



ReNew Nairne Mainstreet Masterplan

Releasing the potential of Nairne's Mainstreet

August 2015



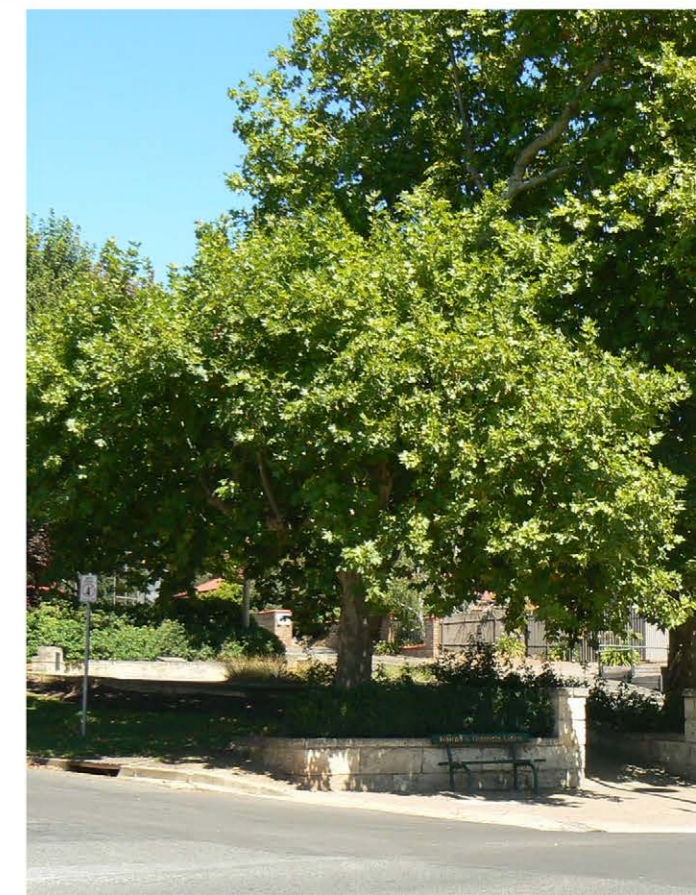
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MOUNT BARKER
DISTRICT COUNCIL



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1.0 Introduction

Nairne is a charming and historic township in the east of the Adelaide Hills. Nairne boasts many attractive lifestyle qualities and distinctive heritage characteristics, as well as an active and growing residential population. Currently, the main street of the town (Main Road) functions as a basic service centre for the local community accessing the Post Office, service station and some small shops, hotels and cafes. However many services - including a supermarket - are not available in the town.

The main street is not however enticing residents to spend a long time in the street. Nor is it helping to attract significant visitor numbers to the town. This is in contrast to other hills towns that have a distinct (and well-marketed) character, offer a variety of different main street 'staying' activities, are sometimes located closer to major roads and Adelaide, and are thus well-visited and well known location.

Council is undertaking this masterplan as it is committed to promoting the Nairne main street (and town) as a destination for locals and visitors.

This Masterplan document outlines different recommendations, proposed to be implemented by Council (and others) over time. They aim to:

- Support local businesses by lifting the profile of Main Road and Nairne in the context of the Adelaide Hills region
- Encourage the local community and visitors to spend more time enjoying the streetscape
- Improve the pedestrian environment, slow vehicle speeds, and generally make it safer
- Improve the look, feel and function of the main street
- Provide for a variety of different activities and destinations along the street
- Suggest public realm improvements that are cognisant of adjacent uses and support their function

- Tell a story and define the character of the township
- Program streetscape improvements in a sustainable and logical way
- Continue physical upgrades initiated by undergrounding of power lines.
- Support Nairne as a "complete-community"

The *ReNew Nairne Mainstreet Masterplan* does not recommend a broad-scale streetscape reconstruction project as an outcome. This is an option that would be expensive and unsustainable for a very long main street such as Main Road, Nairne.

Instead, a series of 12 smaller project and priorities - addressing physical and non-physical improvements are recommended as catalysts for change.

1. **Renewed community hub at the heart of the township - Mick Murphy 'Village Green'**
2. **New outdoor dining hub and meeting place around Leith Street**
3. **Redesign Main Road as a safer and greener Main Street (initially between Nairne Soldiers Memorial Hall and Post Office)**
4. **Improve the arrival experience of the street**
5. **Celebrate the history of the street (including a Nairne Historic Trail)**
6. **Make the main street easier to get to from Nairne's residential areas**
7. **Wider footpaths with new seating areas and outdoor dining including parklets (mini-park structures placed in the street)**
8. **Add and selectively replace street trees and shrub planting (initially between Nairne Soldiers Memorial Hall and Post Office)**
9. **Street infrastructure improvements and public art**
10. **Support a small supermarket at the former Chapmans' site to draw more people through the street**
11. **Increase street activity and the town profile through a programme of small and large events**
12. **Establish and work with a Nairne Mainstreet Group to promote Main Road and assist with improvement projects**

The team, including officers from Mount Barker District Council, acknowledge that it is not solely physical qualities



Photo: Main Road, Nairne - Mainstreet

that lead to the success of a main street - particularly in a rural location such as Nairne. Just as important is the buy-in and enthusiasm the local residential and trading community foster for their public spaces. In this instance the team has been lucky enough to work alongside an active and insightful community, keen to participate in events supportive of their town and offer insight into what's important to them. The Masterplan also acknowledges past work that has been undertaken by Council and others and builds upon these ideas in more detail.

Strategic Context

The District Council of Mount Barker has identified the main street of Nairne as a key area for future improvement, given its strong social, economic and cultural value to the community.

Council's Strategic Plan identifies a number of key outcomes and objectives that encourage innovative and renewed public spaces within the township, the creation of new employment opportunities and tourism attraction, improved walkability and connectivity for pedestrians

and cyclists, the promotion of a strong identity and cultural awareness, and the facilitation of community events and activities.

A reinvigorated Nairne main street is also needed service the town's growing population. This growth is in accordance with the State's Planning Strategy, and in particular the 30-Year Plan for Greater Adelaide, which identifies Nairne (and its surrounds) as a location for future urban growth.

The population of Nairne is currently just over 4,000 people and is expected to increase to approximately 6,000 people over the next 10-20 years¹. Significant population growth is also expected for Mount Barker, located to the south of Nairne².

In light of the anticipated growth, the Nairne main street should provide a range of retail, commercial, entertainment, recreational and community facilities to meet the needs of the community.

1. 30-Year Plan for Greater Adelaide, 2010
2. Nairne Township Master Plan 2013

1.0 ...continued

Streets as Places for People - Streetscape Design Trends

More and more people including designers and community leaders are recognising that streets are more than just spaces for driving and parking. Streets - especially main streets - are also places and destinations to do business, to meet and recreate, to support biodiversity and greenery, advertise our culture and achievements to visitors, and much much more.

There are certain attributes required to create a successful main street where people love to be. These ingredients include:

- Lots of different things to do
- A safe and ambient environment
- An authentic and local feel, helping people relate to the space
- Spaces and places for people to linger
- A unique destination, attractive to both locals and visitors
- Complementary elements to the local lifestyle
- Dynamic and changing attractions
- Attractive landscape

Main street improvement projects then must focus on how to achieve each of these items through physical and non-physical changes.

Local, State and National Government, the Heart Foundation, Property Council and International bodies have all recognised the importance of addressing and promoting people-oriented main street design to support the health, wellbeing and economics of our towns and cities. Some of their guidance includes:

National:

- *The Streets for People Compendium for South Australian Practice*
- *Complete Streets: Guidelines for Urban Street Design (the New Queensland Streets)*
- *Safer Design Guidelines for Victoria*
- *Easy Steps: A Toolkit for Planning, Designing and Promoting Safe Walking*
- *Healthy by Design: A Planners Guide to Environments for Active Living*

International (2010 to present only):

- *Shared Space: Local Transport Note 1/11*
- *Public Spaces Urban Spaces: The Dimension of Urban Design*
- *Cities for People*
- *UK Manual for Streets 2*

These influential guides also argue that improvements to the pedestrian environment, creating more people-oriented activity, results in less (or less serious) crashes, a reduction in vehicle speeds, increased social interaction, increased economic value, environmental improvements, and more physical activity.

Streetscape design is therefore focused on achieving these objectives by utilising different techniques. These include less formal delineation between movement corridors; shared streets, zones and spaces; wider footpath design and continuous footpaths; street trees and fresh landscaping; techniques to assist crossing the road such as wombats and zebras, raised plateaus and changes to the street surface; use of more vertical design elements to enclose the streetscape; and more space allocated to public seating and activities rather than car parking.



Shared streets in the United Kingdom, Adelaide, New Zealand and America



2.0 Community Engagement + Research

As part of the strategy for collecting information about Main Road, Nairne, different techniques were developed that aimed to engage with stakeholders, visitors and the local community in unique and interesting ways. In order to encourage everyone to get involved in the process the engagement strategy moved beyond informing and consulting traders, towards involving, collaborating and empowering them to take a leadership role in the success of their Mainstreet. Traders (and other key stakeholders) were

invited as much as possible to take part in all site analysis and investigations. For those who are not able to take part, results were summarised and the information is widely available.

The team undertook analysis of the street environment concurrently, as part of the engagement process. This meant that everyone was discovering, discussing and learning about the Mainstreet together, identifying those ideas and opportunities for improvement in a collaborative way.



Working with the community

The District Council of Mount Barker wants to support ways in which Main Road - Nairne's 'main street' - can flourish. We want to build upon ideas previously identified by the Nairne community, and work alongside businesses, landowners and residents to make Nairne's main street increasingly attractive to locals, visitors and businesses.

Possible improvements might include landscaping, footpaths and other public places along the main street, or more promotions, events and marketing. Opportunities for improved community spaces alongside areas like Soldiers Memorial Hall or the tennis courts is an example of one idea to explore.

The project will also explore how main street businesses, and the wider community, can work together to improve the main street for everyone's benefit.

Get Involved!

Now that the power lines have gone it's time to take a fresh look at preserving the best and re-thinking the rest. If this street is a part of your life or livelihood then we need to hear from you!

During April, Council will be hosting a number of events where you can get involved. These are listed on the reverse of this leaflet.



have your say!

What's On...

Mainstreet 'Check-up'

Walk the street with our team. Tell us what you think, what works well, where it's ordinary and, if it was your money, where the opportunity for improvement is? Attend yourself, or send your brightest - we want to hear the best ideas. Limited spaces.

when Wed 8 April 2015, 4pm
where Meet outside Millies Bakery

Mainstreet Workshop

An opportunity for local residents, landowners and businesses on the main street to get together, share ideas and identify your top priorities for improving the street. All welcome. No need to register. Just come along on the night.

when Wed 8 April 2015, 7pm
where Nairne Primary School (Assembly Hall), Saleyard Rd

'Moving Minds' Tour for Business Owners

Business Owners - A limited number of spaces are available on a tour of successful main streets around the region (and Adelaide). The tour will be led by main street guru David O'Loughlin (Prospect Road Village Heart), and will be a chance to learn about main street designs and receive business improvement tips.

when Wed 15 April 2015
register now!

Mainstreet Conference

Council are providing the opportunity for one community member to attend the 2015 Mainstreet SA Conference in Adelaide. The conference will be a showcase of great main street renewal projects from around South Australia. Interested? Let us know!

when Fri 17 April 2015
where Adelaide City

Contact

For more information or to register for an event, contact Caroline by phone or email on 8391 7230 or cstone@dcmtbarker.sa.gov.au

Getting the word out: Flyers advertising the project, engagement + research activities

The success of this project will rely heavily on the level of "buy-in" and support offered by the local trading community. They must feel confident that the outcomes will benefit their business and work hard to activate and take ownership of their main street environment. The team aimed to collaborate and empower the community. This level of public impact is reflective of the importance of the Mainstreet within the town centre, the already established ownership and use of the space by the community and potential level of interest in its future development.

The Engagement Strategy can be found in Appendix 1.

Activities that traders, residents or landowners were invited to participate alongside the Team included:

- Mainstreet 'Check-up'
- Moving Minds Tour
- Mainstreet Workshop
- Mainstreet SA Conference

These activities are further explained on the following pages.



The Moving Minds Tour - participants talking about the Stirling Mainstreet

2.0 ...continued

Mainstreet 'Check Up' - analysing what works and what could work better at Main Road, Nairne

The Team lead a group of residents on the 8th April 2015, including traders, Elected Members and Council Staff on a walk of the Nairne mainstreet, to undertake a detailed review of the street and user patterns.

This encouraged traders and the community to consider design elements and function differently by analysing different sections in relation to the following considerations:

- Factors contributing to success in doing business such as foot traffic, accessibility, loading and economic vitality
- Creating places for people and considering opportunities for congregation, feeling safe and the pedestrian environment
- Quality and functionality of the public realm

These were rated from poor (requiring significant improvement) to good (only minor improvements required if any) with area to record additional observations. Participants were then asked to identify their top 5five priorities they believe would make Main Road an even better place and that would become a focus of the Masterplan.

These included the following:

- Safer more consistent footpaths and improved pedestrian environment (includes DDA considerations)
- Safer places for pedestrians to cross the road
- Slow traffic down - consider 40km/h as well as new design treatments
- Creation of trails/footpaths to the mainstreet
- More public seating / places to congregate
- Provision for events and promotion of events
- Refresh the landscaping and tidy trees
- Improved traffic safety (I.E. unsafe U – turns etc.)
- Create more interest along the street (art, history, people etc)
- Improved lighting
- More signage (including at gateway to Nairne)
- Improvements to the buildings
- Provision for bikes / cycling
- Improve visibility of businesses
- Improve roadway functionality around post office
- Playground and recreation area to attract visitors
- Supermarket in mainstreet
- Slowing down of heavy vehicles

Main Street Checkup

A framework for understanding, discussing and recording the 'health' of the street, and identifying things to change

STREET..... STREET SEGMENT.....DATE / TIME.....

