

# Modbury Precinct Activation Policy



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Responsible Manager	Manager City Strategy
Other key internal stakeholders	Group Coordinator Civil and Buildings Projects Group Coordinator Operations, Fleet and Property Services Group Coordinator Water, Waste and Environment Manager Civil Assets Manager Community Development and Engagement Manager Customer and Communications Manager Recreation and Leisure Services Manager Parks
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# 1. PURPOSE

The purpose of this policy is to outline the vision, objectives, guiding principles and delivery framework for the ongoing activation of Modbury Precinct, the area of which is defined in the following map.



Figure 1: Modbury Precinct

## 1.1 BACKGROUND

Modbury Precinct is the regional centre for north-east Metropolitan Adelaide. It has the Tea Tree Plaza and Modbury Triangle shopping centres and the Modbury O-Bahn Interchange at its heart with the popular transport service connecting Modbury with the Adelaide CBD. It also has major hospital (Modbury Hospital) and allied health services,, a large council library and an active

community with the potential to diversify and grow. There is potential to continue to diversify housing, commercial activities and services offered in Modbury, whilst also achieving growth in the economy and population.

This has coincided with a period of ageing infrastructure in the area that has not kept pace with the changing needs and expectations of residents and local businesses. To generate substantial private investment a diverse population of generational mix and lifestyles is required.

Council is committed to revitalising the Modbury Precinct in order to achieve its Vision for the precinct.

## 2. POLICY

### 2.1 Vision

Council endorsed the following vision for the Modbury Precinct in May 2015.

*“Modbury Precinct seeks to be a place that people know and love, and not just somewhere to live.*

*It has a prosperous local economy, with new jobs in retail, hospitality, commerce, entertainment, recreation, health and education. The existing community is enriched with a greater diversity of high-quality housing, meeting the changing needs of the community. Our vision sees it transformed into a premium residential address with shopping, cuisine and entertainment within a five-minute walk, or a ride on the O-Bahn from the Adelaide CBD, connecting people to our new, thriving, cutting-edge stores, entertainment venues and restaurants.*

*We see clean, safe streets lined with shady trees that are the envy of many, connecting homes, jobs, parks, play spaces, creek corridors, retail, health and community services. Our residents enjoy walking or cycling, taking in the views of the Adelaide Hills and natural creek lines, while enjoying our beautiful open spaces and sporting facilities.*

*We see an overarching sense of style in the area’s future landscape, buildings, footpaths, signage, playgrounds and public art, to create a memorable character that looks and feels like no other in Adelaide. The quality of our public spaces will define Modbury.*

*Modbury Precinct will be Adelaide’s finest place to live, meet and do business.”*

### 2.2 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 of design and architecture and a unique sense of place
- d. Cultivates a local economy that attracts new investment in retail, hospitality, 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

## 2.3 Guiding Principles

The initiatives that Council will continue to undertake to activate Modbury Precinct is informed by these guiding principles that encourage the highest standard of urban design across the precinct. The principles are adapted from “Creating Places for People: an Urban Design Protocol for Australian Cities” published by the Australian Government in 2011.

### Enhancement

- a. Respects the needs and aspirations of the community that live and work there
- b. Creates opportunities for people and businesses to prosper and thrive
- c. Enhances the natural environment and the built environment
- d. Celebrates unique characteristics to create a sense of place and identity.

### Connection

- a. Well-connected to jobs, schools, shops, facilities and services
- b. Visually connected – you can see where you are going and navigate the area easily
- c. A range of transport options, including public transport, walking and cycling
- d. Connected with the natural environment, heritage, the community and its culture.

### Diversity

- a. Retains and enhances unique features, character or qualities
- b. A rich range of experiences – interactions with others, the look and feel of buildings and spaces, and the cultural, social and physical things that can be done
- c. A range of facilities and services
- d. Despite the diversity there is also a harmonious blend
- e. Different routes can be taken, dependent on mood or visit different places on the way
- f. A mixture of housing types that meet residents’ different needs
- g. Biodiversity of local flora and fauna is retained and nurtured.

