



parndana urban design framework

prepared for the kangaroo island council
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a p p e n d i x

A separate document has been prepared as an Appendix to all four frameworks. This document includes:

- Methodology for the project
- Review of previous studies
- Consultation results
- Development Plan Policy Review



introduction

INTRODUCTION

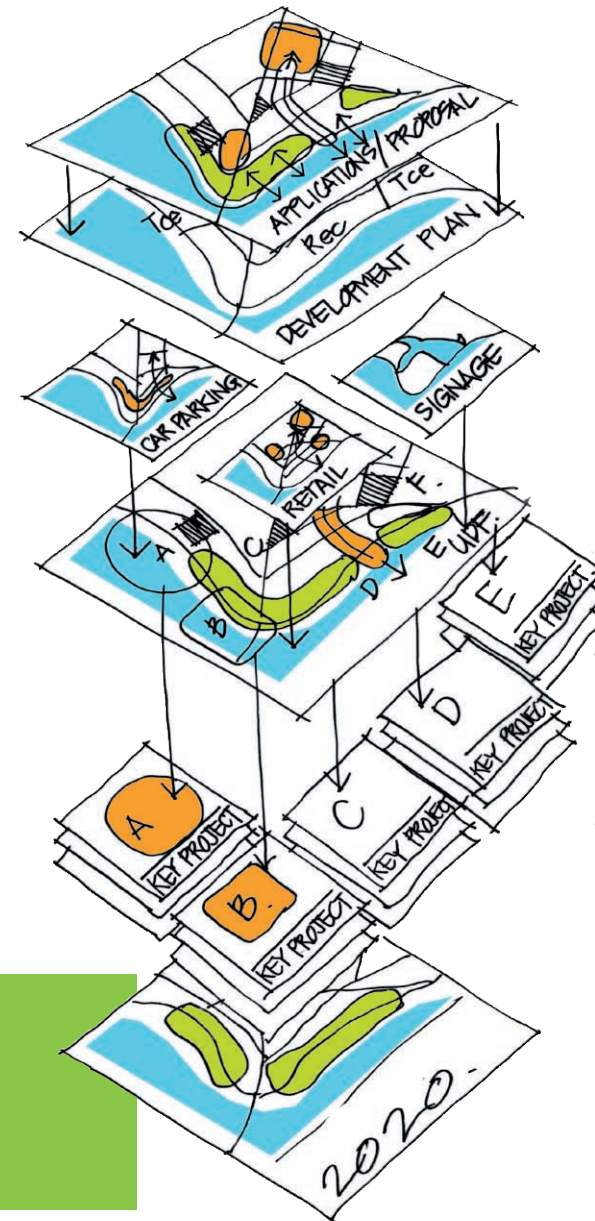
The Kangaroo Island Centres Project involves the preparation of strategic urban design frameworks for the key townships of the Island being Kingscote, Penneshaw, American River and Parndana. The project is aimed at positioning the townships of Kangaroo Island to enhance their charm and character, meet community expectations and deliver on the needs of the tourists who visit the Island.

Urban design frameworks are a relatively new instrument for Councils undertaking urban improvement strategies. They focus on collectively addressing the various elements of urban environments like movement and land use that bear strong relationships. The output of frameworks include an interpretable vision for how a place should 'look, feel and function'.

The information contained in this framework broadly identifies the directions for each town in both the short and long term. The frameworks have been specifically developed to guide decision making, to ensure that the many public and private initiatives that will inevitably occur over time will act to achieve the desired outcome for each town.

Consequently the actions arising from the framework target policy changes and capital works. This approach will help to deliver better township environments in the long term to ensure they are welcoming, economically prosperous, and enjoyable places to live and visit.

To develop a robust long-term series of frameworks for the key townships of Kangaroo Island, position the townships to enhance their charm and character, meet community expectations and deliver on the needs of the tourist.



'An Urban Design Framework is a tool to provide a vision and strategic direction to create more vibrant, attractive and commercially successful places. Such frameworks assist Councils, State Government Agencies, the private sector and the local community to focus resources and effort into areas of strategic importance – to achieve a long term vision or direction.'



parndana in context

PARNDANA IN CONTEXT

Located in the centre of the Island, Parndana is the service centre for the rural/agricultural heartlands of Kangaroo Island. It developed as a post-war soldier settlement and is notable for its ‘can do’ community spirit and pride.


The town has the potential to grow in terms of resident population and evolve as a unique tourist destination.

Key assets of Parndana include:

- A ‘can do’ community attitude
- Excellent sporting, recreation and education facilities
- The recently renovated community hotel
- The township’s development history as an important post-war soldier settlement
- The central location and proximity of the township to the unique wilderness attractions of the north, south and west coast of the Island
- Natural environment and wildflowers
- Attractiveness as a place to live

Significant issues and pressures facing Parndana include:

- Shortage of available land for residential development
- Poor signage at township entrances
- Limited visitor facilities to complement the town’s commercial function
- Native vegetation clearance issues
- The availability of school facilities for the broader community
- The location for future commercial and light industrial development



vision for parndana

What will Parndana be in 20 years time?

How will we achieve this?

What will drive change?

A 'vision' is something to strive for – it sets a clearly articulated direction for a desired outcome for current and future generations. A vision must also be flexible enough to respond to changing circumstances and opportunities.

It is about balancing between community, economic and environmental priorities while retaining the historical and cultural significance of Parndana.

The development of a vision for Parndana has involved extensive community engagement and consultation.

Vision for Parndana

Parndana's community spirit will remain as the town's most valuable asset as the residential population expands and its capacity to service tourism and the surrounding districts is further enhanced. The town's community hotel, attractive main street, heritage, and serene environment will linger in the memory of the people who visit the town.

- Land within the township boundaries will be developed to accommodate additional housing
- Streetscaping will be provided to Cook Street to enhance its attractiveness and function as the township's main commercial strip
- A walking trail will link the town centre, open spaces and places of interest
- Clear signage and more prominent gateways will provide more legible entrances and invite more visitors to the town.



Main Street

DEVELOPING THE VISION

Community Consultation

Community involvement played a large role in the development of the vision and urban design framework for Parndana. The community and local businesses were invited to participate in workshops to assist in the development of a vision and to identify key issues and priorities for Parndana.

The community consultation process involved:

