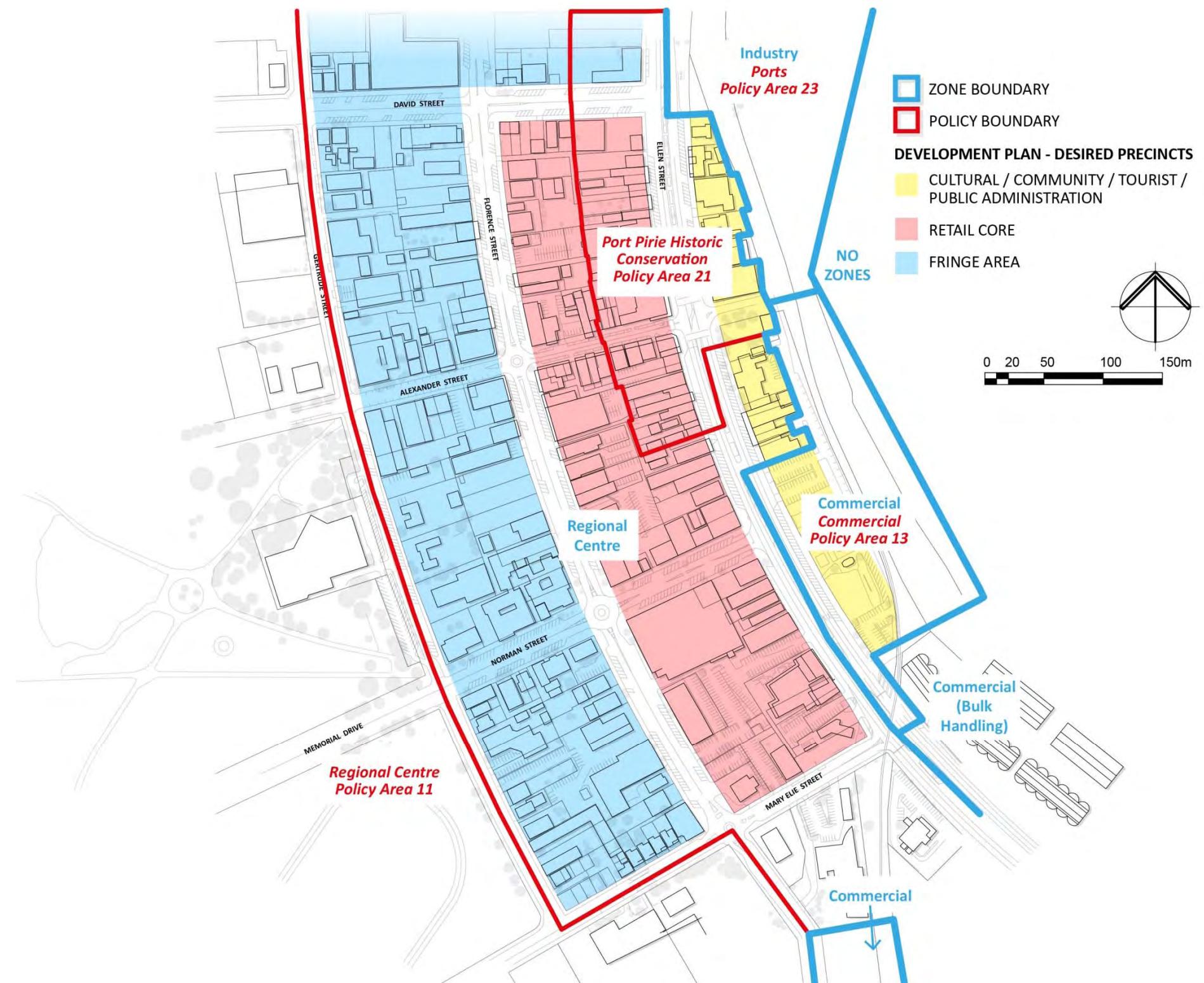
Port Pirie Historic (Conservation) Policy Area 21 comprises the north eastern portion of the study area and contains the majority of the Council's cultural, tourist and community related land uses.

The Commercial Zone (Policy Area 13) comprises the south eastern section of the Study area and seeks to primarily accommodate commercial, servicing, wholesaling, storage and associated activities. A high standard of development which promotes good design, with high visual amenity to improve the character and appearance of the area, particularly along zone interfaces and public roads is encouraged.

The Regional Centre Policy Area 11 adjoins the study area to the west and seeks to accommodate institutional, educational or recreational facilities.

The Zone acknowledges that the retail and commercial areas south of the study area should be a focus for retail showrooms, bulky goods and commercial activities that complement the role of the Retail Core.

Figure 4: Current Zoning



Centres Hierarchy

The Development Plan for Port Pirie as consolidated 10 January 2013, includes Council wide provisions that guide the development of centres and shops that are supported by Regional, Neighbourhood and Local Centre Zones.

The plan foreshadows a hierarchy of centre development with the Port Pirie CBD being the main integrated Regional Centre supported by neighbourhood centres and then local centres.

New development is expected to expand the retail service offer, however, the Centres hierarchy should guide the function of each type of centre with the widest product offering and comparison goods shopping being provided at the Regional level. This centre will also provide a wide range of services such as offices and banks and will be the main administration centre for the Region.

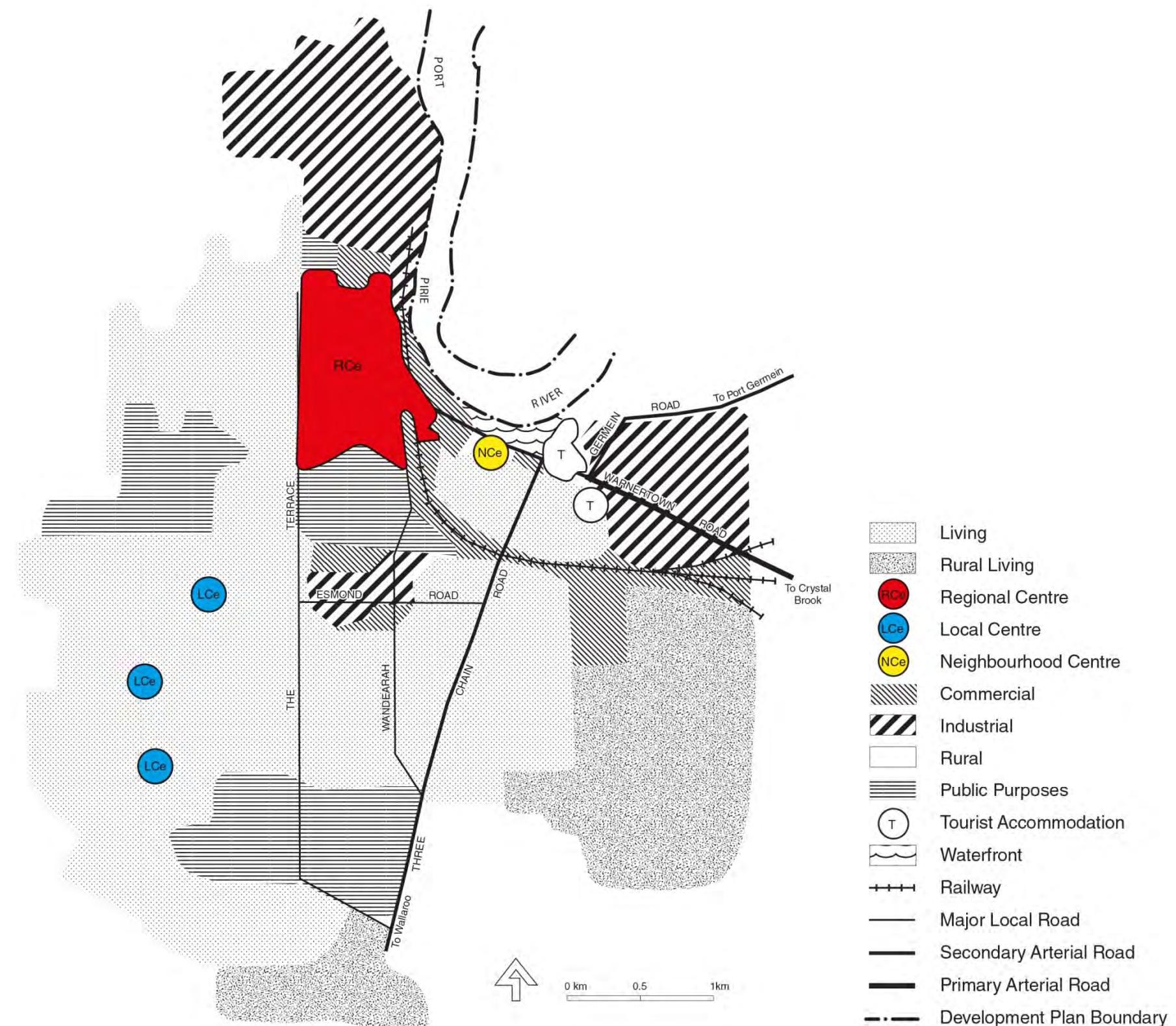
The neighbourhood centres are designed to provide mainly for the day to day convenience needs of the local community with a limited range of comparison goods and some facilities. Anticipated land uses, amongst others, include banks, branch libraries, consulting rooms, churches, restaurants, parks, pre-schools, specialty shops, restaurants and supermarkets.

The Local Centre is to include shopping and local community facilities to serve the daily needs of the community.

Beyond the centre zones, retail (sometimes limited in floor area) is generally a merit use in the commercially based zones such as the Commercial Zone, Tourist Accommodation Zone, Waterfront (Solomontown) Zone and Residential Zone.

The Regional Centre Zone comprises the majority of the Study Area and thus provides a significant opportunity to reinforce its status at the top of the centres hierarchy – both in terms of its physical character and retail/non-retail land use mix to be the primary destination in Port Pirie.

Figure 5: Centres Hierarchy



CBD Land Use

The study area contains a mix of activities including retail, commercial, government, industrial and community land uses. A number of recreation, health, educational and tourist related land uses adjoin the study area to the west and southwest. The study area also contains several areas that are vacant and undeveloped.

The study area is characterised by a number of wide curved streets which run parallel to the river. These wide roads are linked by narrower streets forming a traditional grid that creates six town blocks. These six blocks have been the traditional focus for commercial activities such as retail, offices, consulting rooms, restaurants, financial institutions etc.

Particular roads and streets have attracted certain land uses that have created particular personalities. It is evident that Ellen Street has a typical 'Boulevard' character, Alexander Street (between Florence Street and Ellen Street) has the feel of a finer grained 'Highstreet'. Florence Street, being at the centre of the retail core, has the ability to become the 'Mainstreet' of Port Pirie, leveraging off the key retailers (Woolworths and Target) and potentially being underpinned by a number of new developments in the future.

Figure 6: Current Land Use



Urban Form

In plan form, the CBD area is fairly well defined in terms of boundaries and edges. However, because there is such a significant variation in terms of built form, the CBD has developed over time in a reasonably un-managed fashion. Ellen Street is perceived as the 'Main Street', however, it is not perceived as the city centre or 'heart' of the CBD area.

The western side of Ellen Street in particular is reasonably consistent in that it reads as one continuous streetscape theme (with some degree of minor variations in terms of architectural building styles) with a fine grain character. The very wide road reserve, and continuous centre median lined with palms and planting beds contributes greatly to the streetscape making it a key focus for the town; so much so that it appears on post cards, tourist brochures and websites.

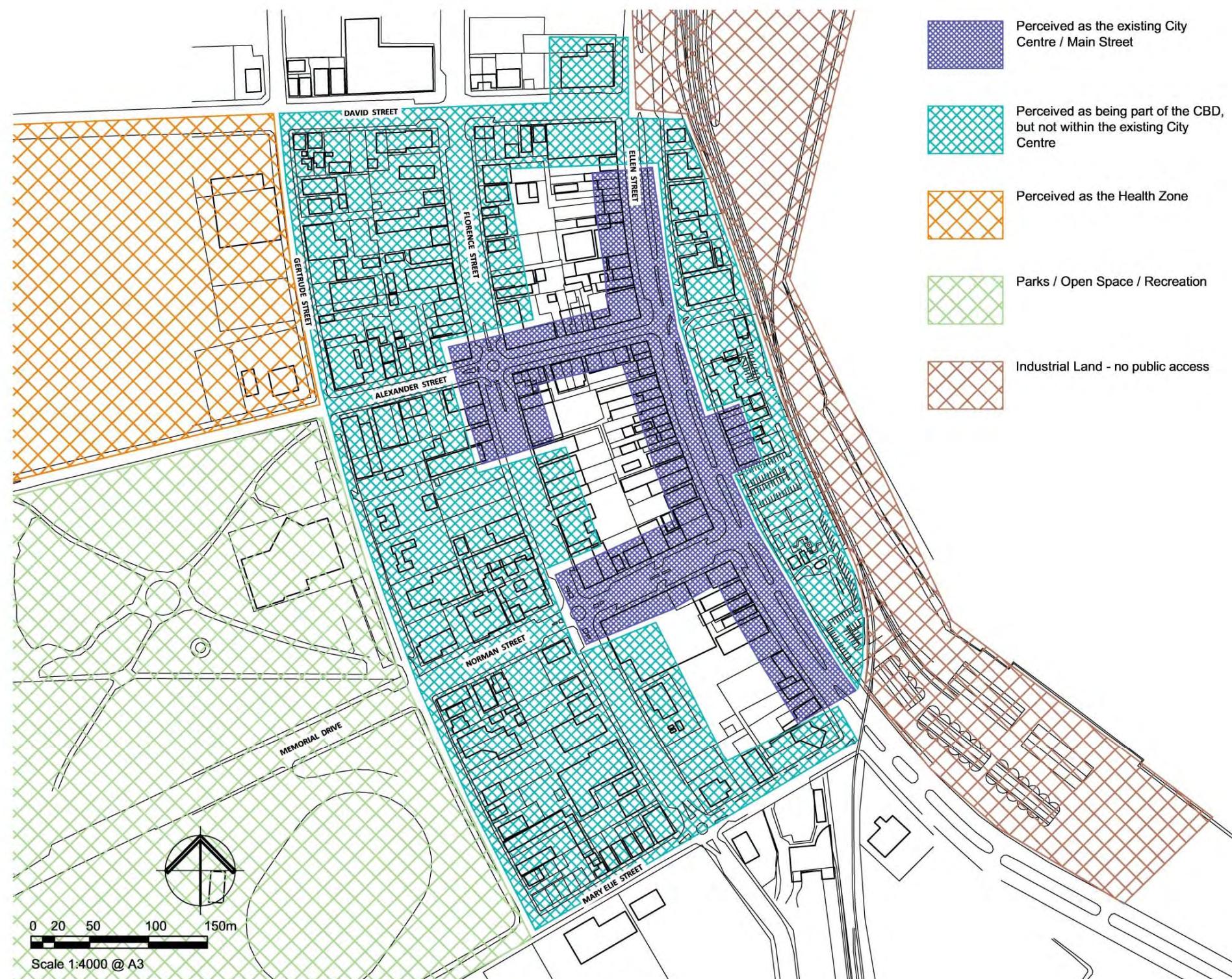
As is evident in Figure 7, the majority of the CBD area is perceived as being outside of the City Centre / Main Street. This is due largely to inconsistent building forms and façade treatments, inconsistent building use, and inconsistent footpath treatments.

There is an opportunity for Florence Street to become the new Main Street or City Centre of Port Pirie's CBD. However, there is also too much inconsistency at present for it to be recognised as such. The middle section of Florence Street could be the focus of new development to create a new City Centre and Main Street (i.e. where the fine grain does exist). In time, the main street theme may also be extended to the north and to the south blocks. Controlling new and existing built form to achieve a consistent and desired outcome will be crucial to the success of any transformation of Florence Street.

Alexander Street is considered to represent the most consistent fine grain character which has assisted in it becoming the most active streetscape. The retention of those qualities is vital as it is a key pedestrian linkage.

In addition to the development of the new Main Street, all the other streets throughout the CBD would benefit from controlling new and existing built form outcomes, thereby creating consistency and contributing to overall streetscape appeal and comfort.

Figure 7: Existing Urban Form



Architectural Styles

The CBD contains a wide range of architectural styles, not only between the old and the new buildings, but also across many of the old buildings generally. The main buildings of any historic and recognised significance are those located at the northern end of Ellen Street, and include the Old Customs House and the Old Railway Station Building.

There are however, many other buildings throughout Port Pirie that are reflective of attractive architectural styles of certain periods. Of further significance and possible relevance to the Master Plan is the particular detailing elements on many of these buildings. When looked at in isolation, they can provide unique cues to guide future development such that it is respectful of the various existing styles throughout the CBD.

Any new form of development within the CBD of Port Pirie should therefore recognise these existing buildings, styles, and specific details to ensure that they are respectful and/or reflective of the existing so they can be better accommodated.

This is not to say that new buildings should replicate these styles or be pastiche in design, rather they should take cues from the positive elements and create contemporary forms to promote more cohesive and coherent streetscapes throughout the centre.



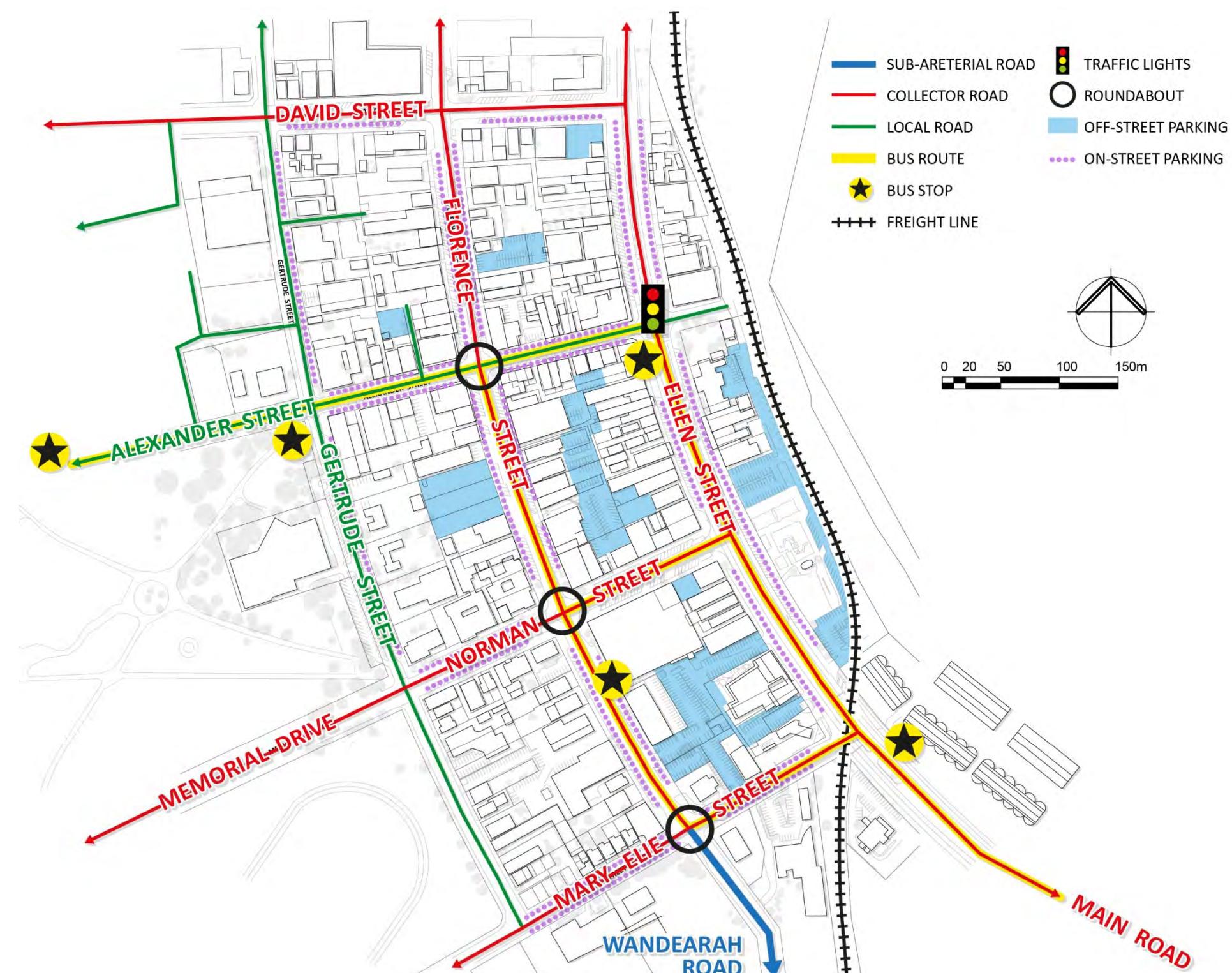
Transport

The main transport related features of the study area include:

- Ellen Street (the main entrance street into the city centre), a four-lane divided road with intermittent angled parking on either side;
- Ellen Street functioning as a large heavy commercial vehicle corridor;
- the traffic controlled intersection at Ellen Street and Alexander Street that restricts movements to, left and right in and, left out only. It is used generally as a pedestrian crossing and by vehicles accessing the informal car parking at the rear of some of the commercial properties including the Council facing Ellen Street;
- roundabout traffic controls at junctions along Florence Street including at the junction with Mary Elie, Norman and Alexander Streets;
- all other intersections are either controlled by priority junction rule or have no controls at all;
- on-street parking is provided generally in Ellen Street, Florence Street and Norman Street and is mainly angle parking;
- most of the off-street parking is private parking provided by the traders and is generally under-utilised and in a poor state of repair;
- way-finding throughout the study area is very poor, signs are confusing;
- the layout of car parks is generally poor due to the lack of integration between individually owned and developed parking areas which result in inefficient traffic circulation;
- the railway line tends to dominate the entry to the Town;
- a single track railway line services the silos and branches into three lines at the northern end to service the smelter;
- a disused passenger line remains in-situ;
- the railway line is only moderately and infrequently used and is fenced;
- the railway line crosses the intersection of Ellen Street and Mary Elie Street and is controlled by signs only;
- all roads are sealed within the study area;
- there are two vehicular accesses to the wharf from Ellen Street via Alexander Street and via a private road just north of the silos; and
- the predominance of wide streets and vehicle domination is an impediment to pedestrian movements and interconnectivity.

In addition to the above, it is noted that the informal parking of caravans and motor homes currently occurs around Memorial Oval adjacent Gertrude Street and along Memorial Drive, highlighting a need for more formal/designated parking for these vehicles.

Figure 8: Carparking and traffic features



Caravan/Motor Home Parking

The informal parking of caravans and motor homes currently occurs around Memorial Oval adjacent Gertrude Street and along Memorial Drive.

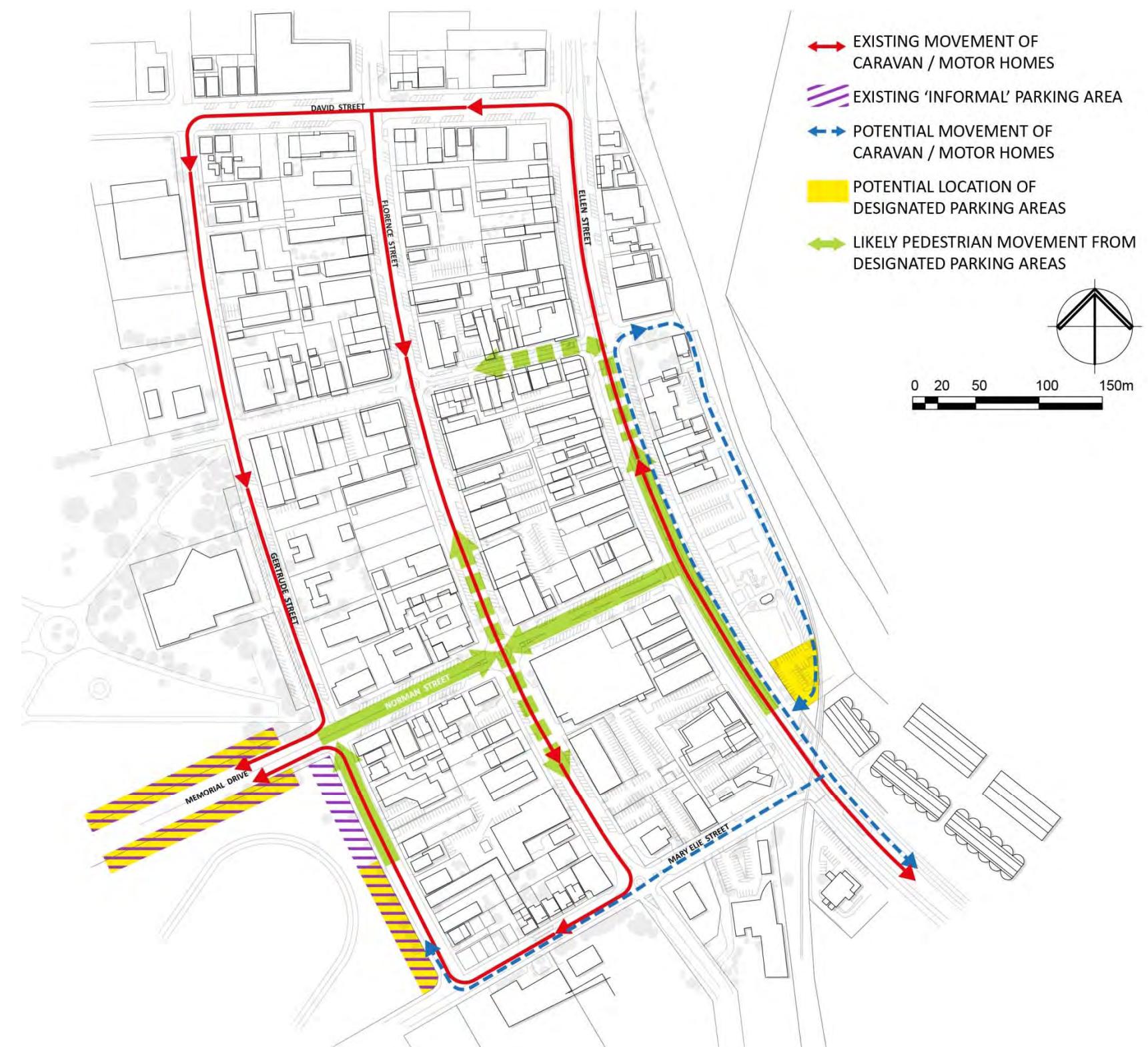
There is currently no defined area designated for such parking despite the increasing number of tourists who visit Port Pirie and stay in these portable forms of accommodation. The area around Memorial Oval has naturally and informally become the desired parking area due to the wide road reserves of Memorial Drive and Gertrude Street but also the nature of existing signage which influences drivers of caravans/motor homes to stop at these locations (see visitor perceptions section on page 20).

There is an opportunity to either formalise existing arrangements and/or utilise the public carpark adjacent Ellen Street (adjoining the silos) for this purpose.

The former option may result in a reduction in open space around the oval, to satisfy relevant Australia Standards, and potentially constraining future recreational opportunities in the area. However, utilising one side of Memorial Drive (due to wide reserve) and/or the existing public carpark may only require new line marking.

Notwithstanding which option Council pursues, the formalisation of such a parking area(s) will encourage tourists to walk into the CBD thus enhancing activity in the CBD.

Figure 9: Caravan/Motor Home Parking



Stormwater

Consultant Engineers were engaged by the Port Pirie Regional Council to prepare an integrated Stormwater Management Plan for Port Pirie. A detailed stormwater management report was submitted in 2011.