Main Street Health - Success Factors		Indicators	Good - minor / no improvements required	OK - opportunity for improvement	Poor - significant improvement opportunity	N/A - for this street segment	Top 5 priority?
1. Success factors for...DOING BUSINESS							
1.1	Foot traffic	Pedestrian counts, overall street-presence and level of activity on the street, diversity of people (old, young, smart, scruffy etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
1.2	Visibility	Business premises and signage clearly visible to pedestrians and motorists. Slower speeds and clear sight lines facilitating way-finding on the street.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
1.3	Doing business on the street	Outdoor dining, retail displays, interesting window displays	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
1.4	Economic Vitality	Shops are open for business, no vacancies, diversity of shops / services, creating a unique, inviting and intriguing place.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
1.5	Accessible by Pedestrians	Quality pedestrian connections from surrounding area and no major barriers.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
1.6	Accessible by Car	Convenient parking, with a range of time limitations, close to shops and other attractions. No major congestion.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
1.7	Accessible by Bicycle	Presence of bikes, bike lanes, safe bike parking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
1.8	Easy loading	Convenient loading zones, easy to find, that do not impact on other road users.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
1.9	Disabled Access	Easy access for wheelchairs, frames and other mobility requirements.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Notes:							
2. Creating...PLACES FOR PEOPLE							
2.1	Opportunities for sitting, congregating	Convenient seating, clean, well maintained, low noise levels, climate positive (sun/shade; heat/coolness; breeze)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2.2	Feeling of safety	Personal safety, Road safety, Eyes on the street, Good lighting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2.3	Opportunities to walk (within this street segment)	Wide, level footpaths, Shade and shelter, safe street Crossings, legibility, clarity of information/signage, no obstacles, good surfaces, rest stops	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2.4	Interest!	Public art, local history, people to watch, overall attractiveness, interesting buildings, sense of place	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Main Street Check-up worksheet

2.0 ...continued

Mainstreet Workshop

Jensen Planning + Design facilitated a workshop (8th April 2015) with traders, residents and Elected Members (it was an open invitation) about the mainstreet project in order to recap the consultation material collected to date, answer any questions the community may have about the project, build enthusiasm for the project and community-spirit, encourage attendance at the Moving Minds Tour, identify priorities to progress further. Jensen Planning and Design and Property and Advisory presented the following information:

- What consultation / information has been collected /minuted from the community before
- Is this all still correct and has anything changed since then
- Ingredients for a great mainstreet and keys to success
- Encouraged the formation of a mainstreet group/committee

Participants were then asked to rate their top three priorities for improving the mainstreet and trading environments if they had one year.

The top priorities identified on the night were the need for the following:

1. A supermarket in town
2. Trail links from the Nairne West 'hub' on to an enterprise 'hub' at the old Chapman's site to the recreation and sports 'hub' in the east and school
3. Improved safety and crossing points in the mainstreet
4. Preserve and nurture the heritage buildings
5. A new play and recreation area

Additional ideas and feedback were also received from interested members of the Nairne community following the Mainstreet Workshop. These additional suggestions are important as they illustrate the depth of motivation and insight local residents demonstrate for their township and environs. In some instances the community are waiting on the outcomes of the Masterplan to inform application of the design ideas. The ideas were received in the format of emails containing documents and photographs and were focused on the key themes of:

- Pedestrian accessibility to and through the Main Street
- Nairne Mural and Historic Walk
- Nairne mainstreet activation ideas
- Improved business/retail offerings
- General feedback relating to the mainstreet environment

Pick your top 3

Imagine you have 1 year to make changes to the mainstreet

The Establishment of a Community Hub

- ☐ A central place where Nairne people can meet and hold meetings / events
- ☐ What about a new play and recreation area?
- ☐ Identify and bring in other "community" groups or events that could run out of this space

Nairne to have a Village Green

- ☐ This could be located around the Institute Building or elsewhere
- ☐ More greenery

Nairne as a Heritage Township

- ☐ Information and artwork
- ☐ Identify and beautify the natural entrance to the heritage town
- ☐ Further support the development of a museum + interpretive centre
- ☐ Preserve and nurture the heritage buildings

Better Linkages + Movement

- ☐ Trail links from the Nairne West 'hub' on to an enterprise 'hub' at the old Chapman's site to the recreation and sports 'hub' in the east and school
- ☐ Interpretive trails that focused on the heritage character
- ☐ Improved public transport + infrastructure
- ☐ Improve access to the creek environment
- ☐ Improve safety in the mainstreet including safer crossing points

The Community

- ☐ Support and assist the community in applying for grants
- ☐ Capture the knowledge of lifelong township residents and residents that commute each day to the city

Promoting Business

- ☐ We need a supermarket in town
 - ☐ We need a mainstreet business forum
- Nominate if you like to be part of this forum:*

Name
Business
Contact Details

- ☐ Other ideas about how Council can help support the business community

Pick your Top 3 - prompts from the community workshop held in April

2.0 ...continued

Moving Minds Tour

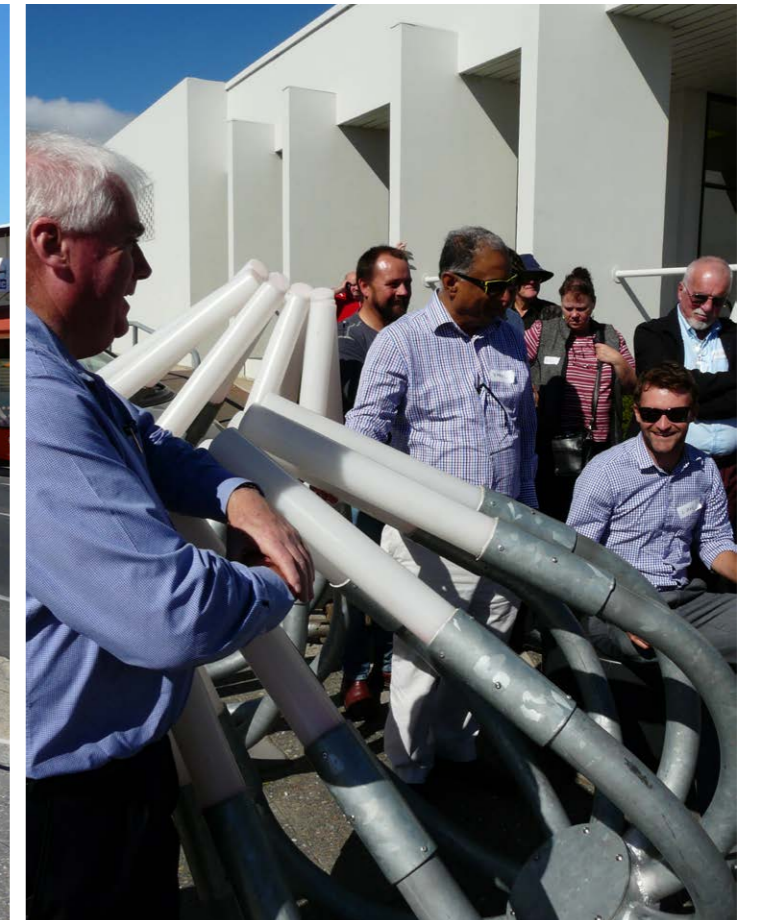
The 'Moving Minds' Bus Tour, held on the 15th April 2015, was organised by the team to present to Nairne traders some of the streetscape design, activation and governance techniques that are currently being employed by other local councils throughout South Australia. The purpose being:

- For businesses to get advice and coaching about how to be successful in a mainstreet, establish new networks and see successful mainstreets in action
- Review trends in mainstreet activation (including small scale interventions and full reconstruction projects)

Image below talking to a successful business owner in Stirling.

- Broaden thinking about how businesses are developing and using the public realm
- Excite and inspire
- Build momentum for the project and champions of design

Participants were taken on a tour of Stirling; King William Road, Hyde Park; and Prospect Road, Prospect where they could meet Council staff and traders who played an instrumental role in the success of that precinct. The Tour also took in Gouger St, Hindley St, Bank St/Leigh St and Rundle St (East). It proved highly successful as inspiration for what was possible in Main Road and built relationships amongst members of the community and Council Staff who attended. The Moving Minds tour was undertaken in conjunction with the Gawler Street, Mount Barker main street improvement project, offering further opportunity for collaboration and knowledge sharing.



Learning about the Prospect Road Village Heart Project and Parklets on King William Road

2.0 ...continued

From the analytical and engagement work undertaken, key considerations emerged that have influenced the *ReNew Nairne Mainstreet Masterplan*. These were reinforced through feedback received during the Workshop and by observations and discussions with residents and traders.

It should also be noted that a discussion was held with the Department of Planning, Transport and Infrastructure (DPTI) on the 5th June 2015, regarding some of the early emerging ideas. This was necessary because Main Road Nairne is a DPTI owned and maintained road, therefore all design changes must be approved by the Department prior to construction.

At this meeting the key aspects of the early Plan were supported and approval to proceed on these grounds was granted verbally. This provided the Team with confidence that the broad objectives of the Masterplan, to create a people-oriented destination and the design techniques employed to achieve this would be approved in writing by DPTI closer to implementation.

In summary, the main considerations that emerged from the consultation and research processes were based around some key themes. These were:

- Creation of places for people to congregate and spend time in the streetscape
- Improved functionality and safety of Main Road for all users
- Enhanced landscape elements, public realm and character
- Create more interest and opportunities for interpretation of the art, history and culture of Nairne
- More clearly defined High Street
- Enhanced sense of arrival to Nairne township
- Better functioning green open space areas (in particular Mick Murphy Park)
- Reinforced links throughout the town and connections to the creek
- Increased business offerings in the Mainstreet (including supermarket)
- Better presented shop fronts and businesses
- Improved governance and mainstreet management
- Consideration for branding, marketing and potential renaming of Main Road

All data and research collected during the consultation phase of the project can be found in Appendix 2.

3.0 Renew Nairne Mainstreet Masterplan

12 Priorities for Change

After analysing the data collected, conversations and input from stakeholders, what we have learned is that Main Road is not always the lively local destination it could be. Nor is it helping to attract significant numbers of visitors to the town.

We propose a mainstreet improvement strategy centred around 12 priorities for change. These 12 priorities have been selected to support the vision to **renew Nairne's main street**, lift its profile and give people a better reason to come to the street and patronise its businesses and services.

Main Road is a very long street. While our considerations have included all of the street, from the railway line to the 'Chapmans' site, our proposals are focused in the core main street section. Street activity is key to a successful main street and the focus on the core section of the street is a deliberate strategy to get the best result from any investment in money, time and energy at Main Road.

1. Renewed community hub at the heart of the township - Mick Murphy 'Village Green'

We propose the renewal of Mick Murphy Park into a lively Village Green, to better cater for Nairne's growing community. Key features are more prominent play spaces for children and youths.

2. New outdoor dining hub and meeting place around Leith Street

A cluster of cafes, restaurants and a pub around Leith Street make it an ideal place to add new seating and outdoor dining and make this part of the street more of a dining destination.

3. Redesign Main Road as a safer and greener Main Street (initially between Nairne Soldiers Memorial Hall and Post Office)

By inserting kerb build outs between parking bays and at intersections, the footpath area is extended and more space for people-oriented activities is created. The amenity and speed environment is also improved as there is room for tree and shrub planting and the roadway appears narrower. Raising the level of the roadway to match the footpaths, and other design techniques will combine to make the road feel more like a *street*.

4. Improve the arrival experience of the street

Due to the high speed approach from other hills townships, and the length of Main Road as it travels through the mainstreet of Nairne, it is extremely important to define the entry or gateway to the mainstreet - there is currently nothing that welcomes visitors to Nairne or says "slow down, stop and explore this great place".

5. Celebrate the history of the street (including a Nairne Historic Trail)

The Nairne Historic Trail is an initiative being developed by the Nairne and Districts Residents Association. It contains a series of signs and plaques to be installed throughout the mainstreet. It could be incorporated into guided tours and would tell an interesting story about the history and culture of the town, adding another facet to the activities on offer.

6. Make the main street easier to get to from Nairne's residential areas

While extending beyond the scope for this study, it became clear during investigations that improving footpath connections from residential neighbourhoods to the main street is a critical gap in securing the street's future success.

Footpaths along the length of Main Road itself, particularly on the south side of the street, also require upgrading. Connections from the south including the primary school via Jeffrey street can be improved. But critically the linkages to the north-western growth areas including via the railway station and Bythorne Park must be improved. Preferably more than one access will be provided, and an opportunity to connect to Webber Street via Nixon Street via undeveloped land should not be ruled out even if current land division plans do not include it. Plans change!

7. Wider footpaths with new seating areas and outdoor dining including parklets (mini-park structures placed in the street)

Protuberances can be used for outdoor dining when associated with a cafe or hotel or for public seating and artwork. In order to test the success of a proposed location, a parklet can be used as a trial. This allows for seating to be inserted in a car parking bay without major changes being made to street infrastructure such as kerbs/footpath etc.

8. Add and selectively replace street trees and shrub planting (initially between Nairne Soldiers Memorial Hall and Post Office)

Adding tall trees with broad canopies that meet in the center of the roadway would increase the amenity of Main Road by helping to enclose the space.

9. Street infrastructure improvements and public art

The design theme for street infrastructure elements that are installed should be driven by the provision of sustainable local materials and recycled / found objects. This will ensure that any new streetscape elements complement the character of the beautiful existing heritage buildings and environs. Contemporary styles should be explored that are simple in form (not 'heritage looking') but that offer a modern interpretation of the history of the place.

10. Support a small supermarket at the former Chapmans' site to draw more people through the street

While new retail developments at the former Chapman's site - a solid five minute walk from the Post Office - could be seen as a threat to main street shops and the main street experience, if managed carefully this can be turned to the street's and the town's advantage.

The existing situation is of a very limited retail offer, encouraging local residents to do most if not all of their shopping elsewhere. A larger supermarket is urgently needed, and sites in the central part of the street do not appear to be suitable. A modest retail development at the end of the street - suitably scaled to avoid dominating all retail activity for the town - could act as a drawcard to entice people through the street on a regular basis.