### Enduring

- a. There is a sense of quality in terms of design and built form
- b. Caters for current and future activities and can evolve and be adapted over time
- c. Both practical and visually pleasing
- d. Resilient to extreme weather events and a changing climate and the impact on the environment is minimal.

### Comfort

- a. Feels comfortable for a range of activities such as walking, sitting, standing, talking, reading and relaxing
- b. Not too exposed to unpleasant noise, wind, heat, rain, traffic or pollution
- c. Can freely use the place without needing to pay
- d. Be yourself and feel included as part of the community
- e. Is inclusive of all people

#### Vibrancy

- a. A place that you want to visit, experience or live in
- b. See that there are other people around
- c. People are enjoying themselves in other people's company
- d. There are places to meet and interact, play, explore, recreate and unwind.

#### Safety

- a. Feels safe and secure, even at night or if you are on your own
- b. No signs of decay, such as weeds, rubbish, graffiti or derelict sites
- c. Roads and paths are safe for adults and children to walk or ride bicycles
- d. It is easy and safe to walk
- e. Prioritises walking or cycling over vehicular traffic
- f. Easy to get around on foot, bicycle, wheelchair, pushing a pram or wheeling luggage
- g. Encourages physical activity and social interaction and promotes a healthy lifestyle through opportunities for walking, cycling and outdoor recreation in surroundings with shade, comfort and visual interest.

#### Context

- a. Operates within federal, state and local strategic planning frameworks
- b. Integrates with the physical environment, incorporating local heritage and culture
- c. Compatible with surrounding social and economic activities.

#### Engagement

- a. Primarily about making places for people
- b. Engages people in the development of their community
- c. Adopts a multi-disciplinary and collaborative approach
- d. Ongoing meaningful engagement and partnerships with all relevant stakeholders.

#### Excellence

- a. Prioritises best practice
- b. Champions universal design and accessibility
- c. Integrates design from the earliest stages of the plan and engages skilled professionals.

#### Custodianship

- a. Recognises that communities, environments and cities are continually evolving and adapting
- b. Considers wider environmental, social and economic costs and benefits of development and maintenance
- c. Ensures that the design of the place is appropriate for ongoing maintenance
- d. Incorporates strategies to adapt to climate change.

In addition to the above design principles Council believes that communities need to be built on the principles of inclusiveness and accessibility. Council's Disability Access and Inclusion Plan, in particular, advocates that people living with disability are valued and treated equally with dignity and respect, that they are involved in the community and have equal opportunities to access public and community infrastructure, transport, services, information, sport and recreation and the greater community.

## 2.4 Delivery Framework

### 2.4.1 Themes

The approach to activating and revitalising Modbury Precinct is multifaceted and structured around six key themes:

1. Streetscapes and public spaces
2. Development and urban form
3. Arts and events
4. Marketing and communications
5. Economy, infrastructure and partnerships
6. Community connectedness

#### 2.4.1.1 Streetscapes and public spaces

The vision identifies the need to create a precinct with a memorable character and quality public spaces that looks and feels like no other in Adelaide.

In order to deliver the vision we need to identify, preserve and enhance Modbury's best assets, recognising the need to modernise public places and spaces to make them more attractive for residents, visitors and businesses.

The following outcomes for streetscapes and public spaces are a priority:

- a. Creation of a sense of place and arrival
- b. Lighting used to bring interest, clarity, colour and safety to the precinct
- c. Walking, cycling and public transport deemed a priority in planning and design
- d. Wayfinding that guides people through the precinct
- e. Investment in infrastructure that supports revitalisation and facilitates comfort and positive experience
- f. Public spaces that are interesting and stimulating and encourage people to visit and play.
- g. Sustainable provision of public infrastructure

One of the key strategies to achieve these objectives is investment in public spaces. Council has committed to an overarching landscape style and has identified the upgrade of streetscapes and public spaces as a priority. To facilitate this the Modbury Precinct Landscape Style Guide has been developed that defines how our streetscapes and public spaces should look and feel. This will ensure the delivery of a consistent style that covers the critical streetscape and open space elements including materials, signage, art, paving, furniture, lighting, and tree and landscape planting.