A review of the relevant part of the report has been undertaken to test for currency.

The existing drainage infrastructure within the City Centre catchment consists of underground networks of pipes and pits which drain into the adjacent Port Pirie River via four drainage outfalls.

The “DRAINS” software model was utilised to investigate the standard of the existing drainage system and also to define any prospective required upgrade to the system. As the tide level plays a significant role in the performance of drainage system, the mean water spring level of 0.77mAHD was adopted as a design hydraulic level in the 2011 report.

Existing Drainage System

The 2011 report indicates that much of the stormwater drainage network within the City Centre catchment has less than a 1 year ARI capacity. This is unusually low and a detailed upgrade should be undertaken to protect all buildings to the 100 year flooding standard. In order to do so, a detailed site survey will be required. The City Centre area is lower than the foreshore, and therefore if the drainage pipe network reaches its full capacity the flood flows will travel north to the Dead Horse creek detention basin.

The City Centre catchment comprises four drainage networks as defined below:

- **Mary Elie Street Drain**

This is the southern most drainage network in the catchment. This drainage system has a capacity of 10 year ARI. Overland flows from the Mary Elie Street sub-catchment will travel south via the Wandearah road into the Wandearah drainage network and Wandearah basin, without causing any significant flooding. Based on the 2011 report, this drainage system does not need any upgrade.

- **Alexander Street (West to Ellen Street)**

The drainage network located between Ellen Street and the Port Pirie River has 20 year ARI flow capacity and there is no need to upgrade this system.

- **Norman Street Drain**

The existing drainage network along Norman Street has less than a 1 year ARI capacity. This network collects water from the low point around the Norman Avenue and Florence Street intersection. Once the capacity of this network is reached, surface flood flows will travel north along Florence Street to the David street drainage system. It is recommended that this system be upgraded.

- **David Street Drain**

This drainage network has less than a 1 year ARI standard. Once the capacity of this network is reached, overland flows will travel through Gertrude Street, Florence Street and George Street and will discharge ultimately into the Dead Horse Creek detention basin. Upgrading of selected drainage systems is recommended.

Proposed Drainage Upgrades

The 2011 report proposes several drainage upgrades to protect the City centre catchment in the event of a 100 year flood. These are:

- the Norman Street drainage system;
- the David Street drainage system;
- the Dead Horse Creek basin;
- the Pump station at Wandearah basin.

The 2011 report indicates that the overflow from the Wandearah detention basin will result in some inundation of the CBD unless the pump station for the Wandearah detention basin is upgraded.

It is recommended that the drainage system within the City Centre needs to be upgraded to cater for up to a 20 year ARI.

Water Quality

Currently, stormwater runoff from the City Centre area discharges into the Port Pirie River via the underground drainage system and overland flowpaths. There is no specific stormwater treatment facility before discharging runoff into this river. Specific runoff pollutants such as gross pollutant, sediments, nutrient and other stormwater pollutants should be removed before discharging into the river.

In order to achieve the required runoff quality standards prior to discharge into a water course, water sensitive design features such as bio retention basins, bio retention swales and gross pollutant traps should be retrofitted into the proposed landscaping and re-development of the City Centre. During future detailed design of any streetscape upgrades these features should be investigated.



Visitors Perceptions

First time visitor's perception of any city is very important as it provides people with first impressions. The route along the highway into Port Pirie, and along Main Road to the CBD is relatively clean, however, the experience of finding the City Centre is somewhat confusing. This can cause a degree of frustration for the first time visitor. Normally, it takes at least two drives around the CBD for it to begin to make sense.

The plan and following text below is representative of the typical sequence of events experienced by first time visitors to Port Pirie looking to find the City Centre:-

1. "We're driving along Main Road with what appears to be the 'Main Street' ahead (past McDonalds which dominates the view ahead)",
2. "Yes, this must be the 'Main Street' of Port Pirie",
3. "Oh...there's nothing ahead. Should I do a U-Turn and go back? Hang on, there's a sign here saying 'turn left, this way to the City Centre'",
4. "Are we going the right way? There doesn't seem to be much happening along this street",
5. "Oh...another sign on the next corner saying 'turn left again, this way to the City Centre'",
6. "Ok...the City Centre must be down this way somewhere?"
7. "Here it is on the corner and just past the roundabout...or was it there to the left along Alexander Street?"
8. "Oh...I think we've gone past it, but there may be something else down this way?"
9. "No...I think we've gone too far...it was back there!"
10. "Ok...where to from here? Left or right?"
11. "Ok...let's turn left and do that again.....OR...shall we forget it and drive on to Port Augusta instead?"
12. "We're outside the City Centre now...let's see if we can find it again".

Visitor's perceptions should be the opposite to the above. In this case, it is mainly due to poor '*legibility*'. There is a tremendous opportunity therefore for improving these perceptions by improving legibility and signage, and by creating a more welcoming experience for people to the CBD and Port Pirie in general.

Figure 10: Predominant movement plan



Legibility

Legibility refers to whether or not, or to what extent a place makes sense; i.e. if a place has good legibility, the user can easily create a mental image of the place.

Legibility is important at two levels: *physical form* and *activity pattern*.

Physical Form

The streets of Port Pirie are set out on a curved grid. Streets running north-south are slightly curved in alignment, but run parallel to each other (concentric offsets). The cross streets generally run in an east-westerly direction, however they are perpendicular to and geometrically aligned to the radius of the main streets. Apart from Ellen Street which has a consistent feel along most of the centre and left side of the street, each of the other streets has a different feel. This is due to variety in building form, street widths, and footpath treatments.

The two main Landmarks which are visible from most areas of the city is the large white concrete grain silos, as well as the chimney stack located at the Lead Smelter (located outside of the CBD area to the north-east of the City Centre).

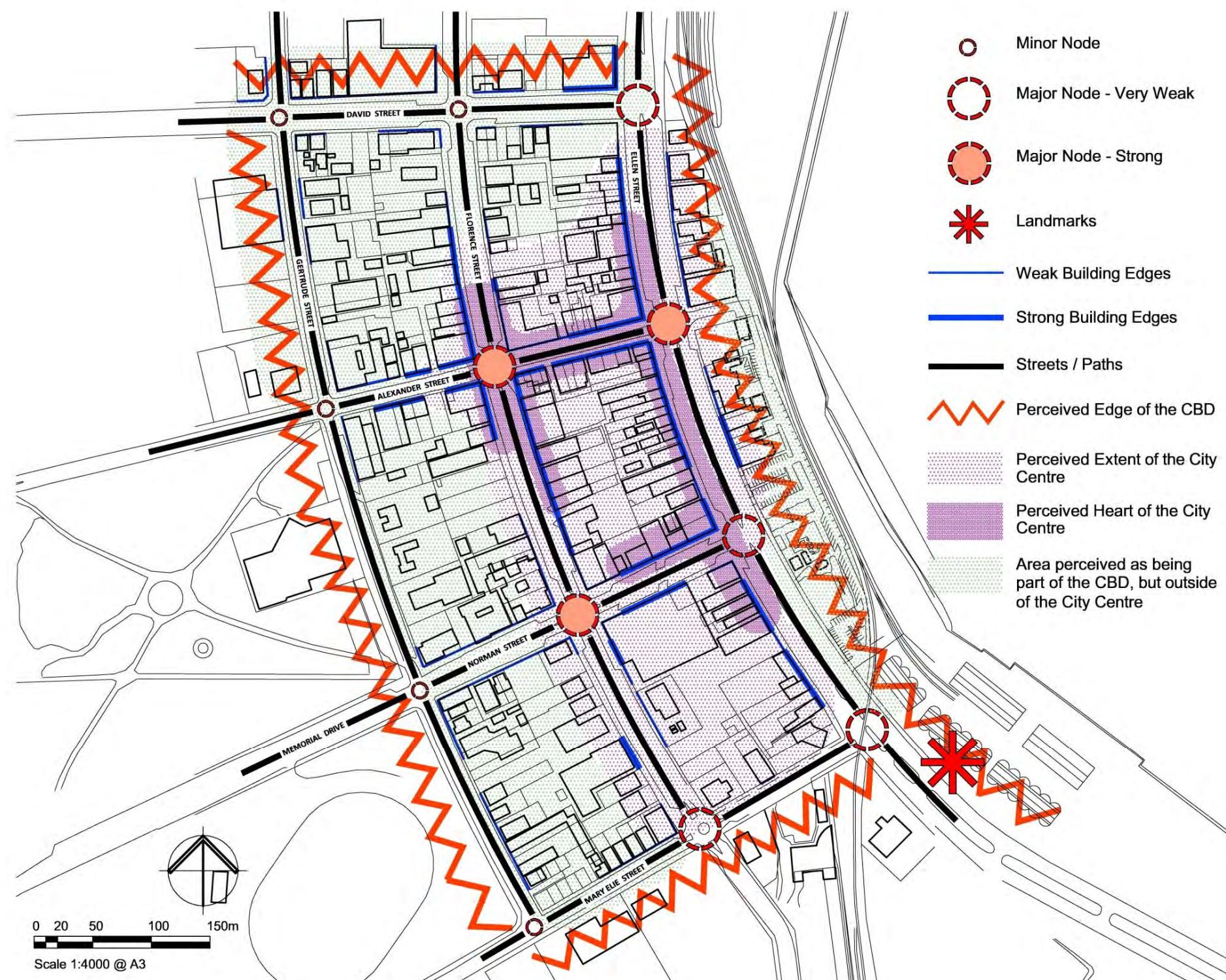
Activity Pattern

Port Pirie has no defined 'City Centre' (or heart). Areas that generally have a greater concentration of use or activity are often perceived as where the true 'heart' of a place is located. At present, the 'Main Street' appearance of Ellen Street visually competes with what could also be perceived as being the City Centre (Alexander Street and parts of Florence Street).

In the past, Alexander Street was once partially closed off and re-named Jubilee Terrace, suggesting it was at some time considered the 'heart' or main street of Port Pirie. However, due to trader demand, the street was later re-opened. The closure having been assessed to have a negative impact on trade.

At present, Alexander Street has the greatest sense of enclosure and concentration of use and activity, however; there is limited space and opportunity for it to become the 'Main Street' or true 'Heart' of the CBD. Florence Street represents an opportunity to become the Main Street of the City Centre, however, this needs to be created through a number of measures and implementation strategies.

Figure 11: Legibility features



Visual Cues and Vistas

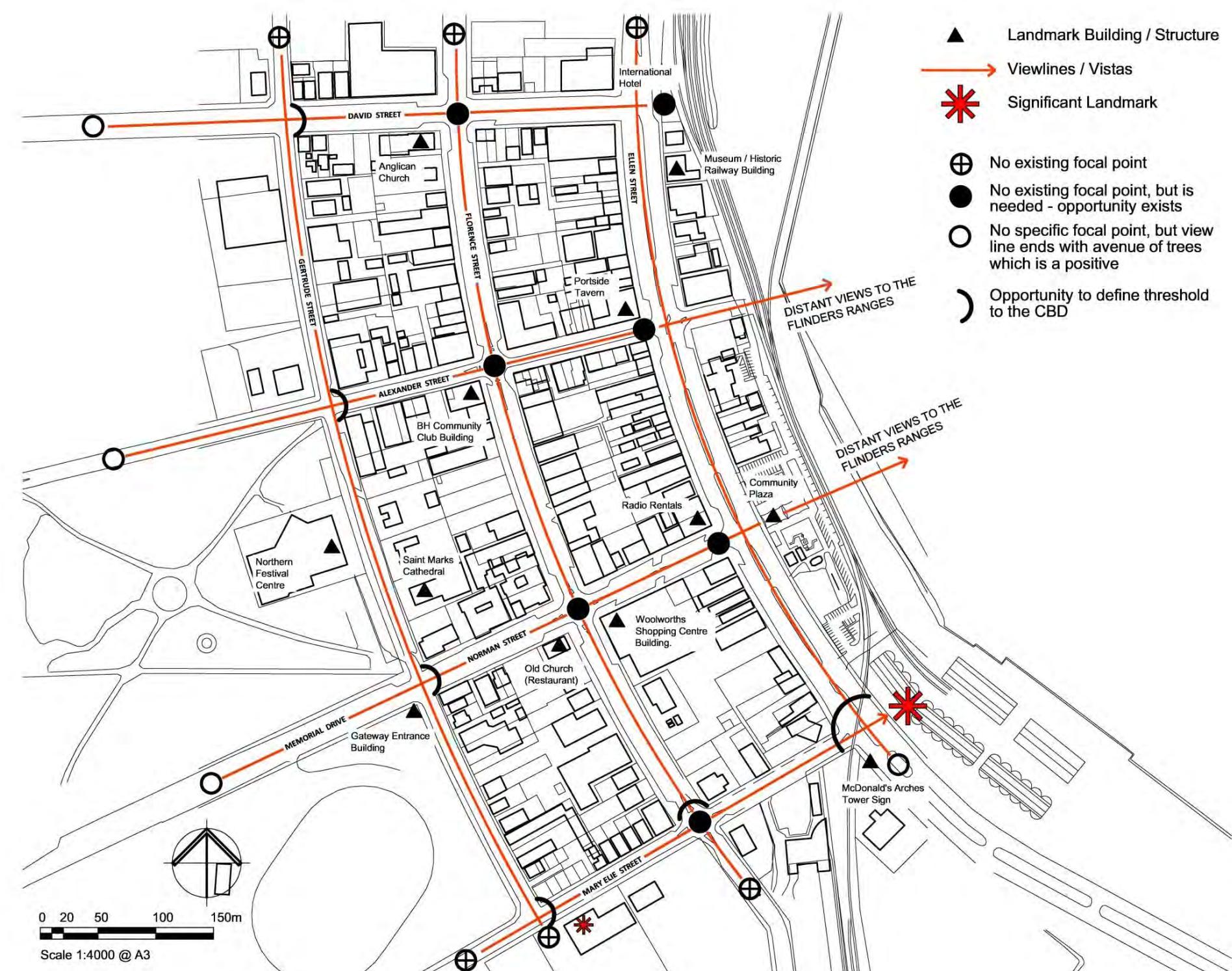
In most cities and towns where the geometric grid pattern of the street dominates, generally only the front façade of buildings are visible, and they are generally viewed as an entire row or block of facades. Port Pirie is very similar to this when looking only at the cross streets that run in an east-west direction. To the east, view lines extend across to the Flinders Ranges in the distance. To the west, the views are terminated, however; the eyes focus on the avenue effect of the trees that line most of those streets.

However; in contrast to this, as you walk or drive along the long curved streets that run north-south within the CBD, the street blocks or rows of building facades dominates the view ahead. It is only when you reach almost the ends of these streets that the view lines extend to what is beyond. In this case, other than looking south to Main Road along Ellen Street, none of the other curved streets open up to anything of visual appeal or significance.

The adjacent plan identifies how each of the view lines is terminated. Some terminate in distant view lines; some terminate with nothing of any significant value. More importantly, the plan identifies where opportunities exist for creating focal points to better terminate the existing view lines.

In terms of visual cues within the CBD area; generally with gridded streets, the corner lots become the key focal points or landmark elements. This is evident at Port Pirie, with the key corner buildings identified Figure 11. In this case, the main buildings on the corners stand out from the rest as the dominating landmarks. Each of these buildings play an important role in the overall legibility of the CBD as they are key dominant visual features. Of similar importance are the views to the blocks of building facades and ensuring these present well at all times. In addition to this are the concrete grain silos out on the main street. This is obviously a significant landmark feature of Port Pirie as they are visible from most parts of the city and the CBD.

Figure 12: Key landmarks and vistas



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 tourist 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.

Many streets throughout Adelaide are lined with this species and have created some spectacularly memorable tree lined streets. Council has already successfully started planting these trees along Main Street from Three Chain Rd into the CBD area. In time, these trees will greatly enhance the streetscape of this entry road into Port Pirie's City Centre.

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. *Koelreuteria 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.



2.



3.



4.



5.



6.



7.



8.

Vegetation – cont'd

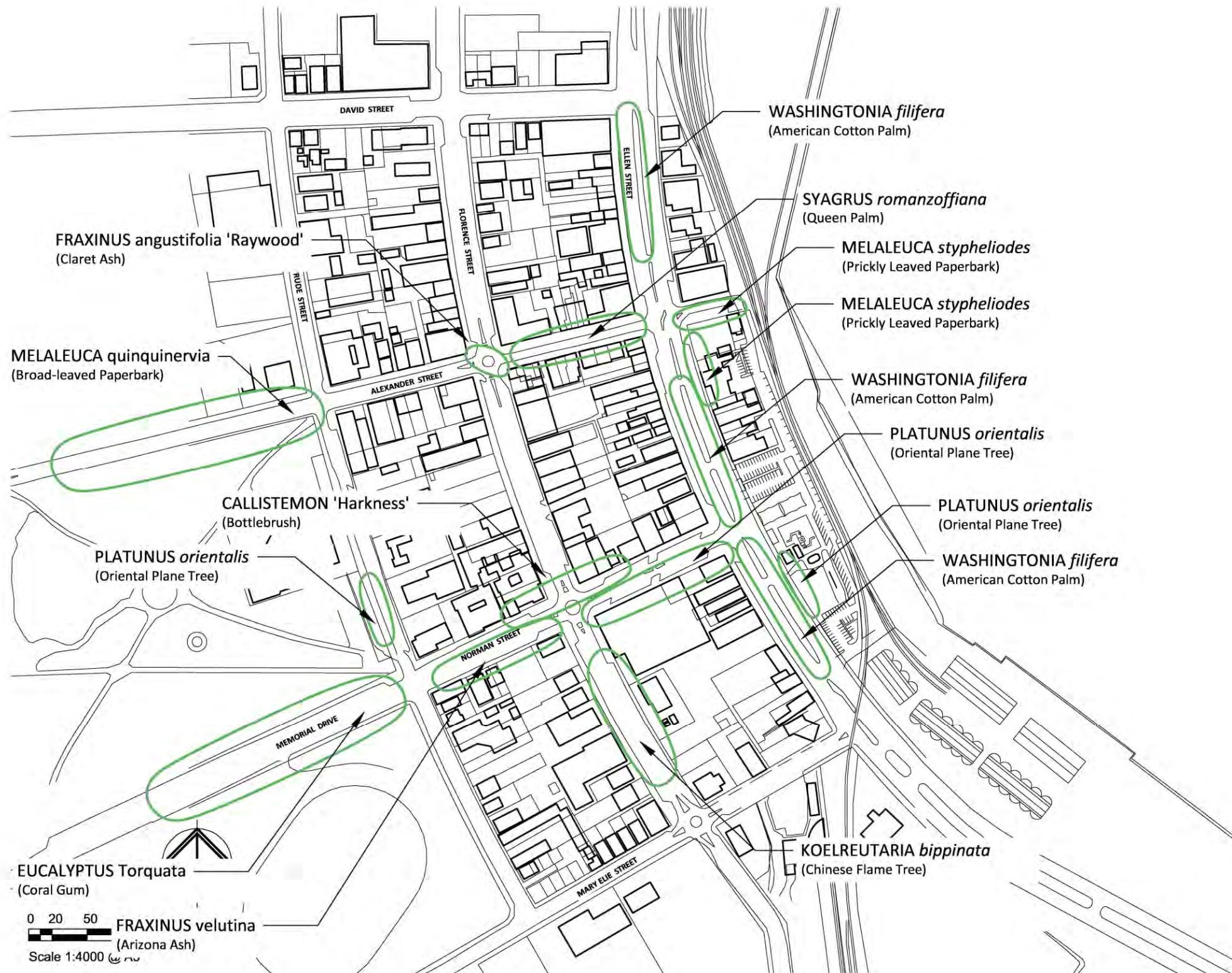
Figure 15 indicates where these existing street trees have been used within the Port Pirie CBD:

- *Fraxinus angustifolia 'Raywood'* (Claret Ash)
- *Washingtonia filifera* (American Cotton Palm)
- *Eucalyptus torquata* (Coral Gum)
- *Platanus orientalis* (Oriental Plane Tree)
- *Fraxinus velutina* (Arizona Ash)
- *Koelreutaria bipinnata* (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.

- ① CAR PARK
- ② FAMILIES SA
- ③ ENVIRONMENTAL HEALTH SERVICE
- ④ NATIONAL TRUST MUSEUM
- ⑤ LIBRARY (PROPOSED NYRSTAR MUSEUM)
- ⑥ CITY PARK
- ⑦ REGIONAL COUNCIL OFFICE
- ⑧ RED CROSS
- ⑨ FLINDERS VIEW PARK
- ⑩ YMCA (IN PART GP PLUS CLINIC)
- ⑪ SENIOR CITIZENS RECREATION CENTRE
- ⑫ MEMORIAL PARK
- ⑬ JOHN PIRIE SECONDARY SCHOOL
- ⑭ TOURISM & ARTS CENTRE, BUS STATION, LIBRARY
- ⑮ TRAIN LINE
- ⑯ POLICE STATION
- ⑰ HOSPITAL

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 75,000m² 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



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

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

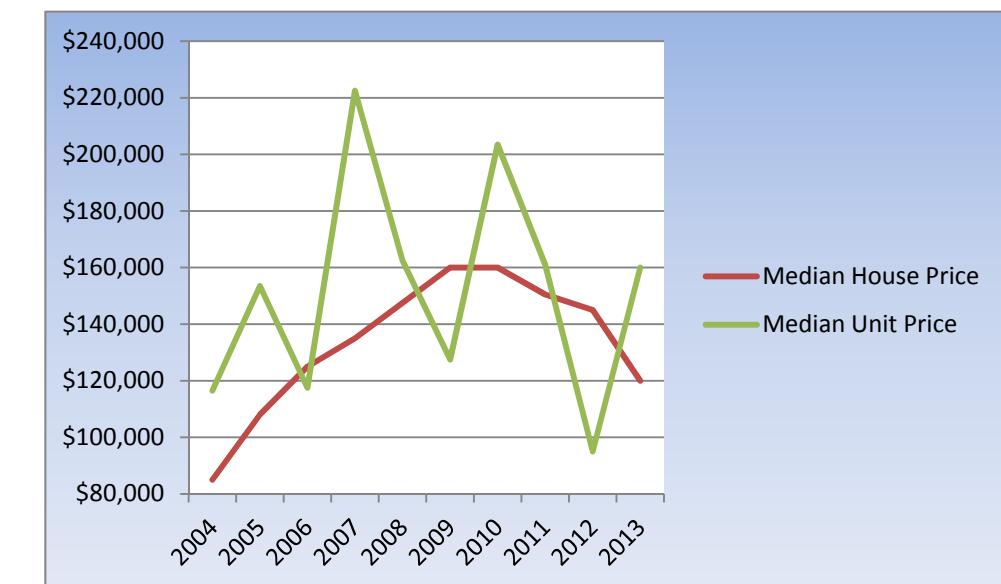
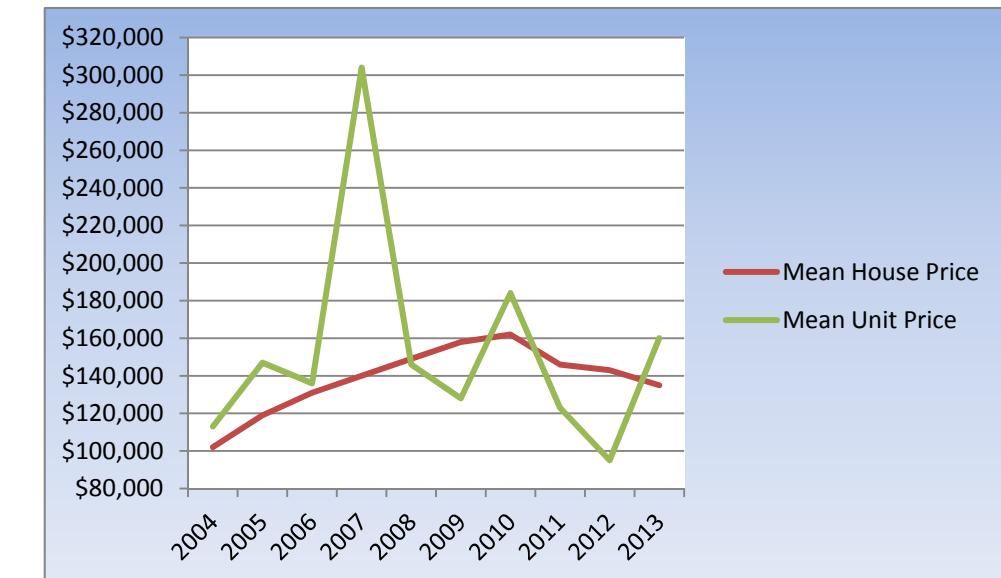


Table 2: Mean House & Unit Sale Price, Port Pirie LGA

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



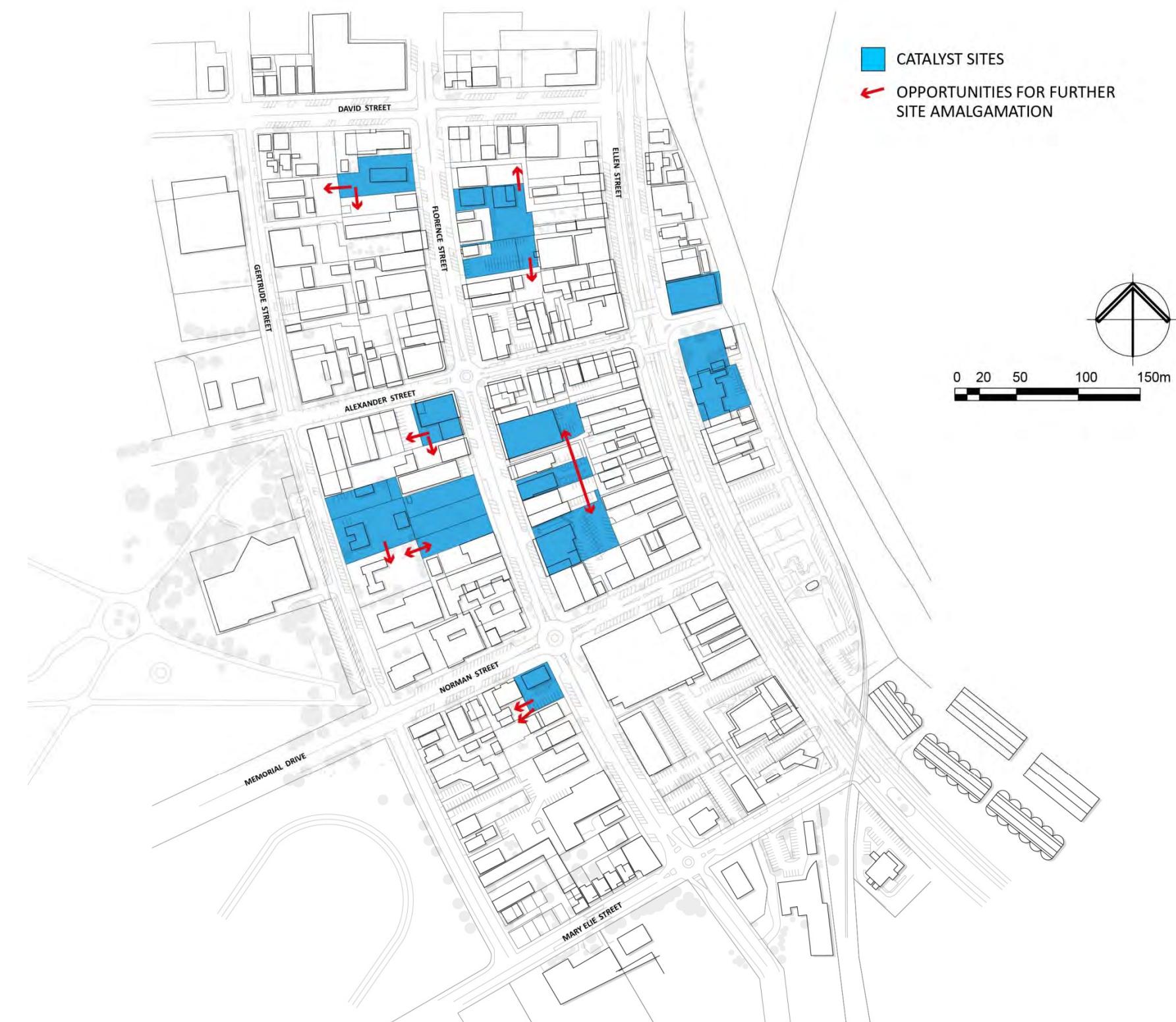
CATALYST SITES

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.

