

HINDMARSH PLACEMAKING MASTER PLAN

DECEMBER 2017





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01. EXECUTIVE SUMMARY

CoDesign Studio is pleased to present the Hindmarsh Precinct Placemaking Master Plan to the City of Charles Sturt (Council). The Placemaking Master Plan (the Plan) is a blueprint for practical and deliverable action for both Council and others to create and leverage placemaking opportunities within the Hindmarsh Precinct.

The objective of the Plan is to identify priorities and actions for a three-year placemaking program that will realise an agreed vision for Hindmarsh and in part or fully:

- > Create a thriving and lively Hindmarsh Precinct as a gateway destination to northwest Adelaide;
- > Celebrate the suburb's strong sporting and entertainment traditions with a renewed commitment to the creative arts industries that recognises the potential for greater tourism, recreation and cultural experiences;
- > Build upon Hindmarsh Precinct's strengths as an iconic heritage village with distinctive industrial roots; and
- > Instigate transformational change along Port Road (including the median) to maximise opportunities for economic growth and diversify businesses, services and amenities.

The Plan builds upon the placemaking work to date led by Council to revitalise Hindmarsh with a goal to enable the precinct to live up to its full potential.

ABOUT THIS PLACEMAKING MASTER PLAN

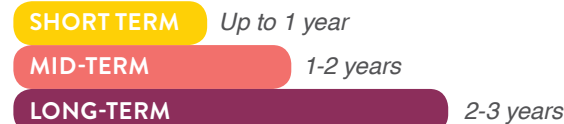
The Hindmarsh Placemaking Master Plan is the culmination of extensive precinct research, on-site place assessments, community consultation and two placemaking demonstration projects performed in Hindmarsh in late 2017.

The Plan, Precinct Wide Priorities and Placemaking Actions identified within are informed by five Key Directions to guide placemaking, including:

- > **Direction One:** A Gateway Destination and a Distinctive Thoroughfare
- > **Direction Two:** A Vibrant Creative Arts, Entertainment and Cultural Hub
- > **Direction Three:** An Iconic Heritage Village with Strong Industrial Roots
- > **Direction Four:** A Thriving Local Economy with Diverse Businesses, Services and Amenities
- > **Direction Five:** A Prominent Sporting and Recreation Centre

TIME FRAMES FOR DELIVERY

The Plan articulates Priority Projects and Placemaking Actions suitable for delivery in the following time frames:



Potential projects outside of these time frames are indicated accordingly as beyond the project scope.

INDICATIVE PROJECT COSTS

Approximate cost ranges for Placemaking Priorities and Actions are outlined as follows and represent a general guide only.

\$ = \$1,000 - \$50,000
\$\$ = \$50,000 - \$100,000
\$\$\$ = > \$100,000

METHODOLOGY & CONSULTATION OVERVIEW

The community-led approach undertaken to develop this Placemaking Master Plan and the preceding Placemaking Delivery Action Plan (Sept. 2017) signals a commitment to, and recognition of, the exceptional local leadership and placemaking credentials evident in Council and the Hindmarsh community.

The project methodology was based on tactical urbanism and proven community development approaches, combining collaborative processes with module-based placemaking tutorship, mentoring, prototyping and evaluation to enable local players to participate in longer term placemaking initiatives.

Community engagement was undertaken between July and October 2017 to generate awareness of placemaking opportunities in Hindmarsh and build local leadership for, and ownership of, the delivery of one or more placemaking demonstration projects.

Strong community representation and participation in the *Your Hindmarsh* neighbourhood workshops complimented conversations in the community and social media engagement activities undertaken to support the development of a shared vision and value proposition for Hindmarsh and determine desired and feasible placemaking actions and priorities to enable the start of the precinct's urban revitalisation.

02. INTRODUCTION

A PLACEMAKING APPROACH

Placemaking is a transformative method of place and community planning which empowers local citizens to participate in the creation of a physical space.

This collaborative process involves a range of stakeholders, place users and place managers in the design, planning, development and creation of public places. Through the process of placemaking, participants are delegated power to shape their community, and in doing so, they develop a shared responsibility to, and for, their local places, as well as a deeper connection to the community that surrounds it.

The implementation of the Hindmarsh Precinct Placemaking Master Plan is a shared process between Council and the people of Hindmarsh, including the key stakeholders and business leaders identified in the plan. It is intended that Council will collaborate with stakeholders and, where appropriate, create pathways for community leadership on the placemaking elements identified within.

A follow up workshop with Council anticipated in December 2017 will further review the outcomes detailed in this Plan and develop an agreed pathway for collaboration between Council, community leaders and stakeholders to ensure the Plan is sustainable in the long term.

A SHARED VISION

The Plan is informed by a shared vision for Hindmarsh developed in collaboration with Council, the community and key stakeholders engaged in early and ongoing placemaking discussions at a series of applied workshops facilitated by CoDesign Studio between July and September 2017.

To inform the development of the vision, an analysis of Hindmarsh Precinct was conducted to examine the area's strengths, opportunities and challenges. The aspirational vision crafted from these insights focuses on the public realm and key assets of the precinct, including the Port Road and median area as a significant thoroughfare to central Adelaide.

"HINDMARSH IS A DESTINATION TO DISCOVER ON ADELAIDE'S DOORSTEP. FROM OUR DISTINCTIVE HERITAGE AND INDUSTRIAL ROOTS, WE HAVE GROWN INTO A THRIVING CULTURAL HUB WITH YEAR-ROUND ARTS, RECREATION, ENTERTAINMENT AND SPORTING ATTRACTIONS."

PLACEMAKING IMPLEMENTATION AREA

The Plan focuses on the public realm throughout the Hindmarsh Precinct, with particular interest in the Port Road 'main street' and central median area, as well as key side streets and public spaces identified as important assets by Council, the community and stakeholders.

The Hindmarsh Precinct encompasses an area northwest of Adelaide adjacent to the Outer Harbour Railway line. The precinct is distinguished by vehicular and tram traffic along Port Road, a wide median reserve, the Adelaide Entertainment Centre, and a number of historic buildings. The placemaking focus area encompasses Port Road between South Road to the northwest and Park Terrace to the southeast, extending to Coopers Stadium between Manton and Holden Streets, and the rail line along the boundary with neighbouring Bowden precinct.



Figure 1 Placemaking Master Plan focus area

HINDMARSH PRECINCT OPPORTUNITIES

The Hindmarsh Placemaking Master Plan builds on the area's existing assets, which include an array of unique heritage built forms, entertainment facilities, popular daytime and evening dining outlets, specialty retail shops, community social and creative spaces, and a number of professional facilities.

The diversity of land uses in the precinct, coupled with the social infrastructure emergent in the precinct today, is an important point of difference for Hindmarsh. With opportunities to live, work, create and recreate in close proximity to the CBD, Hindmarsh already possesses many of the right assets for a thriving urban growth environment with viable commercial or retail activity complimentary to the locality's unique identity.

Opportunities to enhance the precinct with high quality urban and landscape design, creative streetscapes and active street frontages, and transit-oriented development that favours an equitable sharing of space for road and footpath users, are consistent with this Plan's recommendations to promote a socially and culturally cohesive Hindmarsh Precinct with strong economic growth potential and positive livability, amenity and community wellbeing outcomes.



Figure 2 The 'Welcome to Hindmarsh' creative wayfinding trial, November 2017. The initiative intended to draw locals and visitors to the streets of Hindmarsh and encourage a sense of discovery within the precinct.

03. METHODOLOGY

COMMUNITY-LED PLACEMAKING IN HINDMARSH

CoDesign Studio's placemaking approach is a refined project methodology based on tactical urbanism and inspired community leadership. Our lighter, quicker and cost-effective approach uses collaborative processes combined with prototyping to create a shared vision, test emerging ideas and build community in a measurable way, informing decision making about long-term designs and strategies.

The community-led placemaking methodology outlined in the next two pages is based on four principles for success:

- 1. Create the enabling environment.** Understand local policy and decision making landscape to map out the success pathway for key ideas.
- 2. Mobilise civic leadership.** Local communities are experts in their local area, so start with them first. Leveraging local resources also builds ownership and support.
- 3. Incubate and test ideas.** Test key ideas on site to achieve 'quick wins', while also building a broad local discussion around the future of the neighbourhood.
- 4. Plan for sustainability.** More than just a 'pop-up' or creative marketing, this approach enables local players to become key drivers in the long term success of the initiatives, whether they be traders, community groups or private land owners.

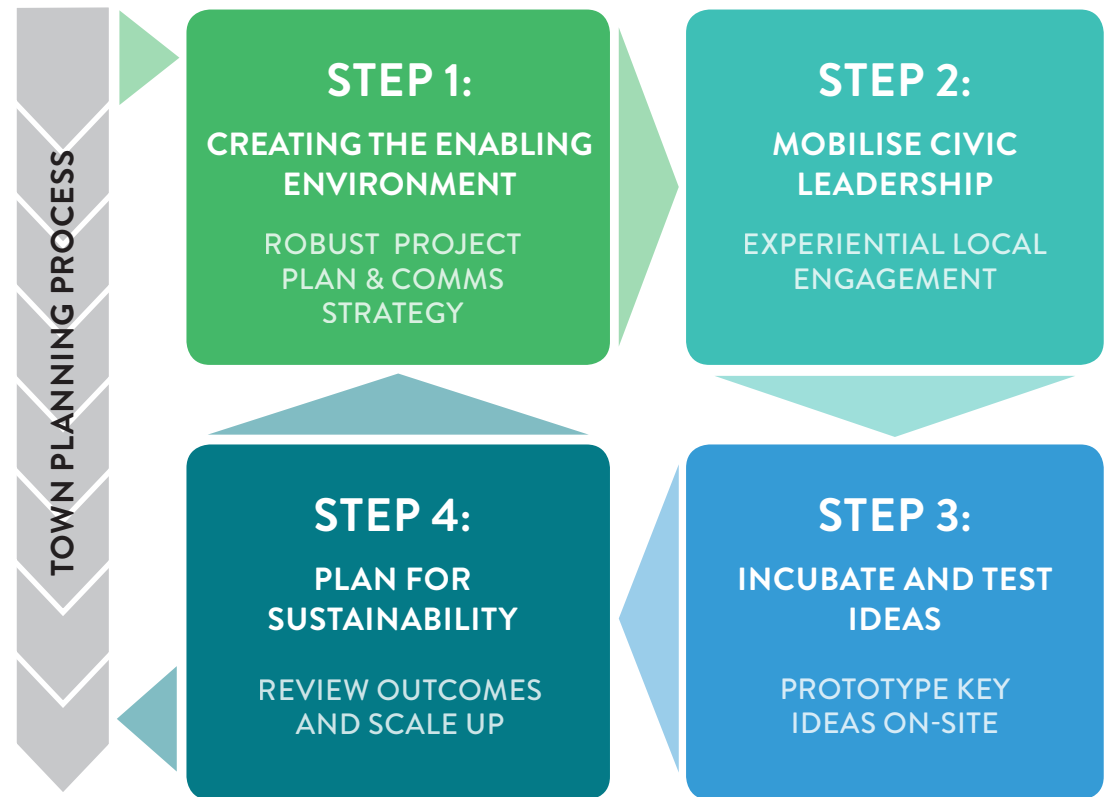


Figure 3 - CoDesign Studio's internationally recognised community-led placemaking approach

8 WEEKS

MENTORING COUNCIL TEAM

NOVEMBER

Engage Local Leaders to participate in demonstration



STAGE 3: PROTOTYPE

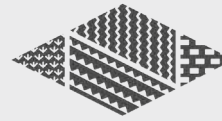
Assist in installation of temporary place making projects over 12 hour period. Projects to remain in place for up to 4 weeks.