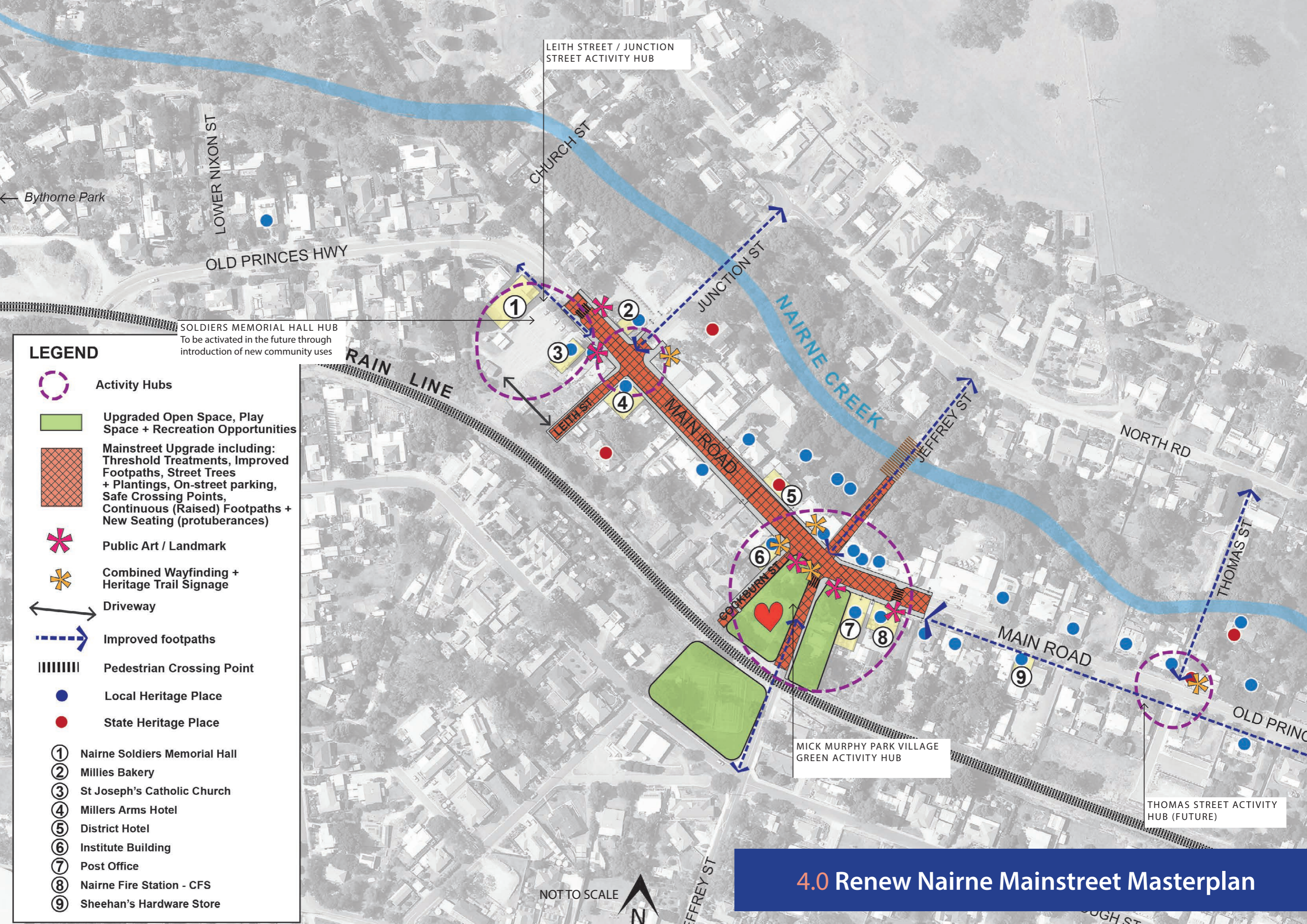
Then, it's up to businesses on the street, to us as urban designers and Council as street managers, to encourage those people to stop and spend some of their time and money at main street businesses and main street amenities.

11. Increase street activity and the town profile through a programme of small and large events

Events can bring larger numbers and visitors who do not usually shop along the street, or new business.

12. Establish and work with a Nairne Mainstreet Group to promote Main Road and assist with improvement projects

It is recommended a core group of Main Road owners, traders and local residents be formed to develop and manage a combined approach to promotion, branding, events and overall business and street improvements. Support from Council to assist in this process will be vital.



Bythorne Park

LOWER NIXON ST

OLD PRINCES HWY

LEITH STREET / JUNCTION STREET ACTIVITY HUB

CHURCH ST

JUNCTION ST

NAIRNE CREEK

JEFFREY ST

NORTH RD

THOMAS ST

MAIN ROAD

OLD PRINCE

LEGEND



Activity Hubs



Upgraded Open Space, Play Space + Recreation Opportunities



Mainstreet Upgrade including: Threshold Treatments, Improved Footpaths, Street Trees + Plantings, On-street parking, Safe Crossing Points, Continuous (Raised) Footpaths + New Seating (protuberances)



Public Art / Landmark



Combined Wayfinding + Heritage Trail Signage



Driveway



Improved footpaths



Pedestrian Crossing Point



Local Heritage Place



State Heritage Place

①

Nairne Soldiers Memorial Hall

②

Millies Bakery

③

St Joseph's Catholic Church

④

Millers Arms Hotel

⑤

District Hotel

⑥

Institute Building

⑦

Post Office

⑧

Nairne Fire Station - CFS

⑨

Sheehan's Hardware Store

MICK MURPHY PARK VILLAGE GREEN ACTIVITY HUB

THOMAS STREET ACTIVITY HUB (FUTURE)

NOT TO SCALE



4.0 Renew Nairne Mainstreet Masterplan

3.0 ...continued

3.1 Community Activity Hubs - Mick Murphy Park, Leith Street, and Redesigning the core section of the main street

The *ReNew Nairne Masterplan* identifies two activity hubs where concentrated activity is already occurring or has the potential to develop further.

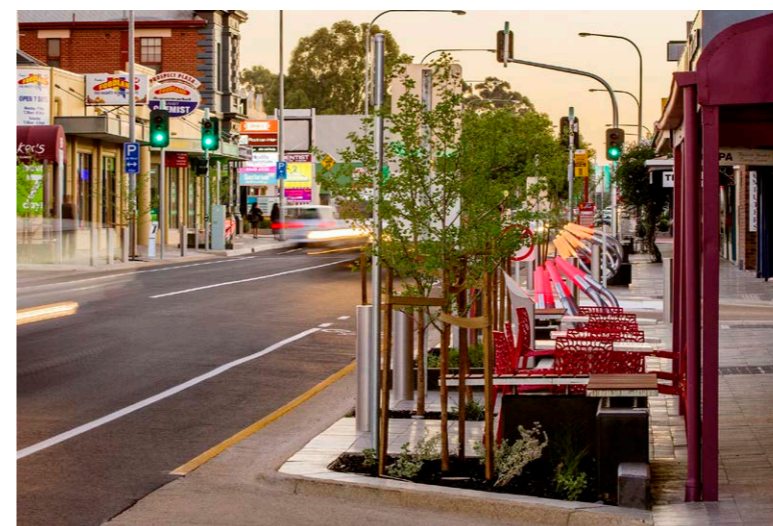
During the consultation stage of the project key traders expressed interest in utilising Main Road for outdoor dining and establishing an increased presence along the street, particularly if there was more space available in the footpath. The identification and design of these hubs of activity support the need for outdoor dining areas as well as creating opportunities for more public seating (not associated with cafes/shops), for public art and wayfinding nodes within the landscape, for community event areas, more streetscape planting and trees and improved play and recreation areas.

Improvements to the street surface, width and function have been suggested to accompany the changes occurring in the footpath. This is important to consider so that drivers are made aware that they are traveling through special spaces with more pedestrian activity - and thus are encouraged to drive slower, make eye contact with pedestrians and take in the uses along the street (and potentially stop and explore further). The appearance of a narrower carriageway and more vertical streetscape infrastructure/trees to enclose the space also discourage speeding.

The use of kerb protuberances (build-outs) also make it easier for pedestrians to cross the road in these locations. Inadvertently these Hubs start to frame the mainstreet section and act as additional gateway nodes. Some key ideas explored are (example images right):

- Raised plateaus that have a different colour / texture to the rest of Main Road that cars drive up onto and down as they pass through Activity Hubs
- Continuous footpaths over side streets (so pedestrians don't need to step up and down to cross the street)
- More outdoor seating, dining and activity spaces in kerb protuberances clear of dark and shady verandas
- New streetscape planting in kerb protuberances as a buffer to Main Road
- New street trees in alignment with parking bays (southern side of road) and set back (on the northern side) to allow for underground services
- Space for potential future wombat / zebra crossings to be installed once pedestrian activity increases in safe locations
- Areas for new public art and signage
- Improved links down side streets to access Nairne Creek
- New benches and seating located along Main Road and adjacent new planting areas, under trees
- Bollards (and potentially new street lights) to define the carriageway where no planting is located
- Planting at the end of parking bays to mitigate appearance of parked cars and provide WSUD opportunities

In some locations parking has been removed to create more footpath space. Wherever possible these parks have been replaced elsewhere or kerb build outs have been located where there are currently no-parking zones. Parking, maneuvering and reversing cars and people don't mix well - and to create more space for people a few car parks have been removed.



All proposals are illustrative/conceptual only, requiring further more detailed design and consultation prior to implementation.

A series of smaller streetscape improvements around these Hubs (rather than changes to the entire roadway) have been suggested so that Council can more easily undertake the different projects proposed in a staged manner. Main Road is long, and a full streetscape reconstruction of the entire length may be difficult to justify.

The *ReNew Nairne Masterplan* proposes a sustainable approach to implementation where new ideas can be tested, hubs can be regenerated and results/activity from individual projects can filter throughout the rest of the mainstreet, prompting further work to be undertaken.

Leith Street

The Leith Street / Junction Street Activity Hub concept capitalises on the established cafe / hotel / restaurant culture of this section of Main Road. It **proposes more usable streetscape space** and development of adjacent streets / lane ways to support these valuable uses.

There is also potential for further development of a **trail / public art node and community meeting place**. An interactive, unique and eye catching piece of sculpture that appeals to everyone (including children) would be ideal for this location.

This mix of offerings provides an excellent **welcome to visitors** to the Nairne township as it establishes the themes, character, variety of things to do and see, strengthening the sense of place.

Public art / signage location with new planting bed and public seating

Raised plateau and new paving, coloured concrete or patterned roadway treatment - slows traffic and makes it easier to cross the street

Potential future wombat crossing area

Investigate angle parking in Junction Street

New extended outdoor dining area past the veranda lines. Planting bed and small retaining wall used to accommodate level changes and create a flatter footpath area

Larger public seating area containing new paving, planting beds, trees, benches and a significant piece of public art. This would be a key location for wayfinding / trail signage for those visiting Nairne Creek and the heritage buildings


Continuous footpaths over side streets

New extended outdoor dining area on deck with planting bed and new trees


Potential future wombat crossing area

Leith Street to be resurfaced (either paved or compacted quarry rubble) and 90 degree parking established. Cars to turn around in a no parking area at rear or use the Hotel drive through. Driveway access to be maintained for adjacent residence. Potential to plant trees between parking bays which through WSUD would assist drainage of the area

LEGEND

 Public Art / Sculpture Opportunity

 Wayfinding / Signage Node

 Outdoor Dining Opportunity



Leith Street / Junction Street Activity Hub
1 : 300 at A3 Illustrative Only



New tree and shrub planting and public seating in kerb protuberances

Retain parking but incorporate WSUD planting beds to mitigate appearance

INSTITUTE BUILDING

Shared street and event / market space

Shared street environment with potential to be closed to traffic for special events

Potential new playspace

Retain and enhance memorial

New link to Nairne creek with prominent wayfinding / trail signage

New outdoor dining opportunity




New pedestrian crossing location

CORNER TAKEAWAY

MAIN ROAD

POST OFFICE

CFS



LEGEND

Public Art / Sculpture Opportunity

Wayfinding / Signage Node

Outdoor Dining Opportunity

Mick Murphy Village Green
1 : 300 at A3 Illustrative Only

3.0 ...continued

Mick Murphy Village Green

Mick Murphy Village Green has the potential to become a drawcard for locals and visitors to Nairne. There would be a strong focus on activities that aren't necessarily linked to business and that are appealing to families with children.

By extending footpaths and park area - it would become more visible from Main Road and entice people to stop, take a break here and then wander the Mainstreet. Ideally located next to the Institute Building, the park could be better designed to become the "Town Square" or "Village Green" meeting place and could incorporate the following attributes:

- A **safer roadway and pedestrian environment**, that is narrower and discourages illegal vehicle maneuvering
- Jeffrey Street and Cockburn Street **shared spaces** to help connect and expand the adjacent park areas (rather than being divided by a roadway)
- An **event space** that caters for markets and community gatherings (with power and water sources) linked to the Institute building. This would comprise of the green space plus
- Cockburn and Jeffrey Street if closed to traffic on these special times
- A **new play space** incorporating imaginative and nature-based play equipment with a unique theme that **tells a story** about Nairne, visible from Main Road
- **New public seating areas** to sit and enjoy this pleasant space
- Amazing, unique and interesting **artworks and signage**
- **New pedestrian level lighting and uplights** to trees
- Beautiful **seasonal hills floral displays** or wildflower displays
- **Interpretive pieces** that talk about the history of Nairne, the people and community life
- **Bike parking** areas
- An improved **green pedestrian link** down to Nairne creek
- A **new pedestrian crossing point** outside the Post Office (potentially a pedestrian refuge, build-outs or wombat crossing)



Mick Murphy Village Green
Design Ideas

3.0 ...continued

3.2 Improving the Arrival Experience of the Street

Due to the high speed approach from other hills townships, and the length of Main Road as it travels through the mainstreet of Nairne, it is extremely important to define the entry or gateway to the mainstreet.

Currently, defining features that warn drivers they are entering Nairne township include the railway crossing, pedestrian crossing, natural bend to Main Road and large tourist information signs (DPTI style). However none of these speak of the interesting historic character, lively community or attractive natural landscape of the town - there is currently nothing that welcomes visitors to Nairne or says "slow down, stop and explore this great place".