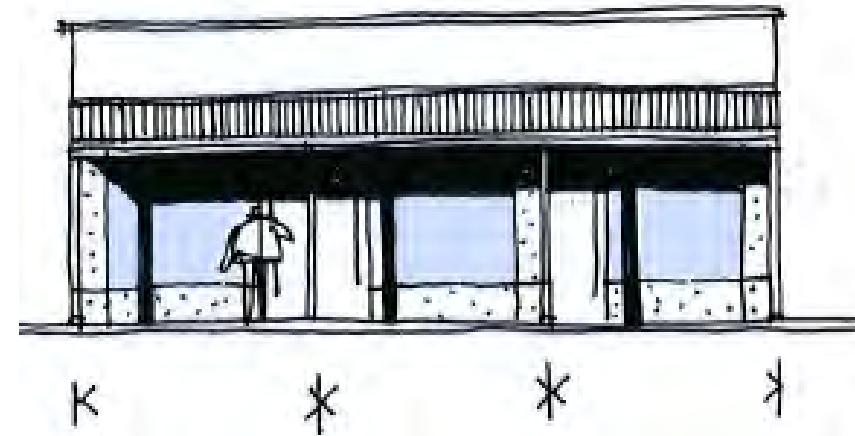


Examples of active and attractive spaces that encourage people to walk and integrate within the public realm.

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

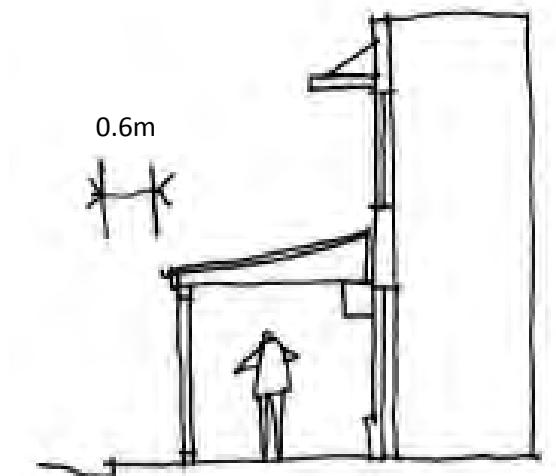
MOVEMENT NETWORK

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.



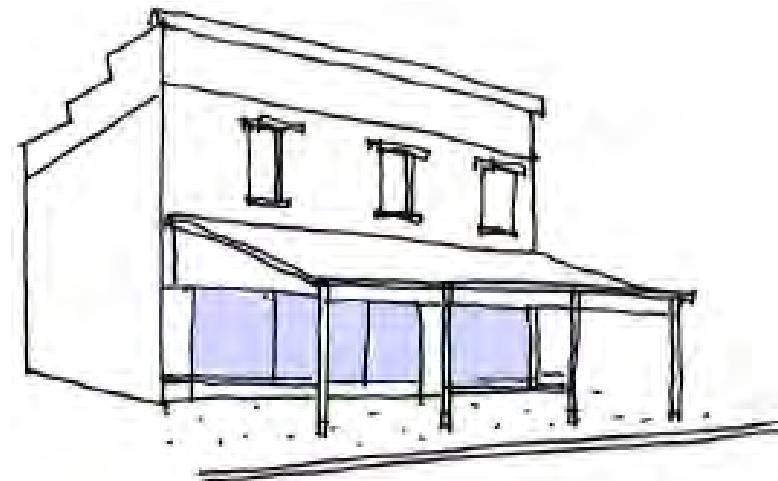
2 Tenancy Option
Option for the ‘fine-grain’ detailing of facades



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.

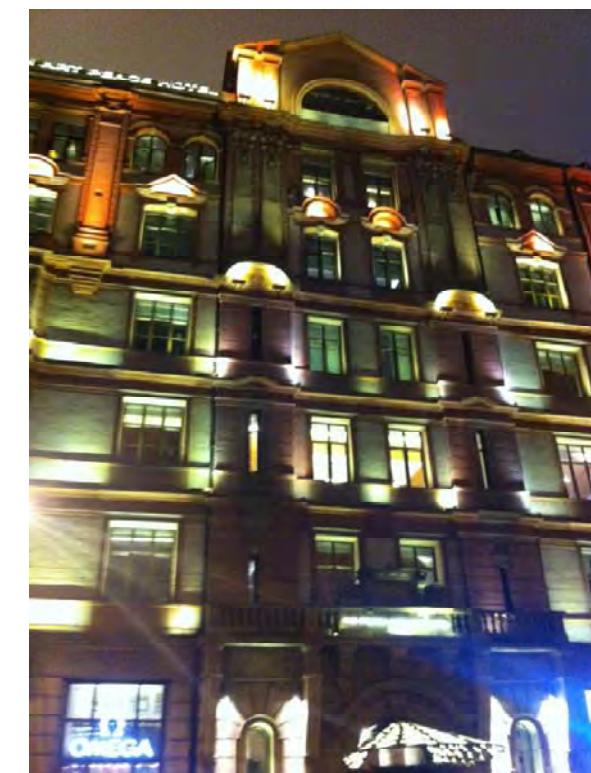
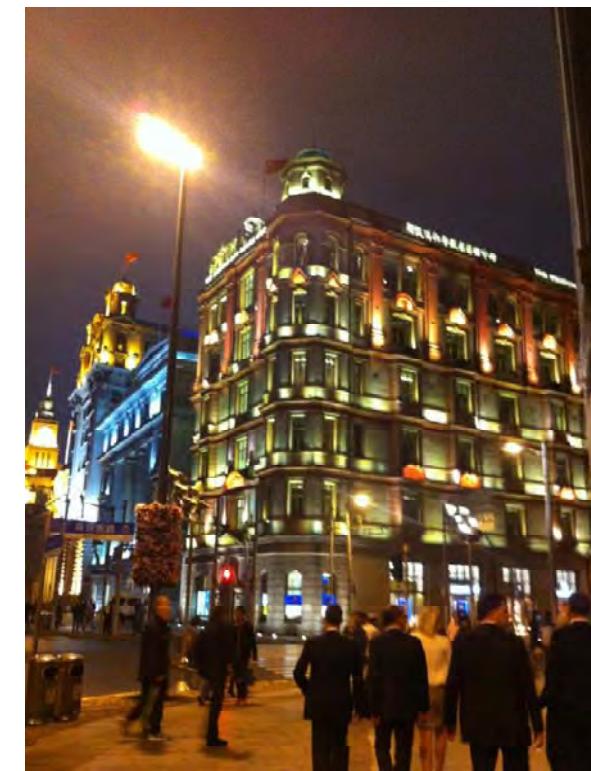


Outdoor dining assisting in the creation of evening economy.

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.

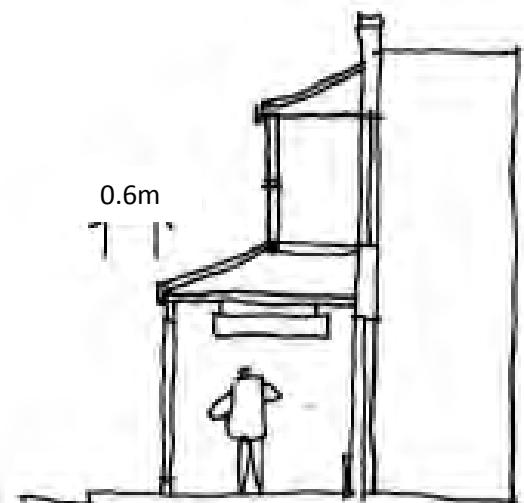


Create landmark features at key nodal points (i.e. round-a-bouts and feature walls at street edges).

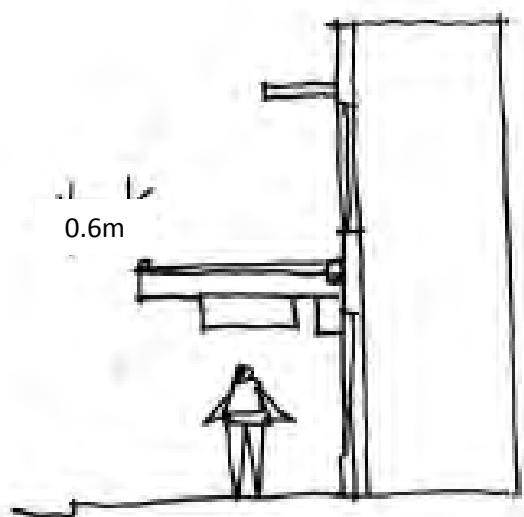
SIGNAGE

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.



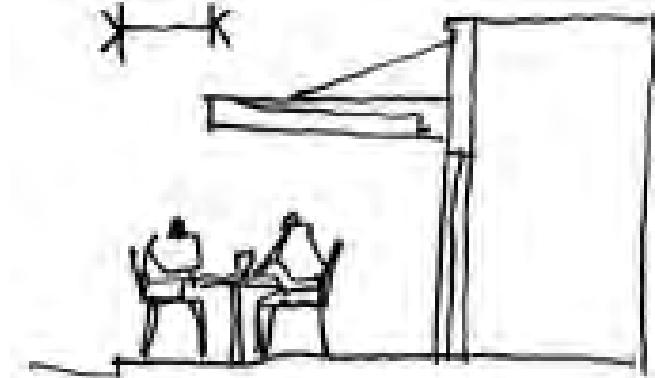
Signage under verandah at right angles to the building (traditional design).



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



Signage Integrated into the main façade.



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 be 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.

MASTER PLAN OVERLAYS

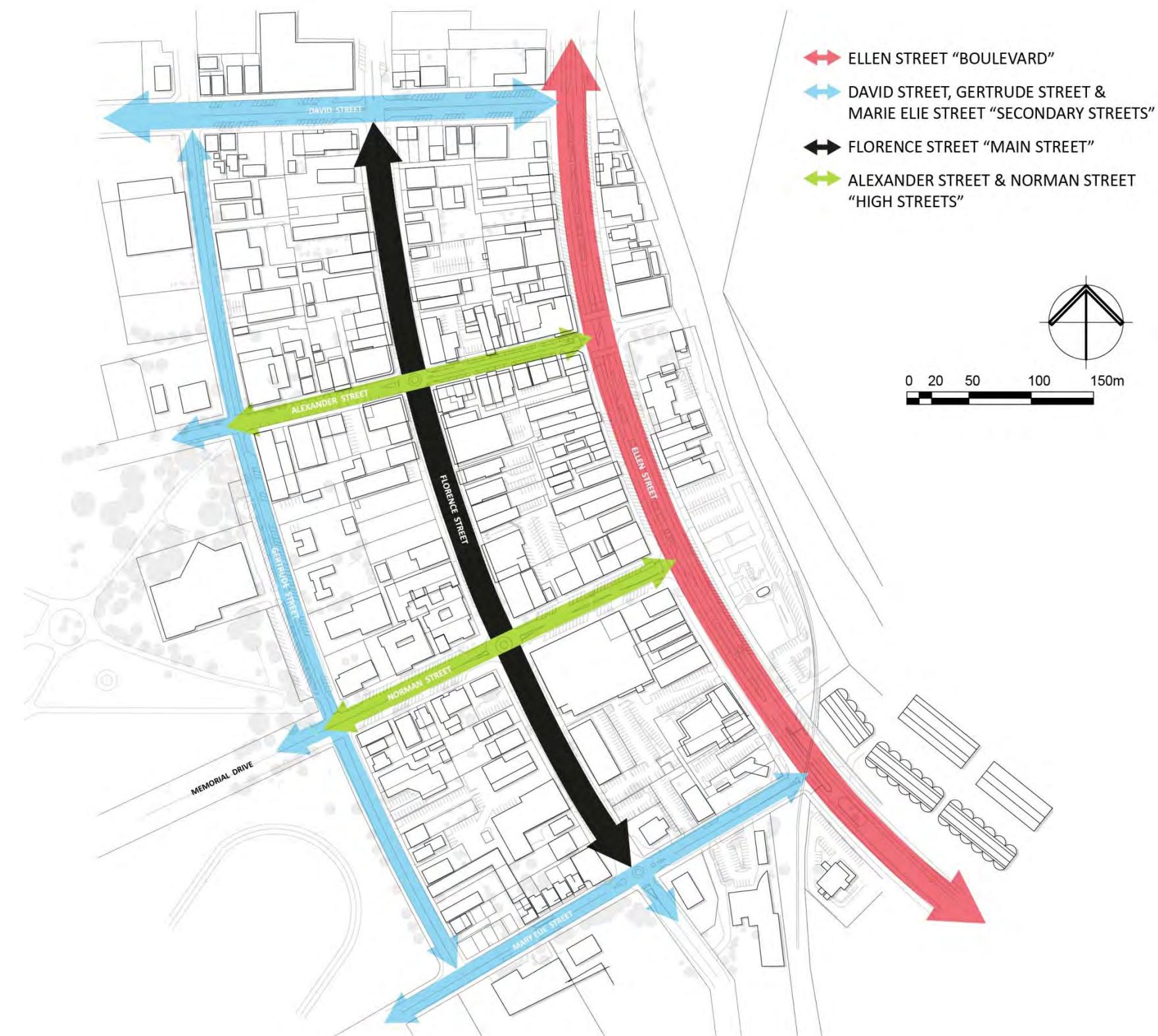
The following overlay plans represent the ‘physical’ key opportunities which underpin the concept plans forming the Master Plan.

ROAD HIERARCHY

Figure 21 outlines an indicative road hierarchy which could assist in defining the roles and character of the roads contained within the CBD. In particular, the plan seeks to:

- Reinforce Ellen Street as the primary “Boulevard” into and out of the CBD. The provision of landscaping, larger scale retailing (i.e. retail showrooms, bulky goods and commercial uses) and a gateway statement at the Mary Elie Street intersection will be key elements in defining and enhancing this desired character;
- Utilise David Street, Gertrude Street and Mary Elie Street as key secondary roads. Wayfinding along these roads will be particularly important to guide visitors through the CBD and adjoining precincts;
- Establish Florence Street as the ‘main street’ of Port Pirie. A significant re-shaping of the road to increase landscaping (in and adjacent the road) together with feature statements in the round-a-bouts and the encouragement of more active land uses to create a more pedestrian friendly, comfortable and walkable street;
- Encourage Alexander Street and Norman Street as the ‘High Streets’ of Port Pirie. As critical linkages between the retail core and adjoining precincts, it is essential to capitalise on the volume of pedestrian movement along these roads by encouraging the development of finer grain retailing that will complement the experience along Florence Street.

Figure 21: Proposed road hierarchy



MOVEMENT

Figure 22 outlines the key pedestrian movement patterns within the CBD and the opportunities to create defined crossing areas and future linkages to increase permeability throughout the CBD.

The plan reinforces the road hierarchy layer in that:

- The retail core (concentrated around Florence Street and Alexander Street and Norman Street) will be a defined pedestrian priority area;
- The western ends of Alexander Street and Norman Street will facilitate safe and comfortable pedestrian linkages to the adjoining precincts;
- The eastern ends of Alexander Street and Norman Street will facilitate safe and comfortable pedestrian linkages to the civic, historical and community uses along Ellen Street;
- Future pedestrian linkages through private land (i.e. car parking areas) will gradually expand the primary pedestrian area and the retail offer in the retail core to encourage the revitalisation of secondary streets such as David Street and Mary Elie Street.

Figure 22: Pedestrian Movement



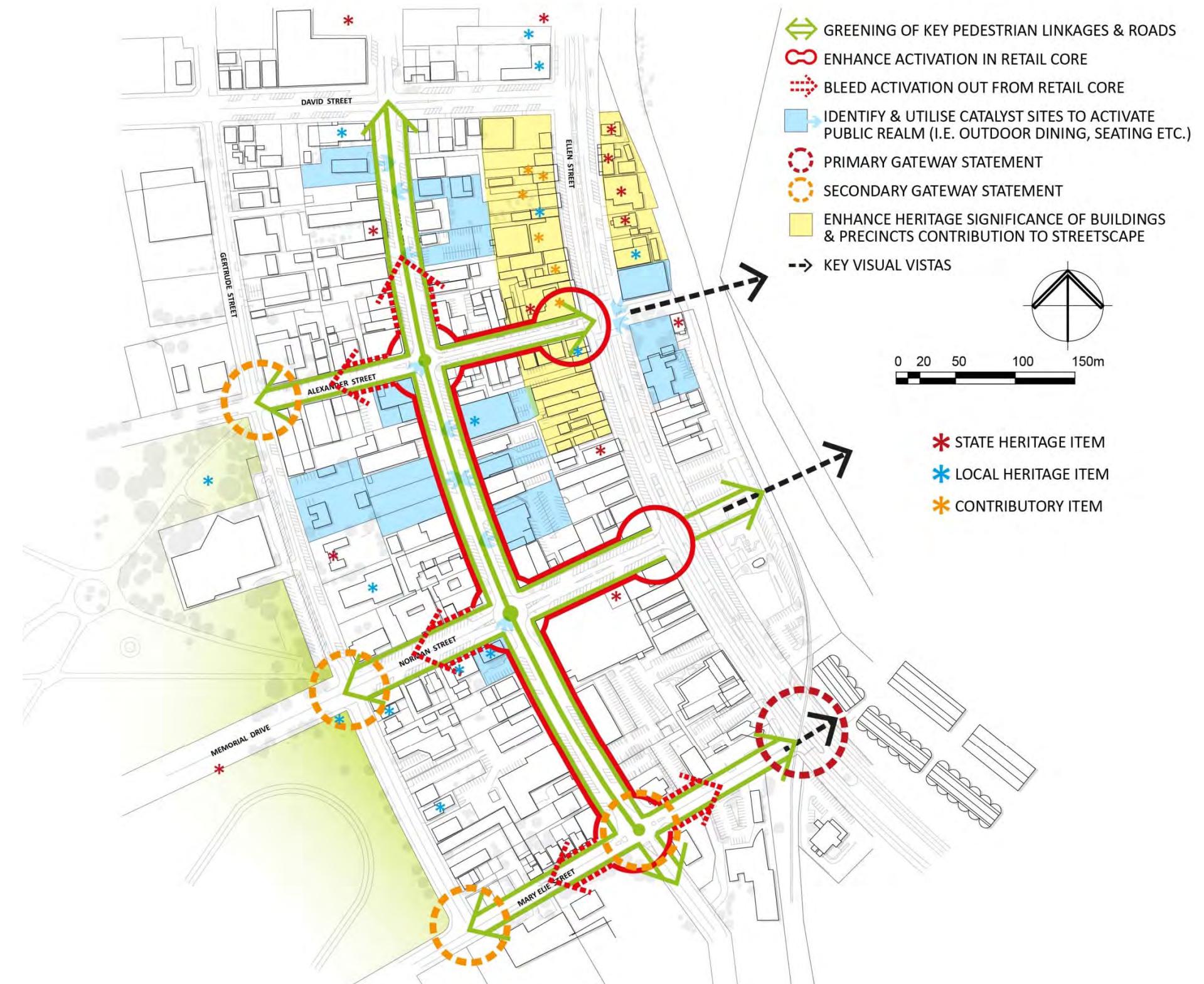
PORT PIRIE MASTER PLAN

PLACE-MAKING PLAN

Figure 23 outlines the key place-making elements which could enhance the character and amenity of the Port Pirie CBD. In particular, the plan seeks to:

- Provide an attractive primary gateway to create an attractive sense of arrival into the township;
- Establish green and shaded linkages between the core retail area and adjoining precincts to maintain and enhance the primacy of the CBD;
- Enhance the vistas to the east through Alexander Street and Norman Street;
- Reduce the width of road pavement to provide for additional trees in median strips, outdoor dining areas and pedestrian crossings;
- Activate key intersections within the retail core area;
- Use catalyst sites as an opportunity to activate the public realm;
- Embrace the heritage precinct and stand alone heritage places as an opportunity to contribute to the appearance and character of the public realm and Port Pirie generally.

Figure 23: Key place making elements



MASTER PLAN

The challenge for repositioning the Port Pirie CBD is identifying the particular areas within the precinct that could act as catalysts for wider change. Florence Street requires significant attention being the heart of the precinct. However secondary streets and in particular, Alexander Street and Norman Street 'feed' Florence Street and a number of adjoining precincts. Collectively, Florence Street and these other streets have not yet reached their full potential in offering diverse and comfortable experiences for users. Based on the investigations undertaken and reported through this document the following concepts have been prepared to assist in the repositioning of Port Pirie.

NORTHERN BLOCKS PLAN

Figure 24 presents the overall concept plan for the two northern most blocks of the CBD between David Street to the north, and Alexander Street in the south, spanning east-west between Ellen Street and Gertrude Street.

The building forms indicated represent the current building footprints with the exception of the vehicle dealership at the corner of Ellen Street and David Street. At the time of preparing the Master Plan, this dealership was soon to be relocated away from this site. The plan indicates a new proposed building footprint (shown highlighted) that could be developed in accordance with proposed development guidelines incorporating awnings to both footpaths. This footprint is shown purely as indicative.

The plan indicates the proposed streetscape treatment to all streets including footpath paving treatment, road threshold treatment, on street carparking, and street trees. The individual Detailed Concept Plans and Detailed Inset Plans for further proposed treatments to individual streets should be referred to for greater detail.

Overall Concept Plan – Northern Blocks



Figure 24: Northern Blocks



MID BLOCKS PLAN

Figure 25 presents the overall concept plan for the two mid blocks of the CBD between Alexander Street and Norman Street, spanning between Ellen Street and Gertrude Street.

The building forms indicated represent the current building footprints with the exception of the existing currently vacant lots towards the middle of Florence Street (western side). The analysis phase of the Master Plan identified these lots as a potential catalyst site (especially if amalgamated as one lot) which could impact on the redevelopment and enhancement of Florence Street in a positive way if developed carefully in line with new design principles. The plan indicates a new proposed building footprint that could be developed across all three lots combined in accordance with the catalyst site provisions. This footprint is shown purely as indicative. The plan also shows the potential of site amalgamation on the eastern side of Florence Street at another catalyst site.

The plan indicates the proposed streetscape treatment to all streets including footpath paving treatment, road threshold treatment, on street carparking, and street trees. Refer to the individual Detailed Concept Plans and Detailed Inset Plans for further proposed treatments to individual streets.

Overall Concept Plan – Mid Blocks

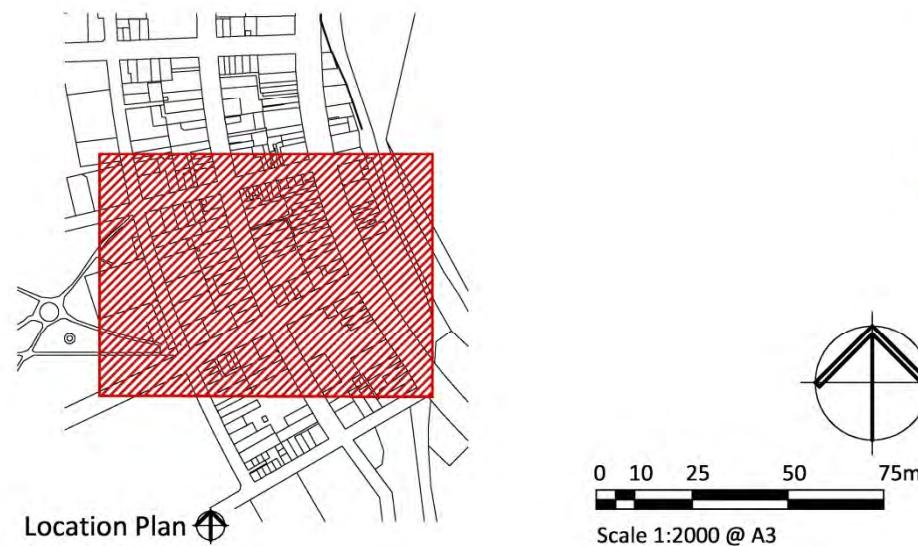
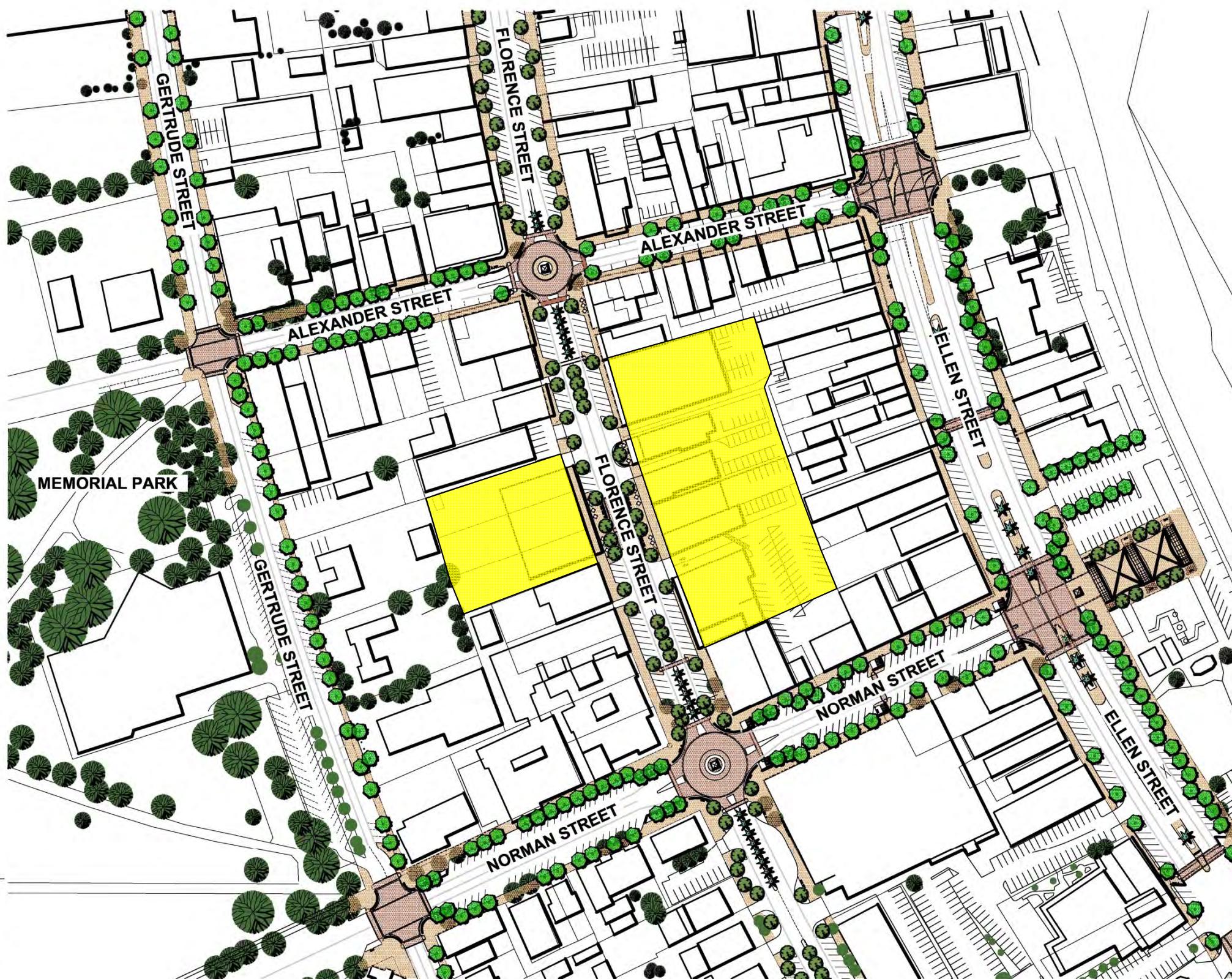


Figure 25: Mid Blocks



SOUTHERN BLOCKS PLAN

Figure 26 presents the overall concept plan for the two southernmost blocks of the CBD between Norman Street and Mary Elie Street, spanning between Ellen Street and Gertrude Street.