Prototype trials removed (by Council)



4 WEEKS

DEC



THE NEIGHBOURHOOD PROJECT

MODULE FOUR: EVALUATE & SCALE

PHASE 4: REVIEW FOR SCALE UP

Workshop prototype outcomes with key stakeholders

Prepare Place Making Master Plan for Council



Figure 4 - Community leaders attend the 'Your Hindmarsh' place-making workshop; Demonstration installation with the Council team.

CASE STUDY

CREATIVE WAYFINDING

UNCOVERING THE HIDDEN HINDMARSH

In early November 2017, CoDesign Studio and Council delivered a creative and visual street-level wayfinding demonstration in Hindmarsh.

The prototype followed a highly supported community-led placemaking proposal to elevate the pedestrian experience in Hindmarsh and boost local economic activity by highlighting the abundance of existing or new local assets and amenities in the precinct.

A series of bold and cheerful temporary footpath stickers were placed at key intervals around Hindmarsh served to encourage locals and visitors to discover the 'hidden Hindmarsh', a trove of specialty businesses, heritage sites, lifestyle and recreational amenities and features at home in Hindmarsh.

One centrally-located 'Welcome' marker featured a colour-based thematic key with the categories: Eat & Drink; Heritage & Culture; Sports & Recreation; and Arts & Entertainment. The Welcome marker was placed at the 'start' of the trail through Hindmarsh, the Adelaide Entertainment Centre tram stop on Port Road. From there, pedestrians were greeted with a range of 'Interval' markers and 'Destination' markers highlighting 21 key places around Hindmarsh. A further set of 10 'Did you know?' markers detailed interesting facts about the various points of interest.

The wayfinding demonstration gave particular emphasis to the local business and community leaders who participated in the range of workshops and engagements throughout the broader placemaking program commenced in June 2017.



Figure 5 From left to right: Welcome to Hindmarsh wayfinding decals; the first destination marker is applied by The Gov's marketing manager; Council staff pictured with Bank 192 business owner; The Former Hindmarsh Town Hall on Port Road.

CASE STUDY

ILLUMINATING THE BANDSTAND

A BRIGHT & DISTINCTIVE ENTRYWAY

Hindmarsh enjoys a unique position as a gateway to northwest Adelaide, well connected by public transport and just ten minutes from the CBD. However, the arterial road through Hindmarsh, Port Road, is a busy six-lane thoroughfare that largely imposes on the one and two-storey heritage buildings and factories in the area. Road noise and limited pedestrian linkages across the road and to the nearby suburb of Bowden, coupled with a shortage of continuous footpath amenity and low trader occupancy rates along the main retail strip, contribute to a poor pedestrian experience here.

To improve the ground-level experience of Port Road, residents and traders concluded that a highly visual standalone placemaking demonstration within the central road reserve between Anne Street and Chief Street could have immediate and positive impact on perceptions for area locals and passersby.

To establish Port Road and Hindmarsh as a gateway destination, locals discussed a combination of small-scale enhancements to existing assets in the median – notably, lighting the historic gas lamps and illuminating the heritage-listed Hindmarsh Bandstand.

A feasibility analysis was performed by Council to scope the possibility of illuminating the Hindmarsh Bandstand with powered lights. To date, electrical infrastructure has been installed at the site and further tests are underway with Council and local lighting specialists to install a permanent coloured lighting system that can be adjusted seasonally and for significant events. The historic gas lamps have been switched on and have created a unique point of pride for residents who put forward the idea to Council.



Figure 6 Above left: A daytime view of the Hindmarsh Bandstand at Chief St. Right: The historic gas lamps lit up at night. Below: The gateway improvement focus area encompassing the Hindmarsh Bandstand and gas lamps on Port Road.

04. PLACEMAKING MASTER PLAN

PLACEMAKING PROJECTS MATRIX

The Placemaking Project Matrix has identified three themes under which the Precinct Wide Priorities are grouped. The themes are based on the Key Directions to guide placemaking in Hindmarsh, as outlined below, which encompass projects with multiple scales of work and time frames. Location Specific Placemaking Actions are further detailed in the following pages.



KEY DIRECTION ONE
A gateway destination and a distinctive thoroughfare.



KEY DIRECTION TWO
A vibrant creative arts, entertainment and cultural hub.



KEY DIRECTION THREE
An iconic heritage village with strong industrial roots.



KEY DIRECTION FOUR
A thriving economy with diverse businesses, services and amenities.



KEY DIRECTION FIVE
A prominent sporting and recreation centre.

THEME	PRECINCT WIDE PRIORITIES
PLACE IMPROVEMENTS & CAPITAL WORKS	<p>I. Port Road Corridor Landscape Master Plan <i>Enhancing the Port Road corridor with high quality landscapes to create a striking gateway to Adelaide.</i></p> <p>SHORT TERM HIGH PRIORITY</p>
	<p>II. Streetscape Improvements & Activation Program <i>Active and inviting streetscapes, improved pedestrian amenity and presentation of built forms worthy of a destination precinct.</i></p> <p>MID-TERM HIGH PRIORITY</p>
	<p>III. Access & Connectivity <i>Well-connected neighbourhoods with upgraded pedestrian and cycling infrastructure.</i></p> <p>LONG-TERM MEDIUM PRIORITY</p>
ECONOMIC DEVELOPMENT	<p>I. Place Revitalisation <i>Accelerating growth in a thriving local economy.</i></p> <p>MID-TERM HIGH PRIORITY</p>
	<p>II. Business & Investment Attraction <i>Strategies and services to maximise business potential and attract investment.</i></p> <p>LONG-TERM MEDIUM PRIORITY</p>
EVENTS & ACTIVITIES	<p>I. A Creative & Cultural Hub <i>Supporting creative industries and showcasing local arts and cultural talent.</i></p> <p>SHORT TERM LOWER PRIORITY</p>
	<p>II. An Iconic Heritage Village <i>Enhancing places of aesthetic, architectural and social significance through renewed recognition of the Hindmarsh Era.</i></p> <p>MID-TERM LOWER PRIORITY</p>

PRECINCT WIDE PRIORITY PROJECTS



PLACE IMPROVEMENTS & CAPITAL WORKS

Potential Partners & Stakeholders

- > Council and State Government (Department of Planning, Transport and Infrastructure; Department of Environment, Water and Natural Resources)
- > SA Heritage Council
- > Property or Business Owners and Local Traders



PROJECTS

PRECINCT-WIDE STREETScape IMPROVEMENTS & ACTIVATION PROGRAM

Attractive and lively streetscapes are rich in detail with ample facilities to gather and linger. Improved pedestrian amenity and the presentation of built forms elevates the livability of the precinct while providing well-integrated and functional linkages from side streets to neighbouring suburbs.

OPPORTUNITIES

- Extend the impact of the Port Road Corridor Landscape Master Plan through consistent, high quality path upgrades to notable side streets (e.g. Milner, Mary, Chief and East Streets, Crawford Lane).
- Reinstate assets such as the Mothers and Babies Cottage and the Hindmarsh Bandstand for new community uses, and where possible, encourage community-led activations at such facilities.
- Improve (or establish) public realm amenities, including seating, drinking fountains and lighting throughout select side street areas linking to Port Road.
- Integrate street lighting and illuminated built forms as landmarks to support wayfinding in the precinct.
- Establish attractive native or herb garden beds at notable precinct places and community facilities.
- Explore opportunities for community/trader-led maintenance of kerbside planter boxes or design features such as locally-crafted decor, via in-kind supplies or small one-off grants such as the Place Makers grants currently provided by Council.
- Investigate the possibility of façade greening and/or mural painting at sites with strong sight lines to popular precinct destinations (e.g. West End Brewery vats overlooking Port Road).

TIMING

SHORT TERM Up to 1 year (<1 year for small scale trials such as kerbside planter boxes; murals)

MID-TERM 1-2 years for select capital works



PRECINCT WIDE PRIORITY PROJECTS



PLACE IMPROVEMENTS & CAPITAL WORKS

Potential Partners & Stakeholders

- > Council and State Government (Department of Planning, Transport and Infrastructure; Department of Environment, Water and Natural Resources)
- > Adelaide Metro
- > SA Heritage Council
- > Adelaide Entertainment Centre
- > Adelaide United Football Club
- > Property and Business Owners, Local Traders, and Recreation-based Businesses



PROJECTS

PORT ROAD CORRIDOR LANDSCAPE MASTER PLAN

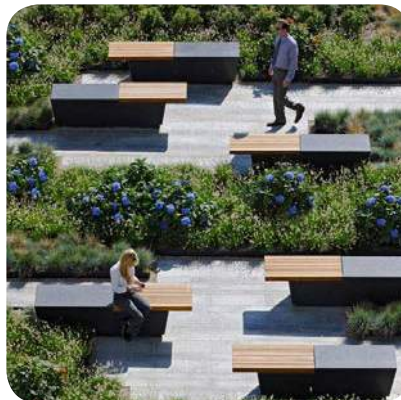
Create a gateway destination and distinctive thoroughfare with attractive and functional landscapes and streetscapes, particularly within the Port Road median, verges and planted boulevard areas. Encourage passive and active recreation within public open space and linkages to neighbouring suburbs.

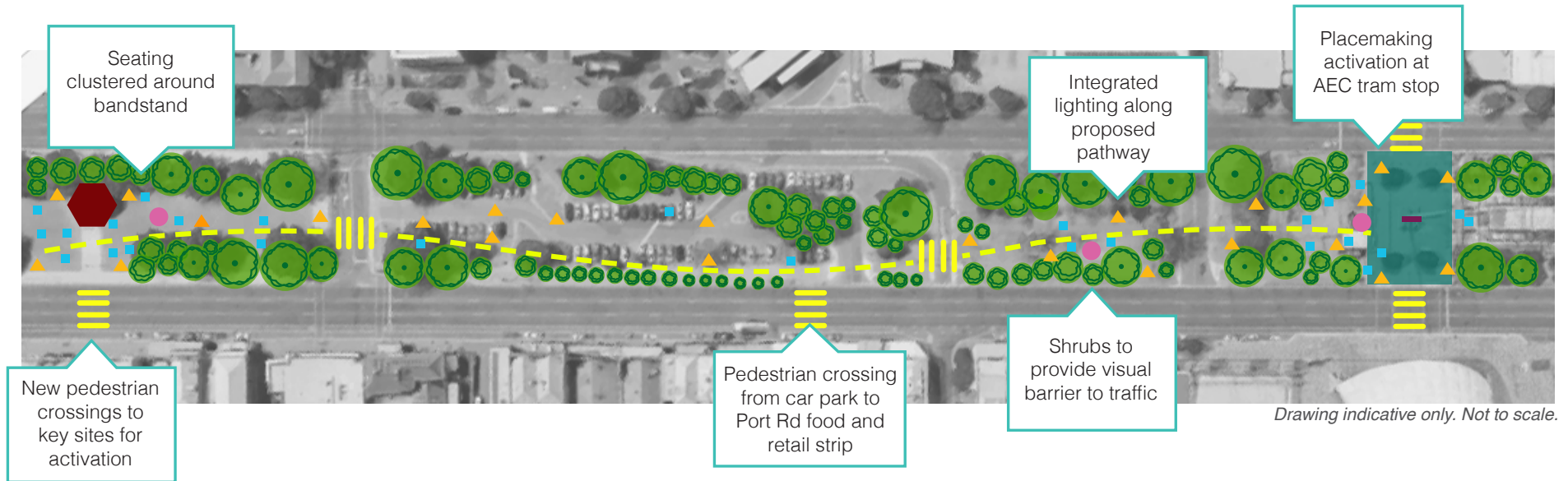
OPPORTUNITIES

- Port Road median road reserve tree and shrub planting from the Adelaide Entertainment Centre tram stop to the Hindmarsh Bandstand (see Fig. 7).
- Establish a shady and inviting central boulevard park area, with particular aim toward using complementary shrubbery as a verdant visual barrier to the road.
- Establish and implement a seasonal or year-round tree and landscape lighting program along Port Road to create a sense of place upon arrival in Hindmarsh.
- Renew and integrate landscape and hardstand features throughout the median reserve, such as pathways, lighting, seating, tables, artwork and sculpture, to encourage passive recreational activities.
- Integrate wayfinding measures with lighting and artwork/sculptural features as precinct landmarks.
- Investigate opportunities for partnerships with community or relevant organisations to identify areas of public open space that can be integrated with broader community uses and recreational opportunities.

