Renmark Paringa Council

Renmark Town Centre

Urban Design Framework

Final Report
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1 Introduction

The Renmark Town Centre Urban Design Framework (UDF) has been commissioned by Renmark Paringa Council with support from Planning SA. The aim of the project is to “create an Urban Design Framework that can deliver a vibrant regional centre that reflects local identity, local cultures and regional needs relevant to Renmark”.

For the purposes of the UDF, the town centre is defined as the area adjacent to Renmark Avenue and Ral Ral Avenue, as shown in Figure 1. The study area boundary is delineated by the River Murray and Thirteenth Street to the north, Twentieth Street to the south, Para Street and a portion of Eighteenth Street to the east and Thirk Street to the west. This area contains the retail ‘core’ of the town, together with other commercial, public service and recreation and open space land.

The Consultant Team was commissioned in August 2004 to consult with key government agencies, local interest groups and the community of Renmark in the development of the Urban Design Framework. The Consultant Team comprises:

- QED pty ltd: Strategic and Environmental Planning, Urban Design, Landscape Architecture and Traffic Management; and
- HEMISPHEREdesign: Preliminary urban design analysis and input

The approach to the study has been based on a simple and transparent methodology which involved key stakeholders at critical stages. The approach is based on the following principles:

- Determine who the Urban Design Framework is designed to benefit;
- Review of the form and function of the town;
- Discuss critical issues with key stakeholders to forge a shared ‘vision’ for the town;
- Develop an Urban Design Framework based on clear principles and actions;
- Present the UDF to the Renmark community for endorsement;
- Set out an Action Plan for implementation of the UDF.

Purpose of the Study

In preparing the Urban Design Framework, consultants and stakeholders have encouraged strategic thinking, creativity and innovation. The UDF is an invaluable working document which aims to place Renmark in a strong position within the Riverland and South Australia over the next decade. To do this it is necessary to:

- Build on existing strengths;

The UDF aims to balance the needs of local residents, local businesses and tourists / visitors to maximise synergies and create a framework for future growth, promotion and development that is mutually beneficial to these groups.

The UDF recognises the history and evolution of Renmark in terms of its built form, land use, relationship with the River Murray and its changing role within the Riverland. Each of these factors effects how the key stakeholders view the town centre and interact within it.

Renmark Town Centre is greatly affected by wider economic, social and cultural trends affecting the Riverland, South Australia and the nation as a whole. Although it is in a rural area Renmark is nevertheless affected by global trends which are shaping people’s lifestyle choices about:

- Where to live;
- Where to shop; where to visit; and
- How to travel

The challenge therefore is to produce an Urban Design Framework that can improve the physical environment, influence people’s perceptions of the town and enhance Renmark’s standing as a place to live, do business and visit.
2 Renmark Town Centre in Context

A Brief Historical Perspective

Renmark is the oldest irrigated settlement along the River Murray. The Canadian born Chaffey brothers, George and William, are honoured as the founders of Renmark in February 1887. The government invited the Chaffey brothers to Australia as irrigation experts. They pioneered the concept of irrigating land from the river, a system that is still in use on the Murray today. Some 30,000 acres were granted to the Chaffey brothers on which to build a new colony, and fruit blocks and vineyards soon spread throughout the area. The Riverland Irrigation Trust was established a few years later in 1893 to supply water to growers. The trust played an important role for almost 70 years in the administration and governing of the region. During its first years Renmark was a prohibition settlement, but in March 1897 a liquor licence was granted to the Renmark Hotel, which became the first community-owned hotel in Australia. Until the railway reached Renmark the town was an important port for paddle steamers and supported a vibrant river trade.

Current Perspectives and the Future

Accessibility

Renmark lies on a bend of the River Murray 254km northeast from Adelaide close to the border of Victoria and New South Wales. For the visitor travelling from Mildura via the Sturt Highway, Renmark is the first major town in South Australia. Locally, Renmark is the most easterly located of the major Riverland towns located around the Sturt Highway. Figure 3 and Table 1, below shows the relative distances between Renmark and other towns.

Although Renmark is a gateway to South Australia from New South Wales and Victoria, the fact that it is only 3.5 hours from Adelaide, means that many interstate visitors may decide to carry on driving to Adelaide, and Mildura is a competitor in this regard as stopover destination. Geographically, Berri is the most central town in the Riverland. However Renmark’s relative proximity to Adelaide means that it is within easy reach by car for weekend visits from City residents, or for business purposes.

<table>
<thead>
<tr>
<th>Table 1: Renmark - Distance / time to other settlements</th>
</tr>
</thead>
<tbody>
<tr>
<td>Renmark to:</td>
</tr>
<tr>
<td>Berri</td>
</tr>
<tr>
<td>Barmera</td>
</tr>
<tr>
<td>Waikerie</td>
</tr>
<tr>
<td>Loxton</td>
</tr>
<tr>
<td>Mildura</td>
</tr>
<tr>
<td>Adelaide</td>
</tr>
</tbody>
</table>

Source: RAA

Planning SA population projections suggest a total population increase between 2001 and 2016 of just 309 persons, or 3.9%. This equates to average growth of just 21 persons per annum.

Over the same period the proportion of elderly people aged 60 years and above is expected to increase from 18.5% in 2001 to 24.5% by 2016, with corresponding reductions in the proportion of school children and working age people. This ageing of the population is in line with national trends and has implications for the future layout, design and composition of town centres. The major residential locations within Renmark are shown in Figure 3.

The combined population of the three adjoining Council areas of Renmark Paringa, Berri and Barmera and Loxton Waikerie is expected to remain almost unchanged between 2001 and 2016, growing by just 65 persons from 33,459 to 33,524 in 2016. In fact Renmark Paringa is the only Council that is expected to have any form of population growth, as the other two Councils are expected to decline slightly in absolute terms. This is demonstrated in Table 3, below:

<table>
<thead>
<tr>
<th>Table 3: Riverland Population Projections 2001-2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Renmark Paringa</td>
</tr>
<tr>
<td>Berri and Barmera</td>
</tr>
<tr>
<td>Loxton Waikerie</td>
</tr>
<tr>
<td>Total</td>
</tr>
</tbody>
</table>

Source: Planning SA, 2004
The wine industry currently underpins the Riverland economy. The continued growth and success of this industry is reliant on the export market. Demand for varieties including Shiraz and Chardonnay is predicted to grow. Threats include a strengthening Australian Dollar and a decline in reputation of wine or downturn in global consumption through outside influences including global stability. Services to horticulture, transport, retail and other industries are somewhat dependent on a viable horticultural sector.

The economy of the Riverland region has been subject to the cyclical fluctuations evident in production and prices over the years. Currently, the economy is arguably as strong as it has been over the past 20 to 30 years. The region is also enjoying strong growth, especially in the horticultural sector both in yield and area of production, with the trend looking set to continue. Overall, the feasibility of manufacturing, value-added processing, and particularly tourism proposals, is enhanced by competitive advantages relating to cheap labour costs, availability of land, favourable growing conditions and an attractive rural setting.

The regional economy is important as a source of employment for local people. This in turn has a spin-off effect on local shops and services within Renmark and other towns in the Riverland. Retailing is an important employment sector in its own right and this, together with the tourist industry requires further consideration, as these uses exert a strong influence on the urban form of Renmark.