Gateway or arrival treatments are valuable for a variety of reasons, these include:

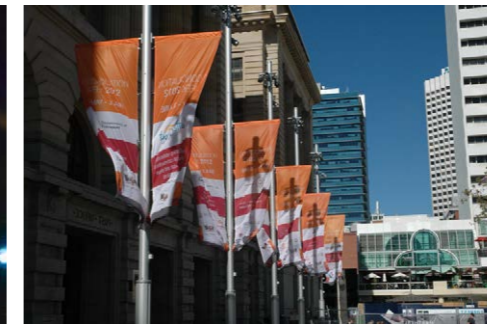
- **Improving pedestrian safety and streetscape ambiance**
By warning drivers that they are approaching a new area with a focus on people and that they should slow down and be aware of their surroundings
- **Defining the character of the town / mainstreet environment**
Art, signage, banners, landscape and lighting on approach to a town can all contribute to establishing a unique, legible character
- **Assist wayfinding and mainstreet economy**
Letting people know whats here and how to find it, so visitors stop and explore the area

- **Contribute to marketing and promotion of a town in the context of the wider region**
Creative and bespoke techniques such as sculptures, murals, slogans and other design ideas can help set a place apart from the rest, assist with branding and become iconic
- **Help define a more active township / mainstreet centre or "heart"**
Subtly informing visitors that this is where more concentrated people-focused activities occur and supporting those businesses within that zone

The Masterplan identifies where concentrated gestures should be made to welcome people to the mainstreet section of Main Road. These may include **sculptures or artwork** of an appropriate scale for moving vehicles and the public realm or **signage**.

In addition, street infrastructure and landscape elements should be utilised such as **banners, a new, interesting lighting style, trees, bollards or other vertical elements** should be considered on the approach to these larger gestures (and beyond), creating a sense of anticipation and arrival to a more special place.

Naturally, these elements will slow drivers down on entry to the mainstreet section as well as the enhancement of the activity nodes. By incorporating more **design-based speed reduction techniques**, formal speed limits may no longer be able to be adhered to by drivers. Signage may read 50km/h but in reality vehicles will only travel at 30 or 40km/h because there is so much life, activity and interest within the streetscape. DPTI may also consider formal **speed limit reductions** in the future to accompany design changes if warranted.



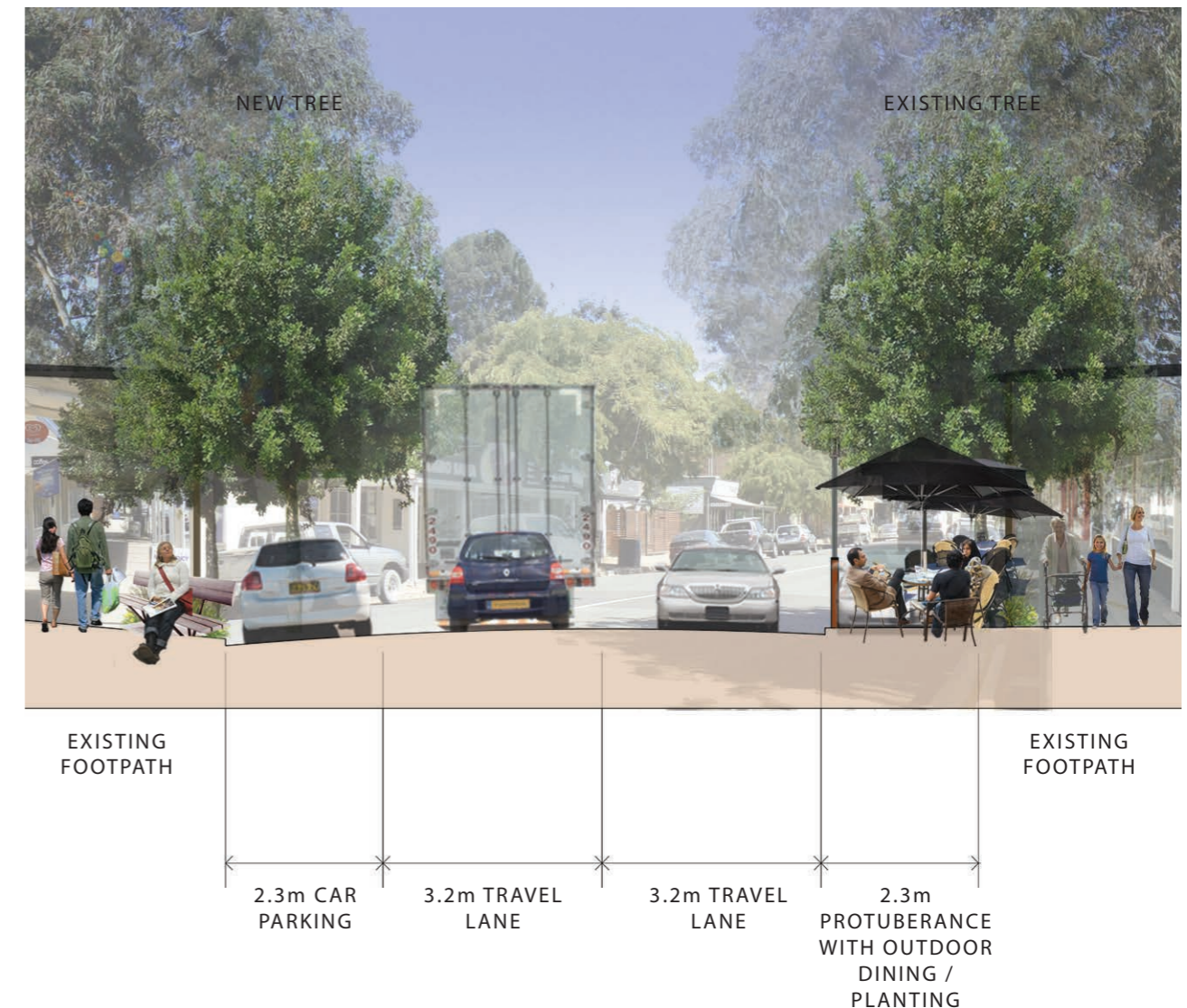
3.0 ...continued

3.3 Protuberances & Parklet Trials

By inserting kerb build outs between parking bays and at intersections, the footpath area is extended and more space for people-oriented activities is created. The amenity and speed environment is also improved as there is room for tree and shrub planting and the roadway appears narrower. Protuberances can be used for outdoor dining when associated with a cafe or hotel or for public seating and artwork.

In order to test the success of a proposed protuberance location, a parklet can be used as a trial. This allows for seating to be inserted in a car parking bay without major changes being made to street infrastructure such as kerbs/ footpath etc.

Protuberances have been suggested that relate to Activity Hubs, however it is suggested that other locations - perhaps identified by traders or the community - be tested throughout the Mainstreet section where the streetscape and businesses may benefit from such improvements. When replaced with outdoor dining, the loss of just one car park can result in great benefit to adjacent businesses. Wider sections of footpath can also attract new business to an area as people see the potential of that entire space to support a great new use for a building.



Note: new tree planting located where possible in protuberance (between travel lane and seating). However underground power on north side of Main Road may require trees on existing (back of kerb) alignment.

*Indicative Streetscape Section
1 : 100 at A3 Illustrative Only*

3.0 ...continued

3.4 Nairne Historic Trail and Nairne Creek Trail

Historic Trail + Signage

The Nairne Historic Trail is an initiative being developed by the Nairne and Districts Residents Association. It contains a series of signs and plaques to be installed throughout the mainstreet. It could be incorporated into guided tours and would tell an interesting story about the history and culture of the town, adding another facet to the activities on offer.

The *ReNew Nairne Masterplan* has highlighted some key locations within Activity Hubs where larger wayfinding signs would be suitable (this doesn't account for smaller plaques or markers which are assumed to be located at the landmarks). The information regarding the heritage walk should be integrated with other destination information, otherwise an over-proliferation of signage may occur. As well as the heritage information, there should be wayfinding and recreation locators of a similar design theme and materiality. This should be carefully considered.

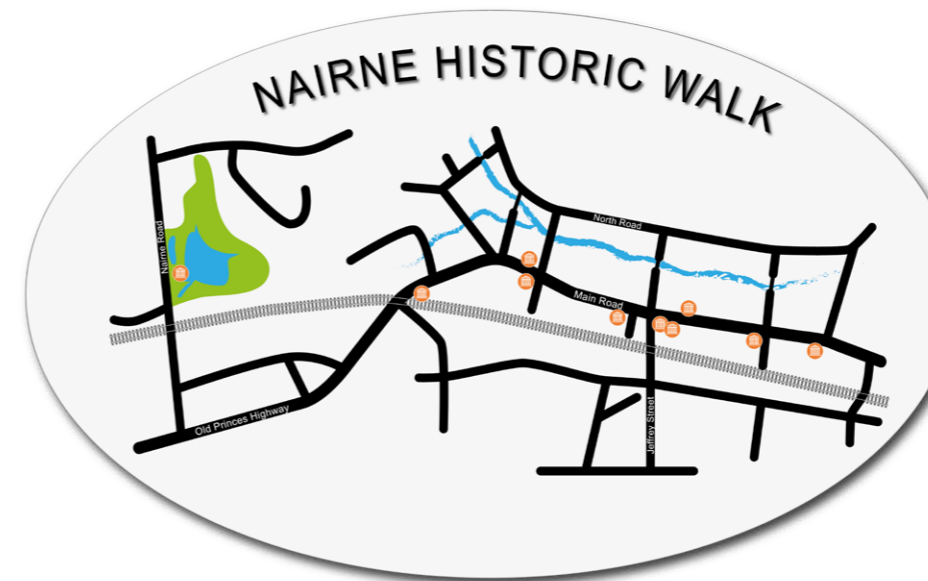
A local artist should be involved in the design of signage and markers - so that a creative and memorable theme is established. The use of small symbols and icons could be located along the trail or at different destinations in the mainstreet section that don't contain ALL the information but act as a visual clue to find out more/refer to a brochure/internet or a larger sign located on the building etc. These would be artistic in nature and contribute to a sense of discovery and fun (see 3.5 Design Theme for more detail).

Signage design and location of signage should be integrated into new landscape and streetscape elements. There will be many opportunities where signs can be located at seating nodes, nestled within new shrub planting and utilising new infrastructure being installed along Main Road. Lighting will also help to highlight nodes where signs are located and the historic buildings and landmarks themselves.

Links to Nairne Creek

In order to attract people to stay and spend time in Nairne and the mainstreet, there should be a variety of different offerings - cafes/restaurants, shops, cultural, event, play and passive / active recreation based things to do. The Nairne Creek is a valuable environmental and recreational asset located in close proximity to Main Road. There are great opportunities to better link this natural feature to the activities in the Mainstreet section. There are currently some bridge crossings (including a new bridge at Jeffrey Street) but pathways down to the creek could be better presented, safer and more clearly accessible from Main Road. A key link is from Mick Murphy Village Green to the creek via Jeffrey Street. This is a natural starting point from where people may set off to explore this environment.

New paving/surface, trail signage, art and planting would all assist in reinforcing the creek access points and keep the journey legible and interesting. In the future, break-out spaces along the creek may be acquired by Council and developed into small park areas for the enjoyment of the community. It is understood that the Nairne Creek runs through some private properties and therefore a continuous trail may be difficult to implement but should be an aspiration.



Signage doesn't have to contain all the information on the one sign, often, more simple symbolism can be used that's easily recognisable and stands out in the streetscape to convey the key messages. Then, if users want to seek out more detailed information this can be done through information technology techniques like use of QR codes and smart phones etc. or at Council / civic places in the town. A place-marker system is a simple and legible way for many people to help identify landmarks and can describe historic locations, facilities, trails and services.



3.0 ...continued

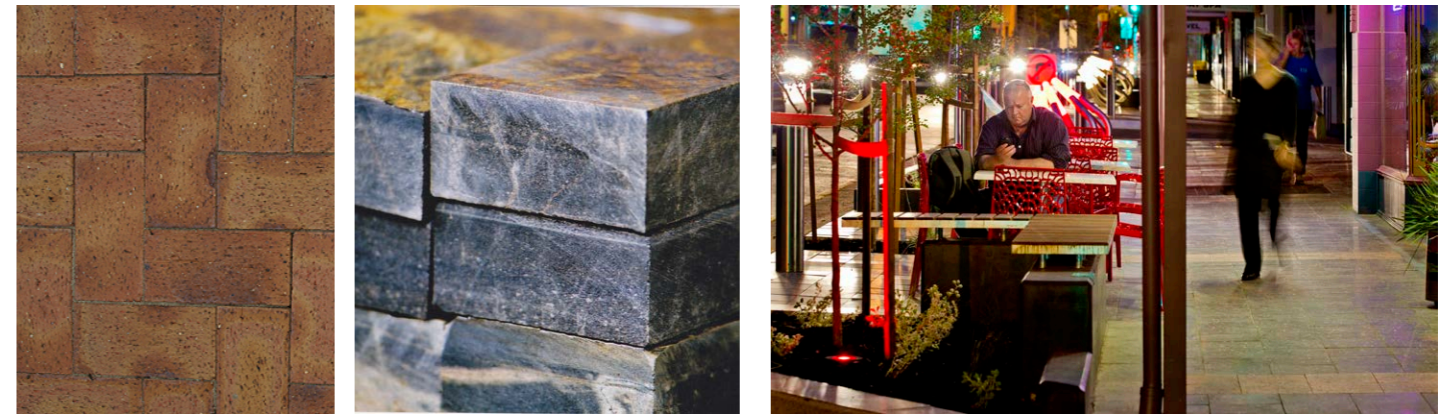
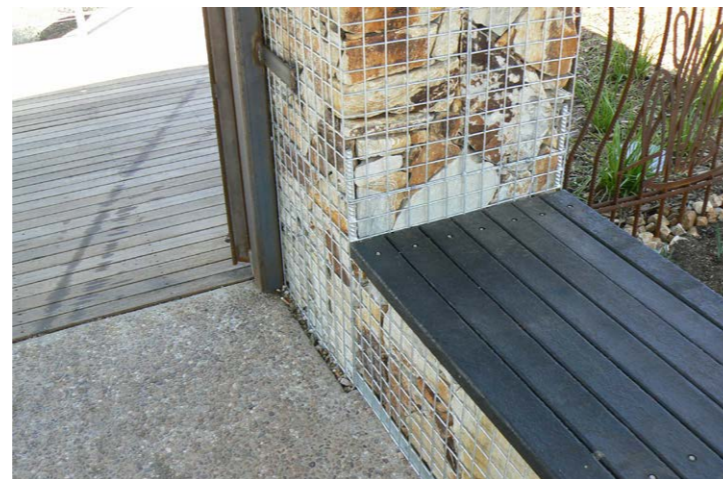
3.5 Design Theme

The design theme for street infrastructure elements that are installed based on the *ReNew Nairne Masterplan* should be driven by the provision of sustainable local materials and recycled / found objects. This will ensure that any new streetscape elements complement the character of the beautiful existing heritage buildings and environs. Contemporary styles should be explored that are simple in form (not 'heritage looking') but that offer a modern interpretation of the history of the place.

