

# Modbury Precinct

## Activation Strategy

### 2015-2040



CITY OF  
**TEA TREE GULLY**  
*Naturally Better*

Version	Action	Date
1.0	Endorsed by Council	19 May 2015
2.0	Update endorsed by Council	13 September 2016

# Introduction

The Activation Strategy is a framework that provides short, medium and long-term direction for the implementation of Council-led initiatives to revitalise the Modbury Precinct. It assists Council to prepare work plans and budgets, prioritise initiatives and provides investors with certainty about Council's commitment to revitalising the precinct.

# Background

The Modbury Precinct offers tremendous opportunities for revitalisation. It is the regional centre for the north-east region of Metropolitan Adelaide. It has the Modbury O-Bahn Interchange at its heart with the popular transport service connecting Modbury with the Adelaide CBD. It has major hospital and retail facilities and an active community with the potential to diversify and grow. There is potential to continue to diversify the housing, commercial and services offered in Modbury, whilst also achieving economic and population growth.

Over the last 20-30 years the proportion of older people living in the precinct has increased and there are fewer families and households with younger people and families. Census data already shows that young adults are not able to find the housing and lifestyle products they desire in our City and are moving to areas that offer affordability and lifestyle options that better meet their needs.

This has coincided with a period of ageing infrastructure in the area that has not kept pace with the changing expectations of residents and local businesses. To generate substantial private investment and change a diverse population in terms of generational mix and lifestyles is required. It is essential to the revitalisation of the Modbury Precinct that this trend be reversed.

# Modbury Precinct

The Modbury Precinct is located 14km north east of the Adelaide CBD and straddles North East Road. The key features in the precinct are:

- Modbury Hospital
- Tea Tree Plaza and Modbury Triangle shopping centres
- O-Bahn Interchange
- Tea Tree Gully TAFE
- Dry Creek
- Civic Park
- Modbury Sports Hub
- Waterworld
- City of Tea Tree Gully Civic Centre



# Modbury Precinct Vision

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.

# Background

## Objective 1

### Vibrancy

To facilitate a Modbury Precinct that is a centre of activity, diversity and culture.

## Objective 2

### Prosperity

To cultivate a local economy that attracts new investment in retail, hospitality, entertainment, commerce, health, education and housing.

## Objective 3

### Liveability

To ensure the Modbury Precinct includes high-quality venues and public spaces, and a range of quality housing/residential options.

## Six desired outcomes

Within Modbury Precinct we want to:

1. Create safe, healthy, high-quality public spaces that meet the needs of a changing community
2. Achieve a high standard of design and architecture
3. Provide alternative transport options to car-based travel
4. Build on our local identity to create a sustainable and robust community with a unique sense of place
5. Grow and diversify our population
6. Grow our local businesses and economy.

# Performance Indicators

A broad range of indicators will be used to establish how well the Modbury Precinct is achieving its objectives. The indicators are built from a variety of data sources including the Australian Bureau of Statistics (ABS) data and Council's own data. The results for Modbury Precinct can also be compared with how other activity centres across South Australia and Australia are performing.

The indicators and data sources that will be used to monitor the performance of Modbury Precinct over the medium to long term are detailed in the table below.

Vibrancy	Indicator
Activity	
Number of jobs	ABS Census
Number of businesses	ABS Cat. No. 8165.0
Population size	ABS Cat. No. 3218
Population density	ABS Cat. No. 3218
Population growth	ABS Cat. No. 3218
Tourism visitation levels	Tourism Research Australia
Night time economy (jobs)	ABS Census
Number of licensed premises	Council
Diversity	
Age structure diversity score	ABS Cat. No. 3235
Residents born overseas	ABS Census
Employment diversity	ABS Census
Culture	
Share of cultural related jobs	ABS Census
Volunteering	ABS Census
Number of arts projects	Council
Annual attendance at events	Council
Library visitation (events and door counts)	Council

