

City of Port Lincoln



CITY IMAGE

[URBAN DESIGN]

ACTION PLAN

Adopted by Council

21 August 2017

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Strategic Directions Plan 2016 – 2026

Council's Strategic Directions Plan 2016 – 2026 includes the following Objectives and Strategic Actions:

Economic Growth and Vitality

1. An outstanding regional centre for commercial, health, educational and community activities and services
3. A destination recognised for quality tourism and visitor experiences

Economic Growth and Vitality - Strategic Actions

9. Develop and implement a CBD and Foreshore Precinct Plan which considers heavy vehicle movements, car parking, the foreshore, urban design, public art and public places
10. Prepare a 'Marina Central' Precinct Master Plan addressing land use policy, public places and infrastructure requirements

Liveable and Active Communities

2. A safe city and community
7. A thriving and culturally diverse city centre that reinforces the City's identity and local heritage values
8. An accessible and inclusive built environment

Liveable and Active Communities - Strategic Actions

3. Implement the Open Space Strategy to guide the development and management of open space, including the integration of new development needs
5. Develop the shared use Parnkalla Trail from the Port Lincoln Hotel to the Axel Stenross site
11. Investigate and implement improvements to community safety

This Action Plan seeks to coordinate and optimise the implementation of a number of Council's Strategic Actions through a single framework of common themes and deliverable actions, to enable integrated and ultimately more efficient outcomes from capital project delivery, capital renewal and maintenance works across the City.

City Image Action Plan Objectives

This Action Plan defines short to medium term actions for Council, intended to advance the identified Strategic Directions Plan Actions and help to achieve the relevant Objectives.

The Objectives of this Action Plan are:

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

Implementation

The Action Plan will be implemented within the context of sustainable resources allocated in Council's Annual Business Planning and Budget processes, through both:

- on-going maintenance and renewal investment, and
- Operational New Initiatives and New/Upgrade Capital projects.

While implementation of this Action Plan will not always require additional expenditure (sometimes just different approaches and choices) the delivery of some specific elements will be dependent on relevant resources being allocated in the business and budget planning cycle each year by Council. The Plan itself does not provide or assure the necessary resources.

Strategies such as the Open Space Strategy, Parnkalla Trail Strategy, CBD and/or Foreshore Master Plan/s and a possible CBD/Foreshore Lighting Strategy will proceed with reference to this Action Plan but essentially independently.

Urban Design Framework

This Action Plan is based on a structured approach to the urban design attributes and priorities of the City, directing effort at three geographic levels:

- The **wider City area**, focusing on the key elements of:
 - ▶ major corridors and avenues based on arterial and collector roads,
 - ▶ urban precincts,
 - ▶ the City road entry points, and
 - ▶ the linear trails
- The **CBD area** as the pre-eminent activity centre and destination precinct, and
- The **Boston Bay Foreshore** as a sub-set and extension of the CBD with unique urban design and activity features and opportunities.

Actions will focus on the following urban image elements:

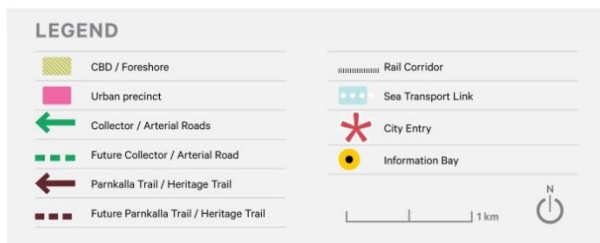
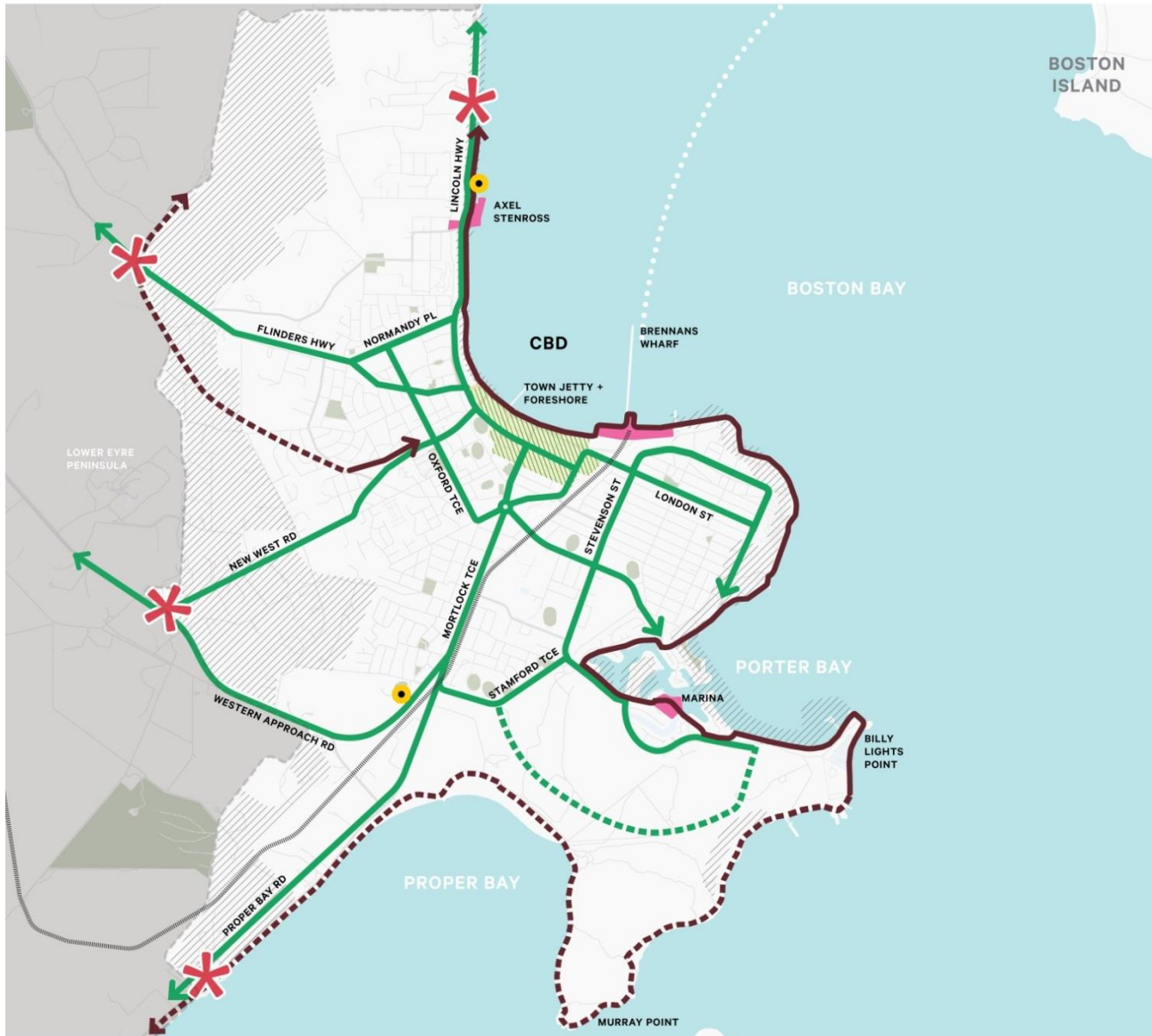
- **Infrastructure and assets**
- **Landscape, fixtures and enhancements, and**
- **Precinct-based improvements.**

The following table summarises the prioritised application of Actions to the identified areas.