TIMING

- SHORT TERM** Up to 1 year for Master Plan development
- MID-TERM** 1-2 years for implementation (landscape elements)
- LONG-TERM** Minimum 3 years for implementation (with DPTI involvement)





Integrated lighting



Fixed seating



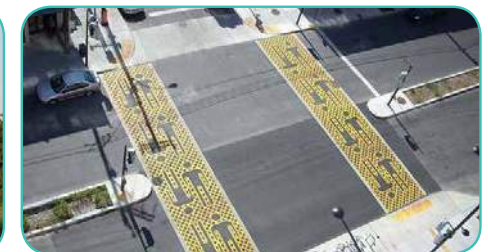
Shrubs to provide visual barrier



Paths linking tram to park areas



Sculptural art



Bold and decorative crossings

Figure 7 Conceptual drawing of the Port Road Landscape Master Plan spanning the AEC tram stop to the Hindmarsh Bandstand.

PRECINCT WIDE PRIORITY PROJECTS



PLACE IMPROVEMENTS & CAPITAL WORKS

Potential Partners & Stakeholders

- > Council and State Government (Department of Planning, Transport and Infrastructure - DPTI)
- > Adelaide Entertainment Centre
- > Adelaide Bike Kitchen and community cycling stakeholders
- > Private Sector (residential property developers)



PROJECTS

ACCESS & CONNECTIVITY

Encourage the development of pedestrian-oriented and well-connected neighbourhoods. Plan for active transport nodes to optimise access to and through the precinct.

OPPORTUNITIES

- Upgrade (or establish) distinct cycling paths and facilities or fixtures, including path lighting, bike racks, lockers and basic repair stations, along key transit routes through the precinct.
- Upgrades are consistent and well-integrated with the Port Road Corridor Landscape Master Plan.
- Investigate the installation of bus lanes along Port Road as part of Council's Public Transport Strategy.
- Explore the possibility of developing a bicycle priority lane.
- Connect active transport linkages to neighbouring precincts, the Greenway and the River Torrens walking and cycling tracks.
- Establish a permanent integrated wayfinding approach linking popular destinations such as Coopers Stadium, Hindmarsh Library and neighbouring precincts.
- Explore the addition of artwork and creative lighting as wayfinding landmarks to support navigation.
- Investigate the installation of digital maps and sign boards to promote local events and information.
- Working with DPTI, investigate the possibility of slowing Port Road traffic by 10 km/h to enhance the pedestrian experience along Port Road and side streets.
- With DPTI, establish additional pedestrian crossings over Port Road and reduce pedestrian crossing signal wait time at signalised intersections.

TIMING

- SHORT TERM** Up to 1 year for wayfinding, cycling infrastructure or fixtures
- MID-TERM** 1-2 years for traffic-related investigations and treatments



PRECINCT WIDE PRIORITY PROJECTS

ECONOMIC DEVELOPMENT

Potential Partners & Stakeholders

- > Council and State Government (Consumer and Business Services - CBS, Department of Housing and Urban Development)
- > Adelaide Entertainment Centre
- > Coopers Stadium
- > Holden Street Theatres
- > Local Traders, Makers and Fresh Food Producers
- > Major Cultural and Sporting Event Providers (incl. Adelaide Fringe Festival)



PROJECTS

PLACE REVITALISATION

A thriving local economy with diverse business, services and amenities. The precinct's long-term growth is sustainably supported by an innovative and inclusive local economy.

OPPORTUNITIES

- Increase promotion of the Business Attraction and Improvement Fund and introduce flexibility for façade and furniture upgrades (i.e. new tables, awning, umbrellas) and/or creative window displays that will contribute to the precinct's creative identity.
- Work with CBS to secure small venue liquor licensing extension to the Hindmarsh Precinct.
- Trial an 'Up Late' dining event at local restaurants to support food business servicing evening events at the Adelaide Entertainment Centre, Coopers Stadium, or major Adelaide-wide events and festivals.
- Explore the use of Plant 3 as a boutique brewery site with capabilities to host a beer festival in future.
- Integrate a 'Made in Hindmarsh' stall for food producers and artisan crafters at the Plant 4 markets.
- Extend precinct wayfinding to nearby attractions and major events (i.e. Plant 4, Adelaide Fringe sites).
- Develop a Communications & Promotions Strategy to promote local events and brands. Leverage the installation of a digital sign board at the AEC tram stop to convey messaging to wider audiences.
- Establish strategic events partnerships with major stakeholders, including Fringe outlets (the Lady Daly, the Gov, etc.), Coopers Stadium, AEC and the Holden Street Theatres to cross-promote and/or co-host activities in conjunction with existing programs or scheduled activities.

TIMING

- MID-TERM** 1-2 years for Communications & Promotions Strategy, and select trials, such as the 'Up Late' dining series
- LONG-TERM** 2-3 years for strategic partnerships and site activations (Plant 3)



PRECINCT WIDE PRIORITY PROJECTS



KEY DIRECTION ONE



KEY DIRECTION TWO



KEY DIRECTION FOUR

ECONOMIC DEVELOPMENT

Potential Partners & Stakeholders

- > Council and State Government (Department of State Development)
- > Renewal SA
- > Property or Business Owners and Local Traders



PROJECTS

BUSINESS & INVESTMENT ATTRACTION

Maximising economic growth potential for micro and small-to-medium enterprises with business and trading strategies unique to the precinct.

OPPORTUNITIES

- Develop a precinct Retail Strategy to attract and support a mix of services, amenities and commercial/retail recruitment to Hindmarsh. It is recommended that an assessment of the local retail market will be performed to understand consumer demand, target market behaviours and consumer growth potential.
- Work with State Government to expand the remit of Renew Adelaide to include the Hindmarsh Precinct.
- Explore partnerships with Renew Adelaide and property owners to trial a Temporary Tenant & Residency Program with peppercorn rent for creative businesses, artists, start-ups and pop-up retailers demonstrating a contribution to the local economy and/or local employment outcomes.
- Promote Council business coaching services to entrepreneurs and business owners to maximise local business leaders' potential.

TIMING

- SHORT TERM** < 1 year for Retail Strategy and business coaching; Up to 1 year to establish strategic partnerships
- MID-TERM** 1-2 years for program trial (Temporary Tenant & Residency program)



PRECINCT WIDE PRIORITY PROJECTS

EVENTS & ACTIVITIES

Potential Partners & Stakeholders

- > Council and State Government (Arts South Australia)
- > Property or Business Owners and Local Traders
- > Major Creative Events Providers
- > Local and International Artists



PROJECTS

A CULTURAL & CREATIVE HUB

Celebrate Hindmarsh's strengths as a destination for premier entertainment events. Renew the precinct's commitment to live and independent music, performance arts and creative culture.

OPPORTUNITIES

- Identify potential sites for public artworks, creative façade improvements and culturally diverse place activations aligned to Council's existing Arts Policy.
- Establish an online resource or database to link businesses and local sites with artists and Council services (incl. funding mechanisms, planning support, etc.)
- Improve promotion of the Discretionary Ward Allowance (DWA) to support demonstrations by local cultural associations or other community-led creative initiatives that will contribute to cultural tourism.
- Investigate the development of strategic events partnerships and funding streams to activate underutilised factories, warehouses and/or public spaces with pop-up performing arts events outside of major festival periods.
- Trial sensory lighting, creative projections and interactive sculpture at key sites within the precinct, including the Port Road median, Coopers Stadium and in proximity to heritage structures.
- Trial a one-off live music performance at the Hindmarsh Bandstand.
- Investigate strategic events partnerships to attract one-of-a-kind arts festivals previously not available in SA, including White Night and the Village Festival.

TIMING

- SHORT TERM** Up to 1 year to identify sites for artworks and basic activations, including a performance at the Hindmarsh Bandstand.
- MID-TERM** 1-2 years for select trials, including lighting, street art and strategic event partnerships.
- LONG-TERM** 2-3 years for major arts festival attraction and delivery.



PRECINCT WIDE PRIORITY PROJECTS

EVENTS & ACTIVITIES

Potential Partners & Stakeholders

- > Council and State Government (Arts South Australia)
- > Property or Business Owners and Local Traders
- > SA Heritage Council and heritage stakeholder groups



PROJECTS

AN ICONIC HERITAGE VILLAGE

Showcase the Hindmarsh Precinct's iconic State and Local Heritage listed built forms. Celebrate the Hindmarsh era and its humble industrial roots. Reinforce the precinct's manufacturing traditions and contrast these with contemporary spaces for crafters and designers.

OPPORTUNITIES

- Investigate the transition of vacant properties into creative studios, collectives and maker's spaces.
- Support existing business owners to collectively undertake place making initiatives.
- Continue the installation of Heritage Recognition Markers to promote built heritage forms and encourage local heritage education.
- Integrate heritage sites and emerging creative spaces in precinct wayfinding.
- Investigate community partnerships via an EOI process to establish an annual Made in Hindmarsh Art and Crafts Market.
- Encourage participation in Heritage Month and encourage participation and nurture partnerships between Hindmarsh Library and Hindmarsh Historical Society.

TIMING

- SHORT TERM** Up to 1 year for community, trader and stakeholder support/partnership outcomes.
- MID-TERM** 1-2 years for transitional sites activation.



LOCATION SPECIFIC PLACEMAKING ACTIONS

AEC TRAM STOP // PORT ROAD

PROJECTS

Partners & Stakeholders

- > Council and State Government (DPTI)
- > Adelaide Metro
- > Adelaide Entertainment Centre (AEC)
- > Major Galleries and Arts Festivals
- > Local artists

OPPORTUNITIES

LANDSCAPING & ART INSTALLATIONS

Planting and artworks around tram stop area to enhance visual amenity upon entry to Hindmarsh.

- Investigate the addition of a suitable mix of trees and shrubs lining the tram stop fencing at Port Road and the AEC.
- Update existing pillars at central flag pole area with bold and colourful artworks, such as patterned vinyl wrapping, to create a spectacular display and memorable meeting area pre/post events.
- Ensure the continuity of design elements in the Port Road Corridor Landscape Master Plan and Streetscape Improvement works to better connect Hindmarsh to Bowden and nearby Torrens Rail Junction Project, River Walk, Field St Bridge and Gibson Street Plaza.
- Feature cantenary lighting or illuminated sculpture within the hardscape plaza area and beyond to the landscape median to create visual connection to the AEC and invite evening use of the space.
- Trial artworks applied to plaza paving and extending out toward multiple pedestrian crossings.
- Integrate West End Brewery Christmas lighting with illuminated attractions through the precinct.

TIMING

SHORT TERM planting and pillar artworks

MID-TERM creative lighting and paver artworks

ADDITIONAL RESOURCES

- Sponsorships from AEC and/or major galleries and arts festivals leveraging median area as outdoor exhibition space.



Figure 8 Clockwise from top left: Port Road/AEC tram stop plaza with flagpole and pillars in view at right. Vivid Sydney light sculpture. Berlin Art Pillars; Colourful pedestrian crossings in south London.

LOCATION SPECIFIC PLACEMAKING ACTIONS

PORT ROAD MEDIAN

PROJECTS

Partners & Stakeholders

- > Council
- > SA Heritage Council
- > DPTI
- > Property and Business Owners
- > Artists and Lighting professionals

OPPORTUNITIES

ILLUMINATING HINDMARSH

A bright and glimmering spectacle of creativity, beauty and art.