The building forms indicated represent the current building footprints.

The plan indicates the proposed streetscape treatment to all streets including footpath paving treatment, road threshold treatment, on street carparking, and street trees. Refer to the individual Detailed Concept Plans and Detailed Inset Plans for further proposed treatments to individual streets.

Figure 26: Southern Blocks



Overall Concept Plan – Southern Blocks



DETAIL CONCEPT PLANS

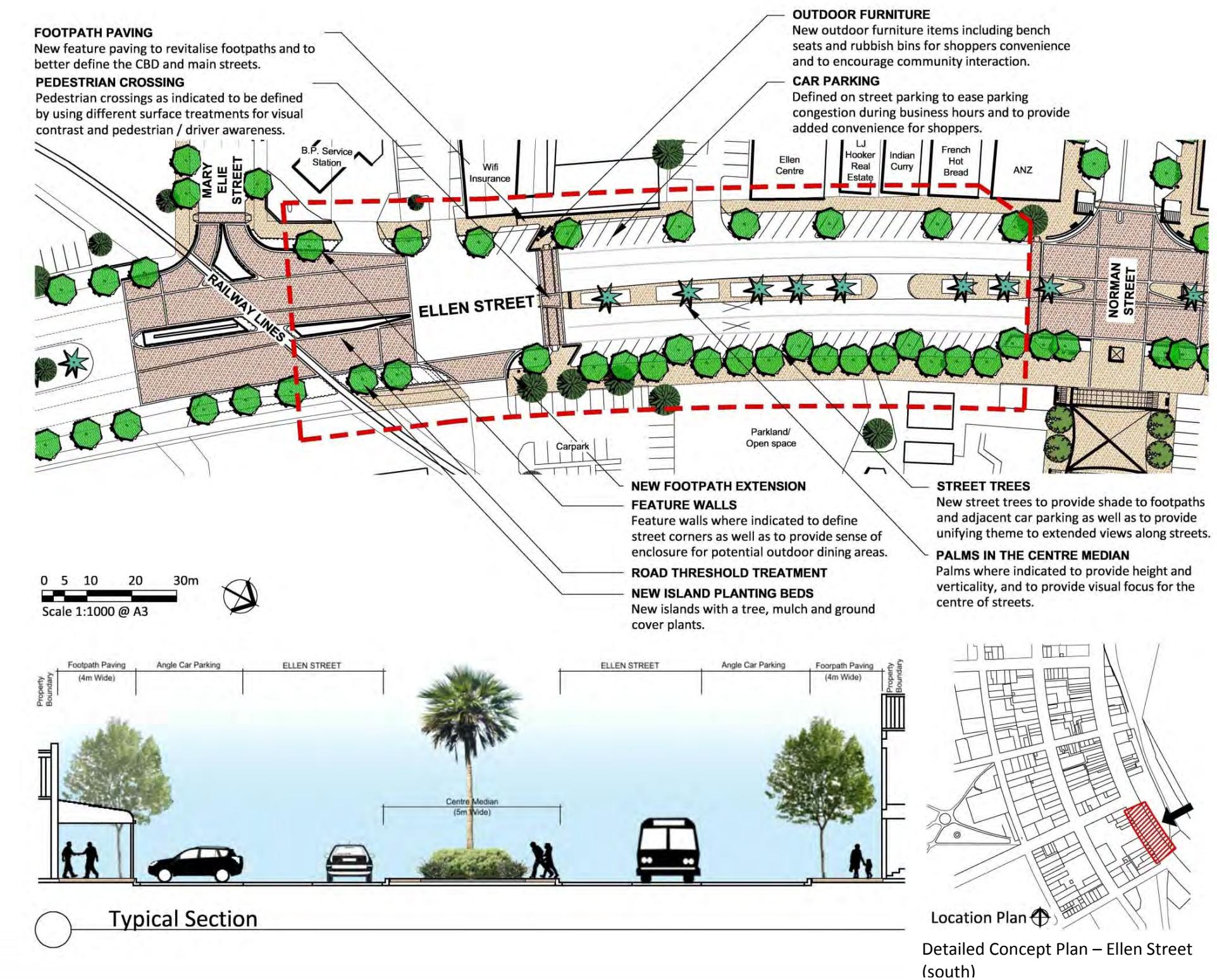
ELLEN STREET (South)

Figure 27 presents the proposed streetscape treatment to Ellen Street between Mary Elie and Norman Streets. Ellen Street is the easternmost street of the defined extent of the CBD with the BP Service Station, ANZ Bank, Ellen Centre and LJ Hooker Real Estate on one side, and open parkland on the other for the highlighted area on the adjacent figure. Refer detailed inset plan for greater detail of the intersection treatment at May Elie Street.

The proposed design includes:

- An upgrade to the Mary Elie and Norman Street intersection** providing an entry threshold point into the CBD. Proposed works includes extending the footpath paving at the corners to narrow the intersection and to define and promote pedestrian safety. The existing footpath width remains the same.
- Introduction of a pedestrian crossing** to better link the existing carpark and open parkland to the commercial strip along the opposite side of the street.
- Additional street trees** to improve visual presentation and to provide shade to adjacent footpaths and carparking. Street tree species for this street should be '*Platanus orientalis*' which grows to approximately 12m, and has intense bright gold new foliage in autumn.
- New footpath paving and planting beds** with trees to provide shade and soften the formalised streetscape. Planting beds to have a variety of shrubs in the centre and ground covers to edges to provide greater visual interest and to compliment the footpath paving style.
- New Palms in the centre median** to provide greater continuity and extension of the existing median theme along Main Road heading towards Ellen Street. The existing Washingtonia palms should therefore be replaced with '*Phoenix canariensis*'.

Figure 27: Detailed Concept Plan for Ellen Street (South)



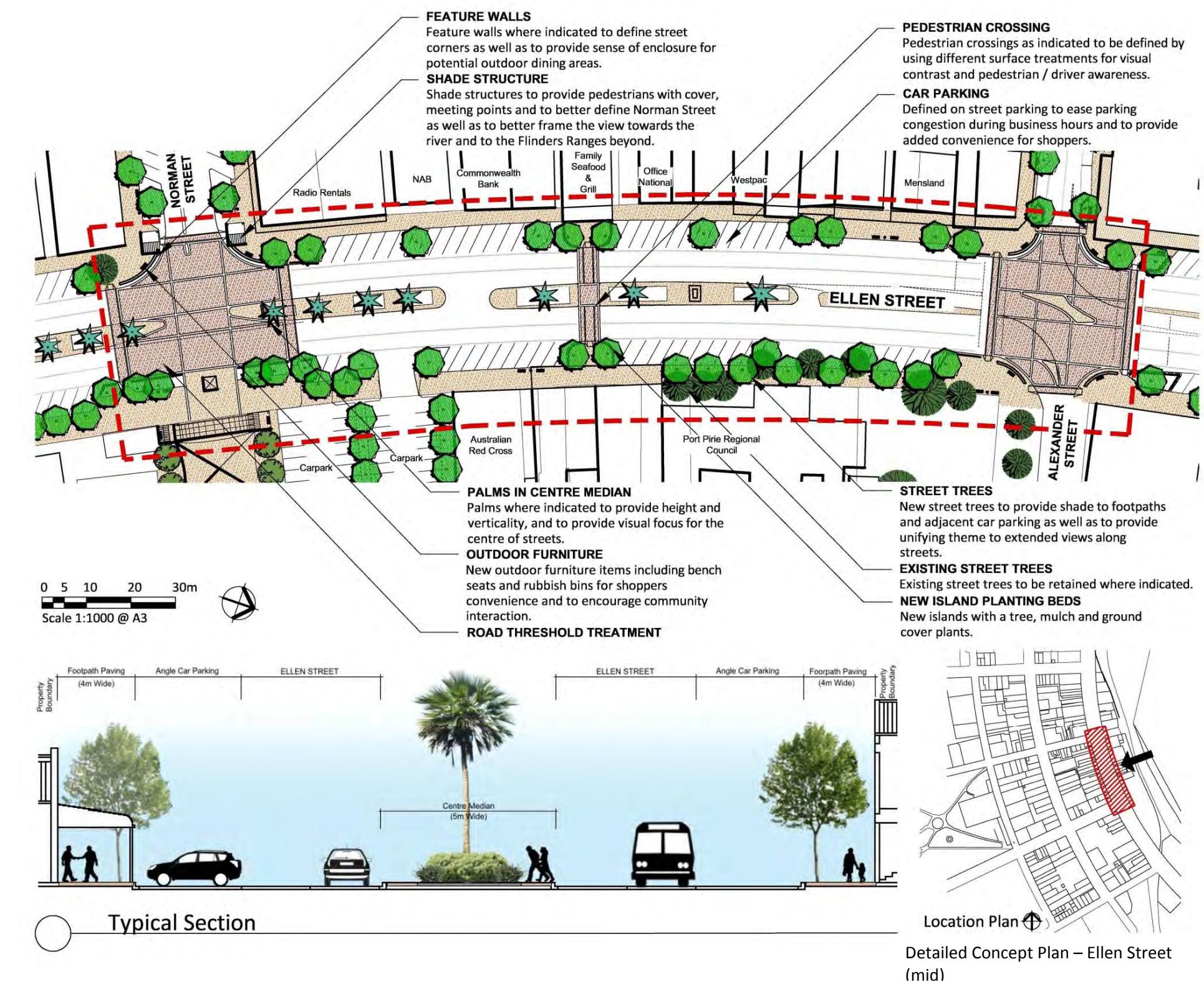
ELLEN STREET (Mid Block)

Figure 28 presents the proposed streetscape treatment to Ellen Street between Norman and Alexander Streets. Ellen Street is the easternmost street of the defined extent of the CBD with this area the mid-section of the street. The prominent buildings include the Radio rentals Building, NAB Bank, CBA Bank, and the Port Pirie Regional Council Building.

The proposed design includes:

- An upgrade to the Norman and Alexander Street intersections,** including entry threshold treatments and defined entrance points, and extended footpath paving at the corners to narrow the intersection to promote greater pedestrian safety. The existing footpaths width however remains the same.
- Footpath extension and new pedestrian crossing** between the historic Family Hotel and the shops opposite to create better pedestrian access and greater defined crossing location as well as to highlight the historic significance of the adjacent building. The remaining footpath widths are to remain the same.
- Low feature walls with signage elements on street corners** to further define the entries into the CBD area. These walls should be 900mm high to provide a sense of enclosure for potential outdoor dining and promote pedestrian safety without impeding sight lines.
- Additional street trees** to improve visual presentation and to provide shade to adjacent footpaths and carparking. Street tree species for this street should be '*Platanus orientalis*' which grows to 12m, and has bright gold foliage in autumn.
- New planting beds** with trees to provide shade and soften the formalised streetscape, with a variety of shrubs in the centre and ground covers to edges for greater visual interest and to compliment the footpath paving style.
- New Palms in the centre median** for continuity and to add vertical height and focus for the centre of the street. Palms should be '*Phoenix canariensis*' to provide continuity from Main Road.

Figure 28: Detailed Concept Plan for Ellen Street (Mid)



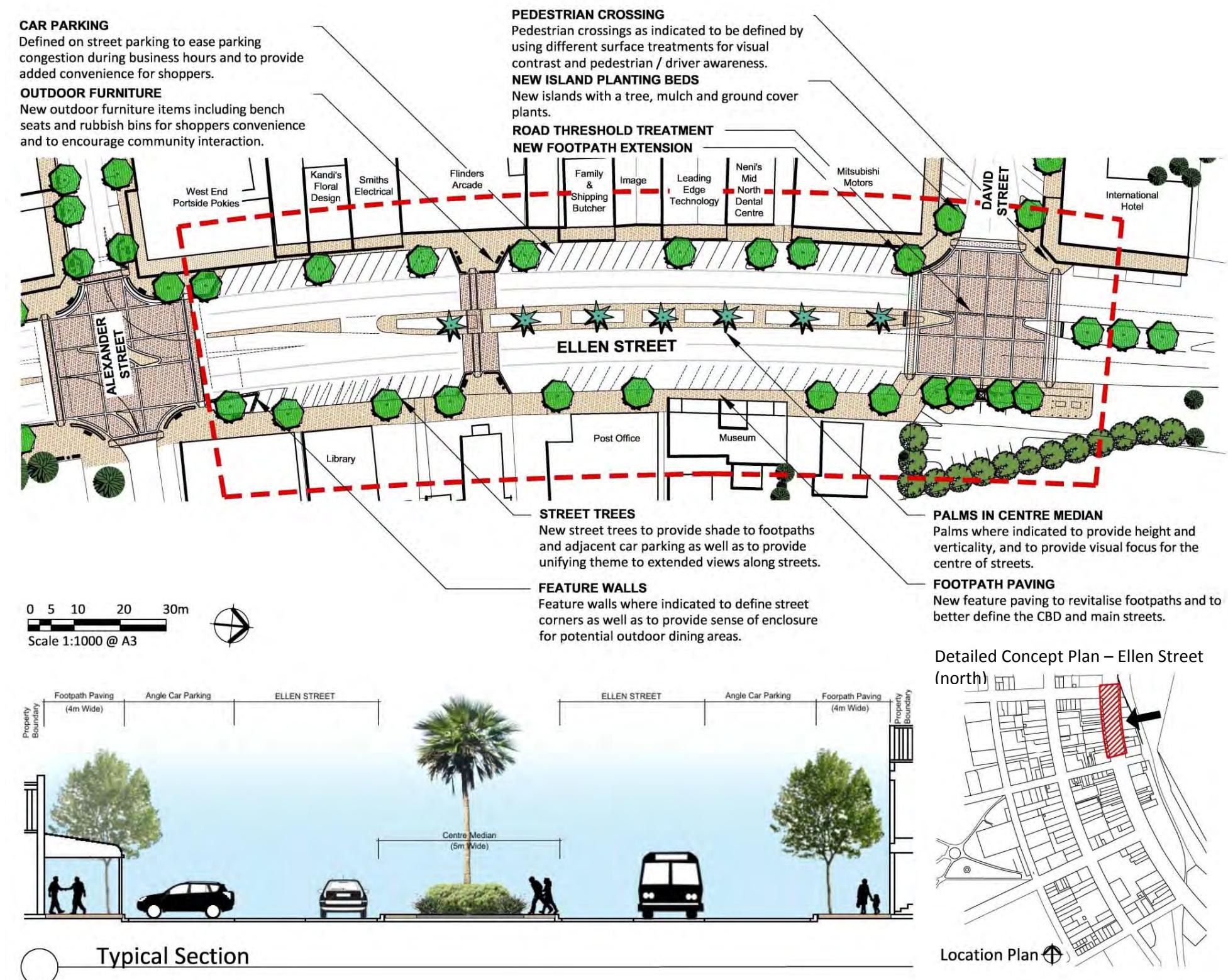
ELLEN STREET (North)

Figure 29 presents the proposed streetscape treatment to Ellen Street between Alexander and David Streets. Ellen Street is the easternmost street of the defined extent of the CBD with existing historic buildings including the railway and post office buildings, Flinders Arcade, the Library and a variety of other commercial residents.

The proposed design includes:

- An upgrade to the David and Ellen Street intersections** providing entry threshold treatments and a better defined entrance to the Nyrstar Plant. Works include extending the footpath paving at the corners to narrow the intersection for greater definition and to promote greater pedestrian safety. The existing footpath widths inbetween remain the same.
- Footpath Extension and new pedestrian crossing** between the Flinders Arcade and the Port Pirie Regional Development Board building for greater pedestrian access, defined crossing location, as well as to highlight the historic significance of the adjacent buildings.
- Low feature walls with signage elements on street corners** to further define the entries into the CBD area. These walls should be 900mm high to provide a sense of enclosure for potential outdoor dining and promote pedestrian safety without impeding sight lines.
- Additional street trees** to improve visual presentation and to provide shade to adjacent footpaths and carparking. Street tree species shall be '*Platanus orientalis*' which grows to 12m, and has gold new foliage in autumn.
- New planting beds** with trees to provide shade and soften the formalised streetscape, with a variety of shrubs in the centre and ground covers to edges for greater visual interest and to compliment the footpath paving style.
- New Palms in the centre median** to add vertical height and focus for the centre of the street. Palms should be '*Phoenix canariensis*' for continuity with Main Road.

Figure 29: Detailed Concept Plan for Ellen Street (north)





Artist Impression – Ellen Street Perspective

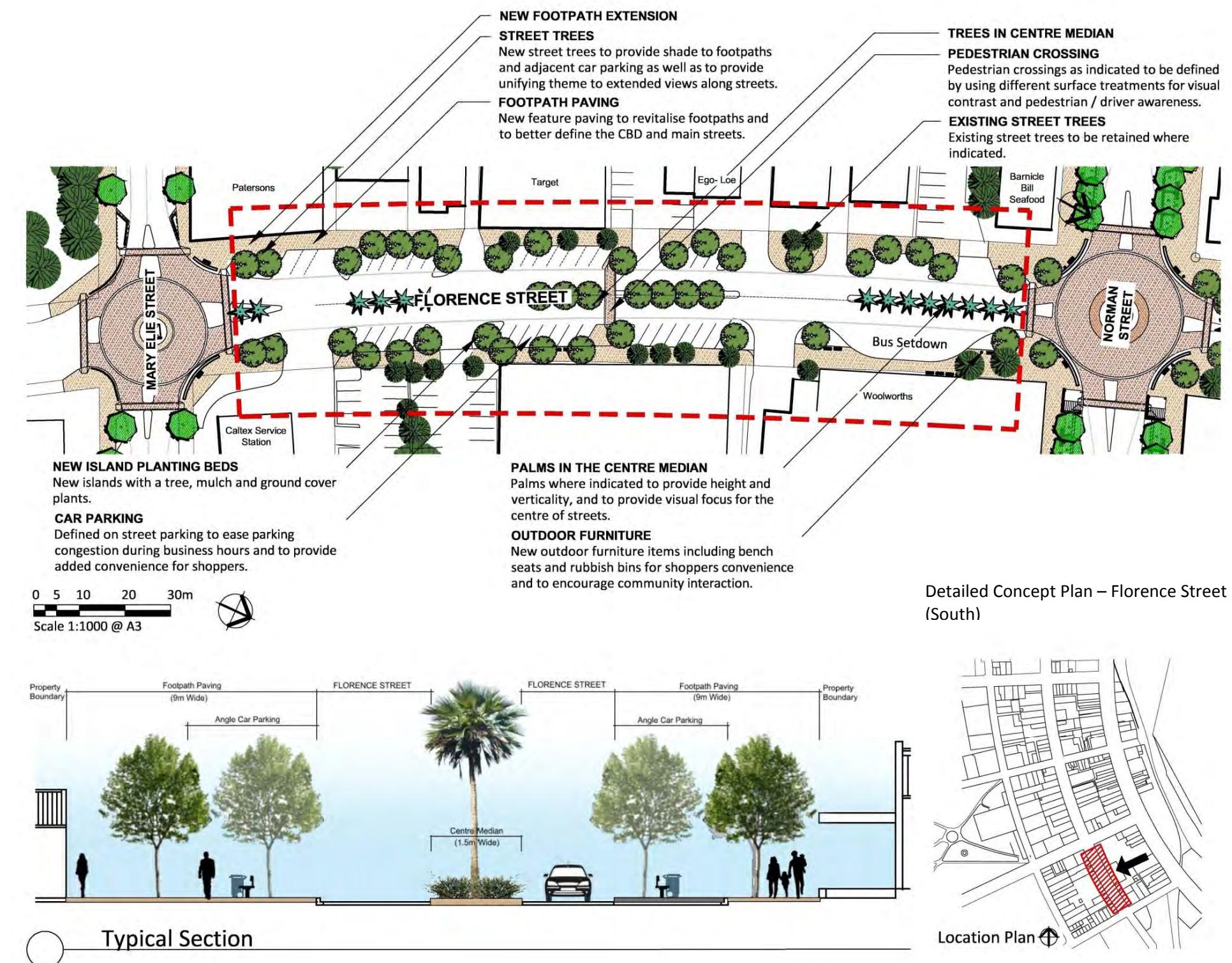
FLORENCE STREET (South)

Figure 30 presents the proposed streetscape treatment to Florence Street between Mary Elie and Norman Street. This section of Florence Street is located at the southernmost end of the CBD with Woolworths, Barnicle Bill Seafood, Caltex Service Station and Target the dominant commercial tenants.

The proposed design includes:

- Footpath Extension and new pedestrian crossing** midway to provide better pedestrian linkage to both sides of the street and to promote greater pedestrian safety. Existing footpath widths remain the same.
- Additional street trees** to improve visual presentation and to provide shade to adjacent footpaths and carparking. Street tree species should be '*Platanus orientalis*' which grows to 12m, and has bright gold new foliage in autumn.
- New street furniture** is included to encourage community interaction and provide rest stops. Furniture shall consist of rubbish bins, bench seats, drinking fountains, bollards, balustrades, street lighting and bike racks all consisting of the same style and theme for uniformity.
- New planting beds** with trees to provide shade and to soften the formalised streetscape, with a variety of shrubs in the centre and ground covers to edges for greater visual interest and to compliment the footpath paving style.
- New Palms in the centre median** to add vertical height and focus for the centre of the street. Palms should be '*Washingtonia sp*'.

Figure 30: Detailed Concept Plan for Florence Street (South)



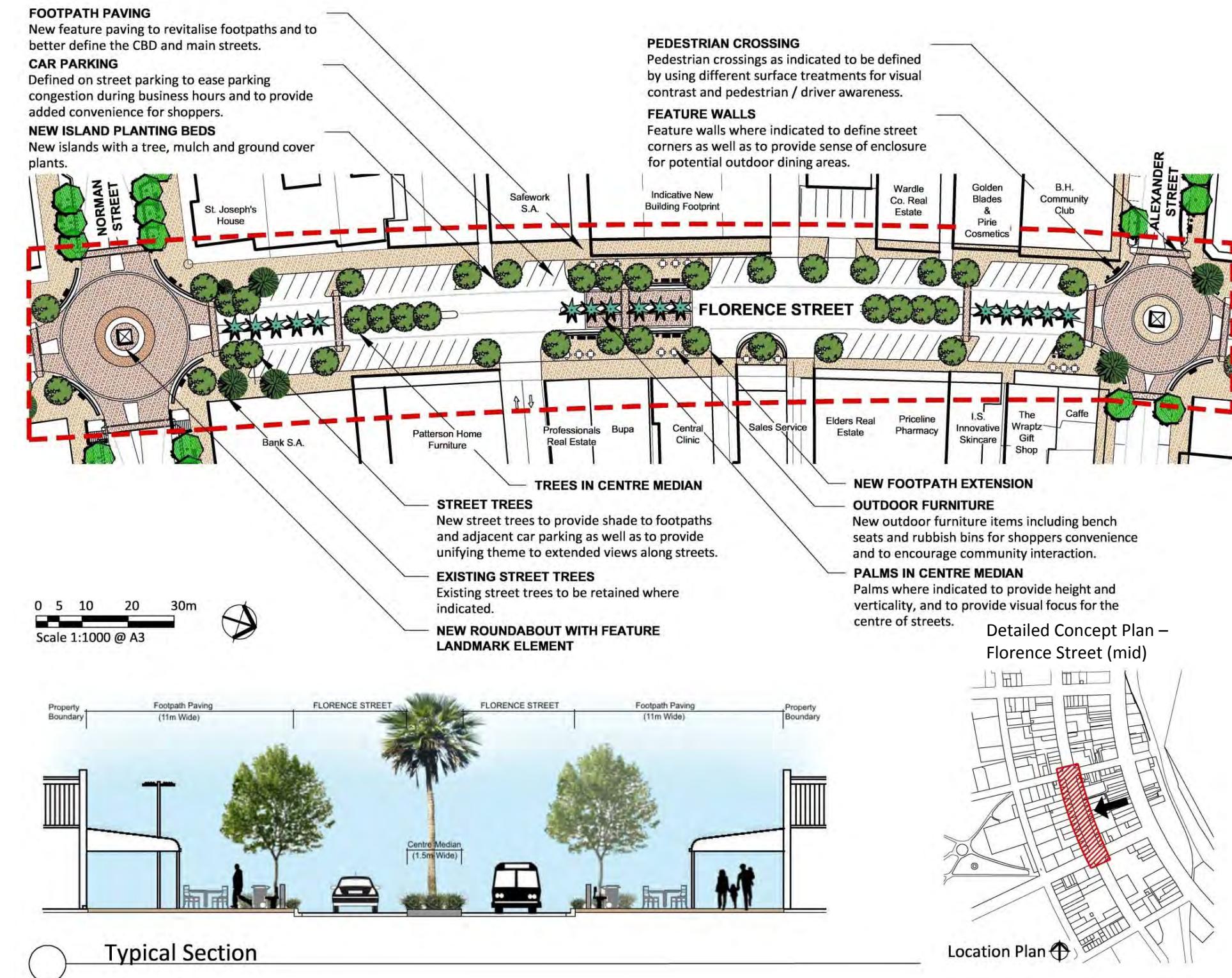
FLORENCE STREET (Mid Block)

Figure 31 presents the proposed streetscape treatment to Florence Street between David and Alexander Streets. This section of Florence Street is the mid-block and is proposed as the new 'Main Street' of the CBD. It has St. Joseph's House, B.H Community Club, Bank S.A. and a variety of other commercial residents.

The proposed design includes:

- An upgrade to the intersections at Norman and Alexander Street,** providing greater definition to the Main Street CBD. Works include incorporating landmark feature elements to the round-a-bouts, and footpath extensions at the corners to slow traffic and to promote greater pedestrian safety. The existing footpath and kerb alignments in between remains the same.
- Footpath Extension and new mid block crossing** (refer detailed inset plan for greater detail).
- Low feature walls with signage elements on street corners.** These walls should be 900mm high to provide a sense of enclosure for potential outdoor dining and promote pedestrian safety without impeding sight lines.
- Additional centre median palms and street trees** to improve visual presentation and to provide shade to adjacent footpaths and carparking. Palms should be '*Washingtonia sp*'. Street trees species should be '*Platanus orientalis*'.
- New street furniture** is included to encourage community interaction and provide rest stops. Furniture shall consist of rubbish bins, bench seats, drinking fountains, bollards, balustrades, street lighting and bike racks all consisting of the same style and theme for uniformity.
- New planting beds** with trees to provide shade and soften the formalised streetscape, with a variety of shrubs in the centre and ground covers to edges for greater visual interest and to compliment the footpath paving style.