The *ReNew Nairne Masterplan* suggests new seating for Activity Hubs. A range of seating options should be used where groups of people can stop and chat, where single people can rest on a journey or wait for friends, where elderly people can be comfortable, where you can contemplate artwork, or where children can play with their parents. Materials that would be suitable for use in street furniture in Nairne could be locally sourced such as recycled hardwood timbers, Kanmantoo Bluestone and some granites and reuse of steel and other salvaged items.

Paving can also incorporate additional detailing. Locally sourced clay bricks / pavers from Littlehampton would be a sustainable option to explore as footpath surface. Some furniture pieces can be easily sourced from street furniture suppliers and others designed to suit the new streetscape. This may include benches and stools that are integrated with planting beds or vertical elements like bollards that replicate a new light pole, fence design or shelter structure.

As well as a suite of furniture that is more "standard" in design and complements the heritage character, Council should consider introducing a really creative and unusual element and colour scheme that stands out and can be easily identifiable when walking / driving through the main street and is memorable. This could be adapted and continued as a theme for the Historic Trail or other signage.



3.0 ...continued

3.6 Public Art

As described earlier, signage and art can be very closely linked. There is great opportunity within the Nairne mainstreet to further interpret the historic characteristics and stories of the local community into fun and interactive pieces of sculpture. Artworks could help bring the Nairne Historic Trail to life, they could tell stories of the past, the people, the trials and frivolities. Sculptures could be integrated with other street infrastructures such as benches, protuberances, fencing and the park.

Public art should always invite interaction and play - the Masterplan highlights locations where larger works could be located so that they are well integrated with the streetscape environment. Small pieces that require more discovery can also be distributed along the street. Scale and materiality need to be considered so that they are suitable for external use, are located away from the carriageway, are legible from a moving vehicle (in the case of gateway artwork) and are safe when used as play elements by children.

Street art provides an opportunity to create an icon - that special something that people remember about a place. Therefore in any public realm upgrade, the integration of public art should be of a high priority. A brief should be developed and different techniques for engaging a suitably experienced artist considered.

This may not be an open call for ideas/bids, but a select tender where concept ideas are presented by a few artists for consideration to a panel. New artwork should incorporate lighting - so it can positively impact the night time environment and economy. Pieces may also utilise new technologies, change over time or offer a platform for exhibition of different works/stories.



3.0 ...continued

3.7 Trees + Shrub Planting

New tree and shrub planting is proposed for the Activity Hubs, and the central part of the main street (Soldiers Memorial Hall to Post Office).

The existing Gleditsia trees were well suited to the scale of Main Road when there were overhead power lines. In the central part of the street where power has been undergrounded, the tree canopies appear small. Some trees have suffered from their (previously) constrained environment and poor maintenance, and should be replaced, either in the same location, or in protuberances. Adding tall trees with broad canopies that meet in the center of the roadway would increase the amenity of Main Road by helping to enclose the space. But it is equally important in our view not to suddenly replace all street trees and be faced with a period of only juvenile street trees (again).

Away from the central section (where power lines still exist) the avenue of Gleditsia's are still attractive, have lovely foliage and are well-liked by many. Some selected trees that have a poor form can be replaced over time with a new type of tree. If new tree species proved popular with the community a staged replacement of the Gelditsia trees could occur in the future as required.

Other areas in the Adelaide Hills (such as Stirling) have become very popular to visit during different seasons due to the **diversity** in tree stock and festivals established around this. Trees that provide contrasting autumnal foliage or blossoms would introduce this amenity and interest to Nairne streetscape.

There is a also need to ensure that the species selected can achieve a five metre clearance for trucks to pass underneath.

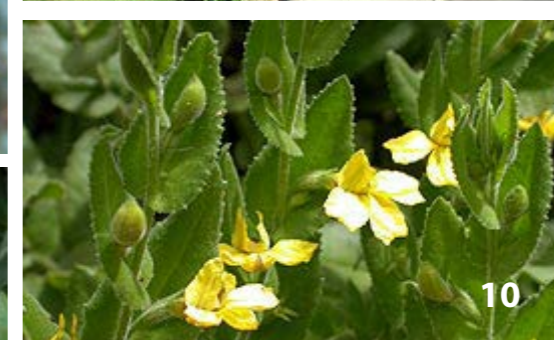
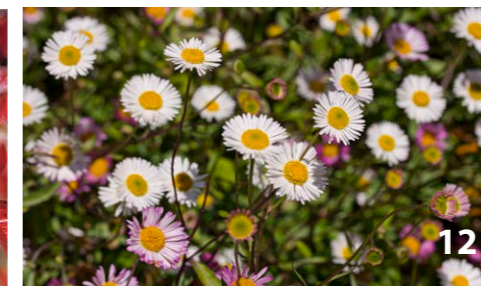
Some suggested tree species are:

- *Acer negundo* Box Elder Maple (1)
- *Acer platanoides* Norway Maple
- *Cupaniopsis anacardioides* Tuckeroo
- *Ginkgo biloba* Maidenhair Tree (2, 3)
- *Pistachia chinensis* Chinese Pistacio (4)
- *Fraxinus angustifolia* 'Raywood' Narrow Leaf Ash (5)
- *Platanus acerifolius* London Plane Tree
- *Jacaranda mimosifolia* Jacaranda
- *Lagerstroemia indica* (side streets) Crepe Myrtle (6)
- *Eucalyptus leucoxylon* 'Rosea' (side streets) Red Flowering Blue Gum (7)

Understorey planting in the streetscape should be hardy and low maintenance but still attractive. It may also serve a water sensitive urban design (WSUD) function by helping to filter stormwater/road runoff. This would include native shrubs and grasses. There is scope in the Activity Hubs to incorporate annual plants with brilliant floral displays that become a unique feature of the Nairne mainstreet. Artwork can be incorporated into these planting beds.

Species that are suggested as roadside and streetscape plantings include:

- *Isolepis nodosa* Knobby Club Rush
- *Dianella revoluta* Flax Lilly (8)
- *Westringia fruticosa* Coastal Rosemary
- *Kennedia prostrata* Running Postman (9)
- *Goodenia amplexans* Claspings Goodenia
- *Hebe* sp. (10)
- *Grevillea lavandulacea* Lavender Grevillea (11)
- *Myoporum parvifolium* Creeping Boobialla
- *Scaevola albida* Fan Flower
- *Hardenbergia violacea* Happy Wanderer
- *Erigeron Karvinskianus* Seaside Daisy (12)



3.0 ...continued

3.8 Other Considerations

Trucks

Large trucks currently use Main Road to access surrounding extractive industries. This detracts from the ambience and amenity of the mainstreet environment and also limits some design treatments that can be used in upgrade works. Once the Bald Hills Road interchange is constructed, Council could consider adopting a load limit on Main Road (with exemptions for some firms) and instigating a bypass route.

Renaming Main Road

Main Road or the Old Princes Highway is the official name of the Nairne mainstreet. However, this doesn't differentiate the area from other locations throughout the hills or speak much about the Place. The community and Council could consider renaming Main Road along with a new marketing strategy to accompany future works to the street.

Both of these ideas will require continued liaison with DPTI, who have been receptive to the ideas developed during this masterplanning process.

5.0 Managing Mainstreet

Recommendations for governance and getting traders involved

Main Road Nairne is characterised by a blend of residential and commercial properties, almost equal in number, sharing a relatively long 'main street' dominated by a wide carriageway with a prominent camber.

The township is modest in size, however it is well-established and growing, with the largest amount of growth occurring to the south and west of the town centre. It is within an attractive distance of Littlehampton which, importantly, is perceived as offering a better range of retail outlets and is on the homeward-bound journey for the vast majority of Nairne locals. (This situation will change materially when the new Bald Hills Road freeway interchange is constructed, a major opportunity for Nairne's mainstreet renewal.)

The Nairne Post Office is a key, and some may say the only, drawcard for locals to visit the Nairne mainstreet precinct.

Challenges

Despite the best efforts and intentions of local traders offering excellent service in food and hospitality along the main street, the amount of visitation has been insufficient for the precinct to grow and prosper. In addition, the post office is a destination journey and is not necessarily one that ties in with an extended visit to shop, dine or relax.

The relatively low number of commercial outlets, the length of the mainstreet precinct and the high proportion of traditional housing with landscaped front gardens that front the street creates a unique character but dilutes the 'offer' to mainstreet customers and makes it less 'walkable' compared to more traditional mainstreet precincts.

This presents a number of challenges for a community who desire a thriving and dynamic mainstreet environment, where events, new traders, seasonal sales, outdoor dining, changing weather and passing parade of people on foot, bikes and in cars all contribute to an ever changing landscape and a perception of health and vitality – not just for the main street but the broader township and community.

However, without additional attractors, a focus on creating a 'walkable' concentration of desirable activity, a structured approach to precinct management, a truly integrated community effort and ongoing re-investment, it is at risk of remaining under serviced and less desirable than other mainstreet or shopping locations where locals will continue to choose to spend their time and money. The difference between a much loved mainstreet and a disconnected string of shops is vast. Many factors will influence how Main Road at Nairne strives to be relevant and moves more from the latter to the former.

Positive signs

There are already positive signs that the precinct's prospects are improving. The significant investment in undergrounding the power lines can serve as a springboard to attract investment and change attitudes about the street, particularly if combined with some interventions in the appearance and layout of the very wide and uninviting carriageway.

The most positive sign is the potential to attract a small supermarket to the former Chapmans' site at the end of the street. It is understood that commercial negotiations are underway, subject to an appropriate zoning and application process.

If successful, this will provide two important outcomes. The first is the addition of a major attractor, albeit to what many consider the far end of the precinct. This will provide a key reason for locals and those on the outskirts to shop in Nairne, rather than Littlehampton (or Mt Barker). As they drive to and from the supermarket, they will see what else

is available and open in the balance of the street. Indeed, differentiating Nairne from Mt Barker (and Littlehampton) in terms of the experience on offer to customers and visitors will be one of the keys to establishing its own identity and providing a foundation for future success.

The second outcome is the opportunity for re-tenanting vacant tenancies. This could attract further land uses that bring activity to the street. In combination, these two outcomes can serve to provide the vital 'next step' in the evolution of the street.

Areas for improvement

The recent mainstreet consultation phase has successfully highlighted many areas for improvement and investment by the Council and these will be important to design, fund and implement over time, in consultation with the affected owners, traders and local residents.

Being the best dressed street in town will certainly help, however it is not the only key to success. The very concept of success in a mainstreet environment implies that the associated traders, property owners, shoppers and visitors alike all perceive the street as a place where they experience positivity and success. This can mean a variety of outcomes depending on your perspective, such as higher turnover, higher property value and rent, greater range of shops and services, ease of access, a rewarding and pleasurable shopping or dining experience, or a relaxing visit with friends.

All of these outcomes are possible, concurrently, in successful mainstreet environments.

To achieve a broad range of successful outcomes for the full range of stakeholders, close attention needs to be paid to a variety of issues beyond the quality of the paving, type of street trees and the width of the road, with the most important issue being the level and type of activity along the street.

In shopping, dining and promenading locations, activity is the number one drawcard. Busy places attract people, whereas places that are (or appear to be) deserted repel. The Council can only control the public realm; beyond

this, it is up to the traders and owners to provide the reason(s) to visit, whether it be the attractive offering, the first rate customer service, the great dining experience, the best coffee or a reason to wander further down the street – together with a reason to return the next time.

Mainstreet precincts can achieve the above by focussing on a range of areas of influence, including but not limited to:-

- Marketing and promotion;
- Targeting and attracting more suitable traders;
- Trading hours, including the weekend and evening economy;
- Presentation, of both the public realm and of privately owned premises;
- Attitudes and customer service;
- Events, small and large; and
- New development and redevelopment.

Developing a brand

Marketing a mainstreet encompasses many tasks and can take a variety of forms. Developing a brand and identity for the street can be helpful, particularly if traders are happy to combine their promotional efforts under a single banner, much in the way shopping centres do. Coordinated and combined sales events are a relatively simple way to start, as are seasonal promotions around key trading periods such as Easter and Christmas. A branded sales event with advertising, shop window posters and external flags can provide a sense of cohesion to a shopping experience and entice shoppers to keep walking to the next flag. In time, the brand can evolve into stronger imagery and embed itself into the local consciousness, as well as be reflected in the street colours and decorations, street signs and promotional stories that are provided to the local media.

4.0 ...continued

MANAGING MAINSTREET RECOMMENDATIONS

- **Main Street Traders Group and Coordinated Promotions**

It is recommended a core group of Main Road owners, traders and local residents be formed to develop and manage a combined approach to promotion, with a focus on inviting those traders who already advertise and therefore have a marketing budget, and who understand the value of promotion and may therefore be receptive to leveraging off of each other's efforts. Support from Council to assist in this process and add to the advertising budget that the existing traders are already allocating to their advertising tasks.