- Investigate the use of smart city technology to program built form illuminations at key sites, including heritage structures such as the Hindmarsh Bandstand.
- Explore the feasibility of building façade illumination and projections, including projection art, creative seasonal lighting and sound installations in priority areas (Port Road median and Crawford Lane).
- Integrate precinct artworks, sculpture and lighting with wayfinding initiatives to create distinctive and eye-catching landmarks.
- Marry wayfinding and art works to prototype the development of a Hindmarsh Art & Light Trail.
- Integrate West End Brewery Christmas lighting with illuminated attractions through the precinct.
- Explore the use of art and light installations to link nearby precincts and the River Torrens.

TIMING

MID-TERM

ADDITIONAL RESOURCES

- State and Local Heritage collaborative partnerships
- SA Heritage Council approvals
- Sponsorships for creative lighting AV technology
- Communications & Promotions Strategy integration



LOCATION SPECIFIC PLACEMAKING ACTIONS

CRAWFORD LANE

PROJECTS

Partners & Stakeholders

- > Council
- > Adelaide United FC Partnership Team
- > Adelaide United Community Program
- > Coopers Stadium
- > Team sponsors: IGA
- > Channel Seven and local media
- > Local crafts or paint supply stores, Dulux Paint, etc.
- > Local artists for on-site art direction
- > Property owners along the laneway, incl. EDC
- > Local youth groups
- > Local school groups

OPPORTUNITIES

CAR-FREE CRAWFORD LANE

A pedestrian-priority pathway to Coopers Stadium.

- Explore opportunities to activate Crawford Lane with new community uses through shared-used designation during periods attracting high pedestrian traffic (such as Adelaide United soccer games).
- Support the delivery of a one-time event for community members to contribute to the artworks in the laneway (i.e. soccer fans paint the Legends of Adelaide United footprints).
- Investigate community-led activation arrangements aimed at local children and youth clubs, such as laneway art classes, laneway performing arts productions or laneway learning workshops.
- Integrate side street wayfinding, street art, light installations and laneway greening initiatives.

TIMING

- SHORT TERM** *planning for pedestrian-friendly laneway designation*
- MID-TERM** *laneway activation community partnerships*

ADDITIONAL RESOURCES

- Source donated art and activation materials and supplies from Dulux, local hardware stores or Adelaide United FC's major sponsor, IGA
- Adelaide United FC on-site promotions and events management teams.
- In-kind promotions by local media: Channel Seven, sports radio programs, local newspapers.
- Community partnerships with local schools, youth groups, etc.



LOCATION SPECIFIC PLACEMAKING ACTIONS

PRECINCT SIDE STREETS

PROJECTS

Partners & Stakeholders

- > Council
- > Local Property and Business Owners (including Helen at the Free Serbian Orthodox Church, Nicole from Pony & Cole and Lorraine from Hettie's Patch)
- > Cultural Clubs
- > Local Food and Beverage Businesses (The Lady Daly, The Gov, etc.)

OPPORTUNITIES

COMMUNITY EVENTS TOOLKIT

A scalable model to enable community events in the street safely and easily.

- Explore the development of a Street Party Toolkit to streamline Council processes to enable trader/community-led cultural and social activities in public space.
- The Community Events Toolkit may include a step-by-step guide with tools, resources and templates to support a well-planned and managed small community event involving road closures and traffic management planning, with advice around music and noise limitations, the sale and service of food, and requirements around signage, security, curfews, emergency access, etc.
- Where possible, investigate the co-leadership of the Toolkit development by local stakeholders such as food and beverage outlets and cultural associations.

TIMING

MID-TERM 1-2 years planning and delivery

ADDITIONAL RESOURCES

- Council's existing cultural grants program, including Place maker's Grants and DWA.
- Trader community involvement in shaping and trialling the Toolkit.
- Explore sponsorships with broader stakeholders, such as the AEC, Coopers Stadium, local event hire companies, traffic management services, etc, to co-produce the Toolkit.



LOCATION SPECIFIC PLACEMAKING ACTIONS

PORT RD MEDIAN / PUBLIC OPEN GREEN SPACE

PROJECTS

Partners & Stakeholders

- > Council & DPTI
- > SA Heritage Council
- > Lorraine, Hettie's Patch and Nicole, Pony & Cole for community-led demonstrations
- > Hindmarsh Library (managing the proposed 'Borrow Box')
- > Asylum & Goodlife Health Clubs; local recreational clubs and groups.

OPPORTUNITIES

RECREATION IN THE MEDIAN

Enabling new community uses and activities in outdoor public green space around the precinct.

- Enable passive recreation activities in public open green space, including the Hindmarsh Bandstand lawns and the Port Road median for visitors and local workers to make greater use of outdoor space.
- Appeal to diverse community groups, particularly families, women and children.
- Design features and amenities that support day and night activity: park seating, tables, water fountains, bins, lighting and creative installations integrated with precinct wayfinding (i.e. sculptural landmarks).
- Reference the Port Road Corridor Landscape Master Plan and Streetscape Improvements Program for design consistency.
- Integrate fixed amenities: exercise equipment, chess boards, solar-powered charging stations, shade structures, etc.
- Invite community participation to determine design outcomes reflective of local needs and intended uses in these spaces.
- Explore the feasibility of community-led demonstrations at the Hindmarsh Bandstand and the Mothers & Babies Cottage.

TIMING

MID-TERM

ADDITIONAL RESOURCES

- Develop and promote a community 'Borrow Box' with picnic rugs, pillows, lawn games, etc. available from the Hindmarsh Library.
- Promote median area as a new recreational space for rec clubs and groups to use. 6





APPENDIX

COUNCIL & COMMUNITY WORKSHOP OUTCOMES

Module #1 - 26 July 2017

Workshop with the City of Charles Sturt

SWOT Analysis and areas of discussion:

- Pop-up DIY is overdone
- Embrace authentic 'guerrilla' activation
- Great places are made by people
- Prototyping as a means of building evidence-based design
- Integrate Transport & Open Space strategy with placemaking
- Road reconstruction and wider footpaths
- Mixed use development and activity clusters
- Bring businesses into the public realm
- Work with Adelaide Bike Kitchen, CirKids and other community activity groups
- Leverage Sala and Fringe Festival for local venue and business promotions
- Work with AEC, DPTI for activations around high traffic zones, i.e. tram stop
- Improve the night economy – address the transport issue at night
- Increase the residential focus. At present, no desire to connect with the community from the existing community.
- Improve community cohesion and facilitate introductions in the business/trader community.
- State Gov own key areas and they need to be pushed to activate it
- Develop/enrich Council Small Grants scheme, including rent-free schemes for activations
- Urban revitalisation strategy consistent with transport and open space strategies
- Leverage small placemaking efforts that are low-budget
- Hindmarsh, SA is not a growth economy
- Slow residential opportunities in the short-medium term

Next Steps for placemaking:

Towards a trader-led approach to gain community buy-in, empower leadership, and support Council

Improve: Walkability, cycling and accessibility through the precinct.

What does success look like?

In 3 years' time:

- Investing in Hindmarsh is a sure bet
- Strong market value helping to justify long-term change
- Certainty to back up capital investment

How will we know if we get it right?

- People are talking about it
- More diversity – it's very male. No women, kids, families

Focus areas for placemaking:

1. Median Strip – Finally resolve what to do there
 2. History – Return Hindmarsh to a village feel
 3. Gateway to the city – Port Rd/the precinct fails as an entrance statement
 4. No Resident base to put pressure on policymakers/change
 - a. Leverage cultural associations as residents
 - b. Leverage existing traders and occupants, including EDC, Relationship Australia
 5. Wayfinding & Points of Interest
 - a. Passing through will become memorable (on our way to Bowden)
- If you don't know where you're going, you don't stop – address business attraction/ improve visitation

Module #2 – 28 July 2017

Workshop with the Community

Key considerations:

- Linking in from Bowden to Hindmarsh
- Promoting what's behind the curtain – exploring the hidden Hindmarsh
- Keep young people here
- Can't live in Adelaide without a car – promote active transport modes
- Develop a memorable entrance statement @ Port Rd
- Promote connections – “people don't connect”
- Traders and artists are looking for funding and activation opportunities to get their art out
 - “We'll give them a grant and help them with the compliance issues, but traders need to lead it.”

Module #2 – 31 August 2017

Workshop with the City of Charles Sturt

Mobilise community leadership and explore activation ideas

Goodwood Road – evening lighting	Advertiser – Grain silos
Hindmarsh Oval zoned industry Rezone for Residential? <ul style="list-style-type: none">- Article- Fund studies for planning policy	HOW DO THE TRADERS OWN IT? <ul style="list-style-type: none">- Present to Council- Auspice it?- Annual Adelaide Festival

Feast on Foot – food trails/pub crawl for food

Market-led/MARKET-DRIVEN/ Open for business

- How can we create incentives for place activation and revitalisation in Hindmarsh?
 - o How do we attract people who want to run something?
 - o Go where the energy is? Encourage community ideation

Outdoor/Indoor Markets – Development application, Zone schedule, car parking challenges

Alleviate the ‘over capacity’ that traders experience during key events – things are booked out. Can we bring the trade to the street?

- Business coaching, training for traders to improve visual amenity of the shop front (visual merchandising, etc)

Underpin broader economic strategies with placemaking opportunities

Reflections on Key Directions in the Placemaking Delivery Action Plan

Key Direction #5 -_Sporting & Rec Centre

Year 1

- CirKids
- Mixed sports in the median
- Tactical bike-related lanes/amenity
- Signage and way finding prototypes
- Wayfinding links to river
- Playstreets & activations toolkit

Year 3

- Major events activities in street
- Marathons/started in Port Road
- Adelaide United 'Colours in the Street'/ community outreach
- Walking tours of the area, creative mapping and ways to highlight key sites
- Benches/walking amenity upgrades to improve pedestrian experience
- Brewery lighting beyond Christmas "like Vivid"

Long Term

- Bike sharing and residential occupation
- Attracting the Netball, Motorcross, Monster Truck, etc. events to Hindmarsh
- Busy schedule of small, medium and large scale events in Hindmarsh
- More pedestrian crossings and improved walkability
- Transitional road spaces – parking outside peak hour
- Changing the speed limit at Port Rd.
- Interactive and experiential art and sculpture (skate-friendly or climbing structures)

Key Direction #4 – Thriving Local Economy

<u>Challenges/Considerations</u>	<u>Year 1</u>	<u>Year 3</u>	<u>Long Term</u>
<ul style="list-style-type: none"> - Present liquor licensing and regulatory environment - DPTI's variable speed signs - DPTI street plantings incongruent - Development Applications 	<ul style="list-style-type: none"> - Up late dining to service major events - Close small side streets for pop ups or street festivals - Wayfinding to existing facilities and assets - Parklet-style dining <p>"It's possible now if the traders approach us"</p>	<ul style="list-style-type: none"> - Night/Weekend Markets - Better links to Greenway & Bowden 	<ul style="list-style-type: none"> - Foot path asset upgrades - Amenity improvements

Key Direction #3 – An Iconic Village

<u>Year 1</u>	<u>Year 3</u>	<u>Long Term</u>
<ul style="list-style-type: none"> - Historical Exhibitions - Wayfinding pub crawl 	<ul style="list-style-type: none"> - Public art/sculpture throughout - Est. fashion collective with Alice in La La - Collaborative marketing promotions - Promote makers spaces with maps and other profile-raising efforts - Unique boutique shops 	<ul style="list-style-type: none"> - Manufacturing Hub - Link to Bowden heritage precinct and program the Plant 4 space with Hindmarsh offerings.

