

CITY OF
TEA TREE GULLY
Naturally Better

Modbury Precinct Action Plan

Updated November 2021

Objectives

Council is committed to revitalising Modbury Precinct into a vibrant, prosperous and liveable place that:

a) Is a centre of activity, diversity and culture in the north east
b) exhibits cultural diversity and a population that has a diverse age profile
c) Exhibits a high standard Cultivates a local economy that attracts new investment in retail, hospitality, of design and architecture and a unique sense of place
d) entertainment, commerce, health, education and housing
e) Offers high-quality venues and public spaces that are safe and meet the needs of the changing community
f) Offers a range of quality housing options
g) Offers convenient transport options to car-based travel
h) Provides a high level of public infrastructure and amenity that is well maintained

Modbury Precinct Activation Policy Themes



How the Action Plan was developed

The Action Plan was developed as a collaborative process with input from the following teams:

- City Strategy
- Parks
- Civil Assets
- Marketing & Communications
- City Development
- Community Development & Engagement
- Community Prosperity
  Project Management Office
- Water, Waste and Environment
- Executive Leadership Team

Key initiatives delivered since 2011

- Development Plan Amendment
- Park upgrades
- Main road and streetscape upgrades
- Modbury Sporting Hub upgrades
- Initiatives to connect community
- Events
- Marketing campaigns
- Brand development
- Australia Reserve catalyst site
- Urban Design Advisory Service
- Training and support for staff
- Business Friendly
- Investment by state government and private sector
- External funding
- Collaboration with stakeholders
- Public Art
- Place Amenity Assessments

1. Streetscapes and Public Spaces

Desired outcomes

1. Creation of a sense of place and arrival
2. Lighting used to bring interest, clarity, colour and safety to the precinct
3. Walking, cycling and public transport deemed a priority in planning and design
4. Wayfinding that guides people through the precinct
5. Investment in infrastructure that supports revitalisation and facilitates comfort and positive experience
6. Public spaces that are interesting and stimulating and encourage people to visit and play
7. Sustainable provision of public infrastructure

	Initiatives	'22	'23	'24	'25 +	TBD	Budget (if known)	Potential external funding	Responsibility	Collaboration and links with other initiatives
	Major Road streetscape upgrades									
1.1	**Golden Grove** Road, **Montague** Road and **Gold Reserve** upgrade	*					500,000	Green Adelaide	City Strategy PMO	
1.2	**Reservoir** Rd and **Ladywood** Rd streetscape upgrades	*							PMO	
1.3	Deceleration lane **Montague** Rd	*						LRCI	Civil Assets	
1.4	Design & construct **North East** Rd (southern side) adjacent TTPlus	*					218,000	LRCI	PMO	
1.5	Design & construct **North East** Rd (Wright to Dawson)	*					450,000	LRCI	PMO	Main Roads Landscape Style Guide, LTFP
1.6	Conversion of street lights to **LED** (part of City-wide changeover) Engage with DIT to change arterial and sub-arterial roads to LED (these are not in-scope for the changeover)	*	*				600,000 pa.	LRCI	Water, Waste & Env.	
1.7	Update **Landscape Style Guide** for **Modbury Precinct** and Technical Specifications	*							City Strategy	
1.8	Develop a **Landscape Style Guide** for **Main Road** upgrades across the city	*							City Strategy	
1.9	Install tree inlets into kerb and gutter when opportunity arises eg. CWMS upgrade and streetscape works.	*	*	*	*			Green Adelaide	Water, Waste & Env	
1.10	Lobby DIT to upgrade **Montague** Rd (Reservoir to McIntyre) for kerb, footpath, lighting, underground stormwater		*					LRCI, DIT, Roads to Recovery	Civil Assets	
1.11	Identify **local streets** that require streetscape upgrade and add to works plan				*		10,000	Green Adelaide	City Strategy	Walkability Audit, Bicycle Plan, Traffic & Transport Mgt Plan