- **Curate a programme of small events**

Events can bring larger numbers and visitors who do not usually shop along the street, or new business. Good events can be simple to run; however, great events take extensive planning and curation. Great events don't need to be often but they can aid in transforming the way locals and visitors think about the strip. Changing perceptions can be a valuable tool in shifting thinking and behaviour – to make Main Road the preferred destination for shopping, grazing and relaxing.

Events can also be poorly run, providing an impression that the street is disorganised, boring or a failure. It is vital to avoid this impression as it can take years of successful events to change attitudes.

Two approaches are recommended.

The first is to start small. Be clear on an objective, such as increasing Saturday morning or Friday night trade, and work strategically and consistently over a longer period to achieve it.

A 'Footpath Market' program could be developed by a small group of interested traders and locals to encourage existing traders to spill outside with tables and chairs, offering stock for sale and outdoor dining. Locals and community groups, even external traders, could be invited to set up stalls under verandas or trees to extend the 'offer' down the street.

Held regularly, to optimise good weather and available natural light, in association with some temporary speed restrictions and even traffic calming, these events can have a modest start and grow into a regular attraction not offered elsewhere in the district. They can also serve to allow traders to trial outdoor dining and for the community to experience the street with lower speeds and perhaps a variety of traffic calming treatments which could be provided at minimal cost by way of traffic cones and temporary signage. Key to the success of this strategy will be the engagement of Council with DPTI, which controls the road but is known to be increasingly open to alternative traffic arrangements in town centres.

An alternative or complementary strategy is to promote a slightly different offer at night, such as capitalising on the strong local focus on community arts and hosting regular art exhibitions at the local hotels, restaurants and the bakery. The 'Evening Exhibitions' openings could be hosted by each venue for their (and their artist's) invited guests who receive free refreshments, funded in whole or part by the artist by way of promoting interest and sales. Poetry readings, yarn bombing, art classes and ripping yarns are other mini-events that these venues could host to extend the trading window beyond 5:00pm and well into the evening.

Managed and curated to occur on the same evening(s), these events offer the opportunity for guests to wander down the street and visit the next venue, and the next, all on the same evening. This strategy could be adopted

for monthly events in the winter months when outdoor markets are not practical and could become a feature for the district for relatively little outlay.

Council could support traders to obtain limited licences for the service of alcohol for the Evening Exhibition program where they don't already have a licence.

Success will be measured by attendance and turnover, repeat business, and the number of new customers who return during the week for daytime trade. Success can also be measured by witnessing the crowd build and spill into the street.

From a small and modest start, activity on street will build, more people will come to see what is going on and, if enough is happening, they will walk the street just for the pleasure of taking it all in, all the while making mental notes of what is in the other shopfronts they pass. Leveraging a 'growth in the evening' economy to provide opportunities for non-food traders to participate can be as simple as inviting them to leave their shopfront lighting on. Dress shops and upmarket products come alive via good lighting and thoughtful window displays, which should be actively encouraged. The type of lighting is important, as spotlighting is perceived as more sophisticated than floodlighting when it comes to the evening economy. This also applies to lighting building facades, trees and pavements. Subtle and layered lighting can be applied to highlight elements with rich character, both on facades and under verandahs, plus landscaping, paving, tree foliage and trunks, public art and other street elements.

Good façade lighting can significantly change the way a street is perceived and add greatly to a sense of safety, vital for attracting families, singles and older visitors. In combination with a steady increase in appropriate traders, changing perceptions of a place at night can build affection and emotional attachment, making it a special place for locals, who will want to return time and time again because they have made it their place, a place to meet, to celebrate, to organise, to shop and do business.

- **Thorough coordination of major events**

Major events need thorough coordination to be successful, and should be repeated annually or at regular intervals to embed them into the community's psyche and to offer opportunities to learn from the last one and incrementally improve them every time they are run.

Some preliminary ideas include:-

Let Them Run! The stories associated with livestock arriving by train and being transferred to Chapmans are fascinating and provide ample opportunity to provide a unique experience that celebrates history and creates an atmosphere of fun and community engagement. A pig run from one end of the street to the other would be extraordinary and attract a great deal of attention in its own right. If this was extended to be considered as a final event to a series of running events then there is a terrific opportunity to engage with locals, kids, schools, running clubs and sporting clubs to host a twist on the Stawell Gift.

Such an event capitalises on the excessive width of the Old Princess Highway and relatively smooth surface. A road race event, as opposed to a turf race, could commence with children's events, by age or school or both, followed by heats for men's and women's events ideally linked into an established running competition and offering prize money funded by naming rights sponsors. Sporting clubs could also participate, as could orienteering clubs and cross country clubs who could host events that used the surrounding district but commenced and concluded in the street. The highlight of the day, held at the end of the day, would be the pig run, where the crowd provide the barriers and urge the pigs on to the finish line. Amateur bookmakers beware!

This event will take a high level of coordination and lead time, with relationship building beyond the

4.0 ...continued

Nairne area critical to the success of the event in terms of attracting a range of events, not to mention a supply of fit and enthusiastic livestock! Once established, the event can drive a fun approach to branding, signage and public art that few other communities will be able to replicate.

Yesterday's Heroes. As an old highway, the street still hosts two mechanics shops, one of which boasts expertise in older cars. Nairne is in the Adelaide Hills which is a favourite destination for vintage and classic car enthusiasts, particularly those with sports cars. There is ample room to host a show and shine style display, reverse angle parked either side of the road, complemented by information stalls, car club stalls, community market stalls and food and beverage outlets, both existing and temporary.

With some effort and coordination, the street could build an association with a number of clubs and offer a series of events over the summer and autumn months, one for each club and then a combined effort. These rallies are already being held across SA and it would be a relatively simple matter to map them out, visit their current venues and offer a superior alternative. In time, Nairne could become 'home' to one or a number of clubs for their major events and where they launch their regular hills rallies.

The outcome of a series of successful events could be the establishment of Nairne as a destination for motoring enthusiasts and potential growth in related trader activity and venues such as specialist mechanical, restoration, motor trimming, historic information and parts, paint shops and museum displays. All of these venues employ people and attract visitors, all of whom will be looking for food, beverage and, potentially, other reasons to stay and

shop in the Main Street, building demand and a unique character to the street.

- **Managing development**

Development of new buildings and the redevelopment of existing buildings offers both exciting opportunity and risks. As discussed above the introduction of a new supermarket to the Chapmans site will add a major attractor to the street, however it could act as a drive to and from destination and lead to few visitors to the supermarket bothering to stop mid street and shop at another venue. This needs to be carefully considered if the site is to be rezoned to, perhaps, minimise the number of smaller shops co-located with the supermarket and therefore encourage the meat, fruit and vegetables, chemist and newsagency alternatives to be located in the mainstreet environment instead of in the 'big box' as is the now well-established practice for supermarkets.

The use and re-use of existing buildings to the advantage of the broader street interests is vital. Unused shops provide opportunities to attract the 'missing elements' of what locals are looking for. Unused shopfronts should be decorated and lit to provide interest and avoid the look of vacancy and inaction. Shopfronts to traders who do not require a window display should be 'handed' to the local art or history group to populate with a display 'sponsored' by the occupier, or encouraged to mount a display that is related to the activity the occupier conducts.

The development plan for the mainstreet should be reviewed to ensure it caters for and encourages the type of activity that locals want to see. It should also speak to the relatively high level of residential premises in the street and facilitate their preservation or conversion into trading outlets, or whatever the longer term aspirations for the precinct are determined to be. The recent consultation process has generated a number of ideas for improvements and, although it is not an

exhaustive list, it is still easy to see how many of these ideas could be 'lost in translation' in the design, approval or implementation phases.

In association with the above-mentioned aspects of successful mainstreets, it is highly recommended that a governance structure be established to make sure the best ideas rise to the top, that traders, owners and locals are engaged, that property owners also feel involved in their future and to ensure the task is seen as ongoing, not a flash in the pan.

Precinct associations are a proven way of involving traders and locals and should be encouraged to welcome property owners and elected members to ensure there are a healthy cross section of ideas presented and actioned. Objectives should be set for the group, to ensure it stays on track and positive, for it is too easy for such group to engage in finger pointing and hand wringing. If this sets in then the first to leave will be the brightest and the most positive, these being exactly the type of people who can be transformative but who will not hang around and be weighed down by negativity.

A structure should be established that is representative and accountable, but which has spark and excitement, where ideas, kooky as they may be, are encouraged to flourish and become reality. It is difficult to know precisely what will work and what will fail so an abundance of ideas and a shortage of caution is often a better mix than otherwise. You never know, that odd idea may turn out to be just the tonic that the street was looking for.

For Main Road Nairne, it is understood that a strong community group already exists. However it is important that a distinct mainstreet precinct group is established, not so much as to have a different agenda, but to ensure that those who hold the keys to the critical interface between activity and visitation, the traders and owners, are directly engaged in determining their own future.

The group can be initiated by Council, but should not be run by Council, lest it be seen that all the ideas are 'owned' by Council and all other members can sit back and wait for them to bring them to life.

If real and sustainable change is to occur, it must be driven by locals and for locals, with traders and owners at the heart of the decision making. The group need not be expensive to run, with events self funded or via grant applications to Council. It is also important for the group to understand the budget process Council uses to arrive at major annual funding programs and to know how to tap into this greater source of income, provided all applicants are aware there are many competing interests and a sound business case approach should be adopted as a minimum.

In time, the precinct association may ask Council to assist in raising funds via an imposed levy or higher differential rate. These are used in many locations worldwide with proceeds forwarded to the association for their direct control and application. In this way the precinct association assumes a greater level of local control, and greater capacity to take action and build on previous successes to arrive at a brighter future.*M*

4.0 ...continued

- **Continue to engage effectively with traders throughout all implementation projects**

Whether it is umbrella shaded outdoor dining, colourful retail stock displayed on the footpath or the night lighting of window displays, traders provide the key to activation in mainstreet environments. Other uses are also important. Offices, banks and professional service establishments provide destination derived visitation and their staff often become loyal mainstreet customers.

Local mainstreets are often characterised by unique trader offerings. It may be the trader's only place of business, upon which rests both their current financial sustainability and their eventual retirement plan when they sell. They are consequently very sensitive to any change to their trading environment. The process of engaging traders is therefore vital to the success of any intervention in the main street, be it changes to the public realm, changes to zoning, parking, loading zones or even delivery hours. If traders are not involved they may feel disenfranchised and, in turn, become antagonists and critics of the 'improvements', both during the change process and after. Successfully managed, the traders can experience high levels of ownership of the changes and become advocates for them, including reassuring customers and other potential critics that the changes are worth any short-term inconvenience.

If a traders' association is in place, their existing concerns and aspirations can be used as key drivers for change. In the absence of an association, a combination of trader workshops and personal visitation will be required to identify the problems, in their language, and the way forward.

Constant communication is encouraged. A hard and soft copy newsletter approach can be very

successful. Trader gatherings throughout the consultation, documentation, construction and commissioning phases not only help with the flow of information, costs and timeframes, they also build trust and provide an opportunity for direct feedback, both ways. Trader gatherings also provide a framework for ongoing communication and cooperation, well after a project has concluded. They can be used to gauge support for future events or marketing strategies, or for celebrating the end of a successful year, recognising long service or simply building a community of like-minded locals. Used in this way, the change process can be a catalyst for improved communication with and amongst the trader community. Regular forums allow guest speakers to be introduced to provide new ideas and motivation to adopt improved business practices. Individual visitation will be less characterised by complaints and more focussed on how the traders can best exploit the new public realm, joint marketing program or upcoming events.

The transformation of Prospect Road's multi-award winning Village Heart is an excellent example of where a successful trader engagement process led to improved outcomes in public realm upgrade, outdoor dining, local activation, low or no vacancies, new traders, new investment and significant increases in visitation. The communication strategy led to no loss of trade or traders during the reconstruction and the high levels of trust that were established provided the platform for high levels of trader participation in Tourrific Prospect, the popular street party associated with the Tour Down Under. The creation of the Village Heart on Prospect Road has also lifted civic pride, attracted external markets and events, advanced the city 'brand' and provided improved property values. Mainstreet projects can be astonishingly successful, with many benefits far exceeding those normally associated with public realm upgrades. The key to success is the commitment to local involvement, and there are none more involved than the traders whose very existence depends upon the success of the mainstreet environment.



A street party in the Prospect Road Village Heart, Image: City of Prospect

• The role of Council

While Mount Barker District Council is keen to allow businesses to play a strong role in the management of Main Road, inevitably Council has a role in leading initiatives in the short and medium term. This is more so the case at Nairne than at other more established and successful main streets.

6.0 Timing

12 Priorities for Change	2016 - 2018	2019 - 2021
1. Renewed community hub at the heart of the township - Mick Murphy 'Village Green'	←→	
2. New outdoor dining hub and meeting place around Leith Street	←→	
3. Redesign Main Road as a safer and greener Main Street (initially between Nairne Soldiers Memorial Hall and Post Office)	←→	
4. Improve the arrival experience of the street	←→	
5. Celebrate the history of the street (including a Nairne Historic Trail)	←→	
6. Make the main street easier to get to from Nairne's residential areas	←→	→
7. Wider footpaths with new seating areas and outdoor dining including parklets (mini-park structures placed in the street)	←→	
8. Add and selectively replace street trees and shrub planting (initially between Nairne Soldiers Memorial Hall and Post Office)	←→	
9. Street infrastructure improvements and public art	←→	
10. Support a small supermarket at the former Chapmans' site to draw more people through the street	←→	
11. Increase street activity and the town profile through a programme of small and large events	←→	→
12. Establish and work with a Nairne Mainstreet Group to promote Main Road and assist with improvement projects	←→	

This masterplan identifies many improvement options, to be staged over a number of years. Individual projects are subject to council, state government, and private sector funding.

A high level implementation plan is suggested to commence and deliver all 12 Priorities for Change over the next six years, but with a concentrated effort in the first three years to stimulate renewal. Not all project can be started or delivered at once. However commencing the design and delivery of several priorities simultaneously is achievable.