Key Direction #2 – Cultural and Creative Hub

Year 1

- Improve footpath amenity with landscape/streetscape strategy
- Lighting and Illumination projects
- Median activations and Linkages throughout precinct
- Enable Public Artworks (Placemakers Grant)
- Creative façade upgrades

Year 3

- Creative wayfinding to existing feature sites
- Bespoke sculptural street furniture
- Bandstand activation as a performance space
- Enable street parties/festivals or streamline processes for these
- Fringe events – “Fringe on the Fringe”

Long Term

- Activating the median with businesses and passive rec amenity
- Collective Studio for makers

Key Direction #1 – Gateway Destination

Considerations

- Encourage people to wander down the median
- Eliminate or reduce traffic sound from Port Road
- Landscape Strategy for the median with aspects boasting better visual amenity

Year 1

- Lighting
- Solar feasibility
- Enable businesses to light their own shops
- Activities in the median
- Slow traffic down at Port Rd

Year 3

- Up-lighting for heritage and feature buildings
- Side street lighting: Mary, Milner Sts
- Mothers & Babies cottage upgrade and activation for community use
- Banners or flags along Port Rd
- “Create a Boulevard”
- Wayfinding through Hindmarsh
- Café/food in the median

Long Term

- Footpath garden
- Soften harsh parking areas in median
- Trial collaborations with Ch7 and at Raptis site building
- Striking visual amenity
- Digital signs with art: What’s on...Now open...News
- Interactive Sound Art like the Brighton Jetty, MCG Bridge, etc.

Module #3 – 1 September 2017

Workshop with the City of Charles Sturt

- Encouraging conversations with State Government about cross-promotion and precinct investment
- Develop a timeline of events: What's going on for a week/month/etc.

THE MEDIAN: If we get it right, what does it look like in 3 years' time:

1. Landscape design plan to create intimate spaces
2. Exercise linked to gym x 3
 - i. Classes
 - ii. Equipment: pull up bars, etc.
3. 'Rest & Recharge' garden
 - i. Linked to War memorial
 - ii. With music
 - iii. Silent disco?
4. Gateway tram to CBD
 - i. Destination precinct – visual impact
5. Eating and Drinking
 - i. Tram Café and others more visible on the street
6. Leverage the fork in the road
 - i. Food Truck event?
7. Pop up events linked to sport
 - i. Goalkick, etc. with emphasis on co-leadership by Adelaide Utd/Coopers Stadium
8. Busker Events
9. Croquet Club/Bocce – median sports and small-scale activities
10. Nature Play Space
11. Bike Park & Ride
12. Lighting
13. Craft courses in Mothers & Babies Cottage
14. Memorial spaces & services – Korean War memorial
15. Improved Pedestrian Crossings throughout

- 16. Seasonal markets
 - 17. Central Bike/waking path
 - 18. Outdoor Cinema
 - 19. Longest Table – Dining event (existing event)
 - 20. Fashion Runway Festival
 - 21. Shade and picnic spaces for workers
 - 22. Car Parking re-design – skateboarding/Artistic flavour
 - 23. Fringe on the Fringe – Link to fringe festival, tram session music, etc.
 - 24. Impact lighting – distinctive thoroughfare
 - 25. Planted banks
 - i. High quality design
 - ii. Plant Shows
 - iii. Planted Gardens
 - 26. Skate park
 - i. Skateable art/sculpture
 - ii. Activities for 14years +
 - 27. Projections/installations
 - 28. Sculptural Elements – Day/Night –Support from Gov & AEC
- “Meeting points” focal areas & recognisable elements

Success factors:

<ul style="list-style-type: none"> - Locals use it - Visitors love it - People linger - Memorable - Traders/ Businesses succeed 	<p>Getting groups to activate the new facilities</p> <ul style="list-style-type: none"> - Adelaide Utd. - CirKids - AEC <p>* Make sure it’s not dormant</p>
<p>Marketing different ways to get to the game</p> <ul style="list-style-type: none"> - Discovery Walks - Local Deals 	<ul style="list-style-type: none"> - If we do this, would you use it? (Engagement on the long-term plan and buy in from groups)

Short Terms Activations – 48x48x48 activity

48 hours

- Gateway lighting
- Planter boxes
- Seating
- Food Trucks and markets
- Chalking – Artistic designs
- Signage – directional and wayfinding to assets

48 days

- Permanent Art into road
- Lighting Throughout
- Milner St – shared street
- Sculpture Park from Tram
- Projection artworks at high-traffic crossings

48 weeks

- Spotlighting
- Daytime interest/activity (gym)
- Bunting
- Informal pedestrian crossing @ Chief St into median
- Water fountain is working again

Module #3 – 1 September 2017

Workshop with the Community

Key Considerations:

- > Keep the charm
- > Build our retail presence
- > Attract activity day/night

- >> We need more art/creative demonstration
 - Renewal SA support
 - Financial support for incoming artists. Can we trial pop-ups in lieu of leases and rents?

- >>Be stronger on Arts & Creativity

Key Attendees:

- Karen, Bank 192 hotel
- Nicole, Pony and Cole
- Walter, Chef Pony and Cole
- Daniel, New Local Eatery
- Sue, Renewal SA (Bowden)
- Lorraine, Hettie's Patch

Places of interest for activation:

Town Hall
Port Rd median
Clock @ the historical society
Flags along Port Rd
Glow sticks - turn them *all* on
Old Timber yard – a market space?

****Develop an online platform to discover Hindmarsh and keep people connected****

Weekend placemaking activities / community-led mini-festival:

- Rock dance troupe (performance)
- La Bamba Dance (performance)
- Conclude a bike tour @ the Bandstand
- Bike stand with (pop-up) pump, tools, etc.
- AEC involvement
- “Sunday Sessions”
- Draw in local families with activities for youth
- How will you get the word out? Communications and promotions strategy
- Improved and distinctive street signage
- Art on the footpath
- Hand-drawn map - Showcase Hindmarsh for the rest of Adelaide
- Historic Society demonstration / live performance?

We need to show our spirit and heart!

> Creative Makers >> Arts & Craft Music Painting

“Bring the craft out of the building” – Nicole, Pony and Cole
“Give them something to take a photo of.”

Placemaking Event Contributions:

Lorraine- fabric dying class

Joey- bike shop pop up (Adelaide Bike Kitchen)

Nicole- hand drawn/printmaker created map

Can we have a Bandstand Birthday Party? “Made in Hindmarsh Birthday Bash”

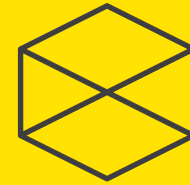
- Centenary of the Bandstand is November 2021

HINDMARSH PLACEMAKING

DRAFT DELIVERY ACTION PLAN

Prepared for the City of Charles Sturt

August 2017



CO
DESIGN
STUDIO



A VISION FOR HINDMARSH

The Hindmarsh Placemaking Delivery Action Plan is a blueprint for immediate community-led action to:

- > Create a vibrant and thriving Hindmarsh Precinct as a gateway destination to northwest Adelaide;
- > Celebrate the suburb's strong sporting and entertainment traditions with a renewed commitment to the creative arts industries recognising the potential for greater tourism, recreation and cultural experiences;
- > Build upon Hindmarsh's strengths as an iconic heritage village with distinctive industrial roots; and
- > Instigate transformational change along Port Road to maximise opportunities for economic growth and diversify businesses, services and amenities.

The Action Plan builds on the placemaking work to date led by the City of Charles Sturt (Council) to establish Hindmarsh as a unique precinct within the inner Adelaide area. It is informed by a shared vision for Hindmarsh developed with Council and the community involved in early placemaking around the precinct.

The community-led approach undertaken to develop the Action Plan signals a commitment to, and recognition of, the region's local people, businesses and community leaders as the cornerstone for Hindmarsh's revitalisation into a successful cultural hub and mixed-use activity centre.

“Hindmarsh is a vibrant destination to discover on Adelaide’s doorstep. From our distinctive heritage and industrial roots, we have grown into a thriving cultural hub with year-round arts, recreation, entertainment and sporting attractions.”



THE LOCAL VALUE PROPOSITION

CoDesign Studio conducted two separate SWOT analyses with Council and local community leaders to capture local insights on the Hindmarsh Precinct's unique assets and gain a frank understanding of the broad constraints to placemaking in the region.

The SWOT synthesis at right comprises the outcomes of each analysis. The exercise provides a platform for discussion about key directions for Hindmarsh as thriving 'everyday place' for locals, an accessible destination for entertainment, sporting and creative culture

Coupled with community feedback and a preliminary site analysis to record the attributes of the precinct and observe present uses and movements within it, the SWOT assists in the development of a project vision to inform placemaking activities in Hindmarsh.



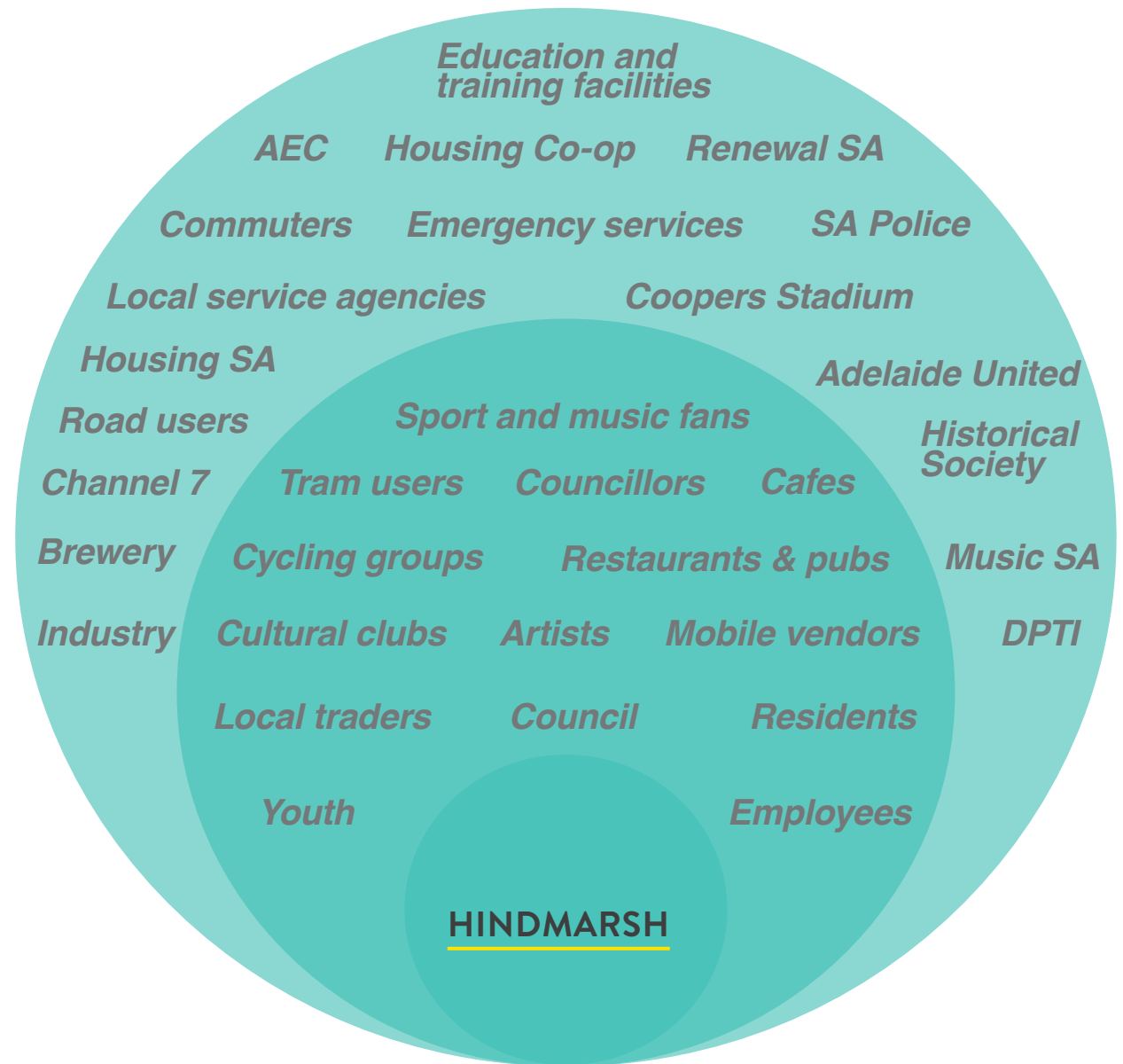
Figure 2 - The SWOT analysis for Hindmarsh Precinct developed from workshops with Council and community leaders in late July 2017. Note: larger bold type indicates commonly cited responses across the participating groups.