Figure 31: Detailed Concept Plan for Florence Street (Mid)



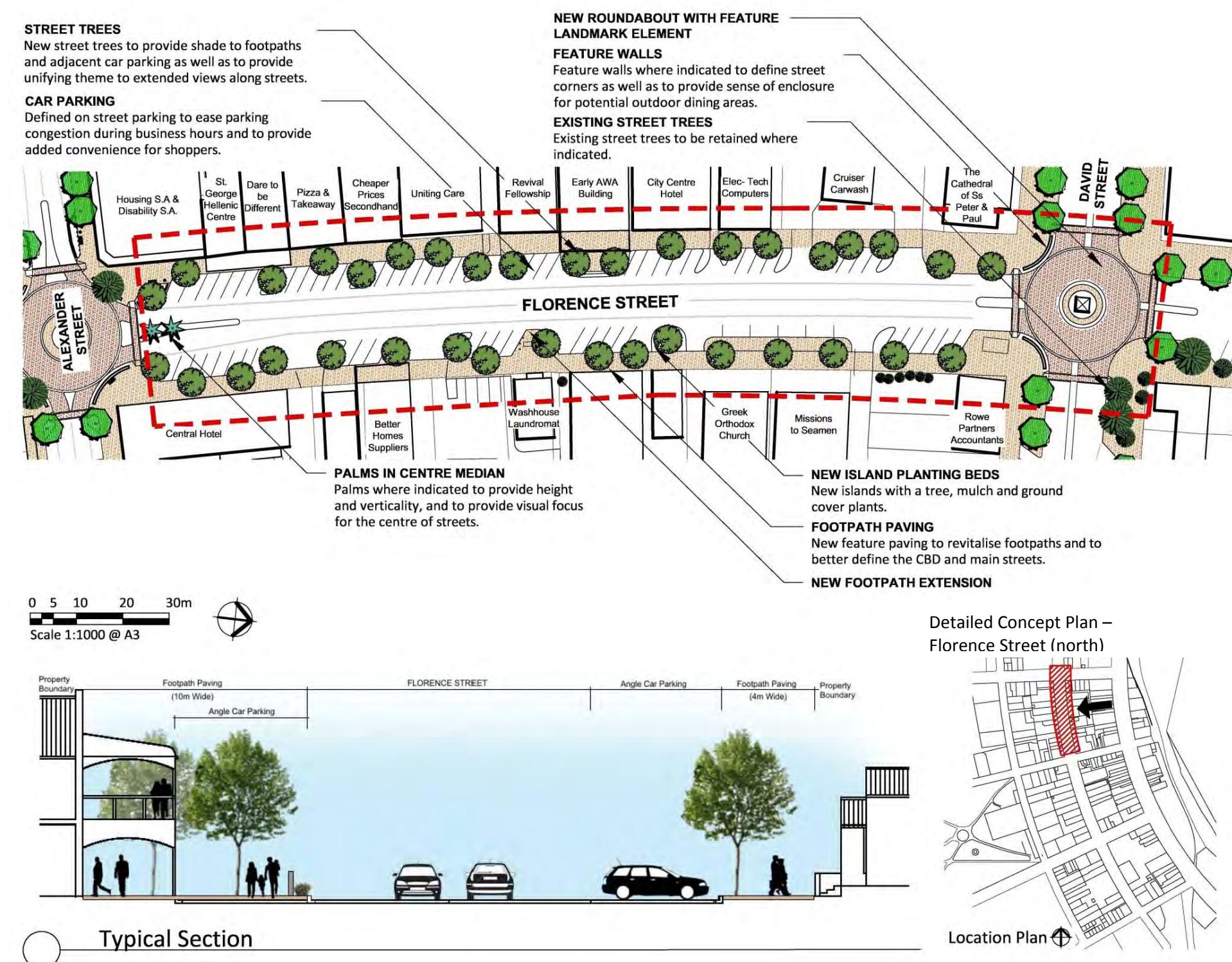
FLORENCE STREET (North)

Figure 32 presents the proposed streetscape treatment to Florence Street between Alexander Street and David Street. This section of Florence Street is located at the northernmost end of the CBD with Housing S.A and Disability S.A, The Cathedral of St Peter and Paul, Rowe Partners and a variety of other commercial residents.

The proposed design includes:

- An upgrade to the Florence and David Street intersection,** providing a threshold and an entrance point into the CBD. Works include a landmark feature element in the round-a-bout and footpath extensions at corners to slow traffic and to promote greater pedestrian safety. The existing footpath and kerb alignments in between remains the same.
- Low feature walls with signage elements on street corners** to further define the entries into the CBD area. These walls should be approximately 900 high to provide a sense of enclosure for potential outdoor dining and promote pedestrian safety without impeding sight lines.
- Additional street trees** to improve visual presentation and to provide shade to adjacent footpaths and carparking. Street tree species should be '*Platanus orientalis*' which grows to 12m, and has bright gold new foliage in autumn.
- New street furniture** is included to encourage community interaction and provide rest stops. Furniture shall consist of rubbish bins, bench seats, drinking fountains, bollards, balustrades, street lighting and bike racks all consisting of the same style and theme for uniformity.
- New planting beds** with trees to provide shade and soften the formalised streetscape, with a variety of shrubs in the centre and ground covers to edges to provide greater visual interest and to compliment the footpath paving style.
- New Palms in the centre median** to add vertical height and focus for the centre of the street. Palms should be '*Washingtonia sp*'.

Figure 32: Detailed Concept Plan for Florence Street (north)





Artist Impression – Florence Street Perspective

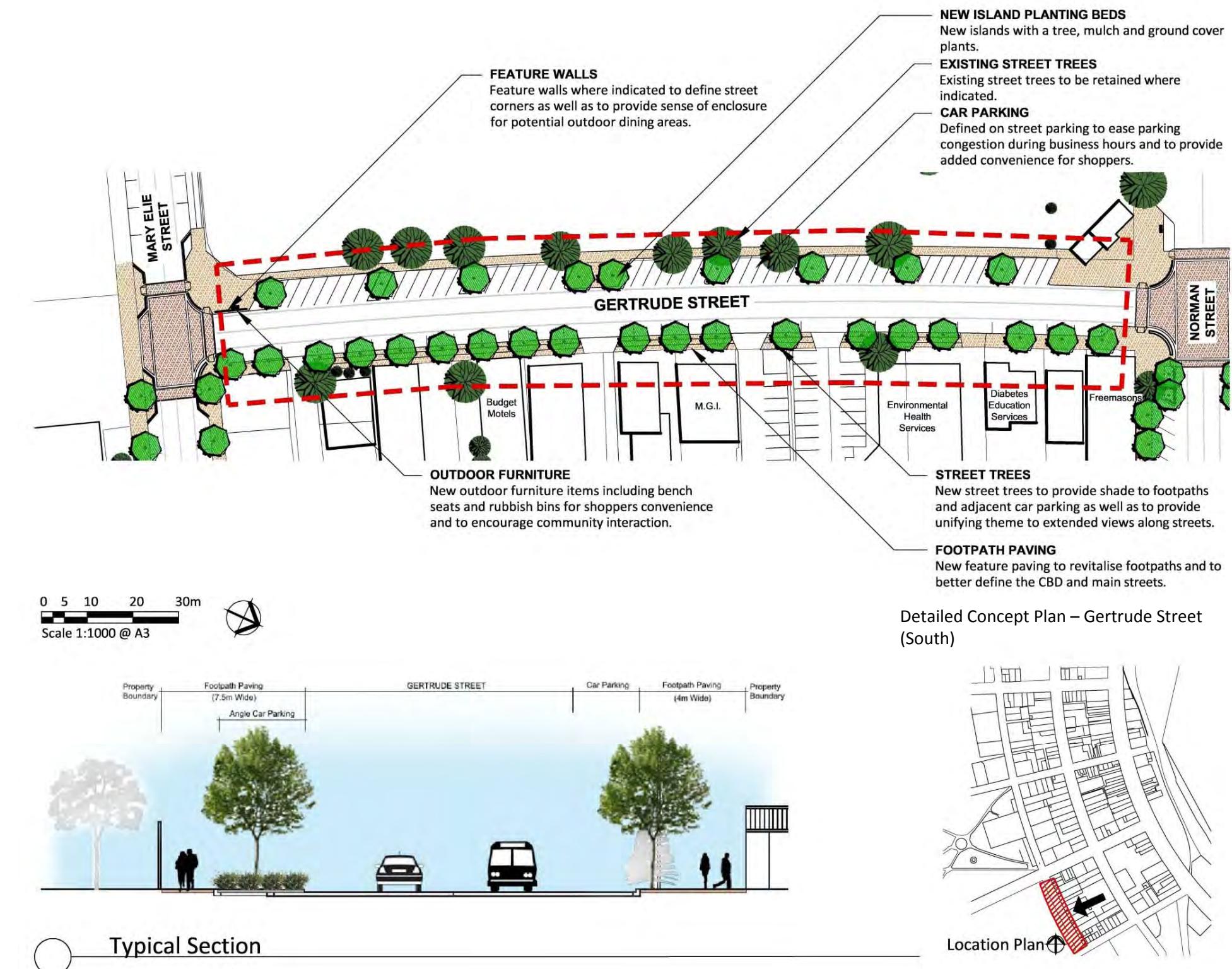
GERTRUDE STREET (South)

Figure 33 presents the proposed streetscape treatment to Gertrude Street between Norman and Mary Elie Streets. Gertrude Street is the westernmost street of the defined extent of the CBD with Memorial Park on one side and Budget Motels, M.G.I., Environmental Health Services, Diabetes Education Services and Freemasons on the opposite side.

The proposed design includes:

- Extending the footpath paving at the corners** into the road reserve to narrow the intersection to slow traffic, and to promote greater pedestrian safety. The existing footpath and kerb alignment widths in between remain the same. The plan indicates a proposed widening of the road reserve along the Memorial Oval boundary to provide nose in angled carparking. This would involve reclaiming an additional 2.22m of land along this boundary.
- Low feature walls with signage elements on street corners** to further define the entries into the CBD area. These walls should be 900mm high to provide a sense of enclosure for potential outdoor dining and promote pedestrian safety without impeding sight lines.
- Additional street trees** to improve visual presentation and to provide shade to adjacent footpaths and carparking. Street tree species should be '*Koelreuteria bipinnata*'. These are a suitable species as to not interfere with overhead power lines along the eastern side.
- New street furniture** is included to encourage community interaction and provide rest stops. Furniture shall consist of rubbish bins, bench seats, drinking fountains, bollards, balustrades, street lighting and bike racks all consisting of the same style and theme for uniformity.
- New planting beds** with trees to provide shade and soften the formalised streetscape, with a variety of shrubs in the centre and ground covers to edges to provide greater visual interest and to compliment the footpath paving style.

Figure 33: Detailed Concept Plan for Gertrude Street (South)



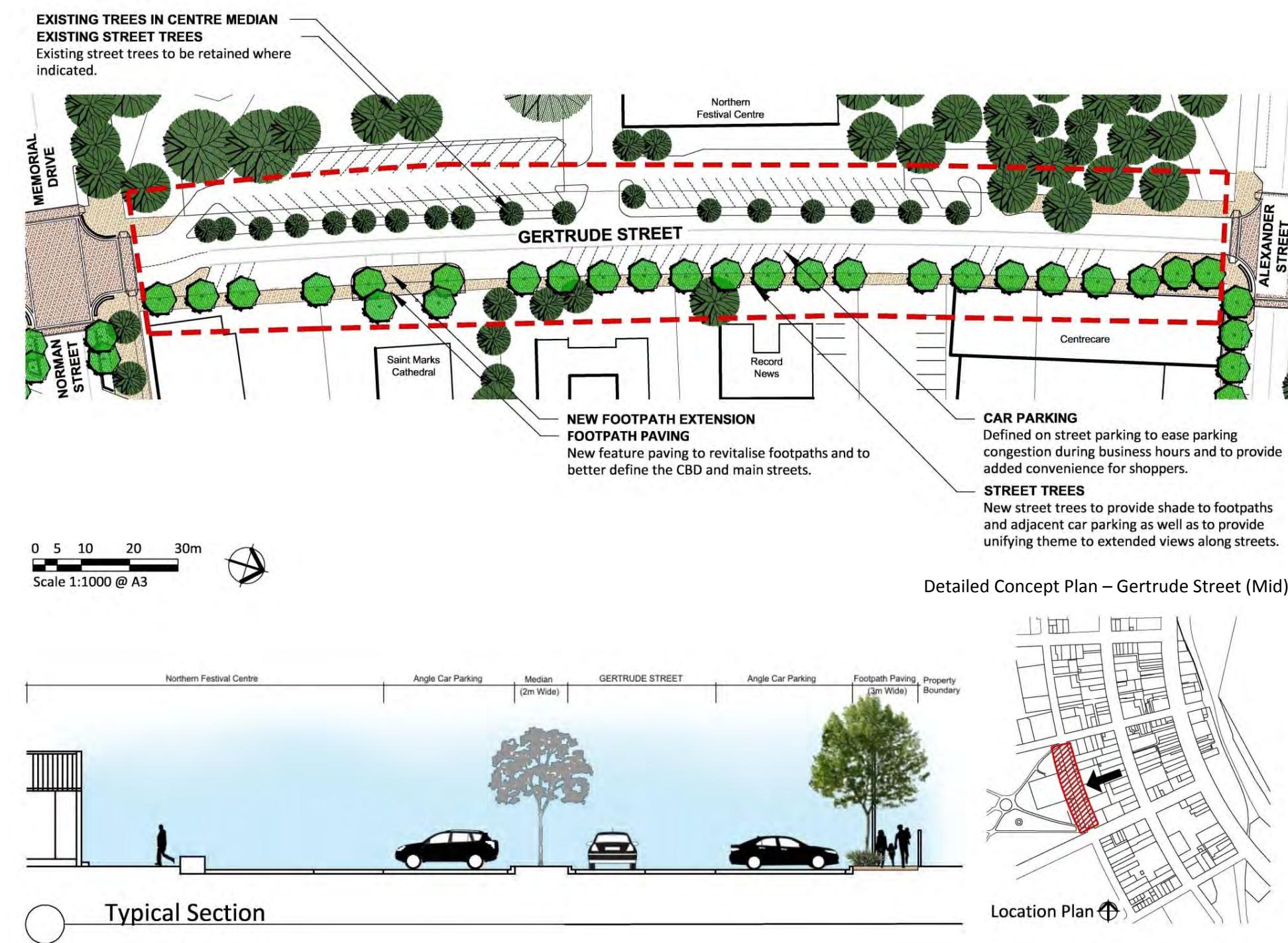
GERTRUDE STREET (Mid Block)

Figure 34 presents the proposed streetscape treatment to Gertrude Street between Norman Street / Memorial Drive and Alexander Streets. Gertrude Street is the westernmost street of the defined extent of the CBD with this particular area the mid-section of the street. It has the Northern Festival Centre and Memorial Park on one side and Saint Marks Cathedral, Record News and Centrecare on the other side.

The proposed design includes:

- Extending the footpath paving at the corners** into the road reserve to narrow the intersection to slow traffic and to promote pedestrian safety. The existing footpath and kerb alignment widths in between remains the same.
- Extending the footpath paving in front of St. Marks Cathedral** to highlight the historic significance of this building, and to also provide an extended front courtyard to the building for better photograph opportunities for weddings and social events.
- Additional street trees** to improve visual presentation and to provide shade to adjacent footpaths and carparking. Street tree species should be '*Koelreuteria bipinnata*'. These are a suitable species as to not interfere with overhead power lines along the eastern side.

Figure 34: Detailed Concept Plan for Gertrude Street (Mid)



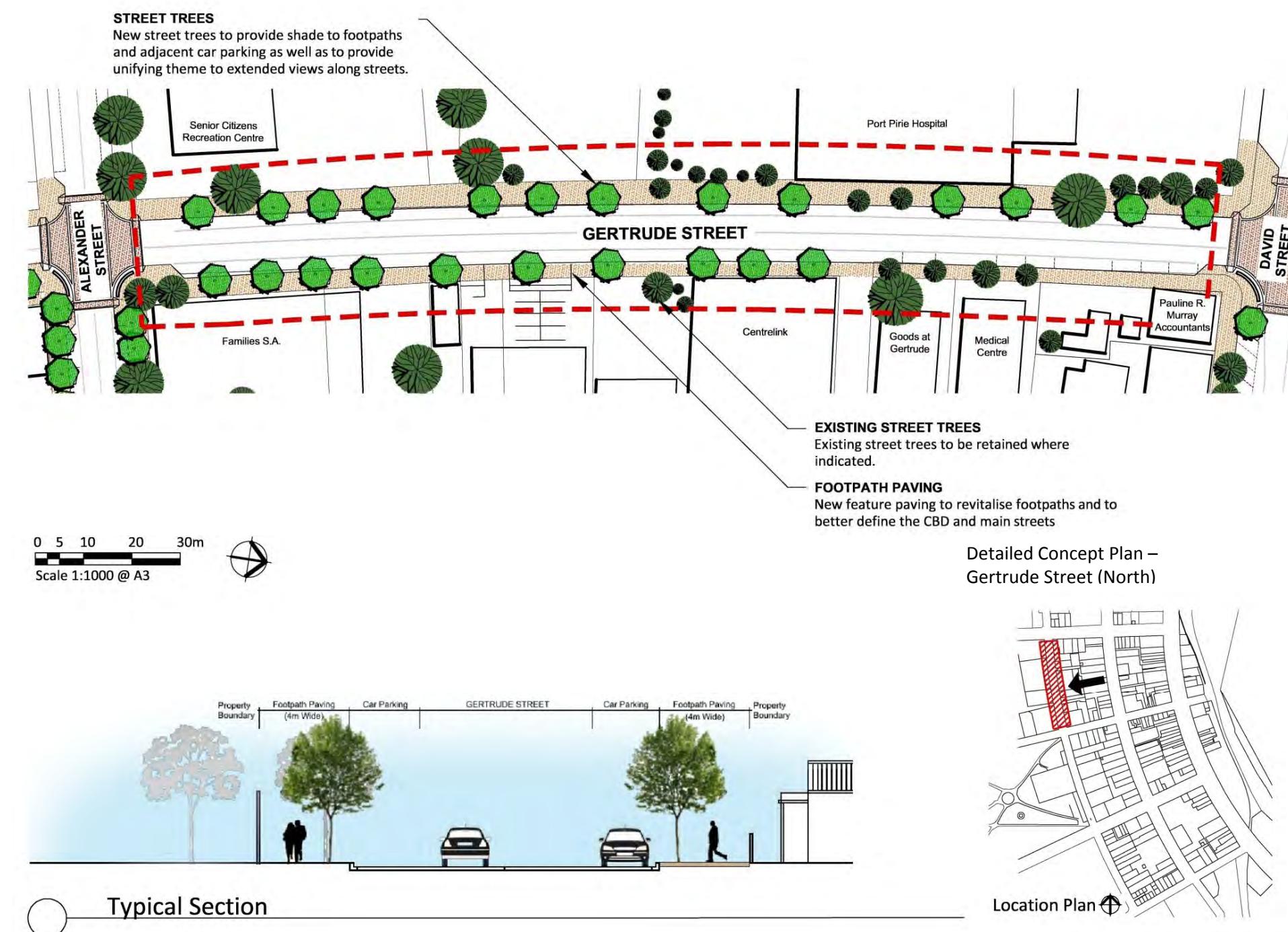
GERTRUDE STREET (North)

Figure 35 presents the proposed streetscape treatment to Gertrude Street between Alexander Street and David Street. Gertrude Street is the westernmost street of the defined extent of the CBD with the Memorial Park, Senior Citizens Recreational Centre and Port Pirie Hospital on one side and Families S.A, Centrelink, Goods on Gertrude, Medical Centre and Pauline R. Murray Accountants on the other side.

The proposed design includes:

- **Extending the footpath paving at the corners** into the road reserve to narrow the intersection to slow traffic and to promote greater pedestrian safety. The existing footpath and kerb alignment widths in between remains the same.
- **Additional street trees** to improve visual presentation and provide shade to adjacent footpaths and carparking. Street tree species should be '*Koelreuteria bipinnata*' which grows to 10m, and also has yellow, fragrance flowers. These are a suitable species as to not interfere with overhead power lines along the eastern side.

Figure 35: Detailed Concept Plan for Gertrude Street (North)



MARY ELIE STREET (East)

Figure 36 presents the proposed streetscape treatment to Mary Elie Street between Florence and Ellen Streets. Mary Elie Street is the southernmost street of the defined extent of the CBD with a Caltex and B.P Service Stations, Electrical Discount and Beaurepaires the dominant commercial residents.

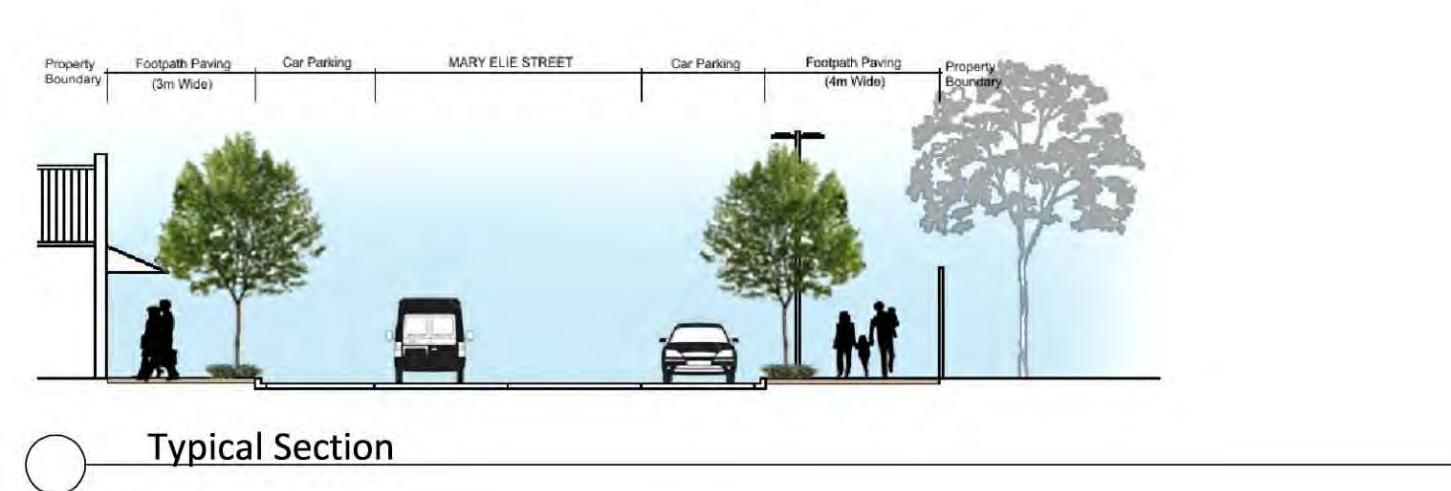
The proposed design includes:

- **Low feature walls, or signage elements on street corners** to further define the entries into the CBD area. These walls should be 900mm high to provide a sense of enclosure for potential outdoor dining and promote pedestrian safety without impeding sight lines.
- **Additional street trees** to improve visual presentation and provide shade to adjacent footpaths and carparking. Street tree species should be '*Callistemon 'Harkness'*' which only grows to 4m, and also has profuse red bottlebrush flowers.
- **New planting beds** with trees to provide shade and soften the formalised streetscape, with a variety of shrubs in the centre and ground covers to edges to provide greater visual interest and to compliment the footpath paving style.

Figure 36: Detailed Concept Plan for Mary Elie Street (East)



Detailed Concept Plan – Mary Elie Street (East)



MARY ELIE STREET (West)

Figure 37 presents the proposed streetscape treatment to Mary Elie Street between Gertrude and Florence Streets. Mary Elie Street is the southernmost street of the defined extent of the CBD with Travel Way Motel, Patersons on one side and John Pirie Secondary School on the other side.

The proposed design includes:

- An upgrade to the Mary Elie and Gertrude Streets intersection,** providing an entry threshold point into the CBD. Works include extending the footpath paving at the corners to narrow the intersection, slow traffic, and to provide greater pedestrian safety. The existing footpath width in between remain the same.
- Revamping and extending the existing midway pedestrian crossing** into the road reserve to narrow the intersection and promote pedestrian safety in the school zone.
- Low feature walls with signage elements on street corners** to further define the entries into the CBD area. These walls should be 900mm high to provide a sense of enclosure for potential outdoor dining and promote pedestrian safety without impeding sight lines.
- Additional street trees** to improve visual presentation and provide shade to adjacent footpaths and carparking. Street tree species should be '*Callistemon 'Harkness'*' which only grows to 4m, and also has profuse red bottlebrush flowers.
- New planting beds** with trees to provide shade and soften the formalised streetscape, with a variety of shrubs in the centre and ground covers to edges to provide greater visual interest and compliment the footpath paving style.

Figure 37: Detailed Concept Plan for Mary Elie Street (West)



NORMAN STREET (East)

Figure 38 presents the proposed streetscape treatment to Norman Street between Florence and Ellen Streets. Norman Street is north of Mary Elie Street with Bank S.A, Radio Rentals, Woolworths, ANZ and a variety of other commercial residents.

The proposed design includes:

- **Extending the footpath paving at the corners** into the road reserve to narrow the intersection, slow traffic, and to promote greater pedestrian safety. The existing footpath and kerb alignment widths in between remains the same.
- **Low feature walls, or signage elements on street corners** to further define the entries into the CBD area. These walls should be 900mm high to provide a sense of enclosure for potential outdoor dining and promote pedestrian safety without impeding sight lines.
- **Introducing shade structures at each of the pedestrian crossing** to help unify built elements on street and to better frame the view to Ellen Street.
- **Replacing existing Queens Palm with new street trees** to improve visual presentation and provide shade to adjacent footpaths and carparking. Street tree species should be '*Pistachio chinensis*' which grows to 8m, and in autumn the fine foliage transforms to a bright crimson colour.
- **New street furniture** is included to encourage community interaction and provide rest stops. Furniture shall consist of rubbish bins, bench seats, drinking fountains, bollards, balustrades, street lighting and bike racks all consisting of the same style and theme for uniformity.
- **Revamping existing planting beds** with trees to provide shade and soften the formalised streetscape, with a variety of shrubs in the centre and ground covers to edges to provide greater visual interest and compliment the footpath paving style.

