

MEDIA RELEASE

PLAN TO IMPROVE CITY'S IMAGE

City of Port Lincoln has developed and adopted a City Image (Urban Design) Action Plan to advance a number of Council's Strategic Actions identified in the Strategic Directions Plan 2016-2026. The Action Plans' purpose is to:

- Develop community pride in the City of Port Lincoln
- Improve the experiences of visitors to the City of Port Lincoln
- Improve way-finding in and around the City of Port Lincoln
- Provide a framework for further planning, decisions and actions in the development and management of the City's public realm
- Align the efficient and effective maintenance and renewal of public realm assets and infrastructure with urban design priorities
- Effectively and efficiently integrate urban design priorities into the delivery of new capital works.

The Action Plan outlines short to medium actions to be undertaken under three urban image elements, Infrastructure and assets; Landscape, fixtures and enhancements; and Precinct-based improvements to improve the city's image within the wider city area, the CBD area and the Boston Bay Foreshore area.

Mayor Bruce Green said, "Council will implement the actions in the plan to enhance the city's image by renewing and upgrading existing assets and improve on what we have rather than redesign and redevelop major areas of the city".

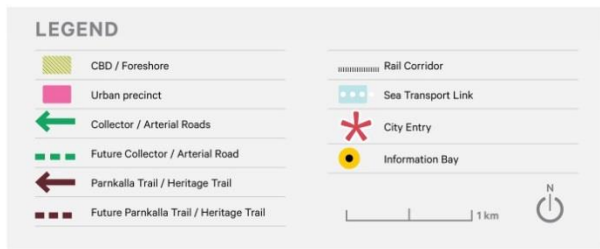
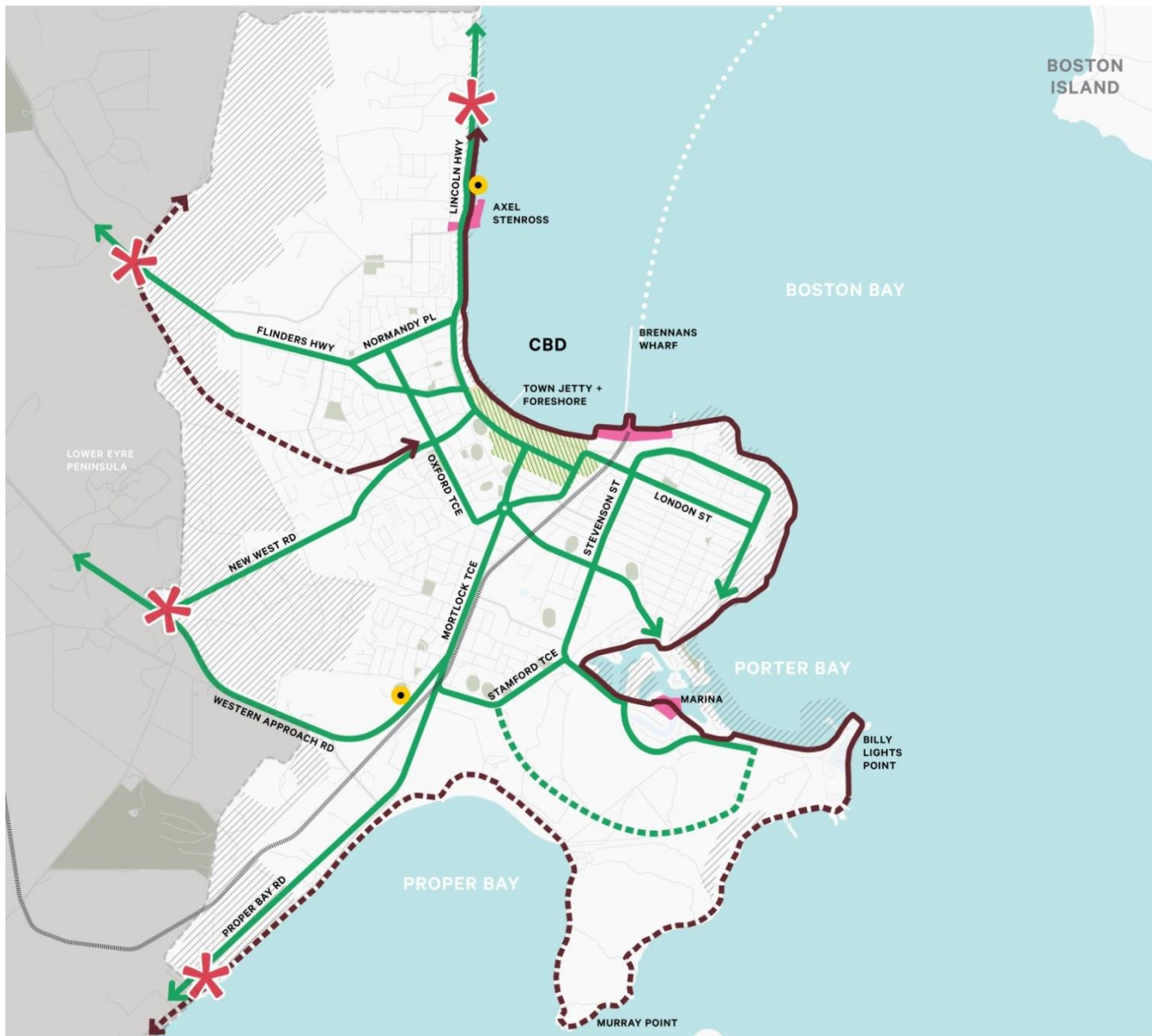
The project actions will be implemented through sustainable resources allocated in Council's Annual Business Plan and budget processes, through on-going maintenance and renewal investment, and operational new initiatives and new/upgrade capital projects.

The Action Plan is available on Council's website www.portlincoln.sa.gov.au/cityimage.

Janet Grocke
Acting Chief Executive Officer

Release Date: 23 October 2017

City of Port Lincoln Urban Design Framework



City of Port Lincoln CBD Urban Design Framework