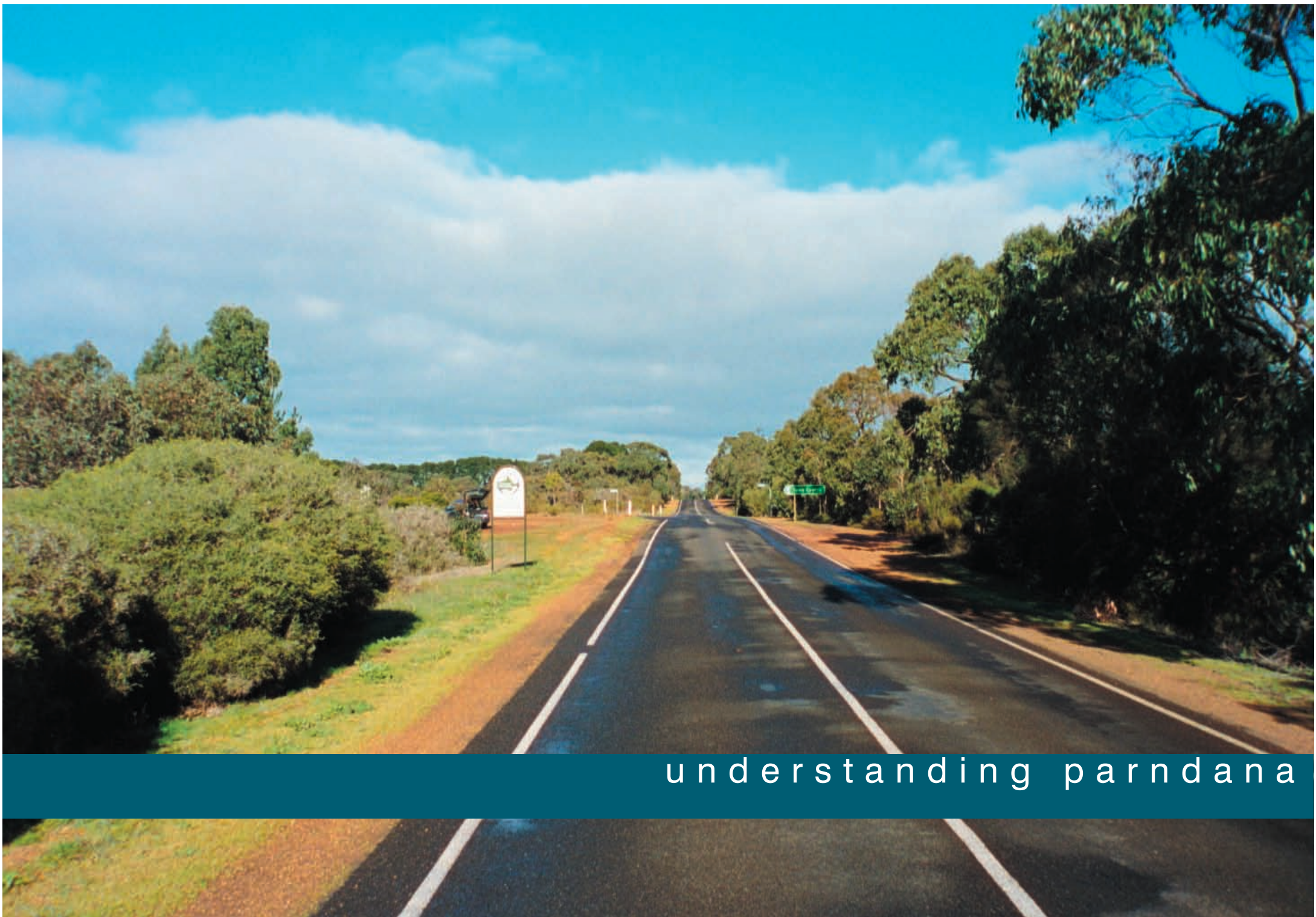
- Reviewing past documentation involving extensive community consultation (including previous studies, reports, Development Plan reviews and updates)
- Public and stakeholder meetings
- Media releases, brochures and displays
- Community survey and feedback opportunities

Community Feedback

Keys issues and priorities arising from the Parndana community consultation included:

- Create residential allotments in the township
- Create rural living allotments
- Affordable housing - required
- Create walking/wildlife trail – with links to original settlement
- Retention of school
- Improved street lighting





understanding parndana

UNDERSTANDING PARNDANA

A 'layered' approach has been taken to understanding Parndana – what makes up the town, how does it work, how do the various layers relate. Such layers include:



Assessing Entrances and Legibility of the township



Investigating Public Space, Open Space and Linkages



Understanding the function, intensity and spatial relationship of the various Land Use components which make up the town



Development opportunities that will provide for increased residential land provision

ENTRANCES & LEGIBILITY

Description

Parndana is positioned off the main highway from Kingscote to Flinders Chase National Park and lacks well defined entrances with clear signage to invite and guide tourists to visit the town. There are three points where visitors can enter the town from the main highway which adds to the difficulty in defining a clear entrance to the town.

Considering the importance of capturing tourists that help sustain the economic viability of businesses in the town it is important that these entrances provide clearer messages that can direct and inform passing traffic.

Key Issues

Northern Entrance

- Only targets southbound traffic
- Directional signage only refers to 'Town Centre' but not the name of Parndana
- The entrance road leads toward the town centre past the schools and several commercial premises though there is no directional signage to the main street area (Cook Street)

Southern Entrance - Smith Street

- Only provides signage for northbound traffic
- Links directly with 'main street' area



ENTRANCES & VIEWS

Views – Visible Appearance

The corridors of native vegetation that line the entrance roads to Parndana screen views of the open farming land and create a positive impression of a town set within a vast area of native vegetation. This is an important asset of the town that needs to be retained.

Key Opportunities

Signage

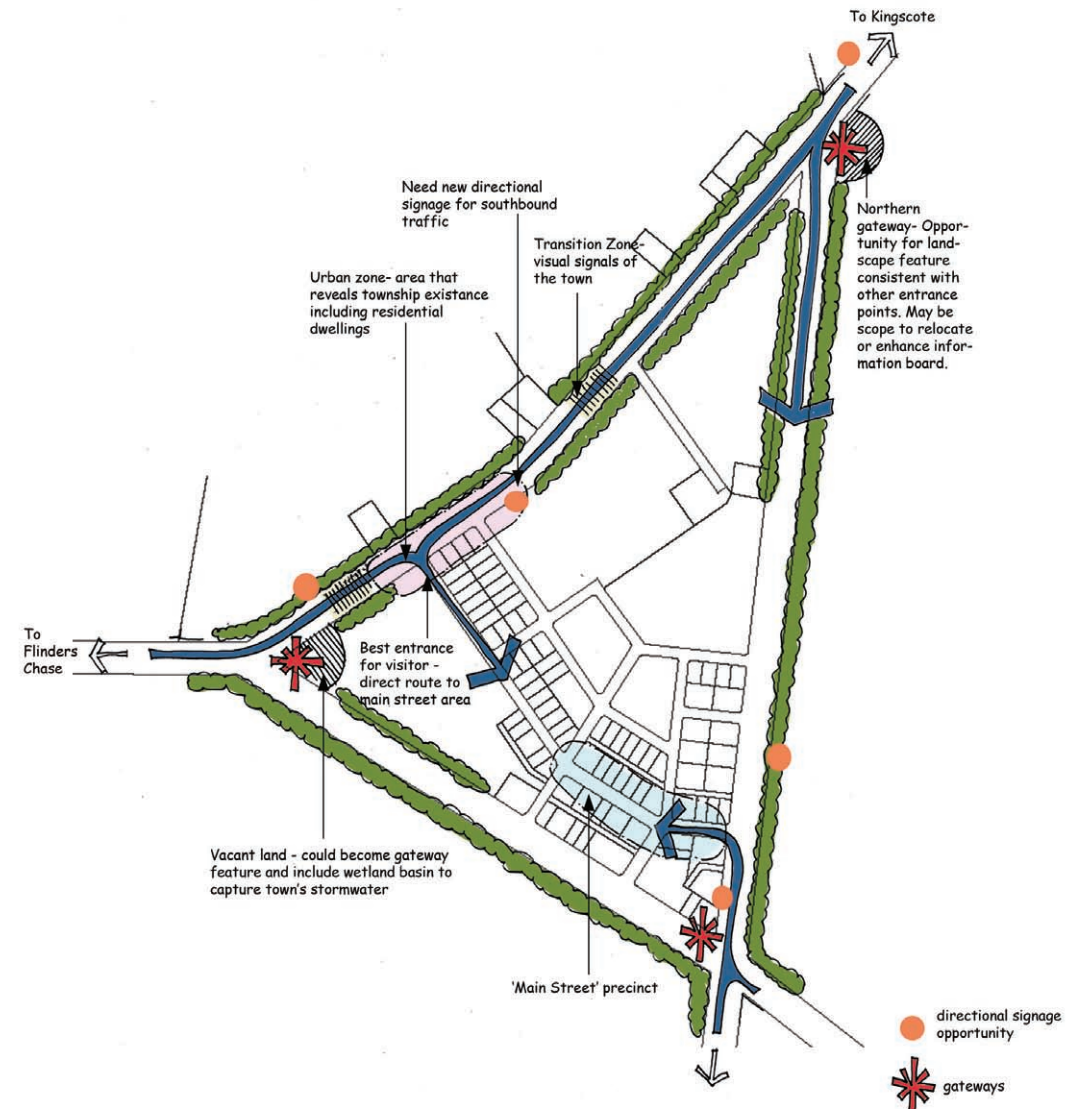
The lack of clear and informative signage is undoubtedly a barrier to attracting more tourists. This could be improved by adopting a coordinated and strategic approach to directing and informing passing trade. This approach should consider focusing attention on the primary entrance and introducing complementary signage in locations that will capture traffic from the north and south.