### Retail Sector

The absence of a retail centre or collection of retailers offering a genuinely regional focus for the Riverland population is a significant issue. The approximate amount of retail floorspace within each centre is shown in the table below:

#### Table 4: Riverland Retail Floorspace

<table>
<thead>
<tr>
<th>Centre</th>
<th>Retail Floorspace (Sq. m)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Renmark</td>
<td>12,500</td>
</tr>
<tr>
<td>Berri (Town Centre)</td>
<td>9,000</td>
</tr>
<tr>
<td>Berri Riverside Plaza</td>
<td>8,800</td>
</tr>
<tr>
<td>Barmera</td>
<td>6,750</td>
</tr>
<tr>
<td>Loxton</td>
<td>6,750</td>
</tr>
<tr>
<td>Total</td>
<td>43,800</td>
</tr>
</tbody>
</table>

Source: Dimasi Strategic Research, 2004

Retail provision within Riverland towns is summarised in the following table:

#### Table 5: Riverland Retail Provision

<table>
<thead>
<tr>
<th></th>
<th>Renmark</th>
<th>Berri</th>
<th>Barmera</th>
<th>Loxton</th>
</tr>
</thead>
<tbody>
<tr>
<td>Convenience</td>
<td></td>
<td>12</td>
<td>10</td>
<td>11</td>
</tr>
<tr>
<td>Supermarkets</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Other convenience</td>
<td>14</td>
<td>15</td>
<td>16</td>
<td>17</td>
</tr>
<tr>
<td>Restaurant/cafes/takeaway</td>
<td>13</td>
<td>6</td>
<td>8</td>
<td>4</td>
</tr>
<tr>
<td>Sub-total</td>
<td>29</td>
<td>15</td>
<td>19</td>
<td>17</td>
</tr>
<tr>
<td>Comparison</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gifts</td>
<td>3</td>
<td>4</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Clothing/footwear</td>
<td>14</td>
<td>19</td>
<td>4</td>
<td>9</td>
</tr>
<tr>
<td>Electrical</td>
<td>5</td>
<td>11</td>
<td>4</td>
<td>6</td>
</tr>
<tr>
<td>Fabric/furniture</td>
<td>6</td>
<td>6</td>
<td>2</td>
<td>6</td>
</tr>
<tr>
<td>Other Retail/Wholesale</td>
<td>13</td>
<td>16</td>
<td>7</td>
<td>11</td>
</tr>
<tr>
<td>Sub-total</td>
<td>47</td>
<td>56</td>
<td>17</td>
<td>36</td>
</tr>
<tr>
<td>Retail Services</td>
<td>17</td>
<td>24</td>
<td>10</td>
<td>20</td>
</tr>
<tr>
<td>Vehicle Related</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Petrol/diesel</td>
<td>8</td>
<td>5</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td>Car sales/repair</td>
<td>11</td>
<td>16</td>
<td>11</td>
<td>17</td>
</tr>
<tr>
<td>Sub-total</td>
<td>19</td>
<td>21</td>
<td>16</td>
<td>17</td>
</tr>
<tr>
<td>Total</td>
<td>106</td>
<td>116</td>
<td>62</td>
<td>90</td>
</tr>
</tbody>
</table>

Source: QED, 2004

Renmark has more convenience stores and restaurant/cafes/takeaways than other towns, which suggests that it may be the primary visitor destination, and this is backed up by recent strategic tourism research.

Currently the Berri Riverside Plaza is the most prominent retail location in the Riverland as it contains a number of national multiple retail outlets.

There has been significant interest from developers and operators seeking to build new retail facilities in Renmark. A recent report submitted to council in support of a development application for a new retail unit states:

> “The Riverland…is likely to see the addition of one full scale discount department store in the near future…realistically there are two alternative locations for such a store, namely Berri and Renmark…The town which manages to obtain such a discount department store is likely to become the regional focus for shopping for the Riverland population”.

In its Development Plan Review dated March 2004, Renmark Paringa Council resolved to review the appropriateness of the District Business Zone located at the southern edge of the town centre policy in light of a proposal for retail development that Council supported. Council has stated a preference to rezone this land to Town Centre in order to support retail development. This process is currently underway through a Plan Amendment Report. In the interim a Development Application for retail development at the site...
in question was refused by the Development Assessment Commission for reasons relating to design and layout, although the principle of retail development on the site was not considered to be seriously at variance with the policies in the Development Plan. Should the Town Centre Zone be extended to the south it would create an opportunity to re-evaluate the existing role and function of Renmark Town Centre, and to tailor existing and future uses to make the town more competitive in future. The timing of this UDF is therefore critical in examining these possible opportunities in more detail. The implications of future retail development are considered later in this report.

Tourism

Renmark is the main Riverland destination for tourists. Contributing factors include Sturt Highway through the town, the availability of Hotel / Motel accommodation, riverfront caravan parks and the houseboat industry. The river is the main attraction for a variety of activities.

The Riverland is a popular day trip destination with over 265,000 visits in 2002. The most popular activities for tourists in the region were visiting family or friends, sightseeing and eating out. Currently there is no regional tourism strategy, although this is currently being prepared.

In 2002 the region had 253,000 overnight visitors staying an average of 3.4 nights and spending in excess of $57 million. Most visitors were from within South Australia, and 26% of visitors came from Victoria and New South Wales.

Whilst Renmark and the Riverland are well known visitor locations to South Australians, they are less well known to people from other states and beyond Australia. Renmark is not currently a ‘must-visit’ destination, and there is a lack of genuine quality visitor attractions within the town. The emerging Riverland Wine and Food Trail does not include any outlets / destinations within the town centre.

Development Proposals

There are a number of significant development proposals within the Renmark town centre study area that are currently being discussed. These are shown in Figure 8, and include:

- Redevelopment of the River Growers Fruit Market for discount retailing;
- A vacant site between Eighteenth Street and Railway Terrace, which Council is currently considering as a potential site for relocation of its office from Ral Ral Avenue.

- The likelihood of these proposals proceeding has been factored into the analysis contained in this report.

Regional Initiatives

The Regional Development Strategy for the Riverland sets out current and planned initiatives impacting on the economic future of Renmark. These include:

- Promoting the area as an attractive location for business investment, and promoting business networks, clusters and supply chains;
- Maximising the Riverland’s contribution to achieving SA Food Plan targets and wine industry development opportunities;
- Supporting the development of effective export strategies;
- Integration of regional employment strategies and economic development strategies;
- Supporting tourism business and employment opportunities, and the development of a Regional Tourism Strategy;
- Improving access to health services and education; and
- Ensuring the effective use and management of the River Murray.

These initiatives are generally based around actions and networks rather than physical development. Nevertheless they represent a holistic approach to economic development at a regional level that is likely to benefit and strengthen local businesses.
3 Renmark Town Centre - Existing Condition Analysis

A thorough review of Renmark town centre was undertaken through a combined approach of physical analysis, review of existing literature and information and by recording the views of key stakeholders, notably local retailers, businesses and major property owners. This has allowed the Consultant Team to develop both an ‘insiders’ and an ‘outsiders’ perspective on the town.

A comprehensive audit of the town centre by the full Consultant Team culminated in a Design Workshop on the evening of 22nd October 2004. The issues raised and discussed are listed below under key themes, and not in any order of priority.

Key Issues

The analysis and key issues identified in this section are illustrated in graphic form on the following plans (Figures 5 to 8). These are not intended to show a comprehensive record of all the items detailed below, rather to highlight the most immediate strengths, weaknesses, opportunities and threats facing the town centre in its current form.

A detailed assessment of the characteristics of Renmark is provided under the headings below.