Streetscapes and public spaces will be maintained to a high standard commensurate to the classification level of the precinct established in the Open Space Strategy and Operational Service Levels (where applicable). Service levels will be established to guide the standard of maintenance of landscaped areas, street and park furniture, paths, signage, public buildings, lighting and essential infrastructure.

Several major roads traverse the precinct carrying local and through vehicle traffic as well as cyclists and pedestrians. These road corridors perform multiple functions for pedestrians, cyclists and vehicles and have the potential to build economic confidence and attract new investment due to the pedestrian and traffic volumes along these roads.

A careful design approach for road corridors will balance the role and function of the roads within the precinct so that the following can be achieved:

- a. Strong entry corridors and gateways into the precinct
- b. Facilitating healthier modes of travel such as walking and cycling
- c. Wide and comfortable paving to encourage walking
- d. Tree planting that reinforces the major road hierarchy and provides shade for pedestrians
- e. Balance between the “main road function” for vehicles and the “main street experience” for pedestrians where desired (e.g. Reservoir Road)
- f. Active streetscapes that engage with the built form and vice versa
- g. Landscaped medians and verges
- h. Public art opportunities, some being integrated into infrastructure projects where appropriate
- i. Undergrounding of power lines along major roads where possible to enable streetscape improvements and allow planting of larger tree species.

#### 2.4.1.2 Development and urban form

The precinct has been suitably zoned to enable it to transform into a contemporary and active urban centre focussed on pedestrians and high frequency public transport that is well connected to housing, jobs, shops, facilities and services.

Council will continue to encourage the development industry to adapt its building products to meet changing community and market preferences and changing retail and commercial trends, and support the industry to deliver products that are consistent with what the Planning and Design Code and this policy envisage for the precinct.

The following outcomes for development and urban form are a priority:

- a. High quality design and delivery
- b. Attraction of diverse new housing products
- c. New development that appeals to key target markets
- d. Freshen up image
- e. Support staff in working with complex applications
- f. Showcase good urban design and housing products
- g. Create urban form that preferences walking, cycling and public transport

### 2.4.1.3 Arts and events

We recognise the value of enriching our community's experience of living, visiting and doing business in the precinct through community events and public art. Council will continue to facilitate events that seek to achieve the following objectives:

- a. Attract new people to the City, particularly those identified as target markets in precinct and marketing plans
- b. Involve external organisations as an event partner, where possible
- c. Promote and showcase the City.

Council will commit to explore ways of incorporating and funding public art in the precinct through integration with infrastructure, commissioning stand-alone art and through community art initiatives. Council recognises that public art has an important role to play in:

- a. Creating and celebrating unique identity and sense of place.
- b. Promoting social inclusion, community connectedness, diversity and artistic expression
- c. Providing insight into the cultural life and community values of a place.

The following outcomes for arts and events are a priority:

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

### 2.4.1.4 Marketing and communications

As Modbury Precinct is increasingly activated and revitalised over the coming years opportunities to market the precinct to potential new residents, visitors and investors will increase. Council is marketing channels.

Through research, Council will identify and profile the type of people to attract to live in the precinct. This information will help to:

- a. Drive budget and project decisions
- b. Assist in the creation of tactical and strategic marketing plans
- c. Educate developers, investors and real estate agents about the future community of the precinct
- d. Determine if investment is achieving Policy objectives

The following outcomes for marketing and communication are a priority:

- a. Change the perception of Modbury to show the area is changing
- b. Targeted marketing for new initiatives
- c. Proactive marketing and communications

### 2.4.1.5 Economy, investment and partnerships

Council envisages a broad range of businesses, services and employment in the precinct and is committed to initiatives that support the local economy and respond to an ever-changing economic landscape.



Upgrade of streetscape and public spaces will assist in creating an environment that is more attractive to investment and will encourage new business opportunities and stimulate employment growth.