Gateways

The town has three identifiable gateways at each corner of the town's triangular development pattern. A consistent theme involving landscaping treatments could create a strong and identifiable image for the town and create a strong 'sense of arrival' for visitors.

Primary Entrance - Smith Street

Smith Street is a logical site for the primary entrance to the town. It connects with the 'main street' precinct bringing visitors directly into the heart of the town. The environment around this entrance appears more urban which creates a visual cue.



OPEN SPACES AND LINKAGES

Description

The open spaces and tracts of native vegetation dominate the Landscape in Parndana. The recreation and open space areas within the town include Lions Park, sporting oval, lawn bowling club, golf club, school oval, pool and parcels of native vegetation. While not 'public', the spaces around the commercial buildings on Cook Street provide an important area for gathering, meeting and outdoor eating.

Key Opportunities

Open Space Integration

The community sporting oval and school recreation facilities spatially abut one another. However, there is a visual and physical separation between them. While integrating these facilities does present some problems with public liability, it would be beneficial, particularly as it would promote better use of public assets including the school pool.



Linkages/walking trails

The vast tracts of native vegetation and areas of open space make Parndana a good town for a walking trail though there is no infrastructure to support this at the present time. A walking trail could become a major asset for community use and as an attraction for visitors. The trail could link important areas such as the 'main street' precinct, open space areas, places of interest, and pass through attractive corridors of native vegetation.

OPEN SPACES AND LINKAGES

Cook Street Park

The existing Lions Park provides a good facility for visitors, including toilets, playground and BBQ facilities and shade. However, it is difficult to see from the 'main street' precinct and unlikely to be used by passing visitors seeking a place to rest, eat and recreate. An ideal site exists behind the Uniting Church on Cook Street. The site is within the 'main street' precinct and would provide an ideal rest point for passing visitors. The inclusion of seating and play facilities would encourage visitors to stay and possibly explore the town further. Providing public toilets would be beneficial though good signage could direct visitors to the facilities within Lions Park.

Main Street Precinct

Continued improvement to footpaths and support for private initiatives will help to create a better public realm environment around the town.



LAND USE

Description

Development of Parndana has been confined to the area surrounded by the Playford Highway, Wedgewood Road and Rowland Hill Highway. The types of development include residential, commercial (retail), open space and school facilities.

The extent of residential development within Parndana is small comprising modest sized homes on large allotments. The residential development includes several short-term accommodation facilities.



Commercial – Cook Street



Recreation

LAND USE

Housing

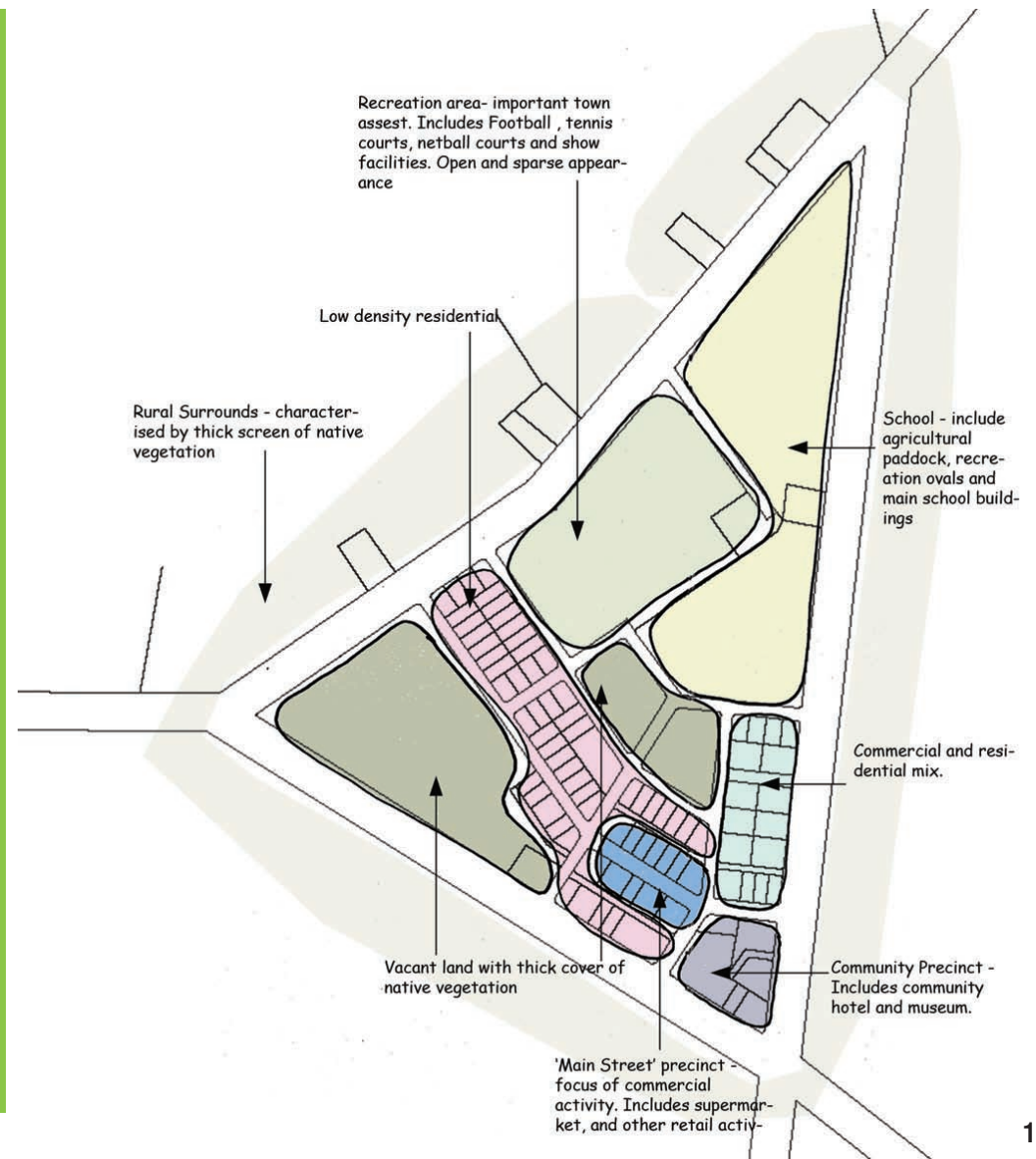
- The lack of quantity and variety in housing causes a problem in meeting the housing requirements of different family types, particularly for the needs of seasonal workers.
- There is a need to identify appropriate areas for future development.