Streetscape and Urban Design

- The town is based around a grid pattern with a network of large blocks either side of Renmark Avenue.
- Within the ‘retail core’ area between Fifteenth Street and Ral Ral Avenue street frontages are bland and there is little architectural merit to many of the buildings, which tend to be standard box retail units.
- The town centre has developed without a cohesive design framework, and therefore lacks a readily identifiable character.
- The retail core has been incorporated into a quasi-mall type development designed around a central car parking area. This has resulted in a significant parcel of land within the retail core being set aside for car parking where more sensitive design could result in a more vibrant mall with shared open spaces for dining / socialising etc.
- With the exception of the Renmark Hotel, there is a lack of landmark or iconic buildings within the town centre. Those buildings with the most prominent location, notably around the corner of Renmark, Ral Ral and James Avenues fail to take advantage of their proximity to the river due to their alignment and the severance caused by the road network at this point.

- Renmark Avenue is the main entry point to the town centre, and creates a linear approach to the River Murray. However, views to the River are obscured by trees and small structures, and much could be done to incorporate the River as a key destination point within the town centre.
- The median strip along Renmark Avenue creates a wide entry boulevard, however the grassed area within the strip is not easily accessible to pedestrians, is not well utilised and crossing Renmark Avenue on foot is difficult.

- The eastern side of Renmark Avenue is less commercially developed than the western side. Between Sixteenth and Seventeenth Street buildings fronting Renmark Avenue are all residential.
- There are no clearly defined gateway points to delineate the town centre and to create a strong visual statement to draw people into the town.
- Existing street furniture, signage and tree planting does not reflect any common themes related to the heritage of the town. The cumulative impact is a cluttered and uncoordinated effect which detracts from the visitor experience.
The overall appearance of the retail precinct around Fifteenth Street and Renmark Avenue would benefit from a more consistent and eye-catching treatment—it currently appears somewhat tired and in need of a facelift.

It is not until a visitor reaches the water’s edge that it is apparent that Renmark is built on the bank of the River Murray.

### KEY ISSUES

- Gateway and entry experience needs to be improved
- Views of the River Murray should be more prominent
- Town needs to develop a clear identity that can be reflected in the approach to shop frontages, signage, planting and street furniture
- More effective use of buildings and open space immediately abutting the river could re-energise the riverfront
- Width of main roads results in a lack of intimacy within the streetscape
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Public Spaces

- There is an extensive provision of public open space, notably in the median strip along Renmark Avenue, on the Riverfront at Murray Avenue, and in parklands behind the Council offices and between Eighteenth and Nineteenth Streets. Unfortunately the open space is not well linked or integrated with surrounding land uses. As a result, much of the open space is under utilised.

Attractive but under utilised median strip

- The open space which fronts the river on Murray Avenue creates a high quality environment which is well used by the public.

- Road network severance of open space is a key issue, notably affecting the open space within the Renmark Avenue Median Strip. The amount of road intersections crossing the strip means that it operates as a series of individual pockets rather than a continual strip. This area of open space should draw people along Renmark Avenue and towards the river, but because of the level of fragmentation, and uncoordinated approach to planting and landscaping it is not fulfilling this role at present.

- The Murray River is the arguably the town’s greatest asset, but its potential is not being maximised, as the built form of the town centre has ‘turned its back’ on the river.

The open space between the River and the Renmark Hotel is more effectively utilised for civic events, access to water based activities and on an informal, leisure and relaxation basis.

Focal point at the River’s edge – currently fragmented use

KEY ISSUES

Public space needs to be reinvigorated and brought into more effective use.
Existing public space should form a linked network and should focus on a new activity node at the top of Renmark Avenue, fronting the river.
Need to improve the interface between open spaces and town centre activities – these should complement one another.
Retailing/Commercial

- There is a reasonable range of shops within the town to serve a local catchment, ultimately the town lacks a major drawcard to cater for a regional catchment which could make a significant reduction on the amount of comparison goods expenditure leaked to larger centres.
- Shop frontages are bland and lack any obvious character.

There are few shops within the town that cater specifically for tourists, and these are generally located on Murray Avenue, where the town’s cafes and restaurants are also located.

Retail activity is clustered between Fifteenth Street, Rail Ral Avenue and Murray Avenue. Thereafter, retailing becomes more sporadic along Renmark Avenue and adjacent streets, and contains more bulky goods and auto repair type uses, mixed with some residential and tourist accommodation.

Opportunity to enhance shop frontages

- Retail services and civic functions have an important role to play in attracting people into the town centre.
- Overall, retail provision trails Berri in terms of quality and choice.
- Redevelopment of the former Rivergrowers site on Twentieth Street has been discussed at length and there is operator interest in developing the site. Development of this site would refocus retailing activity within the town, however it would be critical to ensure that a polarized town centre be avoided.

Future retail development of the Rivergrowers site would increase the range and choice of goods on offer within the town.

Urban design treatments should help to counteract the impact of new retailing on the town centre by enhancing its appeal for shoppers and visitors.

KEY ISSUES

The appearance of existing shops needs to be reinvigorated. The existing retail core should be strengthened by ensuring that complementary uses are promoted to attract people into the area.

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Tourist Attractions

- Tourism within Renmark may be differentiated between tourist activities (the activities people undertake when visiting), and tourist attractions (specific events, buildings or monuments that attract people to a location).
- Renmark is a popular visitor destination, especially for South Australians. Its main attraction is as a departure point for houseboat cruises, whilst a significant number of people visit Renmark to catch up with friends and relatives or to attend sporting events.
- There are a number of attractions that are well known to local people and which have local significance. However, their ability to attract visitors with no existing knowledge of the town is questionable.

Interpretive signage within the Town Centre

- The open space between the River Murray and Murray Avenue provides an attractive area for tourists to visit, but it could be complemented by more opportunities for al-fresco dining, public barbeques and more interpretive and interactive activity nodes.
- Use of the river for boating remains a major drawcard, however opportunities to extend the types of use and hours of usage would further enhance the attractiveness of the town.
The regional wine trail is of growing importance to the local economy, yet there are very few shops or stalls selling local wine, produce or citrus fruits. Providing opportunities for this type of activity could contribute to the vibrancy of the town centre.

As a location, more could be done to promote Renmark as a gateway destination to South Australia.

**KEY ISSUES**

- Retailers need to recognise the benefits of catering for tourists.
- Renmark offers a pleasant relaxation experience.
- The leisure tourist experience could be enhanced by making Renmark town centre an attractive place to ‘do-nothing’.
- Scope for additional river-based activities should be explored.
- Provide opportunities to provide outlets for local wine and produce.

**Figure 7:** Analysis: Cultural
Transportation and Movement

- Renmark is the only major Riverland town that has not been bypassed by the Sturt Highway; therefore it is at a distinct advantage in terms of attracting passing motoring trade.
- Directional signage for visitors approaching the town centre from the Sturt Highway is poor, and provides no clear indication as to the facilities and attractions within the town centre.

There is a hierarchy of roads within the town with Renmark Avenue and Ral Ral Avenue forming the main roads, with successive minor roads forming intersections from Nineteenth Street to Fourteenth Street and at James Avenue and Thurk Street. Renmark and Ral Ral Avenue are both dual carriageway.

Transport SA maintains the Sturt Highway and Renmark Avenue. Council maintains other roads within the town.

These intersections have the potential to create significant vehicle / pedestrian conflict points, and vehicular traffic currently has priority of movement within the town centre.

The intersections between Renmark Avenue and 20th and 21st Street are perceived to be problematic due to queuing issues as a result of the narrowed median strip at these points.

- The intersection between Renmark Avenue, Ral Ral Avenue and Murray Avenue is a significant traffic and pedestrian conflict point, and is made more difficult by the fact that there is public car park entrance directly beyond Renmark Avenue, abutting the River. This car park, which is built around the town fountain, would make an ideal focal point for public open space activities, as it is the meeting point of the major roads within the town.