WHO IS THIS PLACE FOR?

Council officers and the community leaders who participated in the Your Hindmarsh workshops completed separate stakeholder mapping exercises to determine the place users and primary stakeholders in the Hindmarsh Precinct.

The stakeholder mapping synthesis at right comprises the outcomes of each exercise. For the purposes of the exercise, place users are defined as regular users, visitors and local residents or traders who commonly frequent the area and have an active role in shaping the future of this place.

Primary stakeholders play an important role in determining the future of the place, but may not have as frequent or direct a connection to it.



EXISTING PLACE ASSETS

The Hindmarsh Placemaking Delivery Action Plan builds on the area's existing assets, which include an array of unique heritage built forms, entertainment facilities, popular daytime and evening dining outlets, specialty retail shops, community social spaces, and a number of professional facilities. The map demonstrates the diversity of land uses in the precinct, an important point of difference for Hindmarsh. With opportunities to live, work, create and recreate in such close proximity to the CBD, Hindmarsh already possesses many of the right assets for a thriving urban precinct.

The synthesis map outlines these existing assets as determined by Council and community collaborators during the *Your Hindmarsh* workshops held in late July 2017.



- | | | | | | |
|---|---|------------------------|-------------------------|---------------------------|---------------------------|
| ● 1. Chief St Corridor | ● 8. Fringe? Temporary Activation RSA Led (3 month) | ● 1. Plant 4 Markets | ● 9. Holden Theatre | ● 17. Private Development | ● 25. Bike Kitchen |
| ● 2. Hen Reserve (RSA) | ● 9. Cycle Path | ● 2. Pirate Life | ● 10. Serbian Club + 2 | ● 18. Nordburger | ● 26. Writing Core Wesley |
| ● 3. Adam St Reserve Upgrade | ● 10. Library | ● 3. Retail Strip | ● 11. Tram Coffee | ● 19. Ethiopia | |
| ● 4. Hindmarsh Cemetary Upgrade | ● 11. Church Studios | ● 4. Gaganas Brothers | ● 12. Loose Carhouse | ● 20. ATM | |
| ● 5. South Rd (State Gov.) | ● 12. History Museum | ● 5. Hindmarsh Stadium | ● 13. The Gov | ● 21. Anglicare SA | |
| ● 6. Bowdell Train Station (State Gov.) | ● 13. River | ● 6. Omega Foods | ● 14. AEC | ● 22. Theatre | |
| ● 7. New Open Space and Adaptive Re-Use of Heritage Buildings | ● 14. Brompton Community Centre | ● 7. Tyme Flowers | ● 15. Brenery Lights | ● 23. Tram Stop | |
| | | ● 8. Food Drink | ● 16. Community Gardens | ● 24. Cir Kids | |

A PLACEMAKING APPROACH

Placemaking is a transformative method of place and community planning which empowers local citizens to participate in the creation of a physical place.

This collaborative process involves a range of stakeholders, place users and place managers in the design, planning, development and creation of public places. Through the process of placemaking, participants are delegated power to shape their community, and in doing so, they develop a shared responsibility to, and for, their local places, as well as a deeper connection to the community that surrounds it.

The Placemaking Action Plan that follows is informed by five key directions for placemaking in Hindmarsh. A culmination of the collaborative place and community planning work done to date, the Plan outlines suggested pathways to community-led placemaking by way of one or more demonstration projects.



Figure 3 - Bold and beautiful examples of placemaking activities in the City of Charles Sturt. Image courtesy: Love the Westside Instagram (CCS) and Greening Hindmarsh.

KEY DIRECTIONS & INTERVENTIONS

Five key directions will guide placemaking in the Hindmarsh Precinct. These proposed directions are based on both the shared vision for Hindmarsh developed collaboratively with Council and the Hindmarsh community, as well as our informed understanding of the precinct's urban revitalisation priorities in the long term. By no means an exhaustive list, the suggested intervention activities included reflect community inputs and ideas that emerged at the *Your Hindmarsh* neighbourhood workshops held in July 2017.



Figure 4 Local traders and community leaders take part in the 'Your Hindmarsh' engagement workshops to map activation opportunities and draft a rapid placemaking implementation plan.

DIRECTION ONE

A GATEWAY DESTINATION AND A DISTINCTIVE THOROUGHFARE

Underscore the geographic importance of Hindmarsh as both a thoroughfare and a gateway to Adelaide.

In consideration of the recent growth at the neighbouring Bowden precinct, this direction takes into consideration strategic linkages to and from Hindmarsh as integral to support its development as a complimentary, emerging precinct and a unique destination in its own right.

SUGGESTED ACTIVITIES

- > Cantenary lighting
- > Visually interesting roadside lighting or sculpture
- > Median activities for programmed and passive community uses
- > Tables, chairs, benches in median grassed areas
- > Footpath decor created locally (bunting, etc.)
- > Reinststate the Mothers and Babies cottage for new community uses
- > Lush footpath and road reserve gardens
- > Lighting the gas lamps
- > Lighting in the trees the length of Port Road
- > Pop up container cafe in the median
- > Illuminating the Hindmarsh Bandstand

KEY PEOPLE

- > Council
- > Traders
- > Artists
- > Community leaders
- > Residents



DIRECTION TWO

A VIBRANT CREATIVE ARTS, ENTERTAINMENT AND CULTURAL HUB

Celebrate Hindmarsh's strengths as a destination for premier entertainment events. Renew its commitment to live and independent music, performance arts and creative culture. Reinforce its manufacturing traditions with spaces for crafters and designers.

SUGGESTED ACTIVITIES

- > Public art works: murals, sculpture
- > Footpath amenity -- planting, lighting, seating
- > Street parties and cultural festivals (incl. a culture club-led street party on Mary St.)
- > Outdoor cinema evenings
- > Projections on historic buildings
- > Sensory lighting and interactive sculpture
- > Live music performances at the bandstand
- > A 'Taste of Hindmarsh' food festival
- > Coordinating local activities with major arts and cultural events in Adelaide (Fringe) and the AEC
- > Creative studios, collectives and maker's spaces
- > Handmade arts and crafts markets
- > Performing arts in warehouses and factories
- > Pop-up theatre

KEY PEOPLE

- > Artists
- > Traders
- > Community leaders
- > Residents
- > Council
- > Specialty groups: Historical Society; theatre company; cultural clubs



DIRECTION THREE

AN ICONIC HERITAGE VILLAGE WITH STRONG INDUSTRIAL ROOTS

Showcase the area's iconic State-heritage listed built forms. Celebrate the Hindmarsh era and its humble industrial beginnings.

SUGGESTED ACTIVITIES

- > 'Handcrafted in Hindmarsh' makers' spaces
- > Develop a hub for creative manufacturing
- > A fashion collective for young designers
- > Factory conversions to dining halls and farmers markets
- > Open House events to explore heritage buildings
- > Photography and historical artefacts exhibition by the Hindmarsh Historical Society
- > Public arts acknowledging Hindmarsh's industrial roots
- > Hindmarsh village period performances

KEY PEOPLE

- > Makers
- > Historical Society
- > Artists
- > Traders and foodies



DIRECTION FOUR

A THRIVING LOCAL ECONOMY WITH DIVERSE BUSINESSES, SERVICES AND AMENITIES

Maximise economic growth potential with diverse business opportunities and trading strategies unique to the precinct. Encourage a mix of services and amenities for locals and visitors alike.

SUGGESTED ACTIVITIES

- > An 'Up Late' dining series aligned to Hindmarsh Stadium and/or Entertainment Centre events
- > Night markets and weekend farmers' markets
- > Wayfinding signs to local social spaces and hot spots (The Gov, the Lady Daly, etc.)
- > Improved linkages to Bowden or the Greenway
- > Food trucks and beer gardens aligned to AEC events
- > Road closures for street festivals bringing retail and dining to the street
- > Footpath herb gardens for local restaurants
- > Footpath amenity for improved dining and shopping experience
- > Visually interesting shop fronts
- > New retail strategies to deter vacancies

KEY PEOPLE

- > Traders
- > Community leaders
- > Residents
- > Council
- > Stakeholders: AEC, pubs, etc.
- > Artists



DIRECTION FIVE

A PROMINENT SPORTING AND RECREATION CENTRE

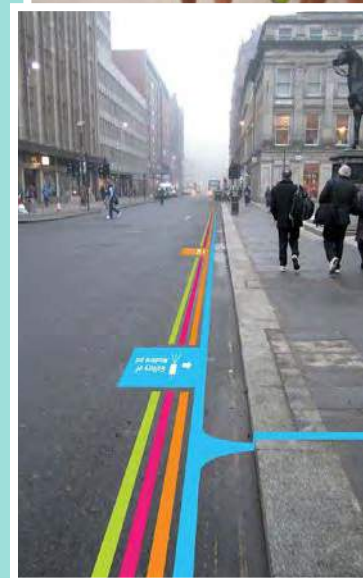
Build on the region's capacity to host major sporting events. Integrate sporting and recreational activities and facilities into community life.

SUGGESTED ACTIVITIES

- > Integrated cycling paths from the Greenway and Bowden areas throughout Hindmarsh
- > Stronger cycling links along Port Road
- > Community sporting events and team meet n' greets with players
- > Cycling and walking tracks to/from the River Torrens
- > Bike sharing facilities
- > Improved precinct walking paths and amenities: benches, water fountains, etc.
- > Sport in the street: start/finish major sporting and recreation events, such as marathons, on Port Road
- > Expand Cooper's Stadium and Adelaide United events or activities within Hindmarsh public spaces
- > Integrate major sporting events with street-level amenity such as team colour bunting, signage, murals, etc.

KEY PEOPLE

- > Council
- > Community leaders
- > Residents
- > Council
- > Specialty groups: Cooper's Stadium; cyclists; running clubs; major events coordinators



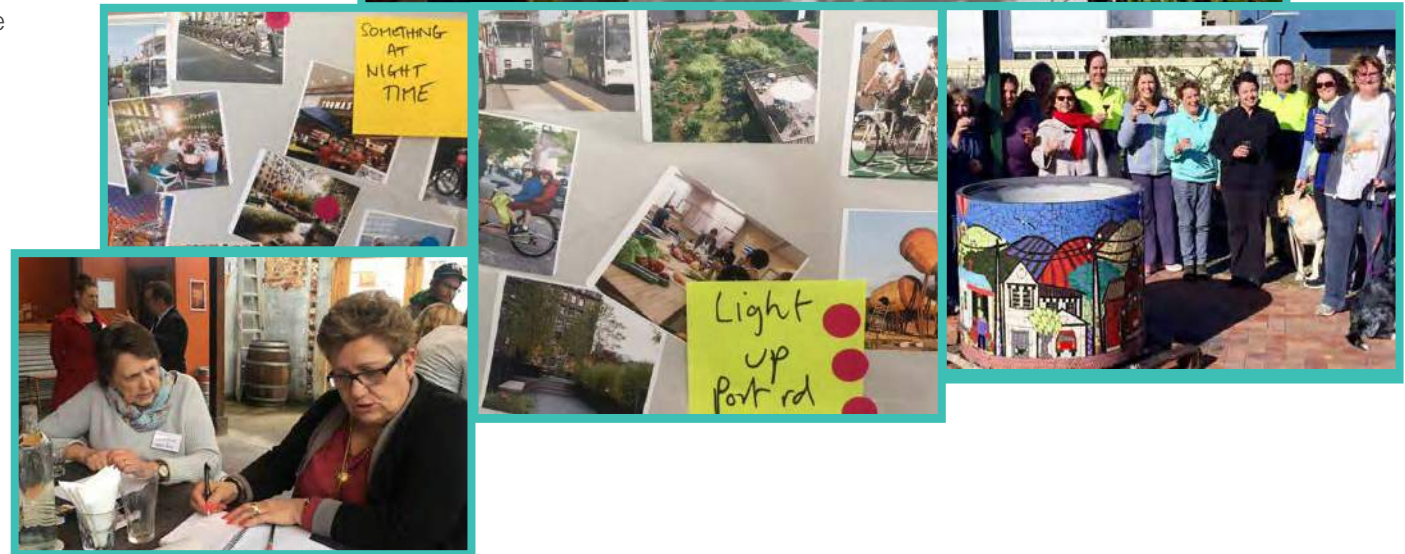
PLACEMAKING DELIVERY ACTION PLAN

WHAT'S ACHIEVABLE TODAY

The Hindmarsh Placemaking Delivery Action Plan identifies a number of placemaking opportunities of varying scale which will inform the final Placemaking Master Plan.