Commercial

- Lack of services and facilities in the 'main street' precinct to strengthen its role and economic prosperity.
- Appropriateness of location for expansion of new commercial area.
- Commercial activity in the town is largely confined to Cook Street though there are several light industrial activities along Wedgewood Road. The commercial activity on Cook Street incorporates a retail strip that forms a 'main street' precinct. The activities along the main street incorporate Keilem Rural Merchandise & Pumps, a Laundromat, delicatessen and newsagency, bakery, op-shop, IGA Supermarket and General Store. There is a spread of activities further along the street including the Bowling club and residential properties that separate the main street precinct from the community hotel.

Open Space

- There is a plentiful supply of open space within the town including areas of native vegetation and formal sporting ovals. Key assets include Lions Park, The football oval, and school grounds (including pool).

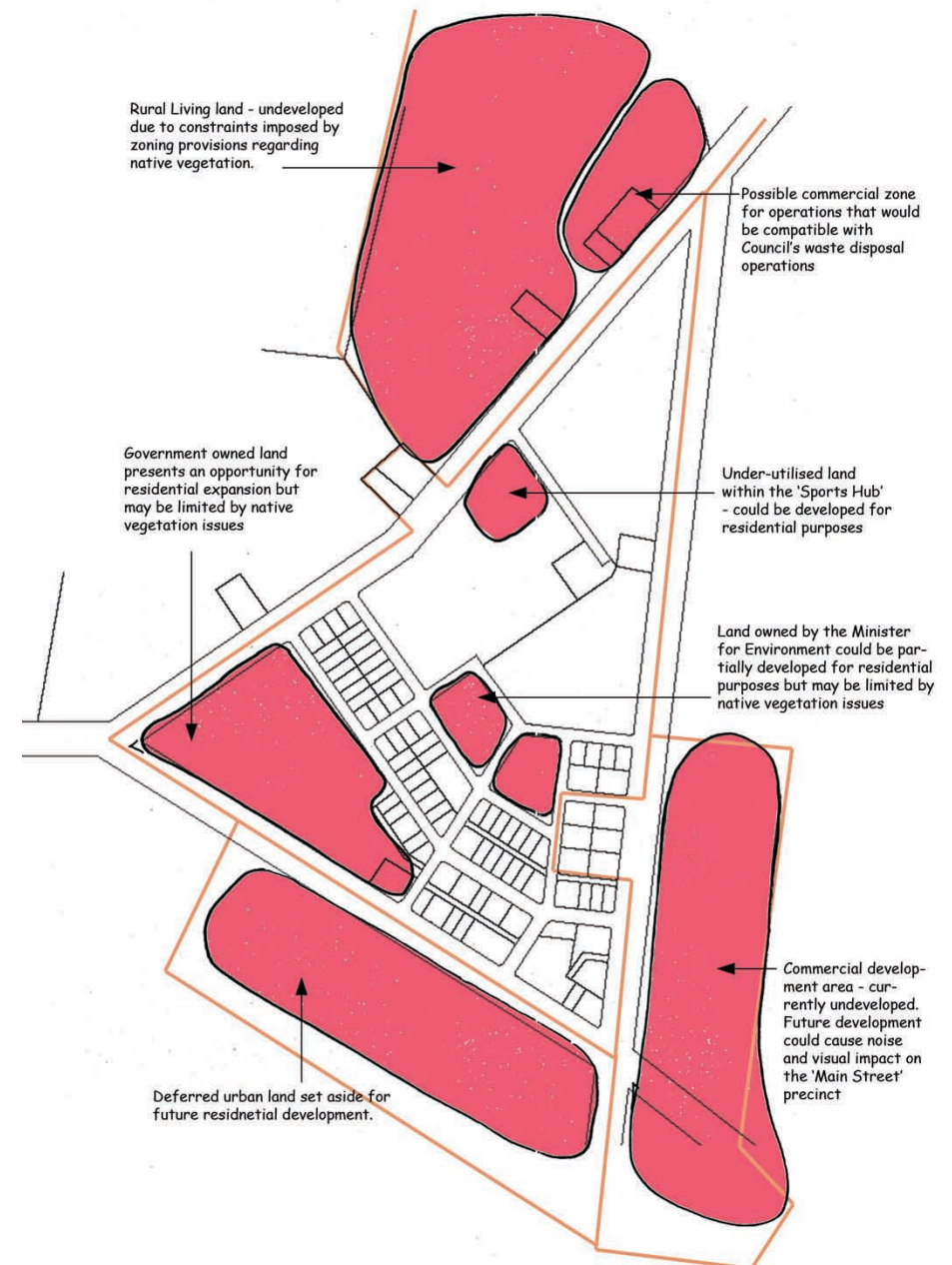


DEVELOPMENT OPPORTUNITIES

While there would appear to be an abundance of developable land within Parndana much of it is constrained by zoning, native vegetation, and ownership issues.

With land on Kangaroo Island becoming increasingly expensive, particularly along the coastal areas, Parndana presents an affordable alternative to some of the Island's other towns.

Key development opportunities for the town are identified on the adjacent map.



DEVELOPMENT OPPORTUNITIES

Residential development

The development of land for residential purposes is supported within the Country Township, and Rural Living Zones. Unfortunately the vacant land within both these zones is constrained by the native vegetation cover. In addition, the parcels of land within the Country Township Zone are owned by Government authorities.

Another site to be considered involves the northern section of the Recreation Precinct (includes oval, tennis and netball courts). This land appears to be under-utilised, cleared of native vegetation, close to a STEDS line with a road link from the Playford highway.

An area of land designated Deferred Urban is located south of the town.