There is strong demand for car parking outside of shops, resulting in significant on-street parking within the town. Unrestricted on-street parking is located on both sides of Renmark Avenue, notably between 15th Street and Ral Ral Avenue. In addition on-street parking is provided at Ral Ral Avenue, adjacent to shops and on Murray Avenue adjacent to shops.

Angled on-street parking means that vehicles have to reverse out of parking spaces, and other vehicles in the road then tend to use the outside lane of the dual carriageway for overtaking.

Lack of dedicated parking for retail staff is a problem as it means staff are occupying parking spaces all day that would be more appropriate for customers.

There is substantial on-street parking currently provided on Renmark Avenue and Ral Ral Avenue, however traders are adverse to any proposals to reduce this and would in fact favour more of the median strip being used for parking, or space for caravan parking.

The Renmark shopping mall and Woolworths supermarket is built around a central, ground level car park with entry / exit points at Renmark Avenue and Murtho Street.

- Other car parking is provided adjacent to the River at the top of Renmark Avenue and adjacent to Council offices at Ral Ral Avenue.
- Parallel parking is generally permitted on side roads at Murray Avenue provides a link to the Renmark Caravan Park, however traffic could be diverted along 15th Street in order to reduce traffic adjacent to the River.
- There is a lack of traffic calming measures on any of the streets within the study area.
- Premier Stateline Coach Group runs an Adelaide to Renmark coach, 3 times a day. Coach passengers alight at Renmark Avenue and Murray Avenue.

There is a lack of incentive for people to walk or cycle around town, particularly along Renmark Avenue, as the streetscape is uninviting and not well paved and some buildings lack pedestrian shelter from the weather.

The main areas of pedestrian movement are unsurprisingly around shops and civic uses on Renmark Avenue, Ral Ral Avenue and Murray Avenue.
The Renmark Avenue and Ral Ral Avenue median strips are under utilised as a civic open space resource. Although there are toilets, a town centre directory and seating adjacent to the main shopping area, these do not appear to be well utilised;

Anecdotal evidence suggests that the existing cycle path network is not well utilised.

**KEY ISSUES**

The key entry point to the town centre at the junction of Eighteenth Street needs to be enhanced.

Pedestrian and cycle movement along Renmark Avenue should be promoted and encouraged to strengthen linkages with new retailing.

Parking and pedestrian / vehicle conflict needs to be addressed in a holistic manner.
Other Issues Raised by Key Stakeholders

In addition to the points raised above the following issues were noted by key stakeholders at an evening workshop held on 22nd September 2004 in Renmark.

- Shop fronts lack wow factor
- Need to improve the look of the retail centre
  
  Shop frontages could be made more ‘active’

- Shop frontages could be made more ‘active’

- Lighting of river
- Boating
- Watersports

- Make more of significant themes of Renmark, including:
  - Houseboats
  - Environment
  - Roses
  - Heritage of settlement and irrigation

- Need to attract new investors to the town
- Protect the traditional town centre area
- Consider most appropriate locations for new retail development
- Need to cater for tourists in terms of accommodation, retail, food and drink and entertainment, and specifically to consider:
  - Walkways
  - Dining
  - Interpretation
  - Public art & culture
  - Multicultural themes

- Lack of lighting in existing core retail precinct – location and quality
- Need to attract new investors to the town
- Protect the traditional town centre area
- Consider most appropriate locations for new retail development
- Need to cater for tourists in terms of accommodation, retail, food and drink and entertainment, and specifically to consider:
  - Walkways
  - Dining
  - Interpretation
  - Public art & culture
  - Multicultural themes

- Renmark regional airport not well promoted
- Lack of parking within the town centre for caravans and coaches
- Need to increase right turn lane queuing space along Renmark Avenue where heavy vehicles turn right into 18th Street
- Nobody uses bike land along Renmark Avenue
- Improve the river walk – currently narrow, discontinuous and not wheelchair / pram friendly

- Traffic management of any new retail development at Rivergrowers site needs to be well designed

These items, and the relative importance of each one, have been considered in developing the Urban Design Framework.
4 Urban Design Principles

The issues highlighted in the previous section have been consolidated and are addressed by 8 specific principles to guide the approach to improving urban design and built form within the town centre. These are based around issues of movement, connectivity, visibility and opportunity.

Each provision aims to set a framework to guide more specific actions to be undertaken in the town over a sustained period. These are shown in the following diagrams.

Principle 1: Connect the Town Centre to the River

A key asset of Renmark is its siting on a major bend in the River Murray. The town does not maximise the benefit of this asset at present.

Views towards the River Murray from key approaches are currently obscured. It is therefore considered essential to address this issue by making a stronger visible connection to the river making it a focal point of the town for activities. This means providing unobstructed views of the river and addressing the ‘clutter’ of structures, parking and roadways on the key approaches from Renmark Avenue and Ral Ral Avenue. It also means ensuring the views of and from the river are retained and enhanced.

The existing car park and fountain area at the top of Renmark Avenue is a key activity area in this regard and this area could be enhanced to make views and access to the river more appealing and inter-linked with other town centre activities.

Principle 2: Implement a ‘3 step’ sequential design hierarchy

There is a currently sense of the town being split into entry, procession and arrival precincts as one enters the town at 18th Street, travelling along Renmark Avenue towards the river. This has the potential to create a grand sense of arrival upon reaching the river and town centre. At the moment, however, Renmark Avenue is failing to meet its potential due to poor planting and an unsympathetic road layout based on functionality rather than attractiveness and a ‘sense of arrival’.

The UDF aims to strengthen this concept so that the sense of entry is enhanced. Renmark Avenue should become a more formal procession route celebrating views of the town centre and river. The town centre itself should offer a welcoming arrival point for visitors and should provide a focus for activity within the town. This can be achieved in part through thematic planting and treatment of public open space.

Principle 3: Encourage land use consistent with the ‘3 step’ design process

In conjunction with Principle 2 it will be important to support appropriate land uses within each precinct. This means that retail, dining and visitor facilities should be focused within the town centre creating a critical mass of activities centred around key activity nodes. The ‘procession’ precinct should support a range of services with greater intensity of activity approaching the town centre. The arrival point should clearly signify the entrance to the town ‘proper’ and should manage and direct traffic appropriately to encourage visitors whilst allowing by-pass traffic to continue without delay.

Principle 4: Recognise and express road hierarchy

Future development in and around Renmark should be in keeping with the existing road hierarchy and should improve vehicle movements and reduce vehicle / pedestrian conflict. The primacy of the Sturt Highway should not be adversely affected, and opportunities to benefit from passing motorists should be exploited. Renmark Avenue and Ral Ral Avenue should remain the ‘main street’ focus within the town, and integration with activities along Murray Avenue is also a key consideration. There is considerable scope to improve pedestrian amenity to Renmark Avenue through landscaping and planting.
Principle 5: Reinforce important axis and river views

It is important that Renmark Avenue, Rail Rail Avenue and Murray Avenue continue to function as key pedestrian activity areas. These streets will benefit from ‘active’ shop frontages, lively public open space areas and provision of high quality landscaping and street furniture which capitalizes on views to the river. The overall aim is to re-energize these areas by facilitating greater interaction with the river bank as an activity area.

Principle 6: Maintain and enhance existing green spines

The network of open space around the riverbank and within the median strips is a recognizable feature of Renmark and is well liked by local residents. The UDF should enhance this network by maintaining key areas and introducing a sympathetic successive planting strategy that can play a fundamental role in improving the appearance of the town. This could be supported by a reappraisal of existing hard landscaping and use of structures within the town centre.