Whilst numerous place activation concepts were put forward by community leaders, traders and Council officers, the Action Plan intends to coordinate and deliver one community-led placemaking demonstration project.

The selection of this concept follows compelling evidence of community readiness to lead the placemaking intervention. Further considerations include the degree to which the trial aligns with one or more key directions for Hindmarsh Precinct, the level of involvement from primary stakeholders, and the project's feasibility in the short-term.



TRIAL CONCEPT

BANDSTAND ACTIVATION CONCEPT

The heritage-listed Hindmarsh Bandstand serves as a reminder that Hindmarsh was once a popular entertainment and cultural destination in Adelaide.

Erected in 1921, the Bandstand and surrounding gardens were part of a beautification scheme to create greater community uses of the area's central road reserve. Open air concerts held at the Bandstand would draw large crowds to Hindmarsh village, much in the same way that the area's contemporary entertainment facilities do today.

Proposed new cultural and creative experiences stemming from the Bandstand intend to recapture the feeling of Hindmarsh as an integrated entertainment precinct and cultural destination.

Beginning with an intervention to illuminate the bandstand with basic decorative lighting, the concept then trials a small-scale community-led program of activities to encourage new community uses at and near this iconic Hindmarsh asset.



Figure 5 The Hindmarsh Brass Band playing at the opening of the bandstand and playground, ca. 1921. Image: State Library of South Australia.

PROPOSED PLACEMAKING ACTIVITIES

The following proposed community-led placemaking activities are part of the broader Bandstand Activation Concept to trial new community uses of the central road reserve:

- > Prototype a mini “Festival of Lights” to test the impact of a visual gateway using basic decorative lighting at the Bandstand and surrounding trees.
- > Activate the Port Road footpath adjacent to the Bandstand with a series of projections from or upon the Old Fire Station building (Peter Scragg & Associates).
- > Host a free evening concert with local jazz musicians performing at the Hindmarsh Bandstand.
- > Celebrate local heritage with a photo and artefacts exhibition supported in-kind by the Historical Society.
- > Demonstrate local creative talent through the use of site décor (incl. floral, textile, antiques, etc.) provided in-kind by local traders and crafters.
- > Install temporary tables and chairs for passive recreation and to trial a dining al-fresco option in conjunction with other nearby “festival” activities.
- > Trial an “Up Late” dining event with extended operating hours at select Port Road restaurants in conjunction with the “festival” program.
- > Install a custom-made comments box on-site for visitors and locals to share their ideas and comments (handmade locally and provided in-kind).

KEY DIRECTIONS

How the proposed activities within the Bandstand Activation trial align to the Key Directions for the Hindmarsh Precinct.

Direction One: A gateway destination and a distinctive thoroughfare

Direction Two: A vibrant creative arts, entertainment and cultural hub

Direction Two: A vibrant creative arts, entertainment and cultural hub

Direction Three: An iconic heritage village with strong industrial roots

Direction Four: A thriving local economy with diverse businesses, services and amenities

Direction Five: A prominent sporting and recreation centre

Direction Four: A thriving local economy with diverse businesses, services and amenities

SECONDARY DIRECTIONS

How the proposed activities support a secondary Key Direction.

Direction Two: A vibrant creative arts, entertainment and cultural hub

Direction One: A gateway destination and a distinctive thoroughfare

Direction Five: A prominent sporting and recreation centre

Direction Two: A vibrant creative arts, entertainment and cultural hub

Direction One: A gateway destination and a distinctive thoroughfare

Direction Four: A thriving local economy with diverse businesses, services and amenities

Direction Five: A prominent sporting and recreation centre

Direction Three: An iconic heritage village with strong industrial roots

TRIAL CONCEPT IMAGES



WHAT'S NEXT?

In the coming weeks, CoDesign Studio will deliver a series of prototype planning workshops to further develop community ideas and co-coordinate the implementation of the Placemaking Action Plan in collaboration with Council and community leaders.

The workshops will:

- > Identify the key roles involved in delivering the proposed placemaking demonstration project;
- > Prioritise key tasks with community leaders;
- > Determine an estimated time frame for implementation;
- > Resolve all essential resources and skills required; and
- > Determine all Council processes involved to ensure the demonstration is supported across the organisation.



Figure 6 Hettie's Patch in Hindmarsh. Customers and craft enthusiasts have offered their skills and talents in-kind to create textile elements of decor to support the Hindmarsh Bandstand activation.

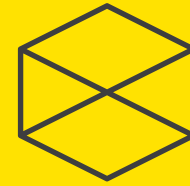
HINDMARSH PLACEMAKING

DELIVERY ACTION PLAN

Version 2.0

Prepared for the City of Charles Sturt

Updated September 2017



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DELIVERY ACTION PLAN

The **Hindmarsh Placemaking Delivery Action Plan** identifies a number of placemaking opportunities and place activation concepts for the Hindmarsh Precinct. Presented to Council in draft on 31 August 2017, the Action Plan is informed by five **Key Directions** for Placemaking, as well as a **Shared Vision** for Placemaking in Hindmarsh (at right), each developed collaboratively with Council and the local community. The Action Plan is intended to scope and coordinate the delivery one key community-led placemaking demonstration project in Hindmarsh.

On 1 September 2017, the draft Action Plan was presented to the community of traders and residents engaged in the Hindmarsh Precinct Placemaking project. The leading community-led activation concept was considered alongside new proposed placemaking and place activation ideas for the precinct. The Action Plan that follows reflects a practicable community-led placemaking demonstration that prioritises the creation of attractive public spaces in Hindmarsh, as well as celebrates the wealth of existing assets in the region.

The **Final Delivery Action Plan**, a community-led placemaking initiative for Hindmarsh, instigates a change in perceptions of the region in-step with the Shared Vision, and aims to enable greater participation in the social and economic networks of the Hindmarsh Precinct.

“Hindmarsh is a destination to discover on Adelaide’s doorstep. From our distinctive heritage and industrial roots, we have grown into a thriving cultural hub with year-round arts, recreation, entertainment and sporting attractions.”



ACTION ONE

ILLUMINATE THE BANDSTAND

The placemaking demonstration begins with the lighting of the Hindmarsh Bandstand. The impact of a well-defined, highly visual and appealing entryway into the Hindmarsh Precinct is as much concerned with improving the social life and cultural perceptions of Hindmarsh, as it is with inspiring confidence in the local economy. Taking this experiential and place-based approach to stimulate economic activity in the area was a priority for the community of traders involved in this placemaking program, and thus, is a core focus of the demonstration.

The creation of attractive public spaces and well-used amenities can both enable and maximise full participation in the social and economic networks of Hindmarsh Precinct. Further, the maintenance of distinctive physical architecture and heritage assets is symbolic of a higher quality of life experience for local residents, the local workforce, visitors and potential investors. These factors can be strong levers for attracting and maintaining economic activity and investment to Hindmarsh. So too can they boost the precinct's ability to immediately compete with nearby Bowden Precinct and Adelaide's CBD.

The feasibility of illuminating the Hindmarsh Bandstand with powered lights is presently under consideration, and Council is exploring the site's on-grid electrical capabilities. Alternatively, lighting the bandstand with battery or solar-powered lights are also under consideration. An installation plan will be finalised once the site's power capabilities are understood. The plan will recognise all relevant heritage considerations to ensure the Heritage-listed bandstand is not damaged during this demonstration.



ACTION TWO

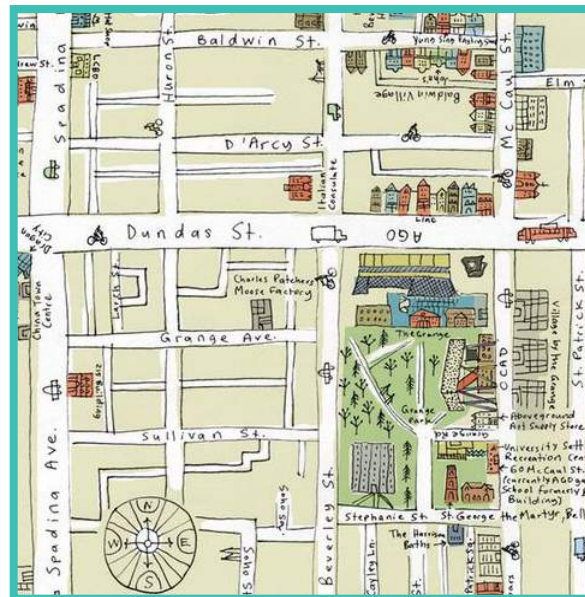
THE 'MADE IN HINDMARSH' VILLAGE MAP & WAYFINDING INITIATIVE

To compliment the illuminated bandstand attraction, a secondary component of this placemaking demonstration involves a well-defined and visually appealing wayfinding initiative to draw locals and visitors to the streets of Hindmarsh and encourage a sense of discovery within the precinct.

The 'Made in Hindmarsh' village map and wayfinding program is a proposed joint initiative between traders, local artists and Council, to promote the region locally and attract visitors from neighbouring suburbs and the greater Adelaide area.

The proposed 'Made in Hindmarsh' Village Map is a high quality illustrated precinct map featuring the 'hidden treasures' of the 5007, including local cafes, restaurants, music and entertainment venues, galleries, shops, heritage buildings, cycling/walking trails, sporting facilities, and other key services or amenities in the area. The central aim of the map is to simply and beautifully highlight the abundance existing and growing local assets, amenities and creative industries that together make Hindmarsh an exceptional destination to discover.

Importantly, the map supports the development of a cohesive narrative for Hindmarsh as an attractive cultural hub that is 'open for business' and teeming with life. This initiative is explored in greater detail in the following pages.



DISCOVERING HINDMARSH

The proposed Hindmarsh Village 5007 illustrated map is a community-led placemaking idea with considerable support.

The development of a graphical map responds to expressed concerns and perceptions of a 'hidden Hindmarsh', a trove of craft, talent and heritage assets tucked behind streetscapes that do not articulate a local identity or sense of continuity through the precinct. This sentiment is particularly strong amongst traders along the Port Road corridor where contributing traffic movement and extensive roadworks have created issues, such as a feeling of division between east and west traders and a failure to motivate 'stop-and-shop' consumer-pedestrian behaviour so vital for local business growth and the social health of the precinct.

The village map is proposed to be delivered alongside a creative street-level wayfinding initiative to direct pedestrians and cyclists toward featured locations, as well as other amenities as desired by Council, including the Hindmarsh Library. Using temporary footpath signage, which may include brightly stenciled spray chalk or printed decals that mirror the iconography used on the map, this street-level wayfinding demonstration creates an added layer of discovery through Hindmarsh by highlighting key assets in-situ.

The village map and wayfinding initiative is a highly scalable demonstration. In the short-term, the initiative will help stitch together a divided community, motivate other traders and locals to join in future placemaking demonstrations, and build a sense of connection to, and cohesion through, Hindmarsh. Over time, the wayfinding program allows locals and visitors to experience the different shades of Hindmarsh as the precinct undergoes periods of renewal, setting the tone for a thriving place in the making and crucially, one worth coming back to.