	Initiatives	'22	'23	'24	'25 +	TBD	Budget est (if known)	Potential external funding	Responsibility	Collaboration and links with other initiatives
	Walking and cycling									
1.12	Work with **DIT and Westfield** to improve pedestrian connections between functional areas	*	*	*	*				City Strategy Civil Assets	Wayfinding Audit
1.13	Undertake a **Walkability Audit** of the precinct to identify: a) Locations requiring better pedestrian and cycle connections b) Areas to be made safer at night - CPTED c) Locations for tree plantings on streets and paths that link destinations and support or have the potential to support high pedestrian/cycle volumes d) Locations for pop-up street furniture to improve activation & passive surveillance e) Footpaths to be widened on main roads and residential streets f) Identify locations for additional public toilets g) Identify locations for shelters, bins, water fountains, charging stations for mobile devices, bike racks, etc		*				80,000	Places for People Fund	City Strategy	Collaboration with others, Bicycle Plan
1.14	Implement recommendations of the **Walkability Audit**		*	*	*			Places for People Fund	Various	Walkability Audit, Dry Creek Corridor Concept Plan, Street Tree Program, Footpath Policy
1.15	Review and Update **CTTG Bicycle Plan** that: a) Aligns with Cycle Instead Bikedirect Network b) Identifies need to lobby DIT to establish a bike turning lane from Grand Junction Road into Reservoir Rd c) Identifies end-of-trip infrastructure required for bicycle riders at public facilities and major destinations		*				30,000	State Bicycle Fund	Civil Assets	Walkability Audit
1.16	Implement recommendations of **Bicycle Plan**				*				Civil Assets	Bicycle Plan
1.17	Explore potential for **pedestrian access** at rear of private properties along Smart Rd between NE Rd and Meadowvale Reserve			*			Land purchase	Open Space Fund	City Strategy	Meadowvale Precinct Masterplan
1.18	Consider **free community bus loop** linking key destinations (Civic Centre, Library, Modbury Triangle, Pelican Plaza, Westfield, O-Bahn, Waterworld, Hospital, NE Rd Commercial strip etc)			*					Community Dev & Eng	Walkability Audit
	Reserves									
1.19	Develop a Concept Plan for **Dry Creek** corridor - Stage 2 (Gilles Reserve to Hancock Rd) that considers: a) Upgrades for passive recreation, walking and cycling (Milne Rd to Hancock Rd, & Dawson Res) b) Biodiversity upgrades c) Staging of works to address flooding d) Locations for educational signage e) Improvements required at pedestrian and bike path crossings over roads along the Dry Creek corridor f) Outcomes from safety audit of Wynn Vale Dam	*					50,000		City Strategy	Collaboration with others Biodiversity Plan, Walkability Audit, Bicycle Plan
1.20	Design and construct upgrades for **Dry Creek** Stage 2		*	*	*			Open Space Fund	Various	

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1.21	Upgrades on Fairleigh and Drumminor, **Dry Creek:** • Detailed concepts, costings, calculations and flood mapping – complete by Dec 2022 • Detailed designs (including playground & CE) - complete by Jun 2023		**D**	**C**			80k DConcepts 70k DDesign	Open Space Fund Water Sustainability Grant	City Strategy (DConcepts) Civil Assets (DDesign)	Flow Monitoring Study, Amend CLMP?
1.22	Connect **Dry Creek** Corridor to recycled water network		*	*	*				Water, Waste & Env.	
1.23	**Meadowvale Creek** restoration – Hydraulic Assessment	*					75,000		Water, Waste & Env.	
1.24	**Meadowvale West** Reserve – design and construct	*					890k (surplus 620k to Meadowvale East)		City Strategy (Concept) PMO (Det. Design & construct)	Pending Hydraulic Assessment
1.25	**Meadowvale East** Reserve – detailed design plans for tender – includes flood mapping and bridge	**D**	**D&C**	**C**			980k total 620k from FY22 150k det design. 510k shortfall plus bridge	Open Space Fund DEW - Green Adel SMA funding application 50% - pending (Nov '21)	City Strategy	
1.26	**Solandra** Reserve – construct	**C**					450,000	Open Space Fund	Civil Assets	
1.27	**Edinburgh** Reserve playspace – design & construct	**C**					1.2m	Open Space Fund	City Strategy (Det design) Civil Assets (construct)	
1.28	**Dawson** Reserve – concept, design and construct (includes Cultural Heritage Survey)	**D**	**C**				1m	Open Space Fund 500k LRCI 500k (TBC)	City Strategy (Concept) TBC (D&C)	CE/Amend CLMP?
1.29	**Dewer** Reserve - design and construct		**D**	**C**			300,000		City Strategy (Concept) TBC (D&C)	CE/Amend CLMP?
1.30	**Australia** Reserve - design and upgrade (incl flood mapping with Meadowvale)	**D**	**C**				400,000		City Strategy	Linked to disposal process & flood mapping
1.31	**Australia** Reserve – stormwater management	*	**D&C**				TBC pending flood mapping		Civil Assets Water, Waste & Env	Linked to disposal process & flood mapping
1.32	Review classification of **all reserves** in the precinct	**?**	**?**	**?**					Parks	
1.33	Establish **Operational Service Levels** for public spaces	*							Parks	
1.34	Implement revised **maintenance approach** to uplift amenity of public spaces	*	*	*	*	*	200,000 p.a.		Parks	
1.35	**Civic Park** Function Audit to establish upgrades needed to support events and activation, update Concept Plan and undertake upgrades		**A&D**	**C**			40k Design 800k Construct		City Strategy - Design Construct - TBC	Collaboration with others: Marketing, A&E CE/Amend CLMP?
1.36	**Waterworld** – concept for upgrade	*	*						Rec & Leisure	Building Optimisation Plan
1.37	**Modbury Sporting Hub** Masterplan - shade over bowling greens	*					1.5m	Rec & Sport Fund	Rec & Leisure	