Principle 7: Enhance / Create public space linkages between precincts

The green spine network should be complemented by sympathetic planting and landscaping within secondary streets. Pedestrian and cycle links should be enhanced through surface treatment and improvements to path networks. The town centre should be an area which encourages people to walk from surrounding areas and spend time ‘experiencing’ the diversity of the town centre rather than driving to perform one specific function.

Principle 8: Improve pedestrian access throughout the precinct

The UDF aims to improve pedestrian movement around the whole of the town. One of the ways of achieving this is by ensuring that public spaces and activity areas are linked by safe and attractive streets. Secondary streets leading on to the main precinct should offer clear and unobstructed views to key landmarks and features. Streetscape improvements should create shade and interest for pedestrians without obstructing foot flow.

Pedestrian / vehicle conflicts should be minimized, particularly within key activity areas.
5 Urban Design Objectives and Initiatives

Underpinned by the Design Principles previously outlined a series of objectives and initiatives have been identified to improve the appearance and design quality of the town. The objectives are based around the following concepts:

1. Improve retail sector and street life activity.
2. Attractive and well used public space networks.
3. Establish a cohesive town character and identity for Renmark.
4. Improve access and parking.

An indicative master plan has been produced which shows how the key objectives and initiatives could shape the appearance of the town. This is shown in Figure 9.

Specific initiatives under each objective are highlighted in the following sections.

1. Improve retail sector and street life activity

- Create a high amenity ‘destination’ retail hub within the town centre

A key objective of the UDF is to enhance the appearance and functioning of the town centre such that it can sustain and prosper in the longer term. Additional retail development should be approved at the Rivergrowers site. To this end it will be important that future landscaping, streetscape improvements and redevelopments are focused on creating a distinct identity for the town centre, whereby shopping and movement around the town becomes a recreational activity rather than a necessity.

Specialist and boutique retail uses should be supported that cater for residents and visitors alike, with opportunities to integrate these facilities with café, dining and interpretive facilities. Shopping activities need to re-engage the river to enhance the visitor experience and to be better integrated with the landscape character of the town. This could be achieved by softening the boundaries between streetscapes and landscape areas using planting and surface treatments to roads and paving in key areas.

This will be an ongoing process underpinned by a number of the subsequent tasks identified in this section of the Report.

Specific development opportunities should be explored to create new and unique experiences within the town. The potential relocation of the Council offices from Rail Avenue provides a long term opportunity to consider how the land and buildings to the north of Rail Avenue (between Renmark Avenue and Bowling Club Lane) could make more of their relationship with the River. It may be possible to reconfigure or redevelop the buildings to provide space for cafes, small shops and art and craft facilities showcasing local produce and talent. This could result in new outdoor activity areas adjacent the river. In the longer term the possibility of creating integrated upper floor residential apartments could be considered.

The major selling point of this site is its potential to offer unique river views, a central location within the town and direct access to all existing and future shops, restaurants and tourism and culture activities.

The end result should be a high quality mixed use activity area of limited scale that complements the town centre by increasing activity and interest and at street level, improving the interface with the river and strengthening the retail focus of the town. This could include relocation of existing car parking spaces by the fountain to create a more attractive public open space setting.

Redevelopment of these buildings could encompass a variety of forms by should be underpinned by a strong design aesthetic that reflects the cultural heritage of the town and the riverbank setting.

An indicative before and after perspective is shown below.

Council Offices, Bank SA and surrounding buildings – future (indicative)
- **Create a café precinct and outdoor dining opportunities adjacent the riverbank**

Providing attractive dining areas within the town centre is an important part of enhancing the vibrancy of a town. In the case of Renmark a number of cafes and restaurants are currently located along Murray Avenue. This should continue to be the focus for these activities, benefiting from views to the River.

Specific opportunities to enhance the precinct could include paving and landscape treatments to create a more informal, relaxed atmosphere. By supporting these uses over time, together with possible development of dining facilities at the existing Council office site, and supplemented by the Renmark Hotel it is clear that there is considerable scope for Murray Avenue to be a focus for dining within the town, benefiting from its river views and close proximity to the caravan park and water-based activities.

- **Encourage active frontages and verandahs along the major boulevards**

The ongoing improvement of shop facades should be supported, and will need to be managed over time in partnership between property owners, tenants and the Council. There is considerable scope for thematic treatment of shop fronts and more attractive verandas to provide additional opportunities to display products on the street. This could be particularly advantageous to arts, crafts and gourmet produce vendors. The private sector may be unwilling to lead this process initially, but should be encouraged over time by other Council-led streetscape projects that have a positive impact on the appearance and character of the town.

Lighting of character buildings is another important technique to improve the amenity of street frontages.

- **Support appropriate zoning of larger scale, car based retail activities away from the town centre**

The UDF has been prepared to acknowledge the fact that additional discount retailing may be developed at the Rivergrowers site beyond 18th Street. It does not attempt to promote retailing in a linear fashion for the full length along Renmark Avenue, as there is unlikely to be demand for this form of development from retailers. Instead the emphasis is on improving the critical mass of retailing within the existing town centre and boosting this with complementary uses and an enhanced setting so that it remains a vibrant and unique retail destination in its own right.

Accordingly the UDF embraces the potential redevelopment of the Rivergrowers site as a catalyst for change which can (a) improve a derelict site (b) stimulate greater retail interest in Renmark and (c) create a distinctive retail sector within the town based on discount goods at one location and high quality food, clothing and grocery shopping within the town centre.

The range of goods to be sold at the Rivergrowers site should be strictly controlled to minimize the impact on existing shops, and this is currently being addressed through a Plan Amendment Report.

### 2. Attractive and well used public space networks

- **Link the town centre and riverbank both physically and visually with traffic calming measures and consistent street scaping treatments, street furniture and structures**

Renmark should encourage greater use of its green network of median strips and open space adjacent to the river. At present with the exception of the riverbank adjacent the Renmark Hotel, open space within the town is not well utilised. This is in part a result of the separation caused by the main road network, which is difficult to cross at the key activity node at the junction of Renmark and Rail Ral Avenues.

This area is where retail activities, open space and the river environment merge and has the potential to be a major activity area for leisure, recreation and civic functions (see previous).

Traffic calming and better pedestrian crossings could be used in this area.

An indicative layout of the Renmark / Rail Ral Avenue junction is shown below. It is intended that it will create safer and more comfortable environment for pedestrians without restricting existing traffic movements. This can be achieved through:

- Paved roadways as a signal to vehicle users to be aware of pedestrians and to create a visual link between the revitalised riverfront area and the town centre.
- Wombat crossings across Rail Ral Avenue and Murray Avenue.
- Reduced carriageway width to reduce vehicle speed and create shorter crossing distances for pedestrians.
- Traffic islands to reduce the kerb to kerb crossing distance and provide a refuge for pedestrians during heavy vehicle traffic.
- New street trees to increase shade and amenity for pedestrians and signal to road users that this is a pedestrian friendly zone.
There are essentially four options for the future location of the Renmark tourist office, these being:

1. Remain in current location
2. Relocate within median strip within the town centre
3. Relocate to Eighteenth Street as part of a new Council office complex
4. Relocate as part of the redevelopment of the existing Council offices and surrounding buildings.

In considering each of these locations the following should be taken into account:

- A central location would place visitors in close proximity to the main visitor attractions within the town
- One of the key objectives of the UDF is to draw people towards the River and to make it a more integral feature of the town
- A tourist office should be easily accessible to visitors arriving by car or bus and should provide, or be situated adjacent rest facilities which may include toilets, kiosk and children’s play area
- The UDF also aims to strengthen the vitality and viability of the town centre whilst recognising that there may be future retail development beyond the existing town centre, and that the Council offices may also be relocated. In this sense it would be advantageous to retain existing uses and facilities within the town centre.