<b>Prosperity</b>	<b>Indicator</b>
<b>Investment</b>	
Total building approvals	ABS Cat. No. 8731
Non-residential building approvals	ABS Cat. No., 8731
Forecast population growth	forecast .id
<b>Business and employment growth</b>	
Change in businesses	ABS Cat. No 8165.0
Indicative employment change	.id analysis
<b>Productivity and technology</b>	
Employment density	ABS Census
Share of knowledge workers	ABS Census
Access to labour within 30 min	Department of Employment
NBN coverage	National Broadband Network
4G mobile coverage	Australian Government Department of Communication and the Arts
<b>Performance levels</b>	
Shopping centre turnover	Property Council of Australia
Shopping centre vacancies	Property Council of Australia
Property values	Real Estate Institute of South Australia
Personal Income	ABS Cat. No. 6524
<b>Liveability</b>	<b>Indicator</b>
<b>High quality place</b>	
Open Space	Council and mesh blocks
Access to Services	ABS Census
Access to arts and recreation	ABS Census
<b>Housing diversity</b>	
Share of dwelling units by structure of dwelling	ABS Census
Share of medium/high density approvals	ABS Cat. No 8731
Housing affordability	.id analysis
<b>Accessibility</b>	
Share of public and active transport trips to precinct	ABS Census
Share of public and active transport trips from precinct	ABS Census
Average bus boardings per weekday at Modbury Interchange	Department of Planning, Transport and Infrastructure
Car ownership	ABS Census
Access to people	ABS.Cat No. 3218
Access to jobs	ABS Census

Table 1: Performance indicators and data sources for Modbury Precinct

# Guiding principles for the revitalisation of Modbury Precinct

The Activation Strategy is underpinned by guiding principles which are known to develop successful places that attract people and foster economic activity.

The following principles have been used to develop the goals of the Activation Strategy and will guide the revitalisation and renewal of the Modbury Precinct. These principles have been adapted from 'Creating Places for People: an Urban Design Protocol for Australian Cities', published by the Australian Government.

## Enhancement

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

## Connection

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

## Diversity

- Retains and enhances unique features, character or qualities
- A rich range of experiences – interactions with others, the look and feel of buildings and spaces, and the cultural, social and physical things you can do
- A range of facilities and services

- Despite the diversity there is also a harmonious blend
- You can take different routes, dependent on mood or visit different places on your way
- A mixture of housing types that meet residents' different needs
- Biodiversity of local flora and fauna is retained and nurtured.

## Enduring

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

## Comfort

- Feels comfortable for a range of activities such as walking, sitting, standing, talking, reading and relaxing
- Not too exposed to unpleasant noise, wind, heat, rain, traffic or pollution
- You can freely use the place without needing to pay
- You can be yourself and feel included as part of the community
- Caters for people with various physical capabilities, the old and the young.

## Vibrancy

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

## Safety

- Feels safe and secure, even at night or if you are on your own
- No signs of decay, such as weeds, rubbish, graffiti or derelict sites
- Roads and paths are safe for adults and children to walk or ride bicycles
- It is easy and safe to walk
- Prioritises walking or cycling over vehicular traffic
- Easy to get around on foot, bicycle, wheelchair, pushing a pram or wheeling luggage
- 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

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

## Engagement

- Primarily about making places for people
- Engages people in the development of their community
- Adopts a multi-disciplinary and collaborative approach.

## Excellence

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

## Custodianship

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

# Community Engagement Delivery Framework

The projects contained in the Activation Strategy have been developed with input from a number of sources, including a cross-section of the community, independent researchers, Elected Members, key state government and private sector landowners, Council staff and the project steering group.

This extensive outreach has confirmed strong community support for revitalising the precinct and has highlighted many specific community desires. Some of these are:

- More recreational facilities, trees and vegetation
- Shaded areas, picnic areas, barbecues, seating, upgraded facilities, tidier parks and better links between residential neighbourhoods and parks with signage
- More options for eating out, particularly alfresco, with footpath frontage, pleasant surroundings, and high-end dining
- Greater diversity in shopping options, including boutique shopping, and entertainment, possibly in locations including Modbury Triangle and along Reservoir Road between Smart and Montague Roads
- More events in our open spaces, such as markets, fetes, festivals and other activities, particularly for young people
- Improved roads, footpaths, lighting, walking and cycle lanes, trees and public street art to encourage walking, cycling and use of public transport.