Figure 38: Detailed Concept Plan for Norman Street (East)



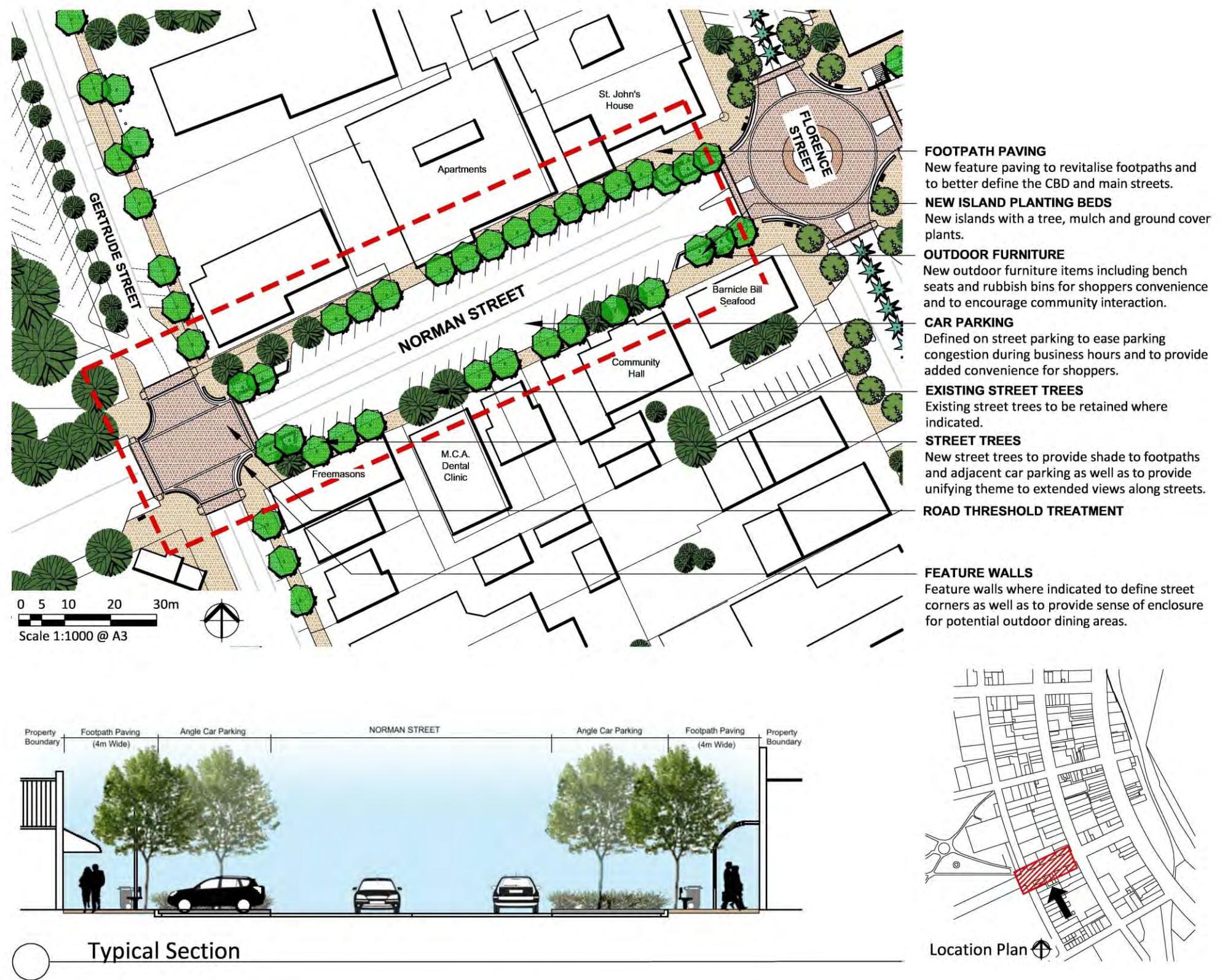
NORMAN STREET (West)

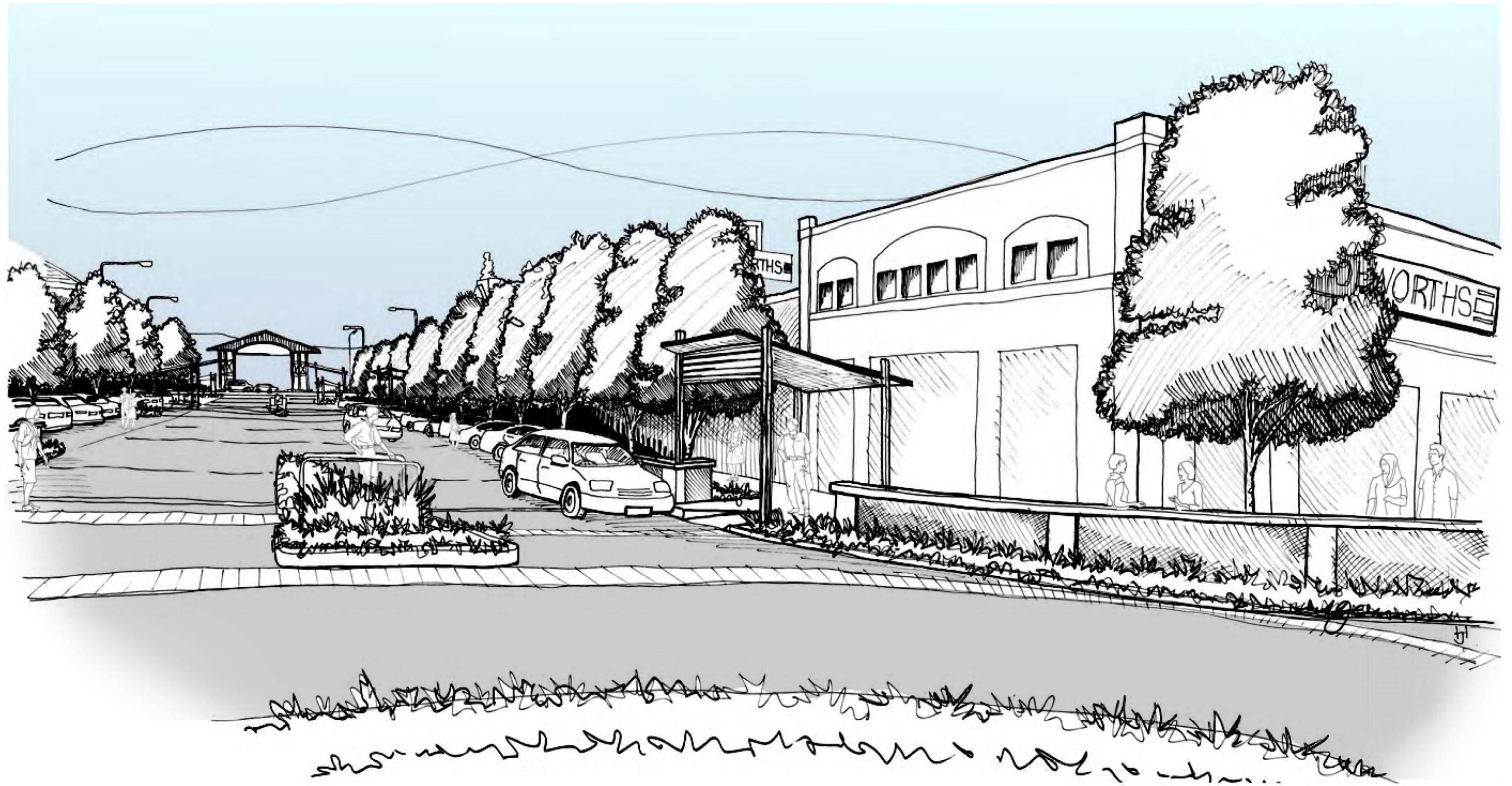
Figure 39 presents the proposed streetscape treatment to Norman Street between Gertrude and Florence Streets. Norman Street is located North of Mary Elie Street with St. John's house, Freemasons, Freemasons, M.C.A Dental Clinic and Barnacle Bill Seafood the dominant commercial residents.

The proposed design includes:

- An upgrade to the Norman and Gertrude Streets intersection**, providing an entry threshold point into the CBD. Works include extending the footpath paving at the corners to narrow the intersection to slow traffic, and to provide greater pedestrian safety. The existing footpath widths in between remain the same.
- Low feature walls with signage elements on street corners** to further define the entries into the CBD area. These walls should be 900mm high to provide a sense of enclosure for potential outdoor dining and promote pedestrian safety without impeding sight lines.
- Additional street trees** to improve visual presentation and provide shade to adjacent footpaths and carparking. Street tree species should be '*Platanus orientalis*' which grows to 12m, and has intense bright gold new foliage during autumn.
- New street furniture** is included to encourage community interaction and provide rest stops. Furniture shall consist of rubbish bins, bench seats, drinking fountains, bollards, balustrades, street lighting and bike racks all consisting of the same style and theme for uniformity.
- New planting beds** with trees to provide shade and soften the formalised streetscape, with a variety of shrubs in the centre and ground covers to edges to provide greater visual interest and compliment the footpath paving style.

Figure 39: Detailed Concept Plan for Norman Street (West)





Artist Impression – Norman Street Perspective

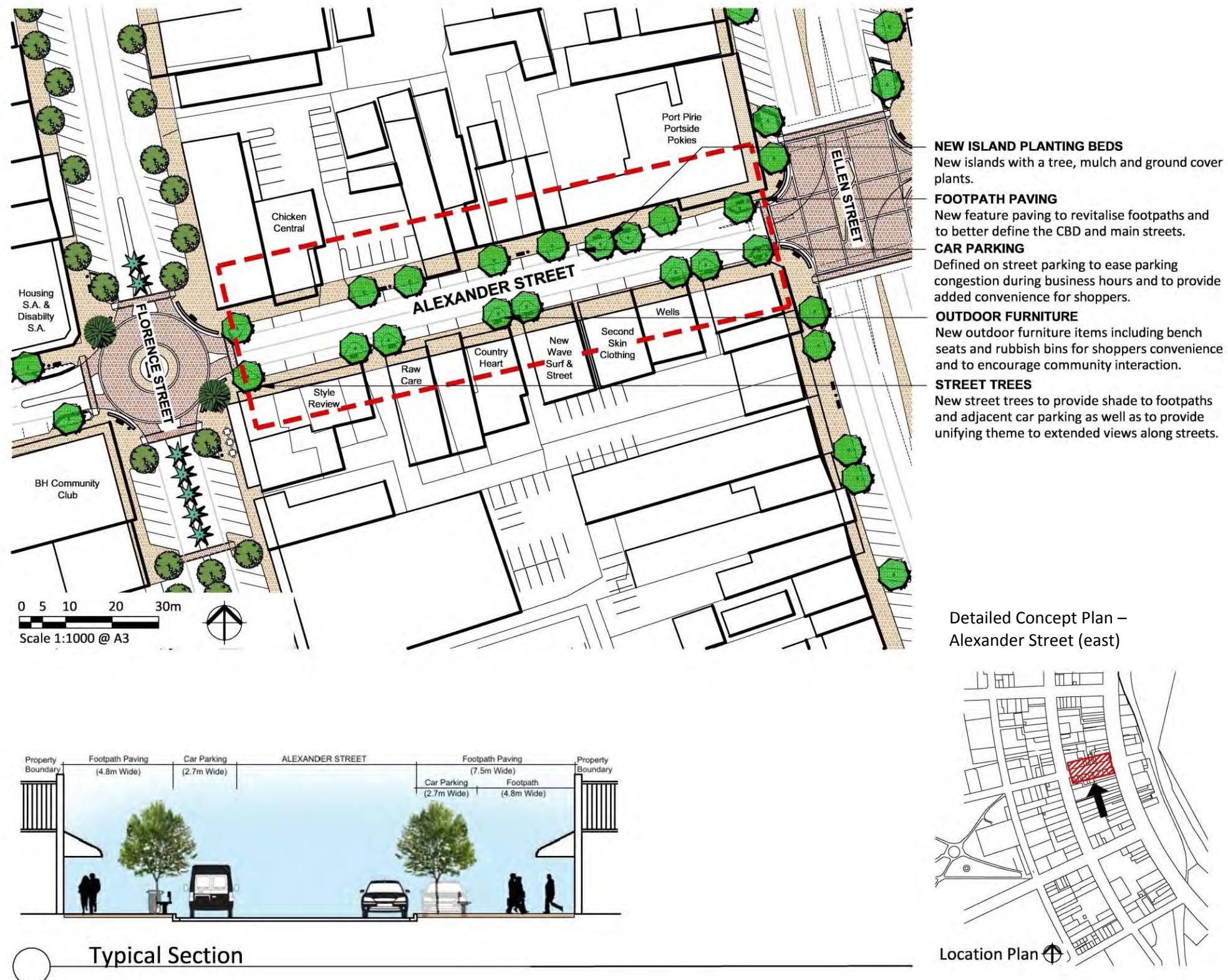
ALEXANDER STREET (East)

Figure 40 presents the proposed streetscape treatment to Alexander Street between Florence and Ellen Streets. Alexander Street is north of Norman Street with Chicken Central, Port Pirie Portside Pokies, Style Review, Wells and a variety of other commercial residents.

The proposed design includes:

- **Extending the footpath paving at the corners** into the road reserve to narrow the intersection to slow traffic and to promote greater pedestrian safety. The existing footpath and kerb alignment widths in between remain the same.
- **Low feature walls, or signage elements on street corners** to further define the entries into the CBD area. These walls should be 900mm high to provide a sense of enclosure for potential outdoor dining and promote pedestrian safety without impeding sight lines.
- **Replacing existing Queens Palm with new street trees** to improve visual presentation and provide shade to adjacent footpaths and carparking. Street tree species should be '*Pistachio chinensis*' which grows to 8m, and in autumn the fine foliage transforms to a bright crimson colour.
- **New street furniture** is included to encourage community interaction and provide rest stops. Furniture shall consist of rubbish bins, bench seats, drinking fountains, bollards, balustrades, street lighting and bike racks all consisting of the same style and theme for uniformity.
- **Revamping existing planting beds** with trees to provide shade and soften the formalised streetscape, with variety of shrubs in the centre and ground covers to edges to provide greater visual interest and compliment the footpath paving style. These will also need to be lowered to finish flush with the pathway.

Figure 40: Detailed Concept Plan for Alexander Street (east)



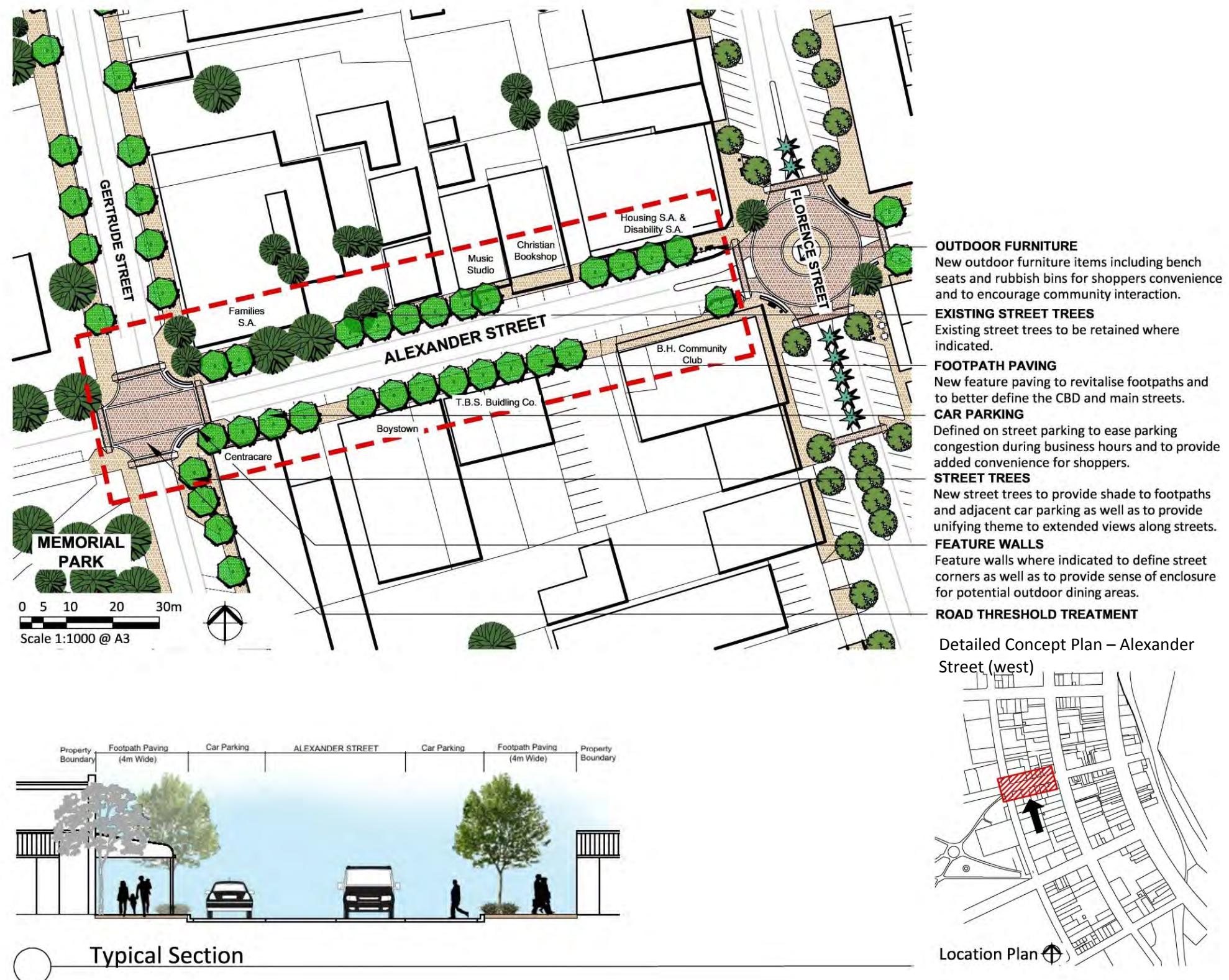
ALEXANDER STREET (West)

Figure 41 presents the proposed streetscape treatment to Alexander Street between Gertrude and Florence Streets. Alexander Street is north of Norman Street with Families S.A., Housing S.A. and Disability S.A., Centrecare and B.H Community and a variety of other commercial residents.

The proposed design includes:

- An upgrade to the Alexander and Gertrude Street intersection,** providing an entry threshold point into the CBD. This includes extending the footpath paving at the corners to narrow the intersection to slow traffic and to provide greater pedestrian safety. The existing footpath widths in between remain the same.
- Low feature walls, or signage elements on street corners** to further define the entries into the CBD area. These walls should be 900mm high to provide a sense of enclosure for potential outdoor dining and promote pedestrian safety without impeding sight lines.
- Additional street trees** to improve visual presentation and to provide shade to adjacent footpaths and carparking. Street tree species should be '*Pistachio chinensis*' which grows to 8m, and in autumn the fine foliage transforms to a bright crimson colour.
- New street furniture** is included to encourage community interaction and provide rest stops. Furniture shall consist of rubbish bins, bench seats, drinking fountains, bollards, balustrades, street lighting and bike racks all consisting of the same style and theme for uniformity.
- New planting beds** with trees to provide shade and soften the formalised streetscape, with a variety of shrubs in the centre and ground covers to edges to provide greater visual interest and compliment the footpath paving style.

Figure 41: Detailed Concept Plan for Alexander Street (west)



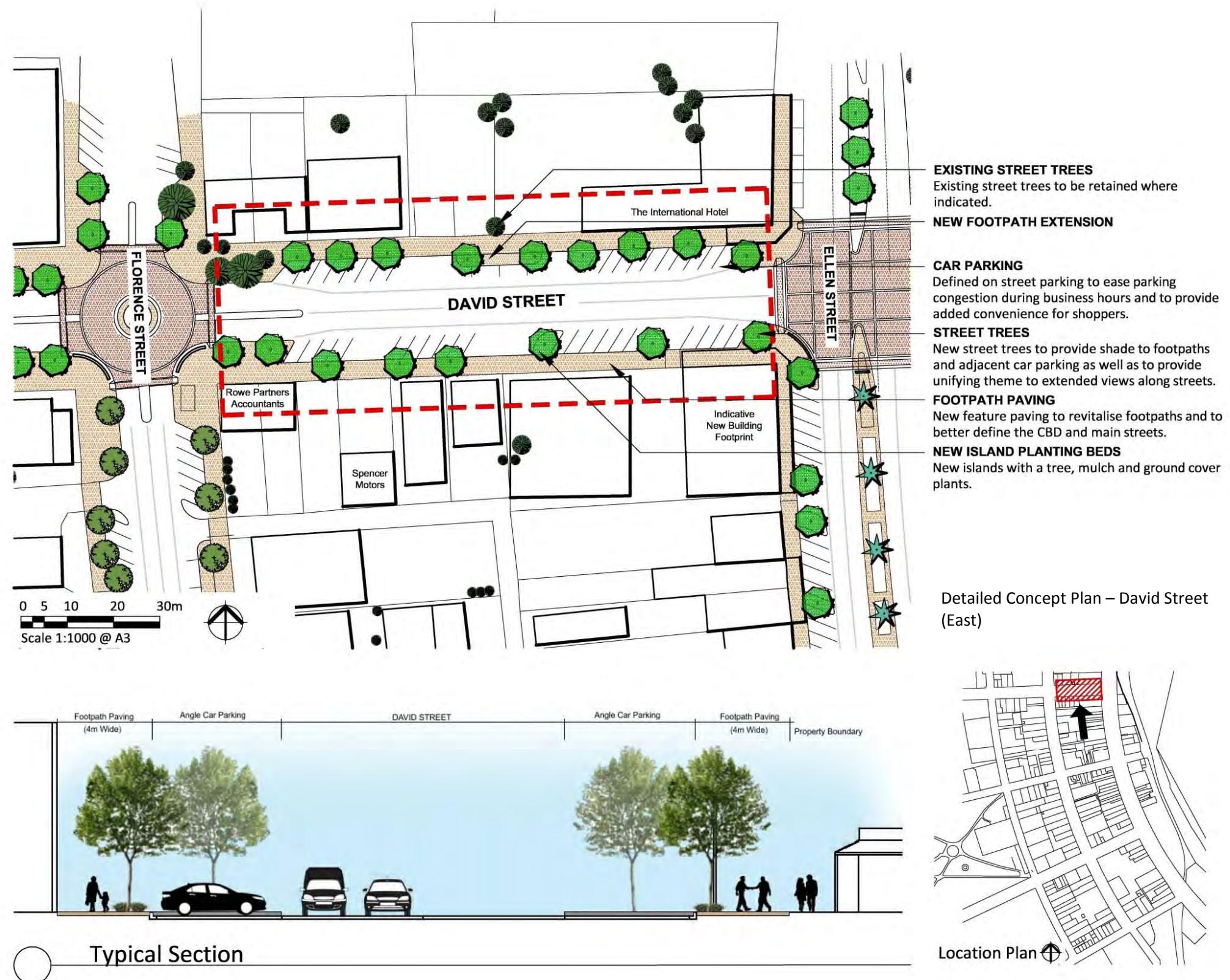
DAVID STREET (East)

Figure 42 presents the proposed streetscape treatment to David Street between Florence Street and Ellen Street. David Street is the northernmost street of the defined extent of the CBD with The International Hotel, Rowes Partners Accountants and Spencer Motors the three dominant commercial residents.

The proposed design includes:

- **Extending the footpath paving** at the corners into the road reserve to narrow the intersection to slow traffic and to provide greater pedestrian safety. The existing footpath widths in between remain the same.
- **Additional street trees** to improve visual presentation and provide shade to adjacent footpaths and carparking. Street tree species should be '*Eucalyptus torquata*' which grows to 6m, and also has profuse coral pink flowers.
- **New planting beds** with trees to provide shade and soften the formalised streetscape, with a variety of shrubs in the centre and ground covers to edges to provide greater visual interest and compliment the footpath paving style.

Figure 42: Detailed Concept Plan of David Street (East)



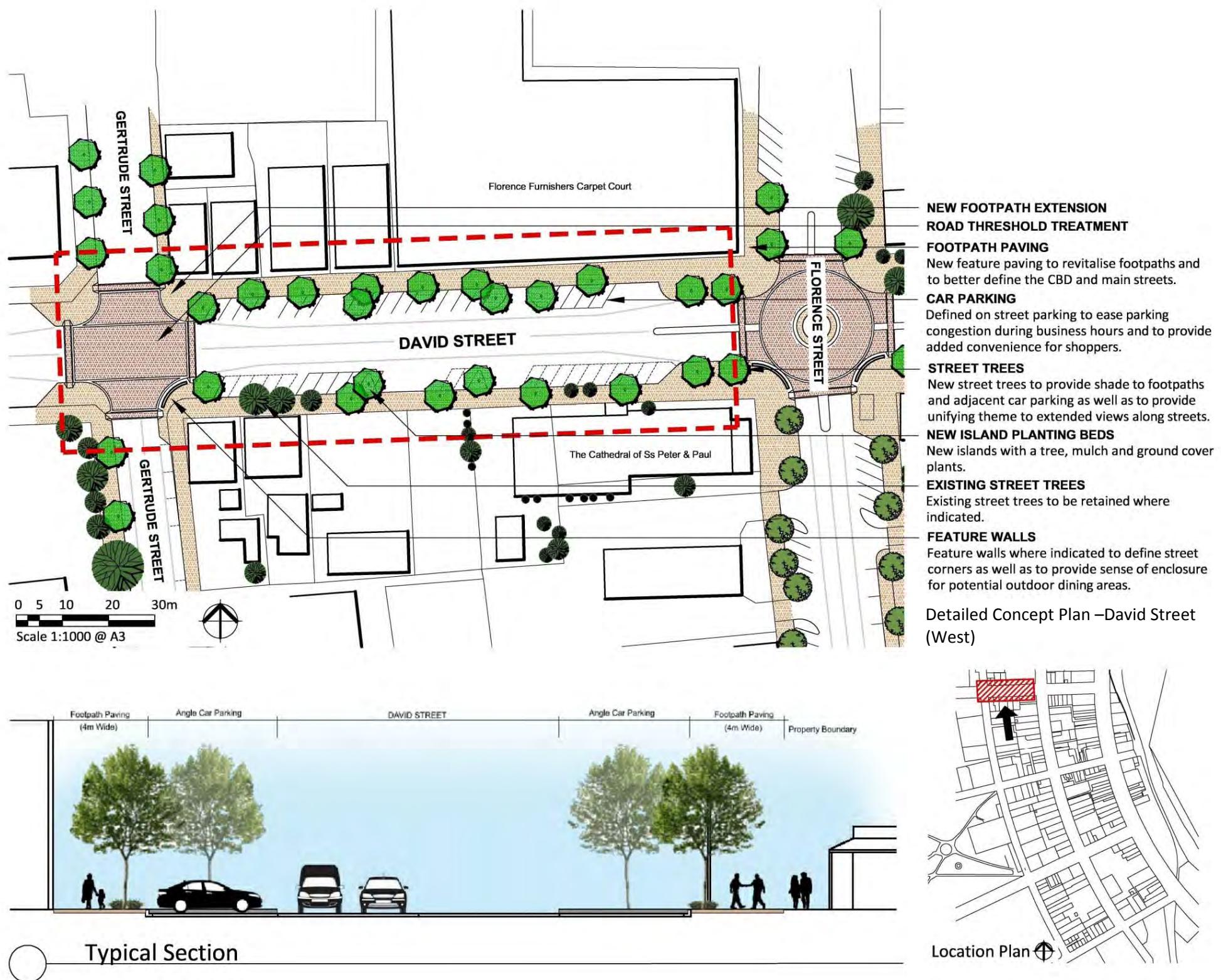
DAVID STREET (West)

Figure 43 presents the proposed streetscape treatment to David Street between Gertrude and Florence Streets. David Street is the northernmost street of the defined extent of the CBD with Florence Furnishers Carpet Court and The Cathedral of St Peter and Paul the two dominant commercial residents.