Taking these factors into consideration, the relative strengths and weaknesses of options 1 – 4 (above) are considered as follows:

<table>
<thead>
<tr>
<th>Option 1 – Remain in Current Location</th>
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<tbody>
<tr>
<td><strong>Strengths</strong></td>
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<tr>
<td>Low cost option</td>
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<tr>
<td>Relatively isolated from town centre activity</td>
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<tr>
<td><strong>Weaknesses</strong></td>
</tr>
<tr>
<td>River setting</td>
</tr>
<tr>
<td>Failing to maximise potential</td>
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</table>

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<thead>
<tr>
<th>Option 2 – Relocate within Median Strip</th>
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</thead>
<tbody>
<tr>
<td><strong>Strengths</strong></td>
</tr>
<tr>
<td>Would contribute to critical mass of activity within town centre</td>
</tr>
<tr>
<td>Traffic engineering solution to movement / parking within median strip would be complex</td>
</tr>
<tr>
<td>Close proximity to all key activities</td>
</tr>
<tr>
<td>Would result in a fixed structure within median strip</td>
</tr>
<tr>
<td><strong>Weaknesses</strong></td>
</tr>
<tr>
<td>Could be configured as part of a coach drop-off, toilet block, car and caravan parking area</td>
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<th>Option 3 – Relocate to Eighteenth Street</th>
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</thead>
<tbody>
<tr>
<td><strong>Strengths</strong></td>
</tr>
<tr>
<td>Could be accommodated as part of new facility</td>
</tr>
<tr>
<td>Complemented by surrounding retail use</td>
</tr>
<tr>
<td><strong>Weaknesses</strong></td>
</tr>
<tr>
<td>Isolated from activity nodes within the town</td>
</tr>
<tr>
<td>Able to provide adequate parking space for passing motorists using Sturt Highway</td>
</tr>
<tr>
<td>Not compatible with wider UDF objectives re. focus on river and town centre</td>
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<thead>
<tr>
<th>Option 4 – Relocate as part of the redevelopment of the existing Council offices and surrounding buildings</th>
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</thead>
<tbody>
<tr>
<td><strong>Strengths</strong></td>
</tr>
<tr>
<td>Optimal location in terms of future activity node</td>
</tr>
<tr>
<td>Redevelopment of this site is likely to be a longer term outcome</td>
</tr>
<tr>
<td>River frontage</td>
</tr>
<tr>
<td>Difficult to provide easily accessible car / caravan parking within the site</td>
</tr>
<tr>
<td>Could be linked to arts and crafts and other activities within new development</td>
</tr>
<tr>
<td>Part of an iconic development</td>
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</tbody>
</table>

Council is likely to consider each of these options in more detail. On balance, it is recommended that the relocation of the tourist office into the town centre would provide the most effective solution. This approach, combined with better signage off the Sturt Highway, could...
provide significant benefits in terms of adding to levels of activity around the main retail area and creating more effective visual and physical connection between the two edges of Renmark Avenue.

The tourist information office could be incorporated in the extended median strip together with a more formalized coach pick-up / drop off point and short stay caravan parking. This would have the benefit of allowing visitors to alight in the town centre with immediate access to a full range of tourist information. In addition toilets, small kiosk facilities and children’s play area could also be located within the vicinity so that passers by are offered an attractive journey break, and are then alerted to additional facilities and activities on offer within Renmark.

The new facilities could be located in the median towards Fifteenth Street – delineating the arrival point to the town centre precinct. Visitors would be able to walk from here to the river in the newly landscaped median, perhaps taking in some retail along the way. The proposed development would consolidate existing infrastructure into a smaller area to reduce clutter. It would have no detrimental effect on views to the river, as the river is not visible from this distance.

A reconfigured tourist information / coach and caravan parking facilities could be accommodated within the median strip on Renmark Avenue as illustrated in the following diagram. More detailed design work would be required to conceptualise the layout and form of the tourist information facility and parking layout, however any building could incorporate extensive use of glass to minimise its appearance.

The character of Renmark is defined by its relationship with the River, its role as a country town and its exceptional climate and surrounding fruit and grape growing industries. The town centre itself lacks a distinct identity and changes and improvements should be introduced which reflect these traditions where appropriate. The following specific actions could improve the character of the town.

- A new entry statement to the town at the Sturt Highway turnoff
  The Sturt Highway turnoff marks the entry to Renmark town centre. At present there is little to identify a transition to the town centre, other than cluttered signage and little to attract people to divert from the Highway.
  Whilst a grand entry statement is not suggested a well landscaped roundabout would be one approach to more clearly define the entrance to the town. This would have the benefit of improving traffic flow and would create a fixed entry point defining a precinct with a stronger emphasis on pedestrian amenity.
  The landscaping of the roundabout could give suggestions as to what lies ahead, with planting of River based plants and potentially a water feature or sculpture. With a rationalised approach to signage this could create an effective entry point that is both welcoming and subtle. The intensity of planting within the median strip could also increase beyond Eighteenth Avenue, indicating that the visitor is moving into a more active environment.

A possible layout is shown in the diagram opposite.

3. Establish a cohesive town character and identity for Renmark

The character of Renmark is defined by its relationship with the River, its role as a country town and its exceptional climate and surrounding fruit and grape growing industries. The town centre itself lacks a distinct identity and changes and improvements should be introduced which reflect these traditions where appropriate. The following specific actions could improve the character of the town.

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A possible layout is shown in the diagram opposite.

- Extend median width of Renmark Avenue within the town centre to create a more intimately scaled streetscape, better shading and improved visitor experience
  To create a pedestrian scaled, intimate streetscape it is proposed to widen the median strip and reduce the Renmark Avenue carriageway to a single lane from Fifteenth Street to the junction with Rai Rai Avenue. Combining this with selective tree planting in between angled car parks will have the effect of creating two tree lined boulevards, as has occurred in Hutt Street, Adelaide. The width of the carriageways is such that there is sufficient space to maintain the cycle lane and provide space for vehicles to reverse out of angled parking safely (this would require 11.2 metres from kerb to median).
This concept is illustrated in the diagram below.

This approach could be complemented by a cohesive landscaping strategy for the town as a whole, linked to street furniture, lighting, signage and public artworks.

More contemporary public artwork could be introduced within the town centre and design competitions with local artists could be encouraged.

Contemporary public art and street furniture

4. Improve access and parking

- **Employ traffic calming measures in the town centre**
  
  The UDF proposes the use of paved surfaces at the junction of Renmark and Ral Ral Avenue. This indicates to drivers that they are entering an area of high pedestrian activity and encourages them to slow down. This treatment could also be applied at the junction of Fourteenth Street and Renmark Avenue which is the existing entry point to the Chaffey Colonnades Mall, another area of high pedestrian activity.

- **Rationalise existing parking within open space and replace with parking opportunities on the edge of the retail core**
  
  In order to create new opportunities for a civic focus area adjacent to the river, incorporating the new town wharf proposal and longer term redevelopment of adjacent buildings, it would be necessary to remove the existing open lot parking adjacent to the fountain. This parking area is currently a major barrier to embracing the river as part of the town centre.

  Parking spaces currently contained in this area could be reallocated through a combination of formalizing parking on streets adjacent to the retail core and encouraging rear laneway parking arrangements. There is potential for this to occur on land to the rear of the Council offices and on land between Renmark Avenue and Para Street.