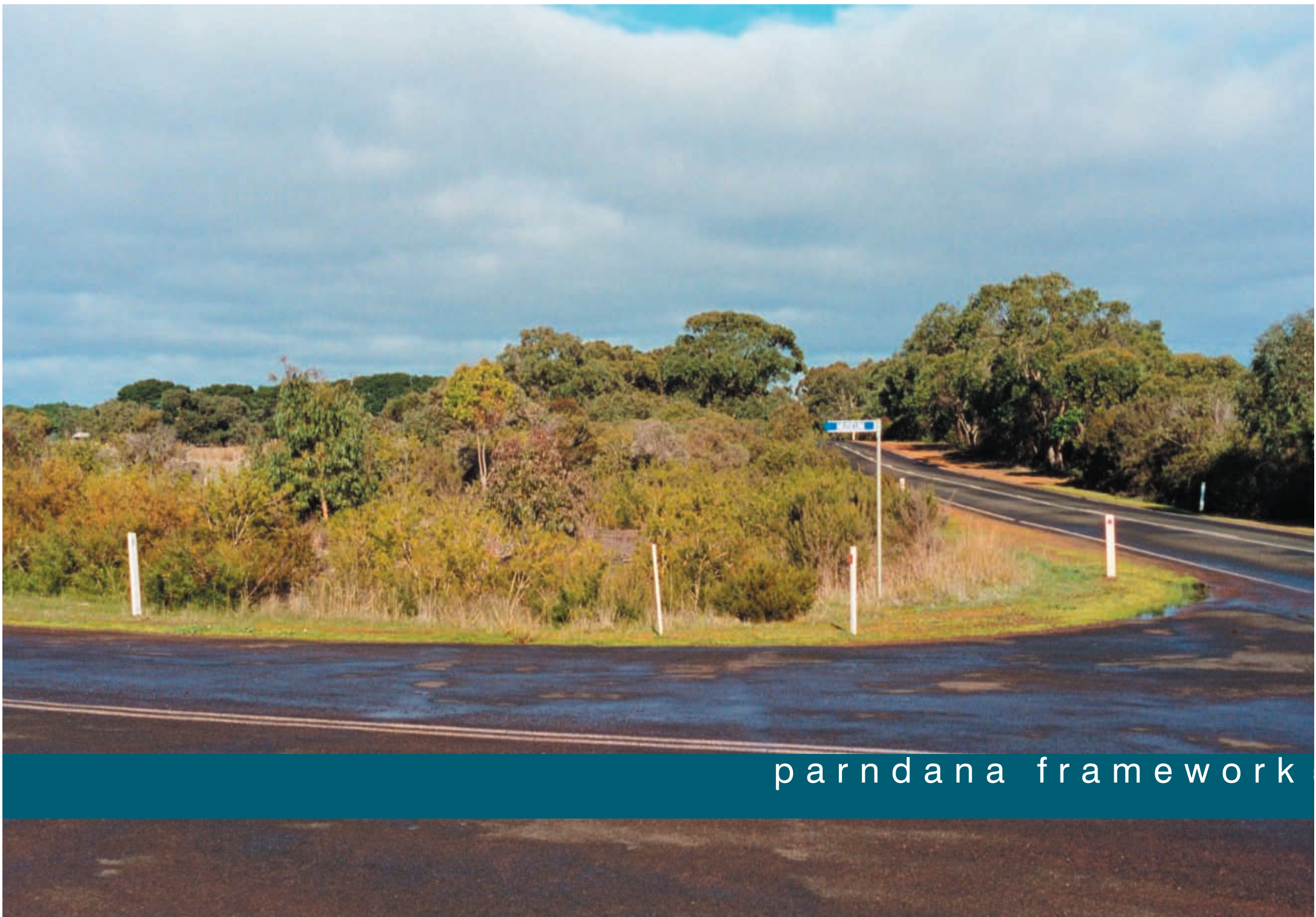


Area with future development potential (see note 1 on structure plan)

Commercial development

A large area of land east of Wedgewood Road has been zoned for commercial development though to date none has occurred. This may not be the most appropriate location for this type of development as there is the potential for light Industrial type activities to detract from the Main Street Precinct. The commercial zone promotes activities involving warehouse, storage, light and service industries.

Activities prescribed within the Commercial Zone such as the light industrial activities can have detrimental impacts on urban places where safe and visually stimulating environments are important. Consequently, alternative locations should be considered for the Commercial zone. One such location may be the Council waste disposal site which is well screened and located away from sensitive urban areas.



parndana framework

BACKGROUND

The Parndana Urban Design Framework consists of three separate components:

- Structure Plan
- Township Form
- Key Precinct Plans

The Structure Plan sets the broad framework for the long term development of Parndana. This plan relates to the whole of the town and its adjacent hinterland. In contrast, Township Form relates specifically to the Parndana Town Centre, addressing such issues as Built Form, Movement and Parking, Economic Vitality and Heritage Conservation. The Key Precinct Plans identify site specific concepts and actions for locations which will have the greatest opportunity for influencing long term change and perceptions of Parndana.

Structure Plan



Town Centre Plan

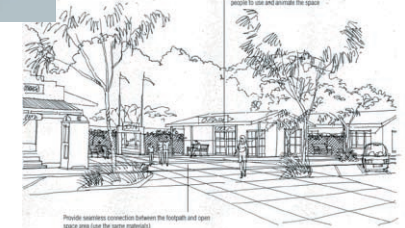


Town Centre Concepts



Integrate private outdoor areas with verges to provide a series of public rooms and an inviting space for people to use.

Providing seating and sheltered outdoor and dining on bank with hedges to encourage people to use and activate the space.



Provide separate connection between the footpath and open space area (use the water materiality).

PARNDANA STRUCTURE PLAN

Creating a robust structure is an important component of the Urban Design Framework. The investigations undertaken as part of this framework have focused on identifying areas for future residential growth, making better use of existing infrastructure, and the entrances and gateways to the town.

Accommodating growth within the existing town is a key issue. Development has been constrained due to much of the available land being held in Government ownership and covered with native vegetation.

The structure plan is aimed at identifying potential for residential development, creating strong linkages around the town, and strengthening the legibility and exposure of the town to passing traffic.

Development Plan Implications/Directions

To bring into effect some or all of these changes will require an amendment to the existing Development Plan including further detailed investigation to justify the amendments.

- **Amend Structure Plan For Parndana within the Development Plan (based on plan shown in Framework).**

- **Review Residential Zone provisions to address diversity between towns and the context of each site (current zone applies to whole Island)**
- **Change zoning maps to reflect relocation of future residential zone and commercial/light industrial area.**
- **Create new zone for area currently zoned Rural Living -may become landscape zone for large residential allotments (with protection for native vegetation cover).**

STRUCTURE PLAN

1 Residential land development option 1

Develop portion of land covered with native vegetation – maintain remaining land for walking trail.

2 Residential land development option 2

Ideal for residential development close to school, shops and open space – requires removal of native vegetation.

3 Residential land development option 3

Portion of recreation area that is under-utilised could be made available for housing – no native vegetation issues and owned by council.

4 Residential land development option 4

Land opposite main street precinct should be rezoned from commercial to residential to prevent negative impact of light industrial uses close to main street and encourage residential development close to the town centre.

5 Policy review for rural living allotment

Create a zone that accommodates large living allotments that facilitate the preservation of native vegetation.

6 Light industrial land

Create zone to accommodate commercial / light industrial activities – maintain screening to main highway.


















7 Entrance Zone

Improve directional signage and legibility of entrance road to guide visitors into town.

8 Retain native vegetation

Land to be retained for its landscape qualities as part of a township linear trail

9 Investigate opportunity for wetland to collect run-off from township

- | | | | |
|---|---|---|--|
|  | Primary Town Gateway |  | Open Space / Recreation |
|  | Clear directional signage to capture visitors |  | Sites for future residential development |
|  | Primary Town Entrance Zone |  | Commercial/ Light Industrial Precinct |
|  | Integrated school and recreation precinct - share use of existing facilities |  | Education Precinct |
|  | Walking Trail - wild flower walk |  | Landscape zone |
|  | Main Street Precinct |  | Commercial Precinct |
|  | Main Entrance Road |  | Possible location for wetland / stormwater detention basin |
|  | Gateway landscape feature - to capture attention of tourists & reinforce the identity of the town | | |
|  | Create a strong link between school & sporting oval - seek to share facilities | | |
|  | Retain screen of native vegetation - important to township visual appeal | | |

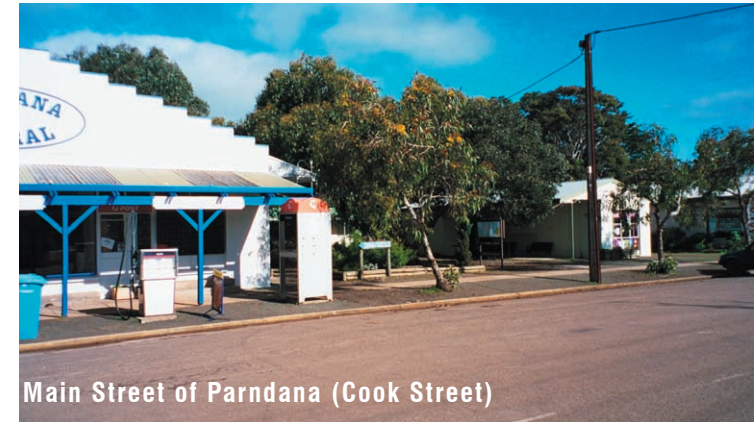


MAIN STREET PLAN

Parndana's Town Centre is limited to the small group of commercial buildings along Cook Street and the Community Hotel. While these activity areas provide the commercial and civic focus of the town they are physically and visually separated. This effectively erodes any sense of a central heart for the community and visitors.