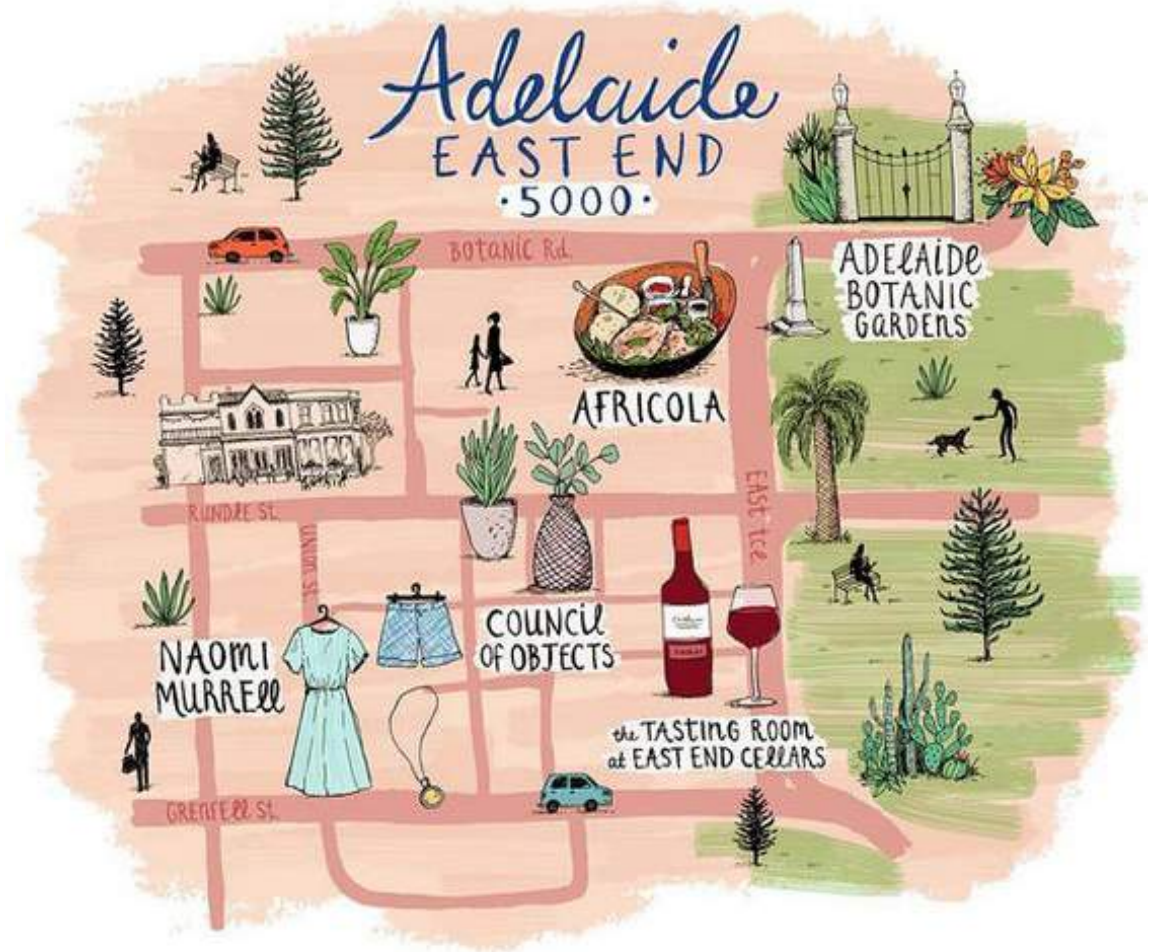


Figure 1 An illustrated map of Adelaide's CBD depicts local cafes, shops, attractions and parks unique to the area.

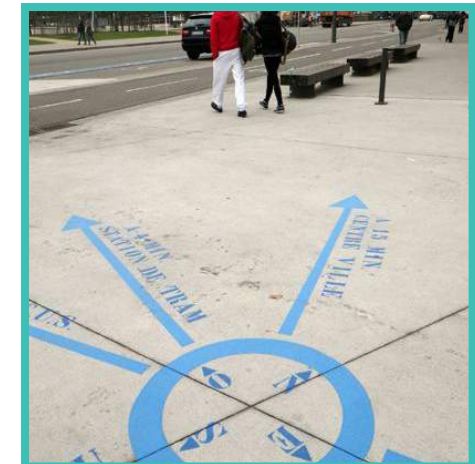
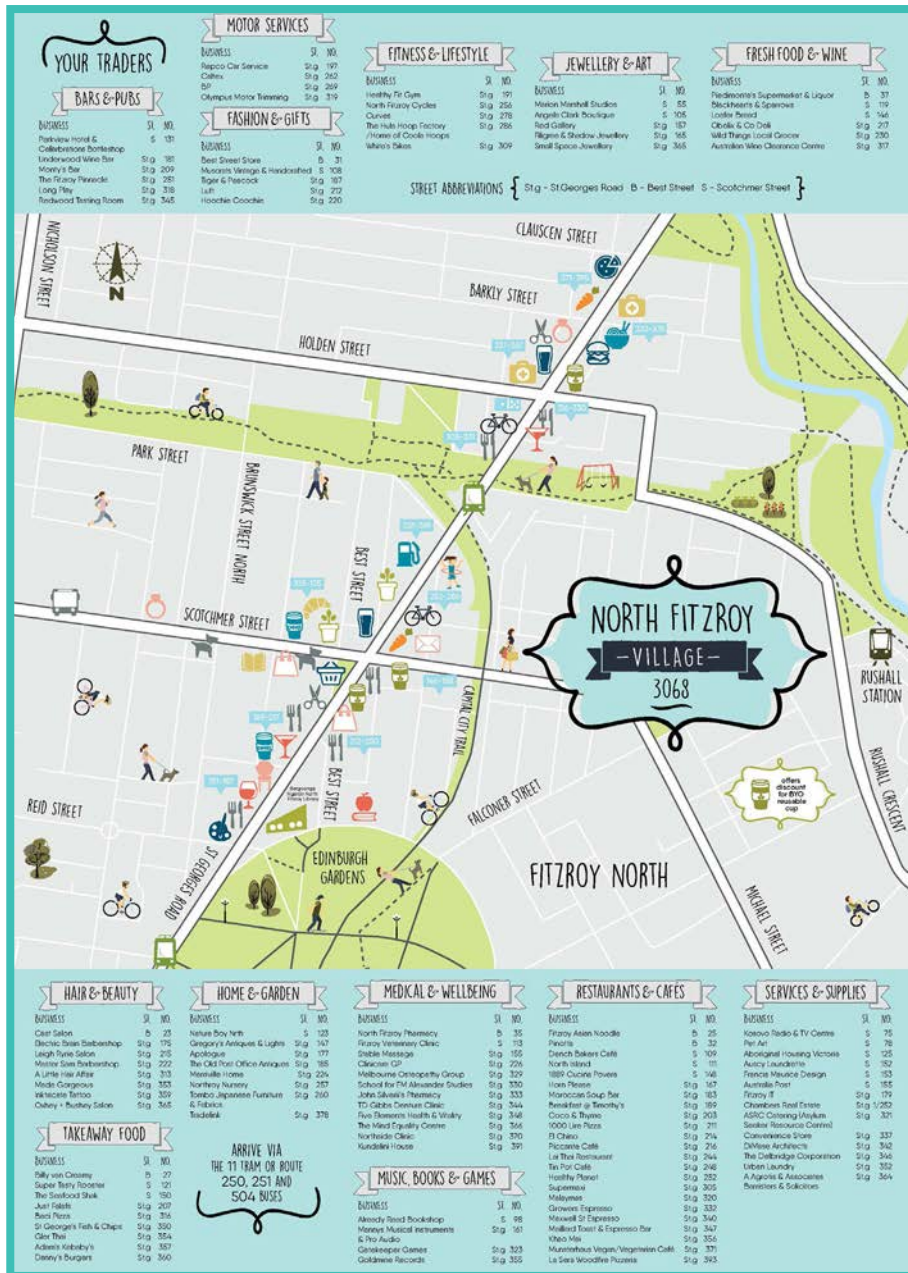


Figure 2 A map at left depicts key services and amenities found in Melbourne's North Fitzroy suburb. Above image grouping conveys proposed footpath wayfinding designs to be aligned with the illustrated precinct map.

PLACEMAKING ACTIVITIES OVERVIEW

HINDMARSH BANDSTAND ACTIVATION & WAYFINDING PROTOTYPE			
AUGUST	SEPTEMBER	OCTOBER	NOVEMBER
> Scope concept feasibility (complete)	> Submit final Delivery Action Plan for approval	> Open online mapping portal to develop draft 5007 Village map (2 week period)	> Procure wayfinding materials (decals, etc.)
> Scope site for power (in progress)	> Approvals and plan initiation	> Source printing for map	> Select wayfinding demonstration day to coincide with bandstand lighting (at night)
> Engage Council maintenance team for installation (complete)	> Procure lighting and installation materials	> Submit map data for illustration	> Wayfinding prototype over a 1-day period
> Engage community leaders for prototype planning (complete)	> Coordinate communications/marketing with Council, incl. notification collateral (as required)	> Meet with community leaders to determine key wayfinding zones	> Distribution of printed map at key sites, residential areas, Adelaide CBD
	> Commence community Expressions of Interest for inclusion on map (refer to EOI at right)	> Develop stencils/decals as per map iconography	> Commence monitoring and evaluations
	> Engage local artist(s) to commission illustrated map	> Coordinate lighting of the bandstand with Council communications/marketing team	

VILLAGE MAP EOI

The inaugural **Hindmarsh Village 5007 Map** is a proposed trader and community-led joint initiative with the City of Charles Sturt. The map highlights the diverse offerings from the precinct and will feature the illustrative design of a local Hindmarsh artist.

To paint a whole-of-precinct picture of Hindmarsh aligned to the Shared Vision, CoDesign Studio proposes to open an **Expression of Interest** to the community of traders and residents engaged in the Hindmarsh Precinct Placemaking project, as well as other locals notified by way of a Council-produced notification (proposed).

The EOI is an opportunity to collaboratively develop content for the map, including favourite local hot spots and facts about the area. Local traders may also wish to include special offers to draw business to the area.

The EOI anticipates a 2-3 week period of online engagement before the content is developed into a high quality illustrative map created by a local artist.

KEY DIRECTIONS FOR PLACEMAKING

The table below outlines how the updated Placemaking Delivery Action Plan (Version 2) is aligned to one or more of the five Key Directions for Placemaking in Hindmarsh.

PROPOSED PLACEMAKING ACTIVITIES

The following proposed community-led placemaking activities have been updated to compliment the Bandstand Activation Concept proposed to Council on 31 August 2017:

- > Illuminate the Hindmarsh Bandstand using basic decorative lighting (on-grid/battery-powered/ solar)
- > Activate the Port Road footpath and adjacent areas with a wayfinding initiative to highlight local assets.
- > Develop and distribute an illustrated Hindmarsh Village precinct map conveying key sites, businesses, services and amenities.
- > Install a custom-made visitors' comments box at the Bandstand welcoming ideas and comments (handmade locally and provided in-kind).

KEY DIRECTIONS

How the proposed activities within the Bandstand Activation trial align to the Key Directions for the Hindmarsh Precinct.

Direction One: A gateway destination and a distinctive thoroughfare

Direction Four: A thriving local economy with diverse businesses, services and amenities

Direction Four: A thriving local economy with diverse businesses, services and amenities

Direction Three: An iconic heritage village with strong industrial roots

SECONDARY DIRECTIONS

How the proposed activities support a secondary Key Direction.

Direction Two: A vibrant creative arts, entertainment and cultural hub

Direction One: A gateway destination and a distinctive thoroughfare

Direction Two: A vibrant creative arts, entertainment and cultural hub

Direction Two: A vibrant creative arts, entertainment and cultural hub



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