	Foreshore	CBD	Major Corridors & Precincts	Wider City
<i>Infrastructure and assets</i>				
Public area lighting	1	2	3	4
Street signs	-	1	2	3
Directional visitor signs	3	2	1	-
Pole-fixed banners		1		
City entry and open space signs	-	-	1	2
CCTV	1	2	3	
Footpaths and trails	2	1	3	4
<i>Landscape, fixtures + enhancements</i>				
Street tree avenues	-	2	1	3
Roundabouts	-	1	2	3
Street furniture	2	1	3	4
Public art	1	2	3	4
Power lines underground	-	1	2	-
Local heritage	2	1	3	4
<i>Precinct-based improvements</i>				
Precinct identification	-	-	1	2
Foreshore	1	-	-	-
CBD master plan	-	1	-	-

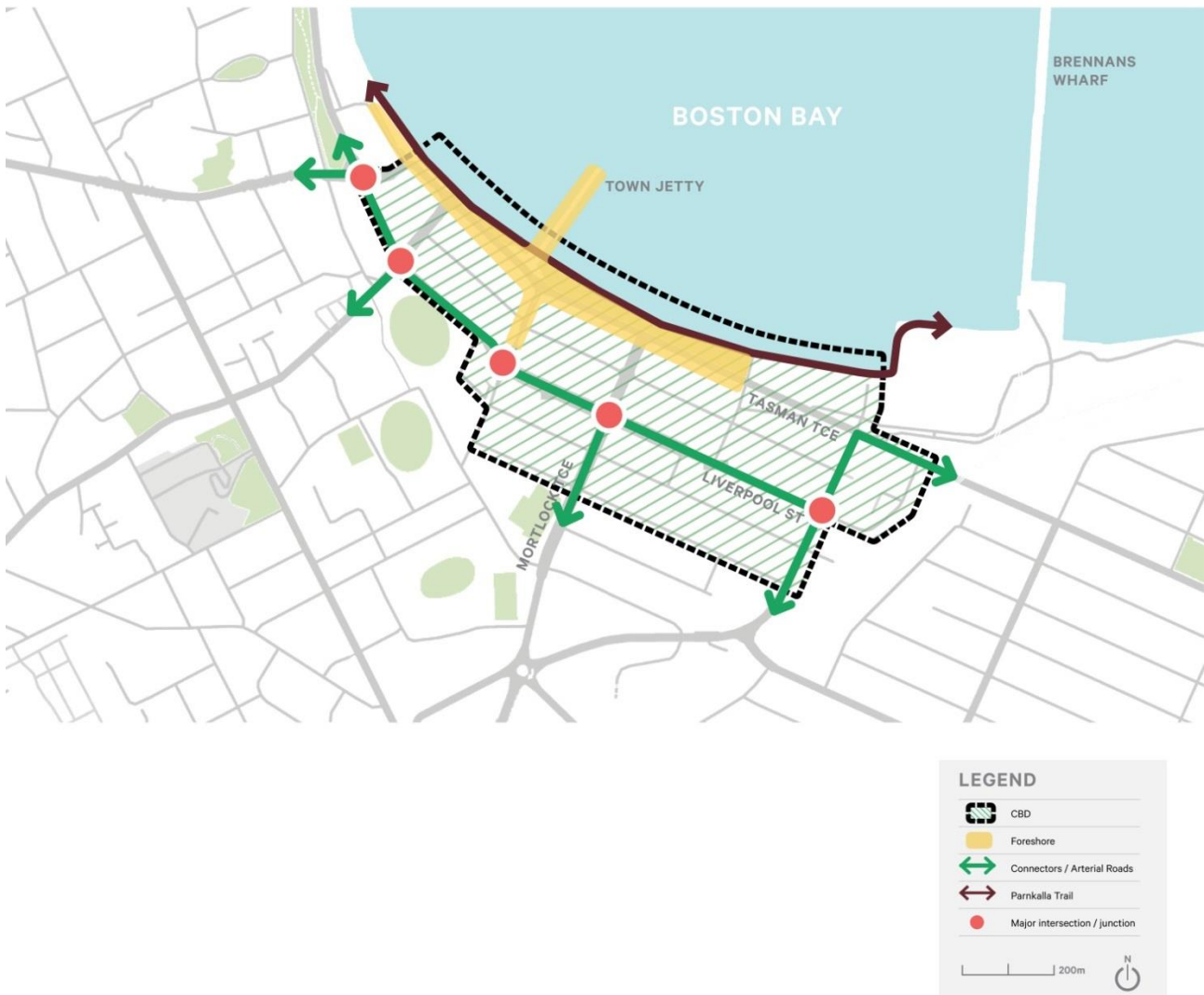
City of Port Lincoln

Urban Design Framework



City of Port Lincoln

CBD Urban Design Framework



Actions

Infrastructure and assets

Street signs

Consistently install and renew street signs:

- ▶ using the City of Port Lincoln corporate identity
- ▶ using two sizes of signs to be applied to CBD and Major Corridors, and all other locations
- ▶ using standard siting principles for optimum road user benefit
- ▶ with priority on CBD and Major Corridors, and City-wide roll-out linked to at least the road reseal program, renewal on 'as needs' or 'end of useful life' basis, and new capital works.

Public area lighting

Upgrade public lighting in high profile locations in the CBD and on the Foreshore to improve:

- ▶ the lighting quality and safety of busy public areas
- ▶ the 'vitality' and visual interest of key visitor areas and landmarks
- ▶ the capacity to celebrate festive occasions and events.

Pole-fixed banners

Upgrade banners used in selected CBD locations to:

- ▶ add to the vibrancy of the CBD generally
- ▶ celebrate festive occasions and events.

Investigate options for new or upgraded banner or similar display opportunities.

City entry and open space signs

Retain the Lincoln Highway entry signs as the pre-eminent City entry statement.

Develop concept designs for signs and surrounds at the following City entry points:

- ▶ Western Approach Road / New West Road
- ▶ Flinders Highway
- ▶ Proper Bay Road,

and consider these for New Capital funding and partner funding.

Develop concept designs for visitor information bays at:

- ▶ the existing Lincoln Highway location (for upgrade)
- ▶ Western Approach Road (north side, between Pine Freezers and Barley Roads) (a new site),

and consider these for New Capital funding and partner funding.

Consistently install and renew signs for parks, reserves and sporting grounds:

- ▶ using the City of Port Lincoln corporate identity
- ▶ using a template style with information relevant to the specific place
- ▶ with priority on non-CBD and non-Foreshore regional open spaces and minimum roll-out linked to renewal of significant elements or facilities, renewal of signs on 'as needs' or 'end of useful life' basis, and new capital works.

Incorporate identity signs for the CBD and/or Foreshore open spaces, if necessary, as 'bespoke' design elements integrated with the spaces themselves.

CCTV

Complete the renewal of components of the existing CBD CCTV network.

Identify any required CCTV and related upgrades with focus on the Foreshore and CBD, and consider these for New Capital funding and partner funding.

Footpaths and trails

Maintain and renew the Foreshore Parnkalla Trail and CBD footpaths and pram ramps at high service levels.

Audit the Foreshore and CBD and install/upgrade pram ramps where required to provide a fully connected accessible network of paths.

Continue to invest in New Capital projects for priority footpath improvements, including pram ramps, with a forward program allocating priority to:

- ▶ major corridors
- ▶ arterial and collector road routes
- ▶ access routes to neighbourhood and regional open spaces, and
- ▶ schools and aged and health care sites.

Continue to enhance and extend the Heritage Trail to celebrate all dimensions of Port Lincoln's heritage and ultimately connect the shared path route to Winter Hill.

Prioritise the management and presentation of verges on Corridor routes.

Landscape, fixtures and enhancements

Street tree avenues

Confirm street tree selections for:

- ▶ CBD
- ▶ arterial and collector road corridors, and
- ▶ major streets in Kirton Point.

Complete street tree planting to fill gaps in existing street tree avenues.

Consider implementing street tree avenue plantings as planned, as New Capital projects.