The Main Street Plan is aimed at addressing this issue as well as providing guidance for creating a more functional, safe, and interesting main street environment for both visitors and local residents.

As with many places, major intervention is not needed to improve the main street. What is critical is the cooperation of all groups and individuals who can contribute to the vision. Not all of the proposed initiatives will be reliant on Council. Improving the appearance of commercial buildings, ensuring vacant premises have attractive window displays, and enhancing outdoor areas are initiatives that require investment from landlords and business owners. The cooperation of all groups and implementation of these strategies will provide a more welcoming, convenient, and attractive place that builds on the natural appeal of the town's setting.



MAIN STREET PLAN

- 1 Purchase and establish park on vacant land (subject to negotiation with owner). Provide visitor information, seating, shade and play facilities.
- 2 Create linkage with Lions Park toilet facilities.
- 3 Construct threshold/entrance feature to create 'sense of arrival'
- 4 Work with business owners to improve appeal and functionality of outdoor areas around buildings
- 5 Long Term – relocate bowling club to recreation area
- 6 Remove established trees to create visual link between Hotel and main street – will help create a more legible environment for visitors
- 7 Introduce line marking to formalise parking and improve legibility



- Existing built form
- Future development will help to reinforce the street and provide a strong connection with the Community Hotel
- Stand of established trees that block a visual connection with the Community Hotel

MAIN STREET PLAN

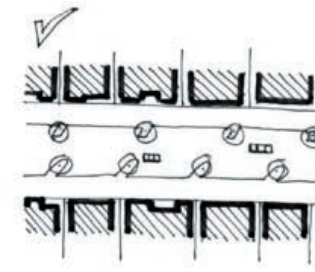
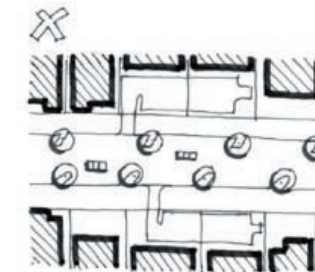
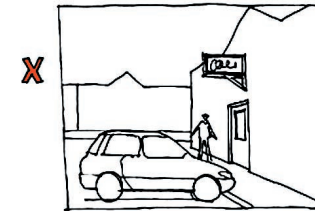
Generic guidelines for the centre

Good architecture or design of the built form, such as interesting shopfronts, verandahs and detailing can provide interest and engage the visitor. Particular attention can be given to window to wall relationships. Consistency in design of roof pitches is also encouraged. The provision of awnings or verandas, or some form of public shelter is desirable.

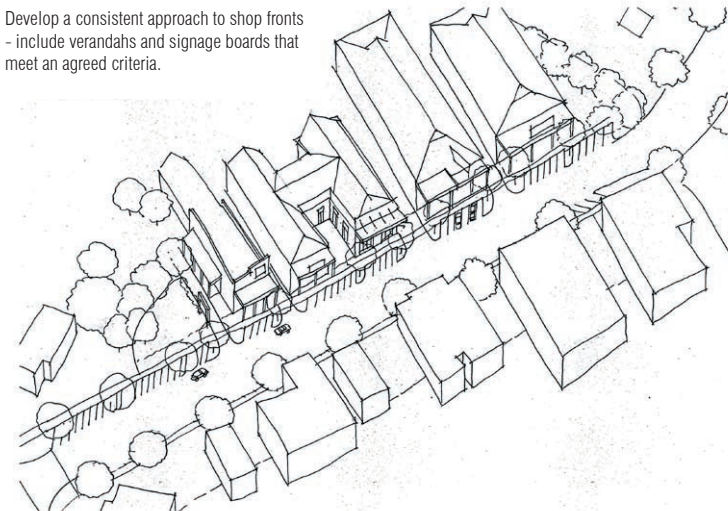
Building up to the boundary, such as in the traditional Town Centre streets, helps to create a more stimulating and animated environment by placing the interface between private and public space right on the footpath. In terms of vertical scale, all existing buildings are single storey though it would not necessarily be undesirable to see development up to 2 storeys in the main street.

Lot line development defines the pedestrian space in a designated area. To build right up to the edge of the boundary is interpreted as commercial, while a larger setback is interpreted as suburban and residential. This is evident in Parndana where development along Cook Street has staggered setbacks and the commercial development is clearly distinguishable from the residential areas.

In traditional commercial 'main streets' buildings are built to the boundary. There is a trend for new developments to provide parking at the front of premises, effectively decaying the edge and pushing the buildings back from the street. The distance between opposite buildings defined by the fronts of buildings is one of the key elements defining a street. To maintain and further reinforce the streetscape character it is encouraged that new developments be built to the boundary.



Develop a consistent approach to shop fronts
- include verandahs and signage boards that meet an agreed criteria.



MAIN STREET PLAN

Creating a stronger sense of the public realm

Building to the street edge clearly distinguishes the public from the private realm, which is important in creating a legible centre that people feel comfortable using. Due to the staggered nature of setbacks along the main street the distinction between public and private areas is not clear. Given that new development will be unlikely in the short term, business owners should be encouraged to contribute to the sense of public realm in the outdoor areas fronting and to the side of their properties by integrating with the verge areas to create high quality public spaces.