Appendices

APPENDIX 1: Engagement Strategy

APPENDIX 2: Summary of Stakeholder Observations, Engagement + Data Collection

Nairne Main Street Engagement Framework

Introduction

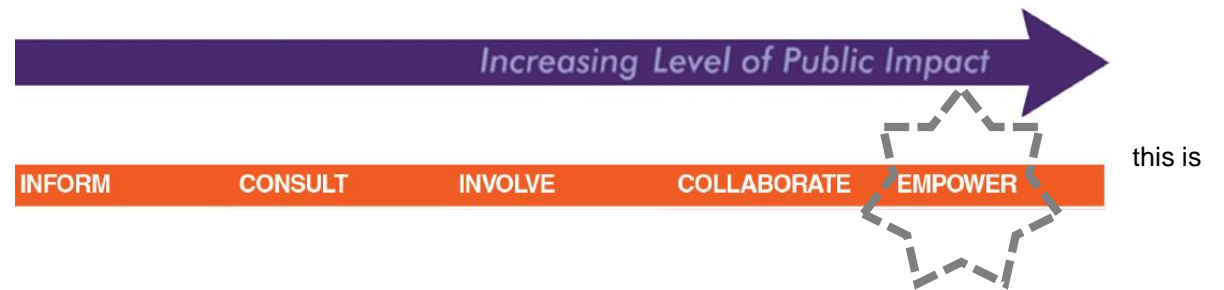
The Nairne Main Street Master Plan will plan for streetscape development that encourages existing business to thrive, new business to emerge and to promote Nairne as a great place to live, work, visit and spend time in whilst reinforcing the Main Street as the “Community Heart”. The project aims to progress some early ideas, tested in previous planning/design projects and investigate how to make the space a safer, more attractive, pedestrian friendly and unique destination for locals and visitors. *The focus will be on building on past ideas and implementation of previous work: Its time to take action!*

Approach to Engagement

We propose to get the community and traders truly involved in our investigations at Nairne. We will do this to move beyond informing and consulting the community, towards involving, collaborating and empowering them to use the Main Street differently and more frequently. The community and in particular community leaders will be invited as much as possible to take part in our investigations. For those who are not able to take part, we will summarise and record the outcomes of these investigations and make the information widely available. *The Nairne Main Street Master Plan engagement process will focus on community contribution that builds on previous work to create a genuine “Community Heart”. For this to be successful, the Nairne community, its leaders and traders of the Main Street must fully support and champion this Vision.*

Level of Engagement

Within the Main Street Master Plan Project we aim to collaborate and empower the community. This level of public impact is reflective of the importance of the Main Street as the Heart of the community, established ownership and potential level of interest in its future development. We have used the International Association for Public Participation (IAP2) public participation spectrum, as a reference as considered to be industry ‘best practice’. *As stated above, empowering those who live in Nairne to embrace the project outcomes is seen as the main goal.*



Principles Guiding Engagement

- *Undertake two-way engagement*
- *Provide clear, well informed and fit for purpose information*
- *Be timely and accessible*
- *Be transparent and accountable*
- *Always document and report back*
- *Be collaborative*
- *Be inclusive*
- *Show respect and integrity*

Engagement Objectives

The objectives of this Engagement Strategy are as follows:

- To inform traders and the community that; the project is being undertaken, what investigations are taking place, the outcomes and solutions
- To ask those who use the street regularly; where do they spend money, what aspects need improving and what parts are most loved and valued
- Seek feedback and encourage input on ideas and plans from those who “live and breathe” Nairne
- Discover what makes Nairne “tick”, the vibe and culture and the opportunities and challenges faced by those trading on the street
- Collaborate meaningfully with the community and associated stakeholder groups
- Empower traders to take ownership over the public realm, embrace change and utilise any new design interventions
- Enlighten the community, community groups and those utilising buildings along the Main Street to new possibilities

Negotiables and Non Negotiables

We will negotiate on:

- The timing of works
- Ideas - small and large scale
- Design of the public realm and streetscape
- Staging improvements over time
- How to interpret the “Heart and Culture” of Nairne
- Management and planning incentives to assist streetscape activation and business development

We can not negotiate on:

- Changes to buildings and land uses
- Safety of the street

Stakeholders

List of Proposed Stakeholders to be Engaged with:

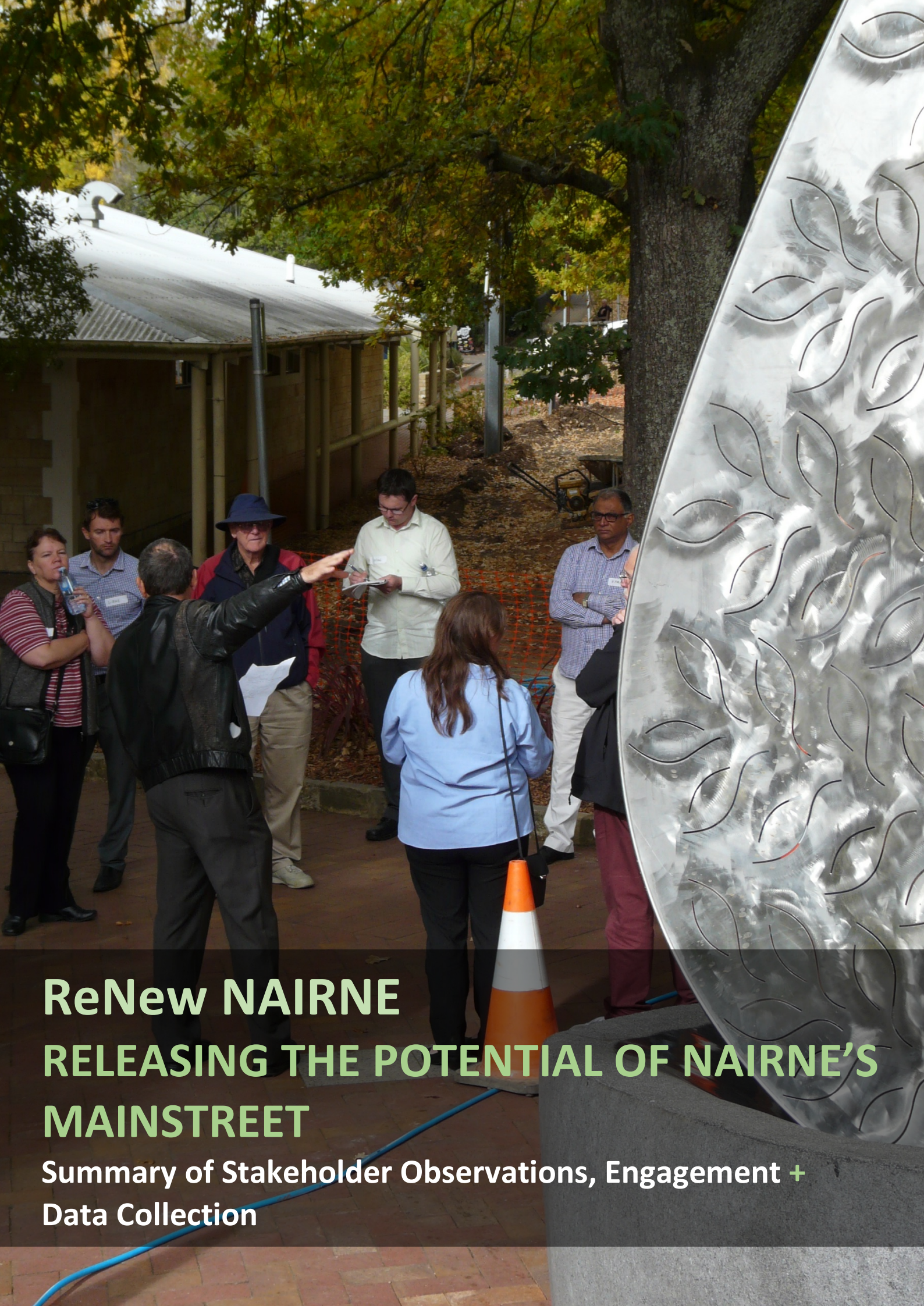
- **Business Owners and Managers in the Main Street (PRIMARY STAKEHOLDER)**
- **Landowners in the Main Street (PRIMARY STAKEHOLDER)**
- **Residents in the Main Street (PRIMARY STAKEHOLDER)**
- Visitors, customers and the wider community including ‘community leaders’
- Primary School Representatives
- Representatives from special needs groups
- Government agencies such as DPTI, RDA etc.
- Community Services Representatives
- Key Local Government Staff and Elected Members
- Community based organisations or advocacy groups

Engagement Program

	TASK	ACTIVITY	AUDIENCE	INTENDED OUTCOMES	DATE / TIMING	RESPONSIBILITIES
(PREPARATION)	1C	Start Up Meeting Informal Briefing + Walking Tour	Council Staff	<ul style="list-style-type: none"> Review and confirm the objectives, scope and methodology proposed for the project. Agree to the identified timelines and milestones. Confirm reporting requirements and frequency. Discuss approach to engagement and communication expectations for this project. Initial site inspection and gaining Council Staff knowledge 	<i>Complete</i>	<i>Complete</i>
	1B	Informal Briefing with Councillors <i>Combine with Gawler St</i>	Elected Members	<ul style="list-style-type: none"> Hear community and councillor issues, suggestions / opportunities Introduction to the Team and Project Outline opportunities for input 	10 th March	JP+ D – Preparation and Presentation DCMB – Organise Time
		DPTI Meeting <i>Combine with Gawler St</i>	DPTI	<ul style="list-style-type: none"> Introduction to the project + objectives Potential key issues/interfaces 	<i>TBC</i>	JP+D + DCMB – Attendance JP+D – Schedule
		Putting the word out – Letter / Flyer and Poster <i>Mail out (letter) to all owners and tenants, Post office (poster)</i>	Traders and Community	<ul style="list-style-type: none"> Inform and Educate Keep everyone up to date with regular correspondence Describe opportunities for input Advertise the project 	<i>Issue 1 Monday 16th March</i> <i>Poster up Monday 16th March</i>	JP+D – Content for flyer + poster by Wednesday 11 th March DCMB – Printing, Mailing Out, Address Compilation 16 th March
		Putting the word out –Newspaper Advertisement (Mt Barker Courier)	Broader Community	<ul style="list-style-type: none"> Inform and Educate 	<i>Week of Monday 16th March?</i>	JP+D – Content by Wednesday 11 th March

				<ul style="list-style-type: none"> • Keep everyone up to date with regular correspondence • Describe opportunities for input • Advertise the project 		DCMB – Approval of content, contact Mt Barker Courier and commission and coordinate article
(KEY ENGAGEMENT ACTIVITIES – STAKEHOLDERS GET INVOLVED)	6	Place Audit – Main Street	Traders, landowners, community Councillors, Staff	<ul style="list-style-type: none"> • Assess operational function • What works / what doesn't • What can be applied here etc. • Start thinking about potential improvements and thinking on a smaller scale 	Afternoon Session <i>Wednesday 1st April (after Gawler Street Audit)</i>	JP+ D – Coordinate and undertake DCMB – Invitations
	6	Trader/Resident/Community Main Street Workshop #1	Traders, landowners, community	<ul style="list-style-type: none"> • Summarise investigations • Look at previous recommendations • Listen and discuss ideas • Recruit for Moving Minds + for ongoing input in an informal 'leadership group' 	Evening Session <i>Wednesday 1st April (after Place Audit)</i>	JP+D - Preparation and Workshop facilitation DCMB – Invitations, room set up and booking etc.
	4	Moving Minds – Main Street Business Coaching Tour <i>We expect a small group of traders and community leaders to attend</i>	Traders, landowners, Councillors, Staff (Both Gawler Street and Nairne)	<ul style="list-style-type: none"> • Council supported initiative for businesses to get advice and coaching about how to be successful in a Main Street, establish new networks and see successful main streets in action • Review trends in main street activation • Broaden thinking about how businesses are developing and using the public realm • Excite and inspire • Build momentum for the project and champions of design 	<i>Wednesday April 15th</i>	JP+ D – Coordinate and undertake DCMB – Invitations and organise bus, catering, meeting places etc.
		Mainstreet SA Conference	Trader, Council staff	<ul style="list-style-type: none"> • Council nominate and fund one trader to attend Mainstreet SA conference 	<i>Friday 17th April</i>	DCMB

CONSULTING ON THE DRAFT MASTERPLAN		Putting the word out for Master Plan review – Letter / Flyer	Traders and Community	<ul style="list-style-type: none"> • Inform and Educate • Keep everyone up to date with regular correspondence • Describe opportunities for input to review the Master Plan • Where the Team is at 	<i>Issue 2 Monday 18th May</i>	JP+D – Content for flyer + poster by Monday 27 th April DCMB – Printing, Mailing Out, Address Compilation by Monday 18 th May
	11	Elected Member Presentation	Councillors	<ul style="list-style-type: none"> • Seek endorsement 	<i>Wk of 2nd June</i>	JP+D - Preparation and Attendance
	12	Trader/Community Workshop/Presentation #2	Traders and Community	<ul style="list-style-type: none"> • Seek feedback on the draft Master Plan • Possible 'leadership group' meeting in advance of workshop • Workshop could be aligned with a specific or pre-existing community event 	<i>Wednesday 10th June</i>	JP+D - Preparation and Workshop facilitation DCMB – Invitations, transmit report, room set up and booking etc.
		Community Engagement on the Draft Master Plan	Community	<ul style="list-style-type: none"> • Seek feedback on the draft Master Plan 		DCMB