The proposed design includes:

- An upgrade to the David and Gertrude Street intersection,** providing an entry threshold point into the CBD. This includes extending the footpath paving to narrow the intersection to slow traffic, and to provide greater pedestrian safety. The existing footpath widths in between remain the same.
- Low feature walls, or signage elements on street corners** to further define the entries into the CBD area. These walls should be 900mm high to provide a sense of enclosure for potential outdoor dining and promote pedestrian safety without impeding sight lines.
- Additional street trees** to improve visual presentation and provide shade to adjacent footpaths and carparking. Street tree species should be '*Eucalyptus torquata*' which grows to 6m, and also has profuse coral pink flowers.
- New street furniture** is included to encourage community interaction and provide rest stops. Furniture shall consist of rubbish bins, bench seats, drinking fountains, bollards, balustrades, street lighting and bike racks all consisting of the same style and theme for uniformity.
- New planting beds with trees** to provide shade and soften the formalised streetscape, with a variety of shrubs in the centre and ground covers to edges to provide greater visual interest and compliment the footpath paving style.

Figure 43: Detailed Concept Plan of David Street (West)



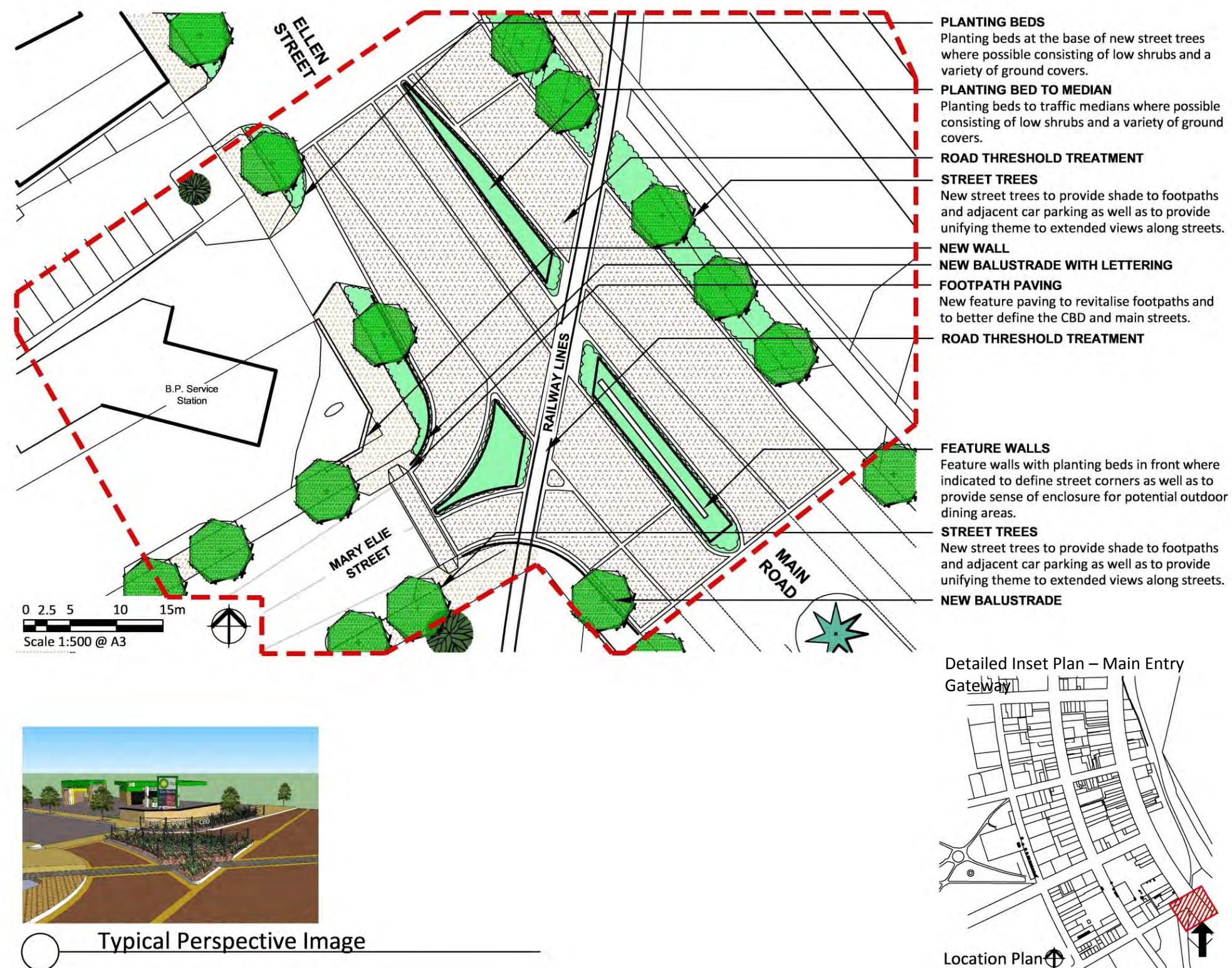
MAIN ENTRY GATEWAY CONCEPT

Figure 44 presents the proposed entry gateway concept for the entrance to the CBD as it turns from Main Road into Ellen Street. At present, there is a great deal of existing visual clutter at this intersection including all the signage associated with the B.P Service Station, etc. The Master Plan therefore suggests a series of additional landscape elements at ground level which will help draw visual attention away from all the existing signage and to provide a greater entry experience to the CBD.

The proposed design includes:

- **Low feature wall with signage elements at the northern end** adjacent the intersection to further define the entry into the CBD area. This wall should be 900mm high to promote pedestrian safety without impeding sight lines.
- **Low feature wall, or signage elements with graphic elements** located within the centre median adjacent the railway crossing.
- **A new feature signage wall on the corner of the service station** with large lettering spelling the words 'WELCOME – PORT PIRIE CBD.'
- **Additional street trees** to improve visual presentation and to provide shade to adjacent footpaths and carparking. Street tree species for this street should be '*Platanus orientalis*' which grows to 12m, and has gold new foliage in autumn.
- **New planting beds** with trees to provide shade and soften the formalised streetscape, with a variety of shrubs in the centre and ground covers to edges to provide greater visual interest and compliment the footpath paving style.
- **New Palms in the centre median** to provide greater continuity and extension of the existing median theme along Main Road heading towards Ellen Street. The existing Washingtonia palms should therefore be replaced with '*Phoenix canariensis*'.

Figure 44: Detailed Concept Plan for Main Entry Gateway



FLORENCE STREET / ALEXANDER STREET INTERSECTION

Figure 45 presents the proposed streetscape treatment to the intersection of Florence Street and Alexander Street. This intersection is fronted by Housing S.A and Disability S.A., Chicken Central, B.H Community Club and Caffe.

The proposed design includes:

- An upgrade to the Florence and Alexander Streets intersection,** providing an entry threshold entrance point into the CBD. This includes a landmark feature element to the round-a-bout and extending the footpath paving at corners to narrow the intersection, slow traffic, and to promote pedestrian safety.
- New kerb and channelling to better define medians** and narrow vehicle lanes at the intersection.
- Low feature walls with signage elements on street corners.** These walls should be 900mm high to provide a sense of enclosure for potential outdoor dining and promote pedestrian safety without impeding sight lines.
- Additional street trees** to improve visual presentation and provide shade to adjacent footpaths and carparking. Street tree species should be '*Platanus orientalis*' which grows to 12m, and has gold new foliage in autumn.
- New street furniture** is included to encourage community interaction and provide rest stops. Furniture shall consist of rubbish bins, bench seats, drinking fountains, bollards, balustrades, street lighting and bike racks all consisting of the same style and theme for uniformity.
- New planting beds** with trees to provide shade and soften the formalised streetscape, with a variety of shrubs in the centre and ground covers to edges to provide greater visual interest and to compliment the footpath paving style.

Figure 45: Detailed Concept Plan for Florence Street/Alexander Street intersection



PORT PIRIE MASTER PLAN

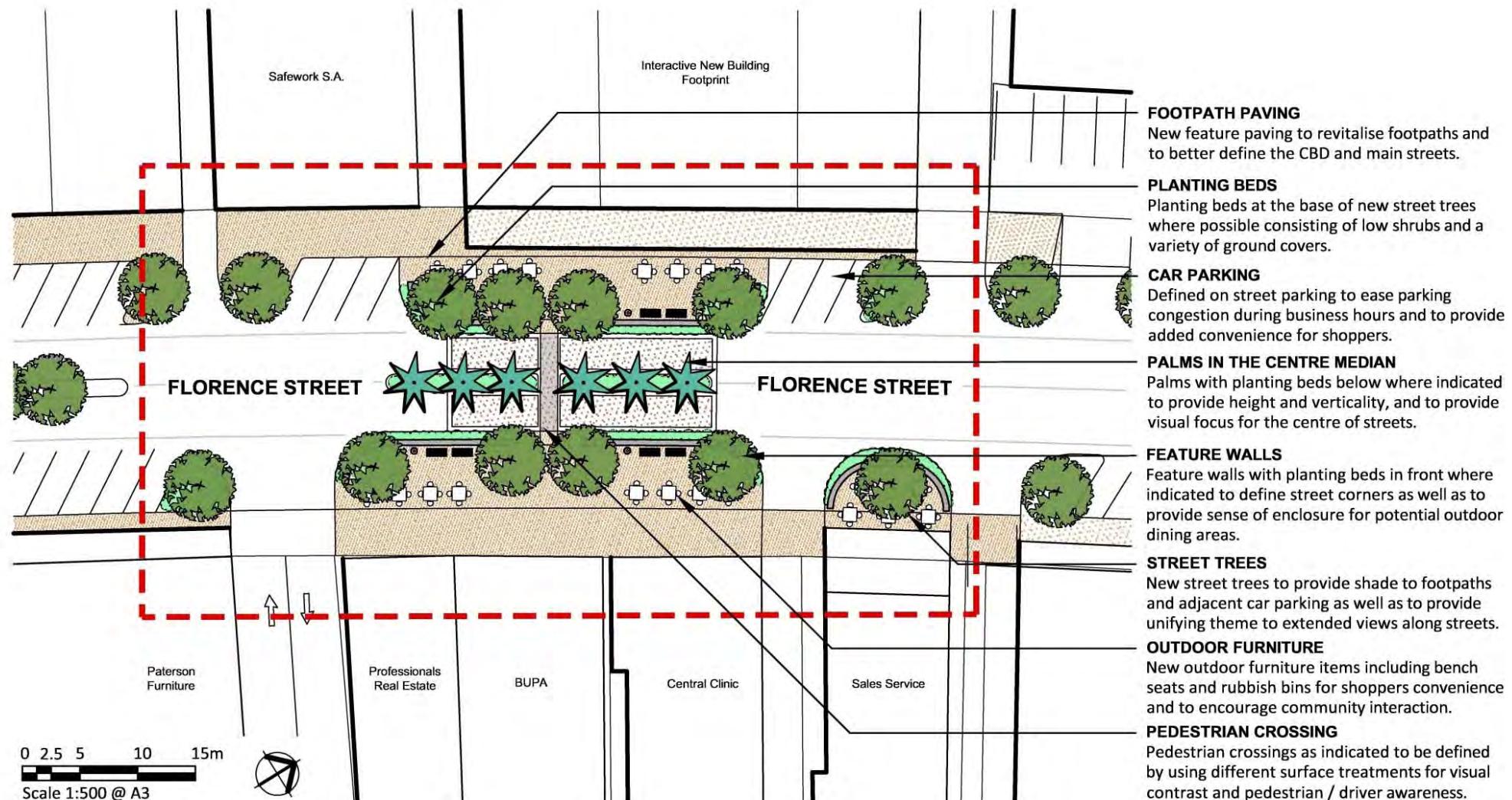
FLORENCE STREET MID BLOCK STREETWORKS

Figure 46 presents the proposed streetscape treatment to the middle segment of Florence Street. This area is fronted by Safeworks S.A., Paterson Furniture, Professionals Real Estate, Bupa, Central Clinic and Sales Service.

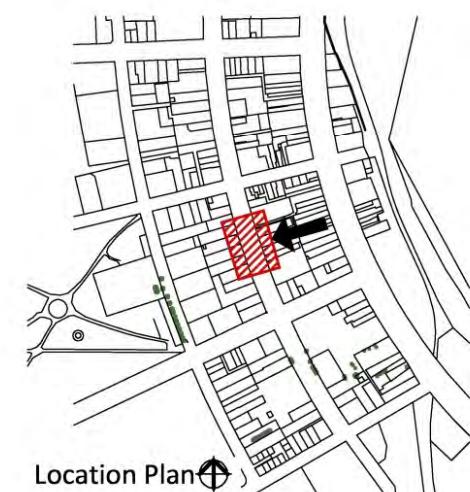
The proposed design includes:

- **New road threshold treatment and pedestrian crossing** to provide an entrance point into the CBD. This includes extending the footpath paving to narrow the intersection, slow traffic, and to promote pedestrian safety.
- **Low feature walls, or signage elements on the corners of the extended footpath** opposite the new road threshold treatment. These walls should be 900mm high to provide a sense of enclosure for potential outdoor dining and promote pedestrian safety without impeding sight lines.
- **New street furniture** to encourage community interaction and provide rest stops. Furniture shall consist of rubbish bins, bench seats, drinking fountains, bollards, balustrades, street lighting and bike racks all consisting of the same style and theme for uniformity.
- **New planting beds** with trees to provide shade and soften the formalised streetscape, with a variety of shrubs in the centre and ground covers to edges to provide greater visual interest and compliment the footpath paving style.
- **Additional street trees** to improve visual presentation and provide shade to adjacent footpaths and carparking. Street tree species should be '*Platanus orientalis*' which grows to 12m, and has gold new foliage in autumn.
- **New Palms in the centre median** to add vertical height and focus for the centre of the street. Palms should be '*Washingtonia sp*'.

Figure 46: Detailed Concept Plan for Florence Street Mid Block Streetworks



Typical Perspective Image



Detailed Inset Plan – Florence Street Mid Block Streetworks

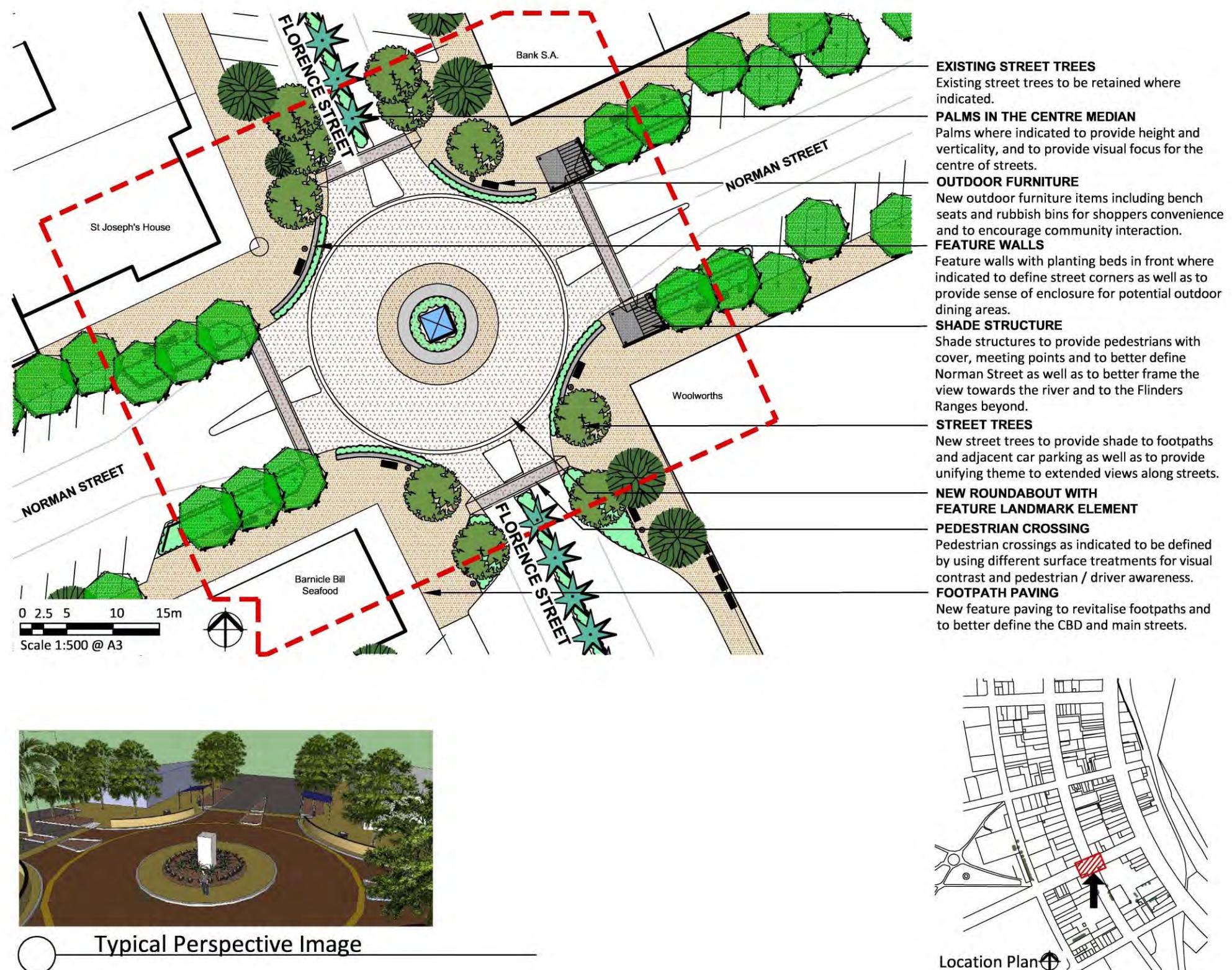
FLORENCE AND NORMAN STREET INTERSECTION

Figure 47 presents the proposed streetscape treatment to the intersection of Florence and Norman Streets. This intersection is fronted by St. Joseph's House, Bank S.A, Barnicle Bill Seafood and Woolworths.

The proposed design includes:

- **An upgrade to the Florence and Norman Streets intersection,** providing an entry threshold point into the CBD. Works include incorporating a landmark feature element in the round-a-bout and extending the footpath paving at corners to narrow the intersection, slow traffic, and to promote greater pedestrian safety.
- **New kerb and channelling to better define medians** and narrow vehicle lanes at the intersection.
- **Low feature walls with signage elements on street corners.** These walls should be 900mm high to provide a sense of enclosure for potential outdoor dining and promote pedestrian safety without impeding sight lines.
- **Introducing shade structures to the pedestrian crossing on Norman Street** to help unify built elements on street.
- **Additional street trees** to lift visual presentation and provide shade to adjacent footpaths and carparking. Street tree species should be '*Platanus orientalis*' which grows to 12m, and has gold new foliage in autumn.
- **New street furniture** is included to encourage community interaction and provide rest stops. Furniture shall consist of rubbish bins, bench seats, drinking fountains, bollards, balustrades, street lighting and bike racks all consisting of the same style and theme for uniformity.
- **New planting beds** with trees to provide shade and soften the formalised streetscape, with a variety of shrubs in the centre and ground covers to edges to provide greater visual interest and compliment the footpath paving style.

Figure 47: Detailed Concept Plan for Florence Street and Norman Street Intersection



COMMUNITY PLAZA

Figure 48 presents the proposed streetscape treatment for the Ellen and Norman Street intersection and Port Pirie Community Plaza located in Flinders View Park.

The proposed design includes:

- An upgrade to the Ellen and Norman Streets intersection,** providing an entry threshold point into Norman Street. This includes extending the footpath at the corner of Norman Street and opposite side to narrow the intersection, slow traffic, and to promote greater pedestrian safety.
- Introducing new pedestrian crossings** to promote pedestrian safety.
- Low feature walls, or signage elements on the Corner of Norman Street** and on the street front on the opposite side. These walls should be 900mm high to provide a sense of enclosure for potential outdoor dining and promote pedestrian safety without impeding sight lines.
- Introducing shade structures to the pedestrian crossing** on Norman Street to help unify built elements on street.
- Additional street trees** to improve visual presentation and provide shade to adjacent footpaths and carparking. Street tree species should be '*Platanus orientalis*' which grows to 12m, and has gold new foliage in autumn.
- New street furniture** is included to encourage community interaction and provide rest stops. Furniture shall consist of rubbish bins, bench seats, drinking fountains, bollards, balustrades, street lighting and bike racks all consisting of the same style and theme for uniformity.
- New planting beds** with trees to provide shade and soften the formalised streetscape, with a variety of shrubs in the centre and ground covers to edges to provide greater visual interest and compliment the footpath paving style.
- New all-weather shade structure over the community plaza** for greater use with all weather protection, and to frame extended views from Norman Street through to the distant Flinders Ranges.

Figure 48: Detailed Concept Plan for Community Plaza Space



Detailed Inset Plan – Community Plaza Space

URBAN DESIGN ELEMENTS

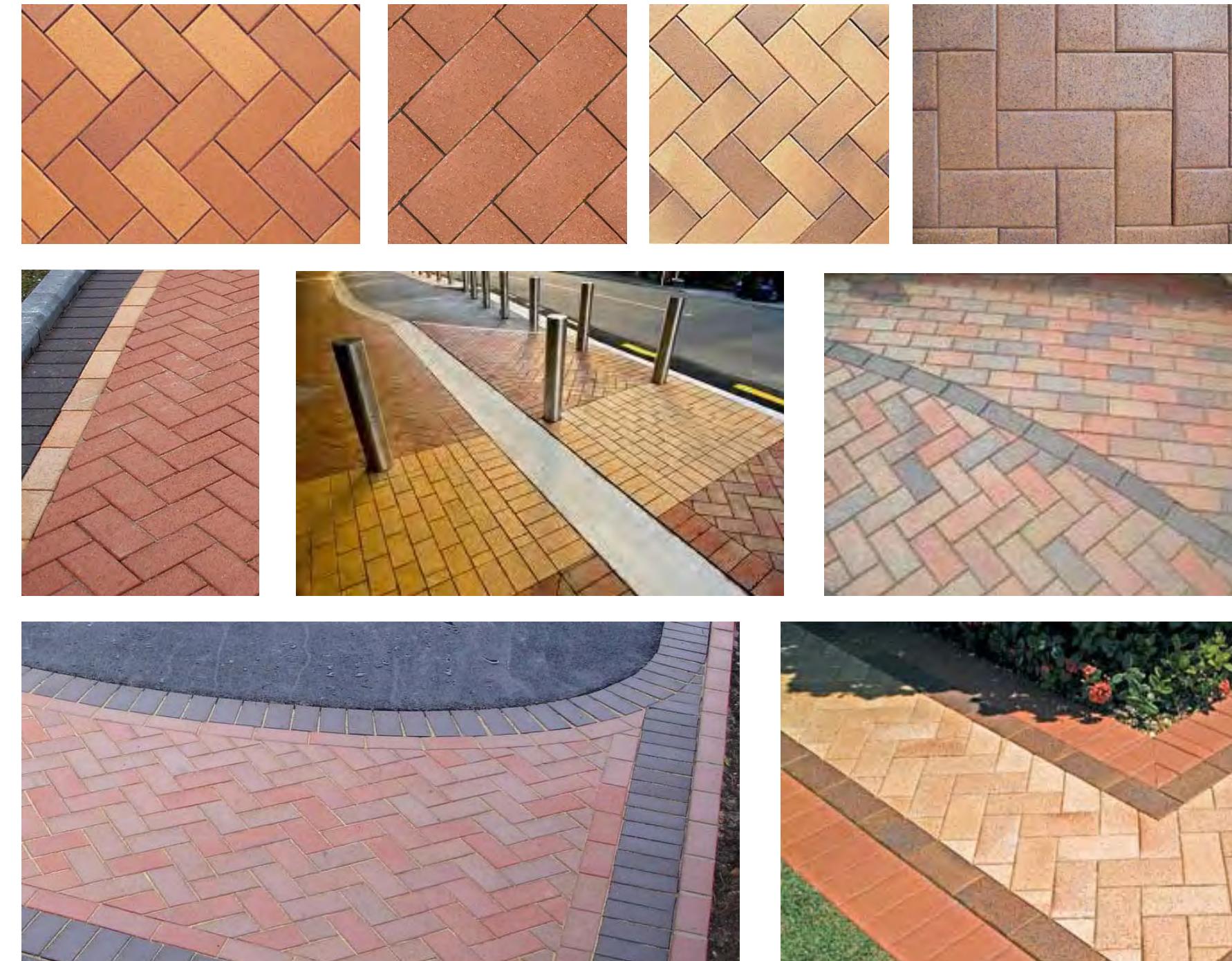
FOOTPATH PAVING

The Master Plan proposes that all footpaths throughout the CBD be resurfaced with clay paving or similar to create attractive and uniform footpaths. Clay pavers are suggested as they will transform the footpaths and overall streetscape appearance without appearing too 'urban' or contemporary.

There are various finishes and textures available for clay paving. With a little careful thought using variations to create paver banding, and altering the angle and arrangement of the paver patterns can create some interesting and attractive finishes.

Pavers should be installed on a correctly prepared sub-base in accordance with best industry practice to ensure consistent even grades across all surfaces. Pavers can simply be cut around existing service pits and valve boxes.

The important items to keep in mind when selecting the finished pavers will be to ensure the pavers are available or can easily be sourced (without major delays) out of Adelaide in the colours and styles proposed.

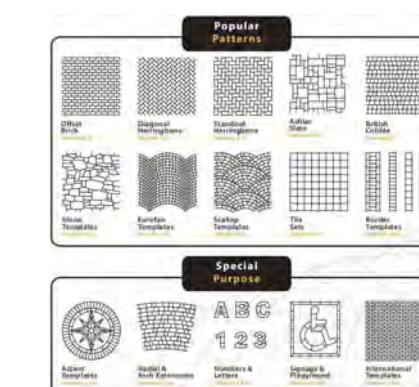


ROAD THRESHOLD TREATMENT

The Master Plan proposes that all intersection throughout the CBD be re-surfaced using a product called 'Streetprint'. The use of this product will transform the overall streetscape appearance and will add a touch of sophistication to the CBD without appearing too 'urban' or contemporary.

'Streetprint' has two attributes; colour and texture. When used together they can transform existing streets. It is important to understand however; that it does not replace the standard asphalt road surface; it simply enhances its appearance.

Textures are applied through a process of heating the asphalt surface and applying a stamped finish to the existing asphalt surface. The colour is applied simply by spraying on the appropriate asphalt paint finish.



STREET FURNITURE ELEMENTS

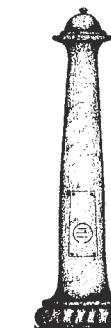
A significant part of the overall redevelopment of the existing streetscapes lies in the provision of street furniture elements. These not only provide visual elements to the streetscape, but they also encourage a degree of community interaction which in turn can place greater activity on streets.

Existing street furniture elements should be removed completely, and new unified street furniture elements be incorporated throughout the CBD. Generally, the style and theme of the separate elements should be consistent. Preferably, all street furniture elements should also all be from the same supplier. Individual elements could have minor variations if required to convey a greater sense of detail in key areas.

Through design development, various suppliers of street furniture elements can be investigated and compared; many of whom will be able to supply a similar range of elements including bollards, balustrades, bench seats, rubbish bins, bike racks, drinking fountains, and even new consistent street lighting and street signs.

Also, many street furniture suppliers may also be able to provide customised street furniture elements by specially branding features such as Council logo's and/or specific logo designs.