	Initiatives	'22	'23	'24	'25 +	TBD	Budget est (if known)	Potential external funding	Responsibility	Collaboration and links with other initiatives
	Wayfinding									
1.38	**Staged implementation** of the Wayfinding Audit and Signage Plan 2019	*	*	*			30,000 pa		City Strategy,	Walkability Audit, Bicycle Plan, Traffic and Transport Management Plan
1.39	Update the **Corporate Signage Style** Guide to include recommendations in the Wayfinding Audit and Signage Plan 2019	*							Customer & Comms	
1.40	Develop a **walking trails map**	*							Customer & Comms	Dry Creek Concept Plans, Biodiversity Plan
1.41	Identify opportunities where appropriate to improve the **inclusiveness and accessibility** of signage and wayfinding such as: a) Locations for "talking" signage and interactive signage b) Digital signage that can be used for community messages e.g. warnings c) Geolocation/geocache apps to assist with navigation through the precinct					*			City Strategy	Walkability Audit
	Infrastructure									
1.42	Condition and Performance Assessment of strategic water infrastructure in Dry Creek Catchment	*	*	*					Water, Waste & Env	
1.43	Undertake a Flow Monitoring Study along **Dry Creek** (Gilles Reserve to Hancock Rd)	*					80,000		Water, Waste & Env	
1.44	Safety Audit of **Wynn Vale Dam** (i.e. potential dam wall break)	*	*				250,000	Stormwater Management Authority ($125k)		Pending funding Nov '21. Need for Concept Plan Dry Creek Stage 2
1.45	Develop a Stormwater Management Plan for **Dry Creek** (flood study and gap analysis)		*	*			200,000 TBC	Stormwater Management Authority		Required for Integrated Water Cycle Management Plan (IWCMP)
1.46	Prepare an **Integrated Water Cycle Management Plan** for the Precinct (considering all water sources and best utilisation)			*	*		300,000	Stormwater Management Authority	Water, Waste & Env.	
1.47	**Tenders** for capital upgrades in public realm to include **universal design** requirements		*						PMO, Procurement & Contracts	
1.48	Review CTTG **Traffic and Transport Management Plan** to develop a 10-year program to: a) Guide infrastructure upgrades and ongoing maintenance b) Identify locations for electric vehicle charging stations c) Identify options to address parking issues				*			DIT if area is > 40ha	Civil Assets	Walkability Audit, Bicycle Plan
1.49	**Project scopes** for infrastructure projects and reserve upgrades to include budget for **creative/cultural and artistic** elements.	*	*	*	*			Arts SA, Places for People Fund	Civil Assets, City Strategy, PMO, Water, Waste & Env	Naturally Better branding Internal Audit Report – Arts and Culture Review
1.50	Install **data capture devices** on reserves and pedestrian/cycle routes to record activity and inform decision-making		*	*					City Strategy, ITS	
1.51	Convert areas of CWMS to sewer – (Mcmahon Ave & Ramsey Ave)					*		SA Water	Water, Waste & Env	

2. Development and Urban Form

Desired outcomes

1. High quality design and delivery
2. Attraction of diverse new housing products
3. New development that appeals to key target markets
4. Freshen up image
5. Support staff in working with complex applications
6. Showcase good urban design and housing products
7. Create urban form that preferences walking, cycling and public transport