ReNew NAIRNE RELEASING THE POTENTIAL OF NAIRNE'S MAINSTREET

Summary of Stakeholder Observations, Engagement +
Data Collection

ReNew Nairne – Releasing the Potential of Nairne’s Mainstreet

Mainstreet Check Up Summary

Date + time + venue	<p>8th April 2015, 4pm</p> <p>Location: Mainstreet</p>
What We Did	<p>Jensen Planning + Design lead a group of residents, traders, Elected Members and Council Staff on a walk of the Nairne mainstreet, analysing different sections in relation to the following considerations:</p> <ul style="list-style-type: none"> • Factors contributing to success in doing business such as foot traffic, accessibility, loading and economic vitality • Creating places for people and considering opportunities for congregation, feeling safe and the pedestrian environment • Quality and functionality of the public realm <p>These were rated from poor (requiring significant improvement) to good (only minor improvements required if any) with area to record additional observations. Participants were then asked to then identify their top priorities they believe would revitalise the mainstreet.</p> <p>15 people attended the Check Up (not including the project team / Council Staff).</p>
Purpose	<ul style="list-style-type: none"> • Detailed review of the street and user patterns • Encourage traders/community to consider design elements and function differently • Inform recommendations within the Masterplan/strategy • Engage and build relationships
Top Priorities for Change	<ul style="list-style-type: none"> • Safer more consistent footpaths and improved pedestrian environment (includes DDA considerations) • Safer places for pedestrians to cross the road • Slow traffic down • Creation of trails/footpaths to the mainstreet • More public seating / places to congregate • Provision for events and promotion of events • Refresh the landscaping and tidy trees • Improved traffic safety (I.E. unsafe U – turns etc.) • Create more interest along the street (art, history, people etc)

Other Changes	<ul style="list-style-type: none">• Improved lighting• More signage (including at gateway to Nairne)• Improvements to the buildings• Provision for bikes / cycling• Improve visibility of businesses• Improve roadway functionality around post office• Playground and recreation area to attract visitors• Consider reduced speed limit (40km/h)• Supermarket in mainstreet
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Key Stakeholder Observations

Key Stakeholder	District Council of Mt Barker
Observations	<p>Improve pedestrian connectivity.</p> <p>Pedestrian crossing point – whether formal or informal is a key consideration and could satisfy traffic calming, landscaping and pedestrian connectivity and safety objectives.</p> <p>The absence of a high quality community meeting and activity place and the potential for that to be realised in the area adjacent the Institute building (netball courts and playground) and Mick Murphy Park (adjacent CFS building). This space could be designed in conjunction with a wide demographic to ensure it responds to a wide user group and as a result, attracts as many people as possible to the Main Street - it must breed activity on a daily basis but also capable of being an event space.</p> <p>The speed of vehicles is detrimental to the character and amenity of the street. Trucks are consistently breaching the speed limit and their bulk creates pedestrian anxiety in the street.</p> <p>The presentation of business shop fronts could be improved, as could their interaction and activation of the street</p> <p>Lighting has been greatly improved with the undergrounding of power lines and new light structures installed.</p> <p>Heritage buildings create a unique feel to the town – great opportunity to leverage off the authenticity and uniqueness of a historic main street.</p> <p>The connections across the adjacent creek should be encouraged, particularly Jeffrey Street (new bridge being constructed in coming months).</p> <p>The inclusion of art or sculpture should be interactive – Murals and future art and sculpture pieces should be interesting and interactive.</p> <p>Improve landscaping.</p> <p>Street trees appear to be well loved and do provide a unique setting, even though their structure is heavily compromised. Consider staged replacement and/or management of these specimens.</p> <p>Main Street management/governance committee is a must and should comprise of people that have a stake in the commercial success of the street. It cannot be driven solely by community outcomes.</p> <p>Opportunities for business owners to upskill should be explored (perhaps an adjunct to this project)</p> <p>Should the road be renamed – some know it as Main Rd, others as the Old Princess Highway – do we change the name, something new, identifiable to Nairne (Nairne Street/Road)</p> <p>Should Council seek to take control from DPTI the stretch of road that forms the Main Street of Nairne – would this enable us to make significant alterations and have greater control over the treatment of the road (albeit still ensuring it meets minimum</p>

	<p>standards as freight route etc.). Is there any advantage in this approach or are we better off working with DPTI for the outcomes we need?</p> <p>Branding and Marketing is very limited at present – Need to build the awareness and brand of the street off the back of successful businesses, events and community places in the street.</p> <p>New seating opportunities should be explored throughout the street, places for people to rest/pause/congregate.</p> <p>Strive for a quirky, instantly recognisable 'Nairne' element to the street palate.</p> <p>Staged approach is clearly the best way, in order to be able to respond to private investment down the track. First stage could potentially include and be approx. 50m either side of the grassed area either side of Jeffrey Street.</p>
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Mainstreet Workshop Summary

Date + time + venue	Wednesday 8 th of April, 7pm – 9pm; Mt Barker Primary School
What We Did	<p>Jensen Planning + Design facilitated a workshop with key traders, residents and Elected Members (it was an open invitation) about the mainstreet project. Jensen Planning and Design and Property and Advisory Services presented the following information:</p> <ul style="list-style-type: none"> • What consultation / information has been collected /minuted from the community before • Is this all still correct and has anything changed since then • Ingredients for a great mainstreet and keys to success • Encouraged the formation of a mainstreet group/committee <p>Participants were then asked to rate their top 3 priorities for improving the mainstreet and trading environments if they had one year.</p>
Purpose	<ul style="list-style-type: none"> • Recap the consultation material collected to date • Answer any questions the community may have about the project • Build enthusiasm for the project and community-spirit • Encourage attendance at the Moving Minds Tour • Identify priorities to progress further
Minutes	<p>Issues and Opportunities</p> <hr/> <p>Pavements</p> <p>Chapman's Site</p> <p>Need a "<u>beacon</u>"</p> <p>Heritage (District Residents Association)</p> <p>Publicity Needs</p> <p>Footbath link and Trail</p> <p>Railway line linear Park</p> <p>Capitalise on the entrepreneurialism</p> <p>Place of firsts</p> <p>Events and theatre</p> <p>Traffic speed</p> <p>Trucks can't be diverted easily, speeding trucks from quarries are a problem</p> <p>Crossing the road</p> <p>Bridge Street</p>


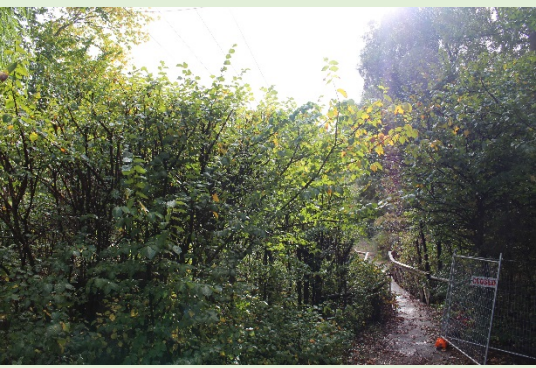

	<p>Impact of road work on the town</p> <p>Train runs through “let’s see the train”</p> <p>Water and Infrastructure</p> <p>Ponding and drainage</p> <p>Gleditsia Trees</p> <p>Iconic</p> <p>Clearance pruning</p> <p>Permeability of the street</p> <p>Need to review parking time limits (potential to provide 15 minute parking adjacent pharmacy and post office)</p> <p>Leith Street, potential to change to carpark</p> <p>Install brick paving on northern side of Main Road</p> <p>Remove old tiled rubbish bins</p> <p>More artwork, AHISS sculpture somewhere within street</p> <p>Service directory at western entry and Woodside Road</p> <p>Encourage more alfresco dining</p> <p>Investigate subsidised rates on empty properties to encourage new businesses</p> <p>Encourage ‘gentrification of business premises (prizes, awards for removal of inappropriate facades, signs, etc. and for imaginative upgrades).</p> <p>Investigate different parking configurations</p> <p>Keys to a successful Mainstreet</p> <hr/> <p>Authenticity</p> <p>Activity</p> <p>Coming there ‘just because’</p> <p>Successful business</p> <p>Staying – Street becomes the 3rd place</p> <p>Governance, remove barriers</p> <p>Kooky Chaos, Gems</p> <p>Enjoy the Journey</p> <p>It not just about population numbers 400m is about how far people will need to walk</p> <p>Bald Hills impact, positive vs/ negative</p> <p>Walk up trade</p> <p>Governance model</p> <p>Events build pride</p>
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Top 3 Priorities	
<p><i>The top priorities identified were the need for the following:</i></p> <ol style="list-style-type: none"> 1. A supermarket in town 2. Trail links from the Nairne West 'hub' on to an enterprise 'hub' at the old Chapman's site to the recreation and sports 'hub' in the east and school 3. Improved safety and crossing points in the mainstreet 4. Preserve and nurture the heritage buildings 5. A new play and recreation area 	
Priorities	Responses
The establishment of a Community Hub	
A central place where Nairne people can meet and hold meetings / events	5
What about a new play and recreation area?	6
Identify and bring in other "community" groups or events that could run out of this space	5
Nairne to have a Village Green	
This could be located around the Institute Building or elsewhere	4
More greenery	2
Nairne as a Heritage Township	
information and artwork	
Identify and beautify the natural entrance to the heritage town	4
Further support the development of a museum + interpretive centre	4
Preserve and nurture the heritage buildings	7
Better Linkages + Movement	
Trail links from the Nairne West 'hub' on to an enterprise 'hub' at the old Chapman's site to the recreation and sports 'hub' in the east and school	10
Interpretive trails that focused on the heritage character	1
Improved public transport + infrastructure	5
Improve access to the creek environment	2
Improve safety in the mainstreet including safer crossing points	10
The Community	
Support and assist the community in applying for grants	3

	Capture the knowledge of lifelong township residents and residents that commute each day to the city	1
	Promoting Business	
	We need a supermarket in town	12
	We need a mainstreet business forum	4

ATTACHMENT 1

Summary of Community Ideas

<p>What was received</p>	<p>Additional ideas and feedback received from interested members of the Nairne community following the Mainstreet Workshop and Check Up.</p> <p>These additional suggestions are important as they illustrate the depth of motivation and insight local residents demonstrate for their township and environs. In some instances the community are waiting on the outcomes of the Masterplan to inform application of the design ideas.</p> <p>The ideas were received in the format of emails containing documents and photographs.</p>
<p>Key Themes</p>	<ul style="list-style-type: none"> • Accessibility to the Nairne Creek • Nairne Mural and Historic Walk • Nairne mainstreet activation ideas • General feedback relating to the mainstreet environment
<p>Accessibility to the Nairne Creek</p>	<div data-bbox="400 887 938 1245">  </div> <div data-bbox="400 1249 938 1615">  </div> <div data-bbox="400 1619 938 1977">  </div> <p>Reopen and maintain bridge crossing over Nairne creek</p> <p>Improve / maintain landscape on the continuation of Jeffrey St so it's more accessible for the enjoyment of residents and visitors.</p> <p>There are opportunities for Nairne Artists to disguise / decorate new infrastructure located within a lovely green belt running directly off the main street</p> <p>There is Land for sale on the creeks edge on Thomas Street. If acquired as public space, this could encourage visitors to explore further down the main street</p> <p>There are stunning views as you walk from the mainstreet toward the creek, these should be enhanced for the enjoyment of all</p> <p>Note the need for a town square as the current war memorial is not able to support the large numbers of visitors on ANZAC day without spilling onto the road</p>



Nairne Mural and Historic Walk

The Nairne and Districts Residents Association have design a historic trail, signage and plaques which they are enthusiastic to install/establish throughout the mainstreet.



Nairne Mainstreet Activation Ideas

Proposal to build on the celebration of Nairne's 175th anniversary of settlement.

Activity One:

Bus tour to Nairne, departing Adelaide City travelling through the Adelaide Hills:

- morning tea at Millie's Bakery Old Stables
- guided walking tour of heritage sites in Nairne Main Street
- shopping for African gifts, Antiques or Children's toys
- lunch at Howard Vineyard

Additional interest:

- Signs at each heritage site including historical and anecdotal details, following the Nairne Mural and Historic Walk.
- Make available for sale the postcards and other Nairne products developed for the Mount Barker District 175th anniversary.
- Add the Nairne Institute museum to the walking tour.

→Attract new businesses to open as momentum builds from increased visitor numbers.

Niche market:

For those who have been to Hahndorf and are looking for something different, and would like to extend their knowledge of the Adelaide Hills, Nairne is ideal as one of the earliest settled areas in South Australia. Many of the original buildings remain in excellent picturesque condition, are clearly visible from the Main Street and are within easy walking distance.

The Nairne Mural and Historic Walk project has completed the background work in identifying sites of interest and historical information, and has developed a user-friendly brochure.

Implementation:

A tourist company such as Adelaide Sightseeing could be encouraged to run the tours in conjunction with Howard Vineyard and Millie's Bakery, including tour fees.

The tour could also be included in the South Australian Tourism Commission self-drive itineraries.

Activity Two

Commission a bronze statue commemorating the 'Pig Run'.

The statue could include a running cow surrounded by mischievous pigs playing around its legs.

The Pig Run:

Locals remember children earning three pence to drive cattle and pigs from Nairne Railway Station to Chapman's Factory, creating chaos in the main street. A mural in the Main Street depicts this regular occurrence from the past.

Benefit to Nairne:

A charming bronze statue, something like the pigs in Rundle Mall, is a drawcard for children and their families, gives a lasting image to associate with Nairne, and would attract people to travel to see the cow and pigs. The new freeway interchange close to Nairne will also shorten the driving distance and facilitate an easier drive to Nairne.

Activity Three

Stage an annual re-enactment of the 'Pig Run'.

This could be extended to an annual Nairne Heritage Day including a live Pig Run, re-enactments of police on horseback, a reading of the original address by Sir Robert Richard Torrens proposing the Torrens Title System at the Old Crooked Billet Inn, and displays by local artists and local produce sales.

Benefit to Nairne:

A regular reminder of all that Nairne has to offer visitors, a boost to trade and an original and enjoyable community event.

General Mainstreet Feedback	<p>We need to make the mainstreet a happy friendly environment. A place where people can come and relax and spend some time and "want" to be there. People don't stay for a long time in the streetscape – they drive in and then leave</p> <p>More public seating areas “friendly design”</p> <p>More flowers to brighten the street, potential use of wine barrels as planters</p> <p>Change the 1 hour parking restriction to 2 hours.</p> <p>Improved public toilets (for visitor/tourist use)</p> <p>Locate new multi deck car park in the area behind the toilets</p> <p>Slow cars down, potential installation of speed humps</p> <p>Use of colourful banners down the street</p> <p>Playspace</p> <p>Security throughout the night</p> <p>Regular maintenance and cleaning of the footpaths</p> <p>Encourage tourists to visit Nairne mainstreet, protect the heritage whilst modernising</p>
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