- **Enhance the pedestrian environment around Chaffey Colonnades**
  
  The existing car parking area is unattractive and is a hot spot for vehicular / pedestrian conflict. It is proposed that new kerbing and tree planting could be installed to create a more structured appearance rather than it feeling like the back of a shopping centre.

  There is also potential to improve pedestrian amenity leading into the Chaffey Colonnades precinct through street scaping and improved connectivity between the two car parks.

  This could be done as outlined in the diagram opposite.

- **Reduce speed limits in the town centre**
  
  Council and Transport SA should consider the scope for reducing the speed limit within the town centre to further support a pedestrian friendly environment.

Public Consultation

These ideas and concepts were displayed at Renmark Council offices during April 2005 and local residents were invited to respond to the ideas put forward.

Approximately 100 comments were received. A significant proportion of these responses indicated that they did not wish to see further retail development at the Rivergrowers site, as they perceived that this may have a negative impact on existing retailing within the town centre. In addition there were also a number of objections to the notion of the Council offices being relocated.

Retail development of the Rivergrowers site can only proceed if the land is rezoned, and the rezoning process is currently being undertaken through a Plan Amendment Report. Accordingly, there has been a significant volume of local responses to the PAR, with opinion split on the relative opportunities and threats of the proposal.

This Urban Design Framework has been based on the premise that further retail development is likely to occur at the Rivergrowers site, and that there is also the possibility of Council relocating their offices to a site on Eighteenth Street. Accordingly the initiatives set out in the UDF present an approach to strengthening the attractiveness of the town centre for shoppers, visitors and traders.
It should be pointed out that the improvements suggested could have a positive effect on the town regardless of whether these schemes progress, and in that sense they should be considered as a range of options for Council in considering future development within the town centre.

In addition to these key aspects, a number of more general points were raised. These included:

- **Shop front improvements.** This concept was generally supported.

- **Greater use of, and integration with the river was supported.**

- **A consistent approach to tree planting and landscaping throughout the town was supported.**

- **Whilst there was some support to the flagship redevelopment of the Council offices and surrounding land and buildings, there was strong concern that this should not involve large scale retailing or obscure views to the river.**

- **Generally people responded positively to proposed traffic changes such as the new roundabout at the Sturt Highway turnoff and the narrowing of Renmark Avenue. There was however concern that these actions should be implemented without a negative impact on traffic movement throughout the town.**

- **Opinion was divided on the best location for the tourist information centre. Some respondents favoured the current location, some the proposed location and some thought it would be better located on the Sturt Highway.**

It was also noted that proposals should not result in a net reduction of car parking, but that car parking should not encroach in to median strips, and that paved surfaces within the town require attention.

The consultants and Council have examined the results of the public responses, particularly where there is a significant divergence of opinion on a specific issue.

In relation to item 4, the future redevelopment of the site is a longer term objective and would be subject to agreement from landowners. It would require Council to consider its development plan policy for the site in order to define the scope of activities that could be accommodated. This may require the development of a masterplan for the site and detailed design and feasibility. Without prejudice to any of this work, the UDF does not envisage large scale development, but rather development that is sympathetic in character to the town and the river, whilst at the same time offering a contemporary showcase for local product, companies and services.

With regards to item 5, it is likewise noted that any amendments to road widths and junctions would be subject to detailed design and negotiation with Transport SA. The designs put forward in the UDF have been tested initially and it is believed that these could function without significant negative impact on the road network.

In relation to the relocation of the tourist office (item 6) it is considered that locating it in the median strip within Renmark Avenue represents the best opportunity to improve visitor activity and interest within the town centre, thus contributing to the critical mass of activity needed to improve vitality. Access to the tourist information office could be sign posted at the gateway to the town. This is therefore considered as the optimum location, however it is noted that there are divergent views on this issue and the strengths and weaknesses of alternative approaches have been assessed earlier in this report.
6 Vision and Outcomes

The Urban Design Framework is a visionary document which will guide future design and development initiatives within Renmark town centre. The principles, objectives and initiatives have been based on thorough analysis of the existing town centre structure in consultation with the community and key stakeholders. Renmark is, and can continue to be, a place where people want to live, work and visit. The key is to provide a range of activities, lifestyle options and environment that distinguishes it from other Riverland towns.

The Vision is for Renmark to be:

“A vibrant and culturally diverse riverside town offering the best that the Riverland has to offer in terms of environment, dining, lifestyle, entertainment and events”

The Urban Design Framework offers a means of achieving the vision through a set of short, medium and longer term initiatives and actions that can deliver lasting benefits and opportunities for residents, businesses and visitors. The challenge will be to attract the necessary up-front capital investment and create a supportive policy framework that permits implementation of the UDF.

The following table details a range of recommended initiatives and actions that are consistent with the UDF objectives and highlights the outcomes these will deliver. In addition, an indicative timescale is suggested to assist the planning by responsible parties.

<table>
<thead>
<tr>
<th>Initiative and Actions</th>
<th>Outcome</th>
<th>Fit with Objective</th>
<th>Indicative Timescale</th>
<th>Responsibility</th>
<th>Supporting Partners</th>
<th>Potential Funding Sources</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Extend median strip / Renmark Avenue carriageway alterations</td>
<td>New roundabout and entry statement at Eighteenth Street turnoff</td>
<td>Establish a cohesive town character and identity for Renmark</td>
<td>Short (1-2 years) – design</td>
<td>Council</td>
<td>Transport SA (TSA)</td>
<td>TSA / Council</td>
</tr>
<tr>
<td>▪ Formalise approach with TSA</td>
<td></td>
<td>Medium (3-5 years) – implementation</td>
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<td></td>
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<tr>
<td>▪ Costing and detailed design</td>
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<td></td>
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<tr>
<td>▪ Undertake works</td>
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<tr>
<td>▪ New roundabout and entry statement at Eighteenth Street turnoff</td>
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<tr>
<td>▪ Renmark Avenue narrowed to create more intimate streetscape</td>
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<tr>
<td>▪ Calmed traffic and improved pedestrian / vehicle interface including Renmark Ave / Rail Ave / Murray Ave intersection</td>
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<p>| 2. Shop front improvement scheme | Improve townscape and trading environment | Improve retail sector and street life activity | Short (1-2 years) – Traders Association | Council | Regional Development Corporation (RDC) / private sector | RDC / Places for People (Planning SA) / private sector |
| ▪ Encourage participation in a Renmark Business Association | Increase critical mass of shopper / visitor activity within town centre | Establish a cohesive town character and identity for Renmark | Medium (3-5 years) – improvement scheme | | | |</p>
<table>
<thead>
<tr>
<th>Initiative and Actions</th>
<th>Outcome</th>
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<th>Responsibility</th>
<th>Supporting Partners</th>
<th>Potential Funding Sources</th>
</tr>
</thead>
<tbody>
<tr>
<td>3. Identify preferred location for Renmark Visitor Information Centre</td>
<td>- Improve accessibility to tourist information</td>
<td>- Attractive and well used public space networks</td>
<td>- Short (1-2 years)</td>
<td>Council / RDC</td>
<td>SA Tourism Commission (SATC)</td>
<td>Council / SATC Tourism Development Programme</td>
</tr>
<tr>
<td></td>
<td>- Increase retention of visitors within the town</td>
<td>- Establish a cohesive town character and identity for Renmark</td>
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<tr>
<td></td>
<td>- Tourist office enhancing key activity areas</td>
<td>- Improve retail sector and street life activity</td>
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<tr>
<td>4. New retail development at Rivergrowers site</td>
<td>- Enhance retail provision for Renmark</td>
<td>- Improve retail sector and street life activity</td>
<td>- Short (1-2 years)</td>
<td>Council / Private sector</td>
<td>Private sector</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Redevelopment of derelict site</td>
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<td>- Larger scale, car based retailing located on the edge of the town centre</td>
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<td>5. Relocate Council Offices to Eighteenth Street</td>
<td>- Improve Council offices</td>
<td>- Improve retail sector and street life</td>
<td>- Short (1-2 years)</td>
<td>Council</td>
<td>Council</td>
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<td></td>
<td>- Reuse of vacant site on Eighteenth Street</td>
<td>- Attractive and well used public space networks</td>
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<td></td>
<td>- New opportunity for redevelopment of existing Council buildings and surrounding land</td>
<td>- Improve access and parking</td>
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<tr>
<td>6. Improvements to Chaffey Colonnades parking area</td>
<td>- Enhance shopping environment</td>
<td>- Improve retail sector and street life</td>
<td>- Short (1-2 years)</td>
<td>Council</td>
<td>Private sector</td>
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<td></td>
<td>- Pedestrian / vehicular conflict minimised</td>
<td>- Attractive and well used public space networks</td>
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<td></td>
<td>- Identify additional parking opportunities adjacent to town centre</td>
<td>- Improve access and parking</td>
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<td></td>
<td>- Undertake works</td>
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### Initiative and Actions