	Initiative	'22	'23	'24	'25 +	TBD	Budget est (if known)	Potential external funding	Responsibility	Collaboration and links with other initiatives
2.1	DA planners to **advocate for outcomes** in the Code and explain to developers why they are important when evaluating DA applications	*	*	*	*				City Development	
2.2	Identify amendments to policies in the **Planning and Design Code** that may be needed to achieve desired outcomes	*	*	*	*				City Strategy City Development	
2.3	Continue to build **staff capability and confidence** to work with complex applications and have difficult conversations with developers by: a) Allowing staff to become familiar with the Code b) Support and coaching from the Urban Design Advisory Service c) Peer support and review processes d) Building good working relationships with developers e) Recognising that staff have delegations and sub-delegations and support their decisions	*	*	*	*		20,000 per annum (UDAS)		City Development	
2.4	Identify potential **strategic sites** in the city for Council to purchase and catalyse provision of land or property that is under provided	*	*	*	*				City Strategy	
2.5	Apply **building design** principles being developed for Harpers Field to other Council buildings and facilities in the precinct to identify opportunities for **enhancements** through the Building Optimisation Plan including: a) Universal design b) Environmental sustainability initiatives c) Wayfinding d) Co-location of activities e) Opportunities for new community programs		*	*	*				PMO	Building Optimisation Audit and Plan

3. Arts and Events

Desired outcomes

1. Council and community-led events and initiatives that activate the precinct
2. Attract new entertainment
3. Celebrate cultural diversity
4. Public art incorporated into public infrastructure upgrades
5. Diversity of things to do and discover in the precinct

	Initiative	'22	'23	'24	'25 +	TBD	Budget est (if known)	Potential external funding	Responsibility	Collaboration and links with other initiatives
3.1	Develop a **strategy or policy** documents to guide Council's commitment and investment in Arts and Culture	*	*						Community Dev & Eng	Internal Audit Report – Arts and Culture Review Future policies to address cultural heritage & reconciliation
3.2	Continue to support local small **businesses, artists, musicians and performers** as part of the event calendar.	*	*	*	*				Customer and Communications	Internal Audit Report – Arts and Culture Review
3.3	Continue to host Council led **major & minor events** programs	*	*	*	*		400,000 per annum	Sponsorship	Customer & Comms	
34	Allocate annual budget to **trial activation events**	*	*	*	*		40,000 per annum	Sponsorship	Customer & Comms	
3.5	Explore opportunities to **host sports based night-time event** e.g. bowls, tennis soccer								Recreation & Leisure	
3.6	Consider Library and Waterworld as potential **Adelaide Fringe** venues		*	*	*				Community Dev & Eng	
3.7	Pilot **free community activities** e.g. yoga, tai-chi, dance in public areas								Recreation & Leisure	
3.8	Promote **Civic Park** as an event space for community/business led events	*	*	*	*			Sponsorship	Customer & Comms	

4. Marketing and Communications

Desired outcomes

1. Change the perception of Modbury to show the area is changing
2. Targeted marketing for new initiatives
3. Proactive marketing and communications

	Initiative	'22	'23	'24	'25 +	TBD	Budget est (if known)	Potential external funding	Responsibility	Collaboration and links with other initiatives
4.1	Engage with developers and **development sector** to understand how we can best communicate with them	*							City Strategy	
4.2	Define **Modbury product** – Share the vision, check its still relevant, identify Modbury's edge.	*	*	*	*				Customer & Comms	
4.3	**Gather data** from other sources to build understanding of community characteristics, needs, values etc. eg. Heart Foundation studies, realestate.com	*	*	*	*				City Strategy Customer & Comms	
4.4	Revisit Modbury Precinct **Market Research** – understand target market and profile.		*		* '25		50,000 per research		Customer & Comms	
4.5	Review **Marketing Plan** yearly to promote precinct as investment opportunity	*	*	*	*		Combine with Brand Campaign		Customer & Comms	
4.6	**Brand Campaign** reviewed yearly and executed	*	*	*	*		40,000 per annum		Customer & Comms	

5. Economy, Investment and Partnerships

Desired outcomes

1. Grow our night time economy
2. Encourage small entertainment pockets outside of major shopping centres
3. Build on “experience” offering
4. High quality development on catalyst sites and locations of high visibility
5. Support and facilitate private investment that aligns with the Planning and Design Code and Council’s strategic objectives
6. Foster partnerships with the private and public sector to grow the economy
7. Support small business
8. Conversion of pockets of CWMS to sewer