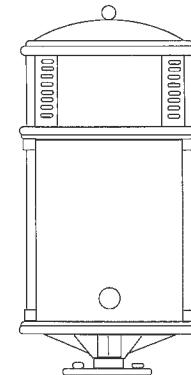
Note: The plans and images this sheet are included as typical, and have been downloaded from the website and catalogue of "Street & Garden Furniture Co", located in Brisbane, Queensland.



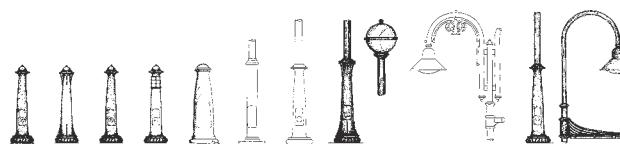
FR006
Fixed Bollard

- **Materials:** Powder coated cast aluminum body. Optional brass dome top cap and ball.
- **Colours:** All powder coat colours in the Dulux range are available. Special colours by request.
- **Fixings:** 4 X M10 dyna bolts or M10 socket screws - fitted internally via access panel (Fixing cone).

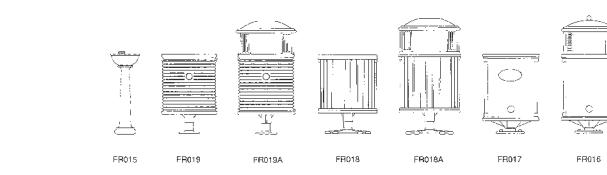
FR016
Rubbish Bin



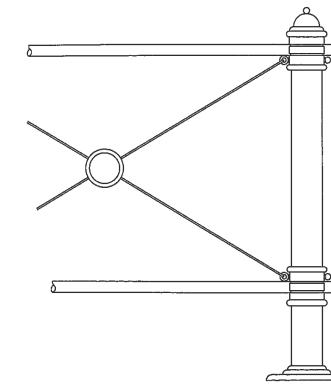
- **Materials:** Die cast aluminium body and weather cap. Stainless steel cigarette grills. Plastic bin liner (galvanised liner on request).
- **Colours:** All powder coat colours in the Dulux range are available.
- **Fixings:** 4 X M10 dyna bolts with acorn nuts, or M10 socket screws (Chemset).



FR006 FR007 FR008 FR009 FR138B FR013 FR014 FR010
FR012 FR011
Street & Garden Furniture Co. © 2005
www.streetandgarden.com.au



FR015 FR016 FR019A FR018 FR018A FR017 FR016
The Franklin Range - a heritage inspired standard range.
FR005 FR004 FR001 FR002 FR003



BCC013
Balustrade

- **Materials:** Powder coated cast aluminum bollard (height adjustable). Mild steel (HDG) balustrade tubing. Stainless steel wire bracing.
- **Colours:** All powder coat colours in the Dulux range are available.
- **Fixings:** 4 X M10 dyna bolts with acorn nuts, or M10 socket screws (Chemset).



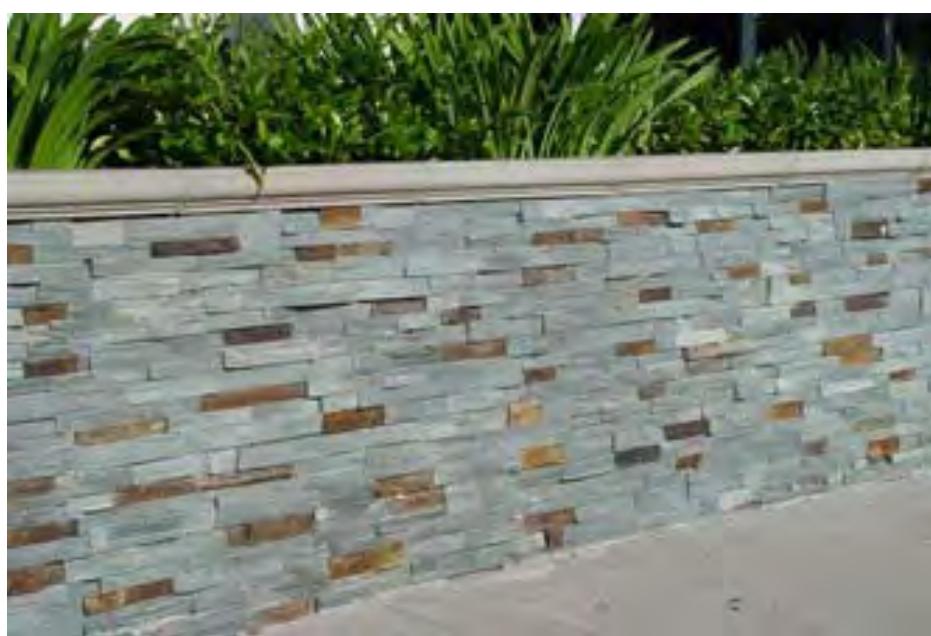
LANDMARK FEATURE ELEMENTS

The Master Plan indicates a number of suggested locations for the inclusion of landmark feature elements, either within roundabouts, or at the ends of certain streets and view lines. The inclusion of such elements will provide visual landmark features to better terminate view lines and to help in providing better visual prominence to key areas.

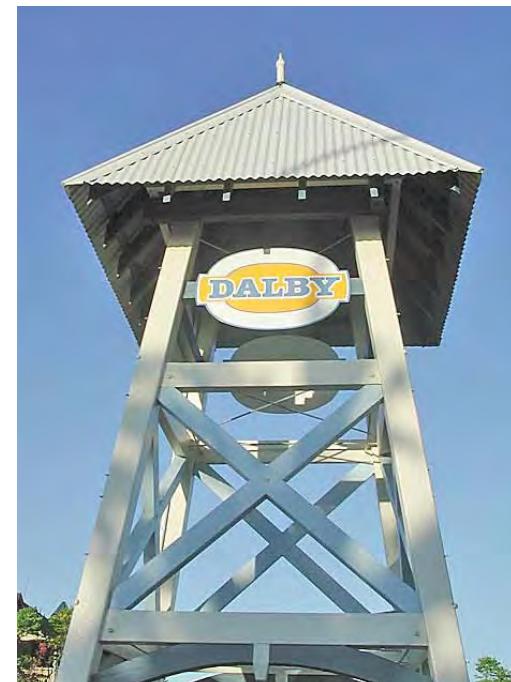
The types of landmark elements to include are endless. They could be reflective of the typical images on this page, or as simple as public art / sculptural elements. To be more effective however, these elements should be specific to Port Pirie, and have some meaning associated with the city.

The Master Plan suggests that during design development, a design exercise be undertaken to design a series of elements that will be specific to the Port Pirie CBD for inclusion in the redevelopment of the streets as indicated on the Concept Plans.

Feature walls.



Round-a-bout landmark features.



STREET TREES

The adjacent plan identifies the proposed street tree species to be adopted throughout the CBD.

By adopting a defined street tree plan and ensuring that any new trees be planted in accordance with this will help provide a cohesive and consistent theme and image for the overall CBD.

The tree species proposed has been selected in discussion with representatives from Port Pirie Regional Council. Further, the investigation of suitable tree species also recognises the 'Treenet' study undertaken in 2001. This was a report commissioned by the South Australia Local Government Research and Development Scheme to investigate suitable and appropriate street trees for all areas of South Australia.

As well as nominated specific species for specific streets, the Master Plan also suggests that the existing native palms along Ellen Street be replaced with new ex-ground Date Palms to match those used along Main Road before entering the CBD area. It is unclear why the existing *Phoenix canariensis* palms were never continued along Ellen Street. Presumably, the Washingtonia palms were planted following the decommission and removal of the railways tracks along the centre of Ellen Street. One possible reason for changing the species however may have been associated with cost at the time, as the Washingtonia palms are in fact significantly cheaper than the Phoenix palms along Main Road. The Phoenix palms however are by far a more elegant and more attractive species. It would make complete sense to continue this theme as opposed to only having the best palms located outside of the CBD and leaving the less impressive species where the impact should be.



STAGING AND ESTIMATED COSTS

This section identifies the staging and estimated costs of delivering the Master Plan.

Staging has been influenced by:

- enhancing the key linkages (i.e. Alexander Street and Norman Street) within the retail core areas (Stages 1A and 1B);
- significantly changing the appearance of Florence Street between these key linkages (Stages 1C and 1D);
- completing the full extent of the key linkages with adjoining precincts in the CBD to connect the retail core with surrounding active areas (Stages 2A and 2B); and
- gradually upgrading the secondary street areas (Stages 3 through to 6) to deliver the complete Master Plan upgrade over a ten year period.

The recommended staging of the Master Plan builds upon areas that have existing strengths and areas that are capable of accommodating significant physical change to ensure the initial stages create noticeable change. This in turn can assist in attracting both private investment in, and visitation to, the CBD.

Table 3: Estimated Cost of Stages

STAGE	DESCRIPTION	COST BUDGET
Stage 1A	Alexander Street (between Ellen Street and Florence Street)	\$1,005,287
Stage 1B	Norman Street (between Ellen Street and Florence Street)	\$1,850,030
Stage 1C	Florence Street (between Norman Street and Alexander Street)	\$4,260,804
Stage 2A + 2B	Balance of Alexander Street and Norman Street	Subject to future funding
Stage 3	Mary Elie Street	Subject to future funding
Stage 4A + 4B	Ellen Street	Subject to future funding
Stage 5A + 5B	Balance of Florence Street and David Street	Subject to future funding
Stage 6A, 6B and 6C	Gertrude Street	Subject to future funding

It is anticipated that each phase of Stage 1 is likely to take 1 year to complete (including time associated with detailed design) representing a total Stage 1 timeframe of 3 to 4 years (subject to future funding streams). Assuming that funding is available to undertake all stages, the entire Master Plan could be implemented over a 10 year period.



COST BREAKDOWN OF STAGE 1 WORKS

The following tables provide a breakdown of costs for each key phase of Stage 1, inclusions and exclusions.

Table 4: Stage 1A Alexander Street Cost Estimate

Proposed Work	Item Cost/Cos p/m ²	Cost Estimate
• Take-up existing paving, road, street trees, stormwater, street lights, signs, etc	2,602m ² @ \$100 p/m ²	\$260,200
• New hot mix seal to road and line-marking to road and car parking areas	1,440m ² @ \$100 p/m ²	\$144,000
• New stormwater inlet pits	\$3,000 each x 6	\$18,000
• New commercial grade crossovers (replacement)	\$8,000 each x 4	\$32,000
• New kerb and channel	280m @ \$150 p/m	\$42,000
• New street trees (with grates, etc)	\$1000 each x 17	\$17,000
• New ground level planting/landscaping	115m ² @ \$45 p/m ²	\$5,175
• New fully paved footpaths	1,162m ² @ 120 p/m ²	\$139,440
• New feature walls to street corners	\$8,000 x 4	\$32,000
• New outdoor furniture incl. bench seats and rubbish bins	\$5,000 x 12	\$60,000
• New street lights	\$4,500 x 10	\$45,000
• New kerb ramps	\$2,000 x 4	\$8,000
• New street signs	\$2,000 x 14	\$28,000
SUB-TOTAL		\$830,815
+ 10% Contingency		\$83,082
TOTAL		\$913,897
+ 10% Consultant fees		\$91,390
GRAND TOTAL		\$1,005,287

Exclusions

- Escalation beyond end of 2013;
- Good and services taxation;
- Modification to plaza area on eastern side of Norman Street/Ellen Street intersection;
- Complete new hot mix seal to road and line-marking to road and car parking areas in southern portion of Florence Street (between Norman Street and Mary Elie Street) as this portion of road has been recently upgraded and will only require minor modifications and line marking.
- Public art within footpath areas;

Table 5: Stage 1B Norman Street Cost Estimate

Proposed Work	Item Cost/Cos p/m ²	Cost Estimate
• Take-up existing paving, road, street trees, stormwater, street lights, signs, etc	4,573m ² @ \$100 p/m ²	\$457,300
• New hot mix seal to road and line-marking to road and car parking areas	2,728m ² @ \$100 p/m ²	\$272,800
• New stormwater inlet pits	\$3,000 each x 6	\$18,000
• New commercial grade crossovers (replacement)	\$8,000 each x 2	\$16,000
• New kerb and channel	558m @ \$150 p/m	\$83,700
• New street trees (with grates, etc)	\$1000 each x 27	\$27,000
• New ground level planting/landscaping	350m ² @ \$45 p/m ²	\$15,750
• New fully paved footpaths	1,845 @ \$120 p/m ²	\$221,400
• New feature walls to street corners	\$8,000 each x 4	\$32,000
• New shade structures	\$45,000 each x 6	\$270,000
• New outdoor furniture incl. bench seats and rubbish bins	\$5,000 each x 6	\$30,000
• New street lights	\$4,500 each x 10	\$45,000
• New kerb ramps	\$2,000 each x 6	\$12,000
• New street signs	\$2,000 each x 14	\$28,000
SUB-TOTAL		\$1,528,950
+ 10% Contingency		\$152,895
TOTAL		\$1,681,845
+ 10% Consultant Fees		\$159,185
GRAND TOTAL		\$1,850,030

- Traffic management and temporary protection to existing structures/features such as buildings and trees to be retained;
- Specific investigations in relation to stormwater management, drainage and/or hydrology and water quality;
- Specific investigations in relation to contamination;
- Allowances for any CCTV or similar crime prevention;
- Addition and/or alteration to private buildings and/or private land;
- Statutory costs related to any approvals for any proposed works.

Inclusions

- New paving and roads includes site preparation, quality subgrade, tactile indicators and service lids where required;
- New paving and roads includes removal of debris from the site.

Table 6: Stage 1C and 1D Florence Street Cost Estimate

Proposed Work	Item Cost/Cos p/m ²	Cost Estimate
• Take-up existing paving, road, street trees, stormwater, street lights, signs, etc	11,555m ² @ \$100 p/m ²	\$1,155,500
• New hot mix seal to road and line-marking to road and car parking areas	6,000m ² @ \$100 p/m ²	\$600,000
• New stormwater inlet pits	\$3,000 each x 20	\$60,000
• New commercial grade crossovers (replacement)	\$8,000 each x 15	\$120,000
• New kerb and channel	2,570m @ \$100 p/m	\$257,000
• New street trees (with grates, etc)	\$1000 each (81 trees plus 34 palms)	\$115,000
• New ground level planting/landscaping	1,765m ² @ \$45 p/m ²	\$79,425
• New fully paved footpaths	5,055m ² @ \$120 p/m ²	\$606,600
• New feature walls to street corners	\$8,000 each x 10	\$80,000
• New outdoor furniture incl. bench seats and rubbish bins	\$5,000 each x 20	\$100,000
• New street lights	\$4,500 each x 30	\$135,000
• New kerb ramps	\$2,000 each x 14	\$28,000
• New street signs	\$2,000 each x 30	\$60,000
• New feature to round-a-bouts/Public art opportunities allowance	\$50,000 each x 3	\$150,000
SUB-TOTAL		\$3,521,325
+ 10% Contingency		\$352,133
TOTAL		\$3,873,458
+ 10% Consultant Fees		\$387,346
GRAND TOTAL		\$4,260,804

Table 6: Total Stage 1 Cost Estimate

Proposed Work	Cost Estimate
• Alexander Street	\$1,005,287
• Norman Street	\$1,850,030
• Florence Street	\$4,260,804
TOTAL	\$7,116,121

IMPLEMENTATION STRATEGY

The Port Pirie CBD Master Plan is the overarching document that will guide the development of the CBD over time to achieve increased vibrancy and a prosperous centre for the city and region.

To achieve the objectives and vision of this Plan there will need to be a coordinated approach to the implementation of aspects of the plan over a period of time.

The Council is not the only stakeholder in the CBD on this project. Other levels of government, land owners and traders are all stakeholders and will all need to support the implementation of the project. Nevertheless, Council has a key role in implementation having the opportunity to both directly implement aspects of the Master Plan and influence the delivery by others, whether by providing the underlying pre-conditions ie providing infrastructure, assisting the development of catalyst sites, or by active promotion of need to other key stakeholders such as the State and Federal Governments.

Implementation may be undertaken both by the delivery of specific projects or stages at points in time and/or, by the targeted delivery of aspects of the plan e.g. ongoing infrastructure upgrades or street trees planting. Delivery of project stages is going to typically require greater funding at points in time. Delivering specific projects or stages are likely to have the biggest short term impact.

Notwithstanding, implementation can also be effected by targeted spending of annual works budgets. Over time, directing this expenditure to activities that align with the Plan can deliver footpath treatments, entry statements, coordinated plantings, themed signs and street furniture and other non-visible infrastructure improvements. This incremental approach to implementation is likely to be more successful if Council undertakes a coordinated approach including the alignment of its broad policies and budgets with key objectives of the CBD Master Plan.

Council may also elect to use its ability to rate to either fund projects directly or encourage private sector investment.

ANALYSIS OF STATUTORY CONTROLS

Council also has a number of regulatory tools at its disposal that it can use to promote specific outcomes. These regulatory tools include the Development Plan, Section 221 and 222 permits (pursuant to the Local Government Act 1999), parking controls and by-laws.

With respect to the Development Plan it is clear that the existing suite of policies relating to the CBD, including the Regional Centre Zone and its relevant policy areas provide a sound basis to control and manage future development applications. The existing policies are extensive, providing for a mix of land uses, embracing heritage and cover off on all key design aspects that are required for the orderly development and functioning of a typical centre zone.

However, the Development Plan, and more specifically the Regional Centre Zone, fails to provide a suite of policies that are more conducive to, or more attractive to private sector investment and involvement which will ultimately achieve the objectives of the Master Plan. The Master Plan seeks to create a more attractive policy environment through the identification of catalyst sites. Catalyst sites would be offered with a unique set of policies and/or incentives relating to height, reduced carparking, floor space, outdoor dining, desired land use mix, etc to make development on these sites more attractive to the private sector. Over time, the development of catalyst sites will not only create physical change but will also assist in creating a more active streetscape environment, new pedestrian linkages and an evening economy which does not currently exist.

While the introduction of catalyst site policies will provide an economic tool to attract more private investment it is also necessary to review other existing policies to determine whether they impede or disadvantage the CBD and the Master Plan objectives. For example, the non-complying retail floor space cap not only limits certain types of retailing from being established in the CBD but also restricts existing retailers from expanding. While any future Development Plan Amendments will require the adoption of particular Better Development Plan Modules (which seeks to remove floor space caps), there is an opportunity to include localised variations such as catalyst site provisions to realise the principles embedded in the Master Plan.

Fees associated with permits could, for example, be waived when associated with catalyst sites to provide further impetus for their development.

To ensure the regulatory environment beyond private land complements the intent of catalyst site provisions, Council will also need to review all necessary permits (ie. outdoor dining, parking, liquor licensing, encroachments, public art, etc) to ensure they do not constrain or create barriers to development of these sites and indeed all other sites in the CBD.

The Council may choose to use all or any of these levers to directly intervene to deliver aspects of the CBD Master Plan or encourage other stakeholders to contribute. However, what is ultimately required is an unwavering commitment from all key stakeholders and the identification of a 'champion' or community leader that is responsible for seeking and obtaining external sources of funding, targeting private sector opportunities (whether new or working with land owners to realise the potential of the site), and inspiring the community to contribute to physical change in the public realm (ie. Public art, community centres, etc) to ensure they embrace rather than challenge change.

The following is a series of implementation actions available to Council to realise the Master Plan.

STRATEGY	ACTION	PRIORITY	COST ESTIMATE	COMMENT
POLICY MATTERS				
Amend Development Plan	<p>Amend the Development Plan to:</p> <ul style="list-style-type: none"> • Reinforce the Centre Hierarchy such that the CBD is clearly the pre-eminent centre in the City; • Ensure that the desired future character of the CBD precinct is reflected in the Development Plan ie the Plan should contemplate good pedestrian links, car parking, canopies and verandahs over the footpath, an appropriate range of land uses including, cafes and broad retail and commercial with residential above ground level, identify catalyst sites and include a concept plan to guide development within the precinct. • Provide appropriate incentives to encourage development on catalyst sites and the amalgamation of allotments to form larger sites. These could include additional building heights, reduced car parking; especially in relation to outdoor dining, increased floor areas and desired land uses (ie. short term accommodation, cafes, restaurants, etc) <p>Note: the Development Plan Amendment should also include a review of existing policies to remove unnecessary and prohibitive barriers (ie. Non complying triggers)</p>	High	\$20,000	<p>This will guide private development and ensure that development outside the public realm contributes to the overall vision for the CBD.</p> <p>This will also remove any policy impediments to achieving the objectives of the Master Plan.</p>
Alignment of Council policy	<ul style="list-style-type: none"> • Ensure Council's specifications for materials and planting species etc. align with the objectives of the Port Pirie CBD Master Plan. 	High	Minimal (staff time)	This will ensure ease of implementation and ensure that theme plantings and treatments are carried out seamlessly.
General policies to promote development in accord with Master Plan	<ul style="list-style-type: none"> • Any by-laws or general Council policies should align with the objectives of the CBD Master Plan 	High and On-going	Within recurrent budgets	This will ensure that there is no policy conflicts within the Council's administration.
FINANCIAL MATTERS				
Separate Rate	<ul style="list-style-type: none"> • Council could consider establishing a separate rate for properties within the CBD area. A separate rate pursuant to Section 154 of the Local Government Act 1999 could be declared and the monies collected could be used to fast track priority works within the CBD area. 	This is a matter that can be considered as part of each budget cycle.	This would be related to the identified works to be implemented via the separate rate.	This would be one option for enabling the Council to access funds to fast tracks specified works. This could be flagged in the five year forward plan and annual plan and therefore consulted upon prior to declaration.
CBD to be given priority funding status	<ul style="list-style-type: none"> • Council could adopt a "per-cent for the Centre" policy. This would adopt a prima facie position that Council would look to allocate a minimum amount or set proportion of its discretionary capital works budget to CBD projects. 	High	Would be dependent upon Councils' policy position	<p>On virtually any indicator of economic productivity the Port Pirie CBD should be the flagship destination and deserves priority budget treatment.</p> <p>Given that the centre is far more important to the City's visitor attraction base than other areas it seems appropriate to apply a substantial proportion to funding 'centre' projects.</p>
Ensure operating budgets support the implementation of the CBD Master Plan	<ul style="list-style-type: none"> • Coordinate works and maintenance programmes to achieve implementation of key strategies. 	High	No significant change just a reallocation of works.	This is not a reallocation of moneys, it is just an alignment of regular spending to CBD priorities, ie regular footpath maintenance is coordinated to commence use of the adopted new materials, street sign replacement programme implements the new sign themes, and street trees are replaced as required with species matching the CBD Master

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STRATEGY	ACTION	PRIORITY	COST ESTIMATE	COMMENT
POLICY MATTERS				
				Plan. Could include investment in events. This might be most appropriate to encourage broad change over time rather than simply a major project which might be more likely to succeed with specific project funding.
Ensure capital budget expenditure is aligned with CBD Master Plan.	<ul style="list-style-type: none"> Direct capital expenditure towards CBD Master Plan projects. Bring forward works (if appropriate) Prioritise priority projects Identify capital infrastructure projects that are enabling projects e.g street beautification, drainage, road construction, lighting, way finding, footpath replacements, public realm. 	High on-going	No significant change just a reallocation of works budgets	Infrastructure and capital expenditure that can be controlled by Council can be targeted to implement key projects that will be a catalyst to other development and private sector investment
Strategic Rate rebates	<ul style="list-style-type: none"> Reduce rates payable for amalgamated land 	High ongoing	Need to budget for rate shortfall	<p>Need to balance this with rate policies to encourage development of underdeveloped land.</p> <p>Foregoing revenue needs to be justified by results/benefits achieved.</p>
Fee reduction/waiver	<ul style="list-style-type: none"> Waive some/all statutory fees for strategic developments catalyst sites, redevelopment/restoration of heritage buildings, outdoor dining permits, hoardings, etc. 	High ongoing	Need to budget for reduced income but overall not likely to be overly significant	Foregoing revenue needs to be justified by results/benefits achieved.
Targeted grants (provision)	<ul style="list-style-type: none"> Review grants schemes to encourage particular private sector expenditure/input. 	Medium	No significant change. Proportion of grant offers redirected to achieving outcomes of the CBD Master Plan.	Could use this to encourage public art on buildings, for community events, or events that will attract visitors to the CBD.
Targeted incentive schemes	<ul style="list-style-type: none"> Heritage incentive scheme to provide financial assistance to land owners undertaking heritage restoration projects 	Medium	Any amount, however the amounts need to be sufficient to encourage land owners to also commit funds. Other Councils typically budget between \$50,000 - \$100,000 pa	Incentive needs to be enough to make a difference
Seek grants	<ul style="list-style-type: none"> Identify grants to supplement Council's project budgets 	High	Varies. May require matching and/or contribution funding. Costs associated with application	The existence of the Master Plan will improve chances of successful grant applications
ADMINISTRATION				
Priority administration of regulatory applications	<ul style="list-style-type: none"> The Council could create a "fast track" or "single-desk" for administering CBD applications (eg planning, outdoor dining, encroachments, traffic and parking changes). Applications could be allocated guaranteed turnaround times. Council could fund one or more "facilitators" to act as problem-solvers so that applications move through the system smoothly. 	Ongoing	Varied. Could be implemented in part within recurrent budgets. Funding facilitators would be an additional cost to Council.	<p>Priority administration would assist applicants to obtain the required approvals.</p> <p>Could be undertaken in conjunction with fee waiver, etc</p>
CBD manager/coordinator/champion	<ul style="list-style-type: none"> Dedicated staff (or portion of) or community members to manage, coordinate Council and community activities within CBD 	High	Could be largely within current budgets depending on available resourcing. Idea is to maximise benefits from expenditure.	Person needs to have sufficient seniority, business, government and community relationships, to coordinate Council activities/budgets within CBD.
Strategic Partnerships (could be included in the role of the 'champion')	<ul style="list-style-type: none"> Work with/lobby State Government to fund specific works Work with RDA to tap into Federal funding programmes and prioritise CBD 	High	None	Get State to prioritise Port Pirie capital works programmes and operational extensions i.e hospital, TAFE, Regional Roads,

STRATEGY	ACTION	PRIORITY	COST ESTIMATE	COMMENT
POLICY MATTERS				
	<p>project</p> <ul style="list-style-type: none"> Council with assistance of the State Government could also support License to Access Agreements between potential tenants and property owners to activate upper levels in heritage buildings for the purposes of supporting a wide range of land uses (particularly for start-up businesses). Potential tenants could pay outgoings or potentially land tax in lieu of rent in the short term. 			<p>the location of Government departments to Port Pirie.</p> <p>The chances of successfully leveraging State funding will be considerably increased if Council is able to guarantee a future funding stream. In this context, a "% for the centre" policy on the part of Council may assist in securing State contributions.</p>
Award programme	<ul style="list-style-type: none"> Implement urban design awards 	Medium/low	Cost of prize potentially \$5,000 per annum	<p>Prize money can be paid to an owner of a building who has done work that contribute to implementation of plan.</p> <p>Prize money can be targeted to further CBD benefit i.e. public art for buildings or to public art placed in the public realm with a plaque of acknowledgement.</p>
Direct negotiation and/or PPP	<ul style="list-style-type: none"> Council can target owners of catalyst sites and work with them directly to encourage specific development. 	High	Likely to involve a financial contribution.	Need to be careful of probity issues if moving along PPP path