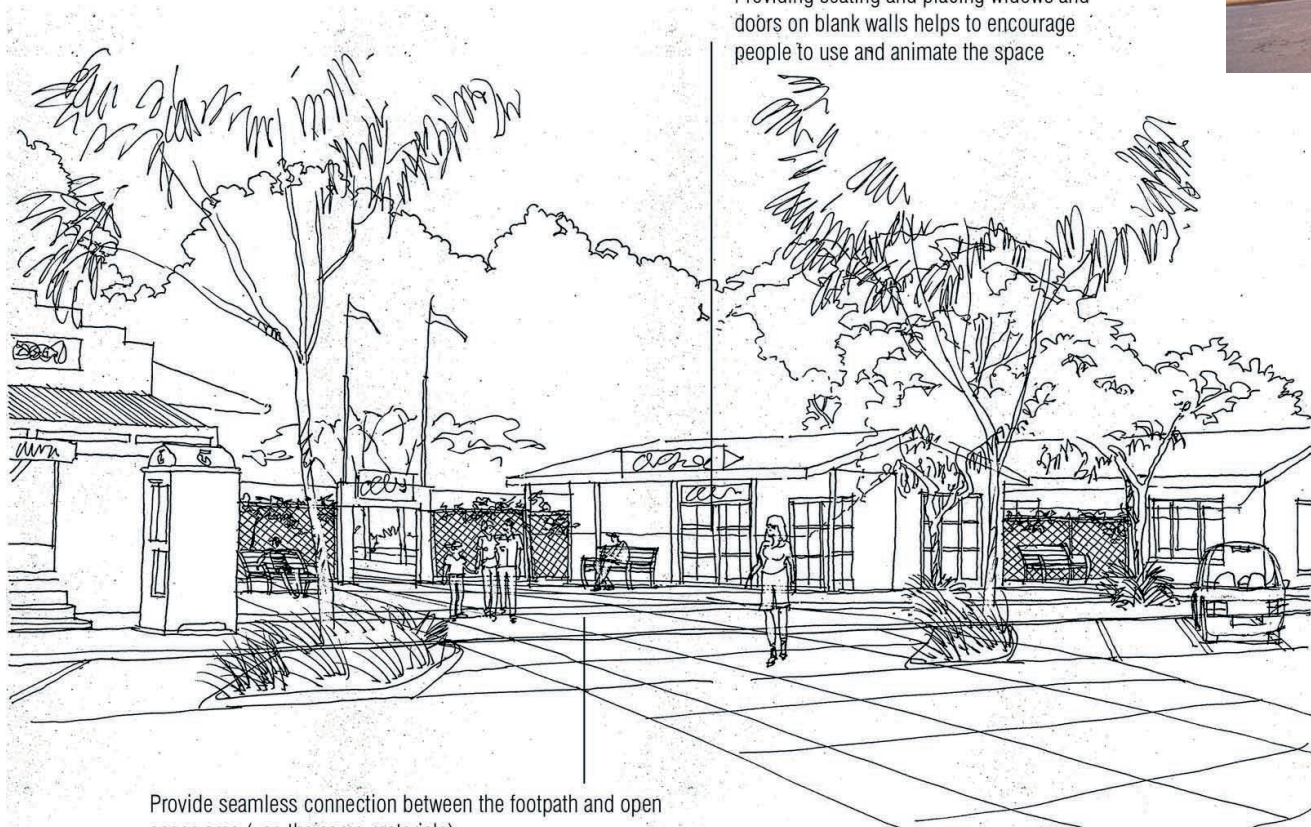


MAIN STREET PLAN

Creating a stronger sense of the public realm

Integrate private outdoor area with verge to provide a sense of public realm and an inviting space for people to use

Providing seating and placing windows and doors on blank walls helps to encourage people to use and animate the space



Provide seamless connection between the footpath and open space area (use the same materials)



MAIN STREET PLAN

Movement

Compared with other towns, Parndana does not experience significant issues with traffic. The priority for Parndana is ensuring more passing traffic (on the Playford Highway) can identify entrances and easily navigate to the Main Street area.

Excessive traffic management devices on Cook Street is not considered necessary given the volume of traffic on the road. Given the wide nature of the street it would be desirable to narrow the visual appearance by introducing street tree planting within the road carriageway as a technique to calm traffic speeds. This would also provide the opportunity to provide road protuberances to define the parking areas.

The appeal of the centre for pedestrians is influenced by signage, footpath conditions, availability of amenities and the interface between the public and private realm (the quality and interest of shop fronts). The scope exists to provide a better quality environment for pedestrians in Cook Street by addressing these items through changes to the public realm. This will rely on the initiatives of private land owners.

Street trees planted in the road carriageway define the road space and parking areas, and provide shade and visual interest.



Example of angle parking with trees set into the carriageway

MAIN STREET PLAN

Concept

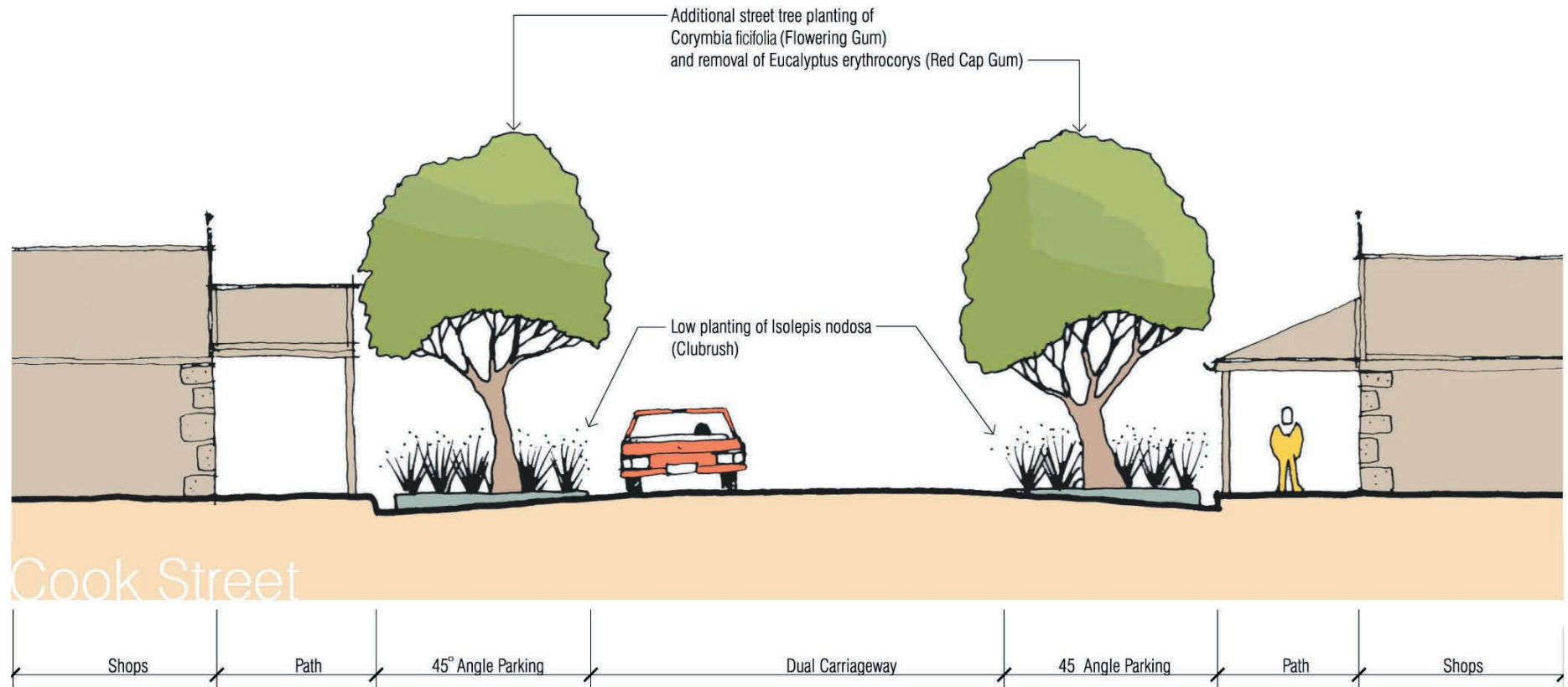
1. Main street park/open space – would provide an attractive area for visitors and support the commercial operators along the street.
2. Information signage – to provide information and encourage visitors to ‘stay’ and explore the town.
3. Formalising parking with the use of line marking and landscape protuberances will help to visually define and narrow the wide expanse of the existing road space.
4. Encourage a consistent approach to signage to create a co-ordinated appearance.
5. Removing established trees along lawn bowls boundary will create a visual link with the Community Hotel.
6. Introduce attractive window displays in vacant commercial buildings to enhance their appearance. Could include community information, events or even students’ work from school.
7. Introduction of new street trees in the main street will create a more consistent landscape theme and strengthen the visual appeal of the main street.