The successful revitalisation of Modbury Precinct will be dependent on ongoing meaningful engagement and partnerships with all relevant stakeholders.

The Modbury Precinct Activation Strategy is multifaceted and provides a high-level roadmap for the delivery of projects. The six components of the strategy are:

1. Public realm
2. Development and urban form
3. Arts and events
4. Marketing and communications
5. Economy, infrastructure, investment and partnerships
6. Community connectedness.

Each of these components will contain a number of initiatives and projects which flow from other guides, plans, strategies or services. They may have their own particular budgets, work plans and deliverables within the overall strategy.

## Monitoring, reporting and review

As the revitalisation of the Modbury Precinct proceeds, new initiatives and projects will be implemented, with significant initiatives coming before Council via the annual business planning and budget process.

Progress reports regarding the delivery of outcomes will be reported to Council every six months and updates to the Activation Strategy will occur, as required, and reviewed at least annually.

# Initiatives and Focus Areas

	<b>Public Realm</b> <small>(source: Works Program Landscape Style Guide, endorsed by Council Dec 2015)</small>	<b>Short (0-5 years)</b>	<b>Medium (5-15 years)</b>	<b>Long (15-30 years)</b>
<b>1.0</b>	<b>Modbury Square and Civic Park</b>			
1.1	Reinforce Modbury Square as the ‘heart’ of the precinct through high quality pedestrian focused urban spaces, strong built form and large street tree planting on its edges (bounded by Reservoir, Montague, Smart Roads and the corridor from Modbury O-Bahn Interchange to Golden Grove Road)			
1.2	Develop and implement an Area Plan for Civic Park.			
1.3	Strengthen pedestrian and cycle links and access to the O-Bahn Interchange (including links to Civic Park, the corridor to Golden Grove Road and local streets to the east)			
<b>2.0</b>	<b>Green Corridors and Local Parks</b>			
2.1	Strengthen pedestrian and cycle movement along Dry Creek and O-Bahn corridors as regional connectors.			
2.2	Prioritise the upgrade of open spaces and creek corridors emanating from Civic Park in accordance with Council’s strategies and plans.			
<b>3.0</b>	<b>Gateway Road (North East Road)</b>			
3.1	Create a sense of address and arrival into the precinct through boulevard tree planting, wide paving, feature lighting columns, selective uplighting of notable trees and integration of wayfinding and public art.			
<b>4.0</b>	<b>Main Roads</b>			
4.1	Provide a strong entry corridor into the precinct with wide and comfortable paving, planting avenues of large trees and landscaping medians and verges.			
4.2	Underground over head wires (with funding from the Power Line Environment Committee PLEC) to improve streetscape appearance and allow planting of larger tree species. Priority for undergrounding is for – <ul style="list-style-type: none"> <li>Reservoir Road (adjacent Civic Park)</li> <li>Golden Grove Road (between North East and Rawlings Road)</li> </ul> Note: Not feasible to have underground high voltage power lines along Smart Road			
<b>5.0</b>	<b>Local Streets</b>			
5.1	Develop short term hierarchy classifications for the roads and streets within the Modbury Precinct, including main roads and gateway roads that enables Council to determine and prioritise current and future links to destinations.			
5.2	Develop and implement long term streetscape plans for local streets. Priority is for streets that align with: <ul style="list-style-type: none"> <li>The proposed Community Waste Management septic change-over</li> <li>Significant residential developments</li> <li>Council Asset Management Plans</li> </ul>			