Roundabouts

Develop and implement sustainable and attractive landscape treatments for all roundabouts, with priority on the CBD and arterial and collector road corridors.

Street furniture

Develop street furniture suites for use in identified areas, reflecting the different levels of use and public prominence of each area:

- ▶ Foreshore
- ▶ CBD
- ▶ Major corridors and urban precincts
- ▶ Parnkalla Trail
- ▶ all other locations.

Implement the respective street furniture suites through renewal at end of useful life and as part of New Capital projects in priority upgrades to segments and precincts.

In the CBD and Foreshore, continue to achieve local and artistic expression through seating, street furniture and other public infrastructure installations.

Continue to implement a 'seat donor' program on the Foreshore and Parnkalla Trail.

Public art

Continue to implement unique high-value and significant public art 'pieces':

- ▶ through commissions that interpret and celebrate the City's landscape, history and culture
- ▶ primarily through partnership and community funded projects
- ▶ with priority on the Foreshore, adjacent Tasman Terrace, Parnkalla Trail and Heritage Trail.

Continue to implement a range of art opportunities consistent with the Public Art Strategy:

- ▶ including community engagement opportunities where feasible, and
- ▶ with priority on the CBD area, Parnkalla Trail, Heritage Trail and identified urban precincts.

Power lines underground

Complete the PLEC partnership program of CBD power line undergrounding with associated infrastructure and landscape improvements.

Precinct-based improvements

Precinct identification

Confirm areas to be considered as 'urban precincts' for their unique and notable characteristics, and plan public realm improvements for each precinct, including:

- ▶ the Marina Central (Community Pier) area, including Marina Drive 'arrival' point
- ▶ Axel Stenross, First Landing, O'Connor Reserve precinct
- ▶ the Wharf Precinct.

Foreshore

Review and update the master plan for progressive long term implementation to secure the CBD Foreshore as the City's premier recreation, visitor and event space, including:

- ▶ retention of the Norfolk Island Pines as iconic features of the landscape
- ▶ upgrade the Citizens of the Year 'board'
- ▶ improved public area lighting for maximum public safety, vibrancy and festive occasions
- ▶ renewal/upgrade the beach edge path
- ▶ Norfolk Island Pine tree feature lighting
- ▶ event infrastructure
- ▶ information signs
- ▶ permanent shade solution for the 'dais'.

Develop a three-part Boston Bay Foreshore Vision to guide the creation of a connected user and visitor experience linking the CBD Foreshore, the Wharf Precinct and the Axel Stenross Precinct as distinct but cohesive and connected recreational paths and spaces optimising the Boston Bay foreshore environs and outlook.

Progressively implement the adopted Wharf Master Plan, with appropriate partnership funding for relevant components, including:

- ▶ traffic and pedestrian safety
- ▶ cruise ship visitors' access and experience improvements
- ▶ directional signs
- ▶ integrated improvement of the Parnkalla Trail through the wharf area.

Progressively implement the Parnkalla Trail Extension project with appropriate partnership funding for relevant components, including:

- ▶ completion of community engagement
- ▶ confirmation and adoption of final design and any staged implementation
- ▶ implementation as funding is available.

CBD master plan

Review the early-2000's Centre Action Plan as a possible basis for further CBD and Foreshore 'place' improvements.

Implement CBD public realm upgrades based on the Centre Action Plan, when funded through New/Upgrade Capital project allocations.

Upgrade Adelaide Place between Liverpool Street and Tasman Terrace as a priority project.

Consider the integration of long-term CBD car parking requirements in public realm planning.

Marina Central master plan

Develop, adopt and progressively implement a master plan for the Marina Central (Community Pier) precinct including:

- ▶ the Fisherman's Memorial
- ▶ the Parnkalla Trail route
- ▶ land side facilities to support the operation of the public boating pontoon
- ▶ appropriate treatment of public water edge areas
- ▶ improvement of public areas associated with commercial fishing activities
- ▶ integration of the upgraded Leisure Centre movement, parking and landscape treatments.

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