A growing local economy has a number of benefits for our community's wellbeing including increased wealth, employment opportunities and improved capacity for our residents to achieve their goals.

We recognise that our local economy is not immune from structural changes to the broader national or global economies, nor is it immune from the impacts of global pandemics. Change is an ongoing process and is driven by a range of factors such as competition, market demand, population growth, workforce skill levels, technological changes and government policy. Council has a role in driving economic growth and investment through leadership, advocacy, engagement, collaboration and innovation and we will do this by working in partnership with the business community, other councils and state and federal governments.

The following outcomes for economy, investment and partnerships are a priority:

- a. Grow our night time economy
- b. Encourage small entertainment pockets outside of major shopping centres
- c. Build on "experience" offering
- d. High quality development on catalyst sites and locations of high visibility
- e. Support and facilitate private investment that aligns with the Planning and Design Code and Council's strategic objectives
- f. Foster partnerships with the private and public sector to grow the economy
- g. Support small business
- h. Conversion of pockets of CWMS to sewer

#### 2.4.1.6 Community connectedness & accessibility

The extent to which people feel part of their community is an indicator of wellbeing. People who feel connected to their community have higher usage of services compared to those who don't feel connected. The key enablers of feeling a sense of connection to the community are as follows:

- a. Belonging to or participating in something – such as a sporting, community or social group or church or volunteering
- b. Social inclusion -
- c. Supportive physical environment –such as safe streets, where people are able to spend time outside, walking or talking to neighbours, safe and enjoyable parks and recreation opportunities.
- d. Ensuring, as far as practicable, that the community is accessible for the widest diversity of our population

Council will continue to provide activities and deliver initiatives that will increase the connectedness and accessibility of people living in, working in and visiting the precinct.

The following outcomes for community connectedness and accessibility are a priority:

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

## 2.4.2 Activation Action Plan

Each of the above components will deliver initiatives and projects that together comprise an Activation Action Plan which is a rolling action plan updated each year. Key initiatives will be contained in our Annual Business Plan and annual budget, and long term projects will be included in the Long Term Financial Plan.

Council will actively seek grant funding to assist with the delivery of initiatives and accelerate the delivery of Policy objectives.

## 2.4.3 Marketing Plan

The marketing approach will be agile enough to respond to rapid and frequent changes in market trends and current day objectives. Such an approach will be built around available research and popular marketing models.

Other opportunities to build on the identity of the precinct will be those owned by third party organisations and include new developments, events, activities, special occasions and promotions. Opportunities to partner with these organisations will be explored as part of the overall marketing approach.

## 2.4.4 Performance Indicators

A broad range of indicators will be used to establish how well the precinct is achieving its objectives. The indicators are obtained from a variety of data sources including the Australian Bureau of Statistics (ABS) and Council's own data. These indicators may be reviewed and added to occasionally according to access of relevant data. The results for Modbury Precinct can also be compared with how other comparable activity centres are performing.

## 2.5 Reporting

Progress reports on the initiatives contained in the Annual Business Plan and the overall performance of the precinct will be provided to Council on a regular basis.

## 3. DEFINITIONS

**CWMS** – Community Waste Water Management Scheme – a wastewater drainage system that takes liquid wastewater (effluent) from properties that have a septic tank system to SA Water mains or an approved treatment facility.

## 4. LEGISLATIVE FRAMEWORK

There is no legislative requirement for Council to have a policy in relation to this matter.

### Local Government Act 1999

Section 8(b) and (h) emphasises the requirements to be responsive to the needs, interests and aspirations of individuals and groups within its community and to ensure that council resources are used fairly, effectively and efficiently.