	Initiative	‘22	‘23	‘24	‘25 +	TBD	Budget est (if known)	Potential external funding	Responsibility	Collaboration and links with other initiatives
5.1	Identify strategies that will encourage developers to engage with the **Urban Design Advisory Service**		*						City Strategy City Development	
5.2	Revisit the practice of **Case Management** for developers and major employers, establish a preferred model to build reputation and resource this adequately		*						City Strategy City Development	
5.3	Explore how to attract health providers to the precinct, to leverage its location and role as a **medical precinct**, through partnerships with allied health providers including disability and aged care.		*	*					City Strategy Community Dev & Env	
5.4	Prepare a Discussion Paper on the impacts of Council’s own regulation and approvals processes on **enabling or hindering development** in the Modbury Precinct and citywide with recommendations for improvement.					*			City Strategy	
5.5	Explore potential models and conduct a 6-12 month trial of a **flexible working space** in the precinct, with the preferred location being at the Civic Centre.		*						City Strategy	Building Optimisation Plan
5.6	Explore opportunities to host **events and education series** with emerging partners such as SouthStart, StartUpAdelaide Code Like a Girl, GovHack, TEDx Adelaide centred in Modbury Precinct for ease of access.					*			??	
5.7	Develop a “**Business Friendly**” reputation supported by a campaign		*	*					City Strategy	
5.8	Expand the **Public WiFi** network					*			ITS	
5.9	Promote the use of, and create and share **open data** to the public					*			ITS	
5.10	Arrange a local **Jobs Fair** to connect local employers with local job seekers	*	*	*	*		5,000 per annum		Community Dev & Eng	
5.11	Organise at annual **market opportunity** for young people and local creatives to sell their products	*	*	*	*		2,000 per annum		Community Dev & Eng	
5.12	Explore the opportunity to set up a **short-term shop space** for **emerging start-ups** to trial their business idea or product.	*					20,000 setup, promo and minor assets		Community Dev & Eng	
5.13	Consider opportunities for future use of Civic Centre, include consideration of: • Civic Centre foyer activation • Interface with Civic Park • Use of building			*						

6. Community Connectedness and Accessibility

Desired outcomes

1. A community that has a sense of belonging
2. Offer grants to foster community-initiated activation initiatives

	Initiative	'22	'23	'24	'25 +	TBD	Budget est (if known)*	Potential external funding	Responsibility	Collaboration and links with other initiatives
6.1	**Host community events** including: a) Neighbourhood events b) Citizenship ceremonies c) Community planting days d) Community Welcome activities for new residents	*	*	*	*				Community Dev & Eng Customer and Comms Parks	
6.2	Explore opportunities to facilitate **community-driven events** such as: a) Play on our Reserves b) Men's and Women's Sheds assisting with creative projects e.g. little libraries, signage c) Involvement of schools in open space projects, art design etc	*	*	*	*				Community Dev & Eng City Strategy Civil Assets	
6.3	Increase involvement of **First Nations People** in the community through: a) Welcome to Country smoking ceremonies b) Dual naming of reserves c) Introducing a new policy on Aboriginal Cultural Heritage	*	*	*	*				City Strategy Manager Finance and Rating Operations (Naming of reserves)	Internal Audit Report – Arts and Culture Review Future policy on reconciliation
6.4	Explore opportunities and partnerships for creative cross-cultural, intercultural and intergenerational projects using community arts and cultural development practices and principles.	*	*	*	*				City Strategy Civil Assets Community Dev & Eng	Internal Audit Report – Arts & Culture Review
6.5	Maintain **relationships with key stakeholders**: DIT, SAPN, Westfield, Shopping precinct owners, Green Adelaide, major landowners etc.	*	*	*	*				City Strategy Civil Assets Customer & Comms	
6.6	Install **interpretive signage** to tell the story and history of places				*				City Strategy	
6.7	Consider providing a dedicated art space in future upgrades to the Civic Centre or other centralised location that can capitalise on foot traffic, proximity to other services and amenities such as transport, adequate parking and other attractions.		*	*					Community Dev & Eng	Internal Audit – Arts and Culture Review
6.8	Review and optimise our programs for volunteering – trial opportunities in Modbury Precinct	*	*	*	*				Community Dev & Eng.	
6.9	Ensure our programs and facilities incorporate council's access and inclusion principles in the DAIP	*	*	*	*				Various	