<table>
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<tr>
<th>Initiative and Actions</th>
<th>Outcome</th>
<th>Fit with Objective</th>
<th>Indicative Timescale</th>
<th>Responsibility</th>
<th>Supporting Partners</th>
<th>Potential Funding Sources</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>7. Median strip landscaping improvements</strong></td>
<td>- Aborist to develop succession planting strategy</td>
<td>- New ‘spaces for people’</td>
<td>- Attractive and well used public space networks</td>
<td>- Council</td>
<td></td>
<td>- Council / Trees for Life / Places for People</td>
</tr>
<tr>
<td>- Remove existing toilet block and structures once alternative facilities are provided</td>
<td>- Improved visitor experience</td>
<td>- Establish a cohesive town character and identity for Renmark</td>
<td>- Medium (3-5 years)</td>
<td>- Council</td>
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<td></td>
<td>- Improved environment</td>
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<td>- Council</td>
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<td>- Council</td>
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| **8. Develop town wharf activity area**                                                | - Invite detailed design proposals                                      | - New activity area and focal point for events, entertaining and relaxation for residents and visitors | - Attractive and well used public space networks | - Council        | - Private sector / RDC / SATC | - Council / Places for People, SATC Infrastructure Development Fund |
|                                                                                        | - Liaise with adjacent land/property owners                              | - Improved use of the River Murray                                                  | - Establish a cohesive town character and identity for Renmark | - Council        | - Private sector / RDC / SATC |                                                               |
|                                                                                        |                                                                        | - Re-orientating the town towards the river                                         | - Medium (4-5 years) | - Council        | - Private sector / RDC / SATC |                                                               |
|                                                                                        |                                                                        |                                                                                   |                      | - Council        | - Private sector / RDC / SATC |                                                               |
|                                                                                        |                                                                        |                                                                                   |                      | - Council        | - Private sector / RDC / SATC |                                                               |

| **9. Develop ‘flagship’ waterfront hub**                                              | - Work with property owners to develop a masterplan and vision for the site | - New activity area                                                                   | - Attractive and well used public space networks | - Council        | - Private sector / RDC / SATC / Riverland Tourism Association | - Council /private sector / Country Arts Trust, SATC Infrastructure Development Fund |
|                                                                                        | - Promote the venture as a ‘flagship’ riverfront redevelopment opportunity | - Re-orientating the town towards the river                                            | - Establish a cohesive town character and identity for Renmark | - Council        | - Private sector / RDC / SATC / Riverland Tourism Association |                                                               |
|                                                                                        | - Ensure that development complements key branding themes               | - Iconic feature of the town                                                          | - Medium (3-5 years) | - Council        | - Private sector / RDC / SATC / Riverland Tourism Association |                                                               |
|                                                                                        |                                                                        | - Showcase for local produce, arts and crafts                                          |                      | - Council        | - Private sector / RDC / SATC / Riverland Tourism Association |                                                               |
|                                                                                        |                                                                        |                                                                                   |                      | - Council        | - Private sector / RDC / SATC / Riverland Tourism Association |                                                               |

|                                                                                        | - Undertake audit of existing street furniture                           | - Enhanced town environment                                                          | - Attractive and well used public space networks | - Council        | - RDC / SATC / Other Riverland councils |                                                               |
|                                                                                        | - Progressive replacement of street furniture in key locations           |                                                                                   | - Short (1-2 years) – review / Medium (3-5 years) - upgrades | - Council        | - RDC / SATC / Other Riverland councils |                                                               |
|                                                                                        |                                                                        |                                                                                   |                      | - Council        | - RDC / SATC / Other Riverland councils |                                                               |
### Initiative and Actions

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<th>Supporting Partners</th>
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<tbody>
<tr>
<td><strong>11. Policy Actions</strong></td>
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<tr>
<td>- Finalise Town Centre Expansion PAR</td>
<td>Policy support for retail development at Rivergrowers site</td>
<td>N/A</td>
<td>Short (1-2)</td>
<td>Council</td>
<td>Council / TSA</td>
<td></td>
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<tr>
<td>- Review existing town centre policy areas</td>
<td>Identify support for UDF initiatives within existing Development Plan</td>
<td></td>
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<td>Council</td>
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<tr>
<td>- Review DTUP Concept Study</td>
<td>Integrate approach to Sturt Highway improvements</td>
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<td>Council</td>
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<tr>
<td>- Participate in outcomes of the Riverland Integrated Strategic Tourism Plan</td>
<td>Link into region-wide tourism initiatives</td>
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<td>Council</td>
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<td>- Ensure supportive development plan policy for tourism related activities</td>
<td></td>
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<td>Council</td>
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<tr>
<td><strong>12. Marketing and Branding</strong></td>
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<tr>
<td>- Promote key Riverland positioning themes of touring, nature, adventure and Riverland flavours</td>
<td>N/A</td>
<td>All</td>
<td></td>
<td>RDC / TSA / Tourism Commission</td>
<td>Council</td>
<td>SATC / RDC</td>
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<tr>
<td>- Position the town as a must-visit destination</td>
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<td>- River and waterfront relaxation</td>
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<tr>
<td>- Events and festivals</td>
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</tbody>
</table>
INITIATIVES

1. Extend median strip / Renmark Avenue carriageway alterations
2. Shop front improvement scheme
3. Identify preferred location for Renmark Visitor Information Centre
4. New retail development at Rivergrowsers site
5. Relocate Council Offices to Eighteenth Street
6. Improvements to Chaffey Colonades parking area
7. Median strip landscaping improvements
8. Develop town wharf activity area
9. Develop ‘flagship’ waterfront hub
10. Review of signage and street furniture

Legend
- Entry Statement
- Informal Eucalypt Median Planting
- Norfolk Island Pines
- New Median activity nodes, includes playspaces, artworks
- New avenue tree planting - major routes
- New avenue tree planting - minor routes
- Paved roadways
- New buildings/Development Opportunities
- Extended Town Wharf
- Potential development opportunities
- Potential new parking zones

Figure 9
Renmark Urban Design Framework

Client: Renmark Paringa Council
Drawing No.: 04-917 - U002
Sheet No.: 1
Scale: 1:2000 GA1
Drawing Checked: NA
Date: NA
Revision: A