## 4.1 Other references

Council's documents including:

- a. [City of Tea Tree Gully Strategic Plan 2025](#)
- b. [Modbury Precinct Landscape Style Guide](#)
- c. [Economic Development Framework 2020-2023](#)
- d. [Disability Access and Inclusion Plan 2020-2024](#)
- e. [Public Health Action Plan 2021-2026](#)
- f. [Public Art Policy](#)
- g. [Major Events Policy](#)
- h. [Sponsorship Policy](#)
- i. [Planning and Design Code](#)
- j. [Asset Management Plans](#)
- k. [Annual Business Plan](#)
- l. [Long Term Financial Plan](#)
- m. [Open Space Policy](#)

## 5. STRATEGIC PLAN/POLICY

### 5.1 Strategic Plan

The following strategic objectives in Council's Strategic Plan 2025 are the most relevant to this report:

Objective	Comments
<b>Community</b>	
<i>People feel a sense of belonging, inclusion and connection with the City and the community</i>	Theme: Community connectedness and accessibility
<i>Diversity is welcome and celebrated</i>	Themes: Arts and Events; Community connectedness and accessibility
<i>There are opportunities for people to volunteer, give back and share their skills with others</i>	Themes: Community connectedness and accessibility
<i>Our services are accessible to all and respond to changing community needs</i>	Program objectives aim to revitalise the precinct to address current and future community needs
<b>Environment</b>	
<i>Environmentally valuable places and sites that are flourishing and well cared for</i>	Theme: Streetscapes and public places
<i>The carbon footprint of our city is reduced through the collective efforts of community and Council, including businesses</i>	Theme: Development and urban form; Economy, investment and partnerships
<i>Our consumption of natural resources is minimized by reducing, reusing and recycling products and materials, and using renewable resources</i>	Theme: Streetscapes and public places
<i>We are resilient to climate change and equipped to manage the impact of extreme weather events</i>	Themes: Streetscapes and public places; Development and urban form
<i>Our tree canopy is increasing</i>	Theme: Streetscapes and public places

<b>Economy</b>	
<i>Modbury Precinct is revitalised as the city's key activity centre</i>	Program's vision and key objectives aim to revitalise the precinct
<i>A population profile that supports a growing economy</i>	Theme: Marketing and communications; Development and urban form
<i>A local economy that is resilient and thrives, where businesses are supported to grow and prosper, provide local jobs and sustain our community and visitors and utilize technology to improve the liveability of our city</i>	Theme: Economy, infrastructure and partnerships
<i>People are supported to develop their leadership and employment capabilities</i>	Themes: Economy, infrastructure and partnerships; Community connectedness and accessibility
<b>Places</b>	
<i>Streets, paths, open spaces and parks are appealing, safe and accessible</i>	Theme: Streetscapes and public places
<i>Opportunities exist to express and experience art and culture</i>	Theme: Arts and Events
<i>Neighbourhoods are easy to move around and are well connected with pedestrian and cycle paths that offer an alternative to cars</i>	Themes: Streetscapes and public places; Community connectedness and accessibility
<i>Housing is well designed and affordable and responds to the changing needs of existing and future residents</i>	Theme: Development and urban form
<i>Infrastructure and community facilities are fit for purpose, constructed using sustainable practices and well maintained</i>	Themes: Streetscapes and public places; Development and urban form
<b>Leadership</b>	
<i>Leadership and advocacy is focused on the long term interests of the community</i>	Program's vision and key objectives aim to meet the needs of the community
<i>Planning considers current and future community needs</i>	Program's vision and key objectives aim to meet the needs of the community
<i>Delivery of services is sustainable and adaptable</i>	Theme: Streetscapes and public places
<i>Decision making is informed, based on evidence and is consistent</i>	See: Performance Indicators and Reporting
<i>Major strategic decisions are made after considering the views of the community</i>	Community engagement for projects emanating from the Action Plan is undertaken in accordance with Council's Community Engagement Public Consultation Policy

## 5.2 Organisation Plan

Our Strategic Plan is supported by an Organisation Plan which focuses on four key themes of organisational excellence. The themes most relevant to this report are: Customer Care; Learning & Growth; Future Capability; Sustainable Operations.

## 6. POLICY IMPLEMENTATION

This Policy will be implemented by the Chief Executive Officer or relevant portfolio director and managed in accordance with Council's scheme of delegations.