MAIN STREET PLAN

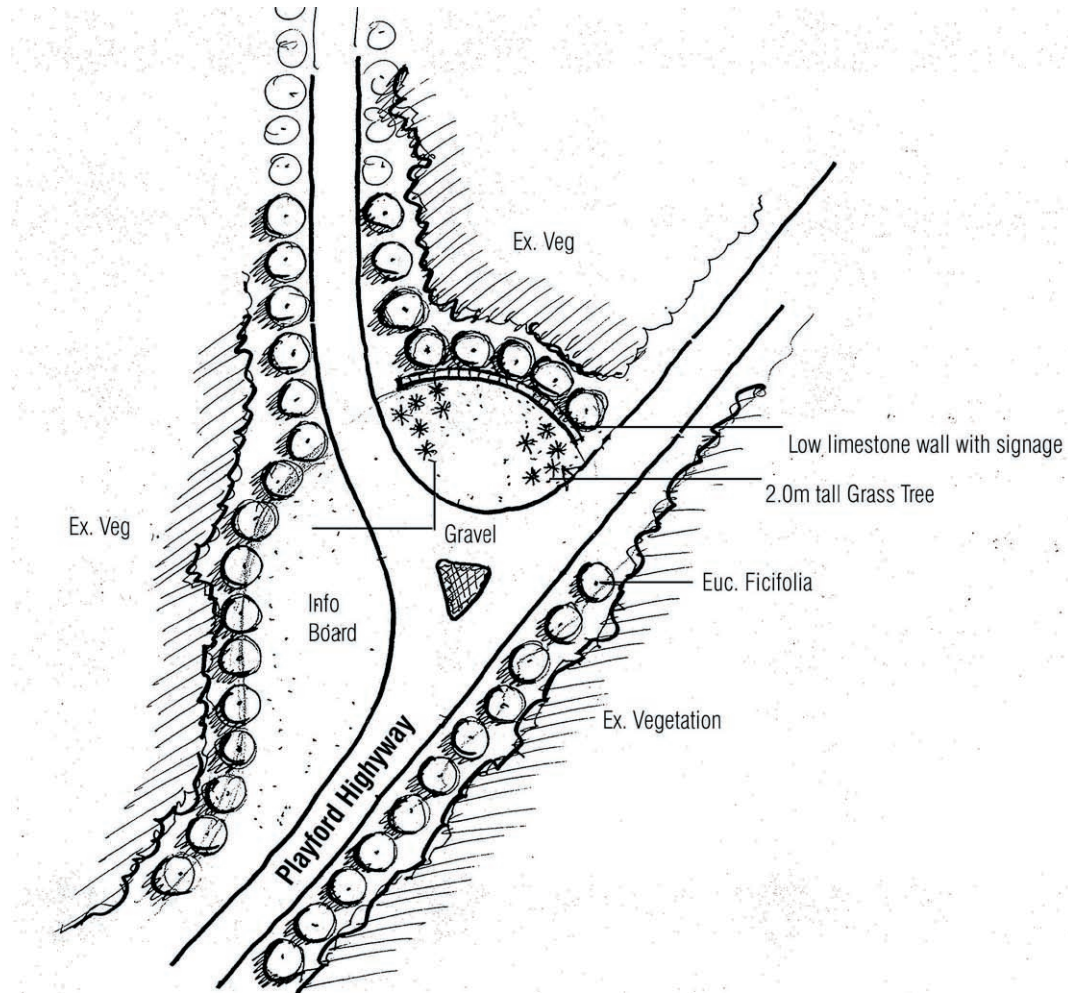
Section

The image shown below is a concept for the typical section of Cook Street. The section identifies some plant and tree species that would be complementary to the existing township environment and suitable for the climatic conditions.



GATEWAY CONCEPT

Introducing landscaped features at the gateway points around the town will strengthen the identity of Parndana. Importantly these features will help capture the attention of traffic on the Playford Highway and establish a 'sense of arrival' to the town (currently lacking).



RESIDENTIAL LAND DEVELOPMENT

Three areas for residential growth within the town have been identified. Represented on the map opposite, there are both opportunities and constraints associated with each site. The concepts depict possible scenarios for subdivision layouts that integrate with the existing town subdivision pattern (allotment size, orientation and road layout).





implementation plan

Item	Action	Design Development	Capital Works	PAR	Responsibility	Priority
Residential Development	<p>Pursue opportunities to develop residential development in areas identified in the framework plan:</p> <ul style="list-style-type: none"> - Acquire land from relevant agencies. - Prepare plans of division. - Enter into discussions with Native Veg. - Prepare survey plans and lodge. 	✓		✓	Council	Immediate
Town Structure / Land Use	<ul style="list-style-type: none"> - Investigate opportunity to redefine growth areas and the associated land use include future demand and impacts on town centre. - Protect stands of native vegetation along main roadways surrounding the town. - Identify the potential to implement a linear, interpretive trail around the town (see framework structure plan). 	✓		✓ ✓	Council Council Council / Planning SA	High – Medium Medium High
Entrances / Signage	<ul style="list-style-type: none"> - Prepare concept plans for iconic landscaping treatment at each of the three gateway points around the town (see framework structure plan). - Prepare a signage strategy to improve legibility and help direct visitors into the township. 	✓ ✓	✓	✓ ✓	Council / Local Community Council / Local Community	High Immediate
Open Space	<ul style="list-style-type: none"> - Pursue opportunities to share open space facilities with the school and allow the community to have greater access to assets such as the swimming pool. - Seek funding from Planning SA to develop concept plan for township interpretive trail. - Investigate opportunity to create wetland area (see framework structure plan). 	✓ ✓	✓ ✓		Council / School Council / Planning SA Council / Local Community	Medium Medium Medium

Item	Action	Design Development	Capital Works	PAR	Responsibility	Priority
Town Centre	Prepare basic streetscaping plan (planting schedule) for Cooke Street including: <ul style="list-style-type: none"> - Threshold treatment (optional). - Street tree planting (and replacement). - Parking bays and line marking. 	✓	✓		Council / Planning SA / Local Community	Immediate
	Pursue opportunity to acquire land fronting Cooke Street owned by church for open space purposes and prepare concept plan including: <ul style="list-style-type: none"> - Seating and BBQ facilities. - Shade. - Information bay. 	✓	✓		Council / Planning SA / Local Community	High
	Pursue opportunity to remove trees impairing the sight line between the Main Street area and the Community Hotel.				Council / Local Community / Bowling Club	Medium
	Prepare signage, verandah and colour strategy for Main Street including opportunity to enhance landscaping in private areas.	✓			Council / Local Traders / Landlords	High
Economic Development	Expand the role of the Community Hotel as an Information Centre, Tourist attraction and community heart (see recommendations from Peter Kenyon in appendices).				Local Community / Progress Association	Medium
	Link the Museum, Hotel and School as a community co-operative interpretive precinct (see recommendations from Peter Kenyon).				Local Community / Progress Association	Medium
	Audit the towns commercial and light industrial assets as a basis for identifying infrastructural development priorities, unused workspace and potential for new business.				Local Community / Progress Association	Medium
	Prepare a local tourism audit and plan (see recommendations from Peter Kenyon).				Local Community / Progress Association / SATC	Medium