	<b>Public Realm</b> (source: Works Program Landscape Style Guide, endorsed by Council Dec 2015)	<b>Short (0-5 years)</b>	<b>Medium (5-15 years)</b>	<b>Long (15-30 years)</b>
<b>6.0</b>	<b>Footpaths</b>			
6.1	Provide footpaths within the Modbury Precinct in accordance with the Footpath Construction Strategy.			
<b>7.0</b>	<b>Furniture and Fencing</b>			
7.1	Provide furniture and fencing in appropriate locations within the precinct			
<b>8.0</b>	<b>Lighting</b>			
8.1	Develop a lighting scheme for the precinct that uses lighting as an urban design tool to bring life, clarity, colour and safety to the precinct			
8.2	Upgrade lighting within the precinct to ensure key routes and public spaces are adequately lit.			
<b>9.0</b>	<b>Wayfinding</b>			
9.1	Provide a hierarchy of wayfinding strategies/techniques to lead people through the precinct. Reinforce the urban structure of the major roads and utilise key buildings as 'landmarks'.			
9.2	Highlight major attractions as well as public and private infrastructure such as: Modbury Hospital, TTG TAFE, and the Linear Park Trail with unique and robust wayfinding.			
<b>10.0</b>	<b>Public Art</b>			
10.1	Incorporate public art within the precinct as an integrated component. Focus public art on Civic Park and Modbury Square.			
<b>11.0</b>	<b>Planting</b>			
11.1	Introduce a layer of colourful amenity planting, comprising a mix of native and appropriate exotic species to provide interest at key locations.			
<b>12.0</b>	<b>Tree Planting</b>			
12.1	Reinforce existing trees of value including large remnant trees along creek corridors.			
12.2	Maintain and infill (if required) along streets with good-quality street trees. Use larger trees to define major roads and routes.			
<b>13.0</b>	<b>Water Sensitive Urban Design (WSUD)</b>			
13.1	Integrate WSUD techniques in the design and management of urban spaces.			
13.2	Revegetate and de-culvert creeks to increase the permeability and biodiversity value of watercourses.			
<b>14.0</b>	<b>Structures</b>			
14.1	Replace bus shelters in the precinct with the selected proprietary shelter in accordance with Asset Management Plans.			
14.2	Replace the toilet within Civic Park.			

<b>15.0</b>	<b>Development and Urban Form</b>	<b>Short (0-5 years)</b>	<b>Medium (5-15 years)</b>	<b>Long (15-30 years)</b>
15.1	Amend the policies in the Development Plan that relate to the Modbury Precinct (Modbury Regional Growth Area Development Plan Amendment)			
15.2	Provide high quality urban design advice to investors and developers including pre-lodgement advice for development proposals.			
15.3	Identify options analysis for key Council-owned catalyst sites that will contribute to project outcomes.			
<b>16.0</b>	<b>Arts and Events</b>	<b>Short (0-5 years)</b>	<b>Medium (5-15 years)</b>	<b>Long (15-30 years)</b>
16.1	Annual Arts Program developed and delivered			
16.2	Annual Events and Activation Program developed and delivered			
<b>17.0</b>	<b>Marketing and Communications</b>	<b>Short (0-5 years)</b>	<b>Medium (5-15 years)</b>	<b>Long (15-30 years)</b>
17.1	Develop and implement a Marketing Strategy			
17.2	Develop a targeted approach for attracting each audience to the precinct			
17.3	Prioritise and schedule campaigns based on the order of priority for each of the target audience segments.			
<b>18.0</b>	<b>Economy, Investment and Partnerships</b>	<b>Short (0-5 years)</b>	<b>Medium (5-15 years)</b>	<b>Long (15-30 years)</b>
18.1	Identify key economic opportunities in the precinct			
18.2	Attract private sector investment, including sponsorship			
18.3	Attract public sector investment, including grant funding			
18.4	Develop partnerships with local businesses to deliver project outcomes			
18.5	Develop partnerships with local, state and federal government to deliver project outcomes			
<b>19.0</b>	<b>Community Connectedness</b>	<b>Short (0-5 years)</b>	<b>Medium (5-15 years)</b>	<b>Long (15-30 years)</b>
19.1	Increase community connectedness to and within the precinct.			

## Further Information

Further information regarding this project can be found on Council's website.

[https://www.teatreegully.sa.gov.au/Develop\\_plan\\_and\\_build/Activating\\_Modbury](https://www.teatreegully.sa.gov.au/Develop_plan_and_build/Activating_Modbury)



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