

PORT AUGUSTA

Style Guide



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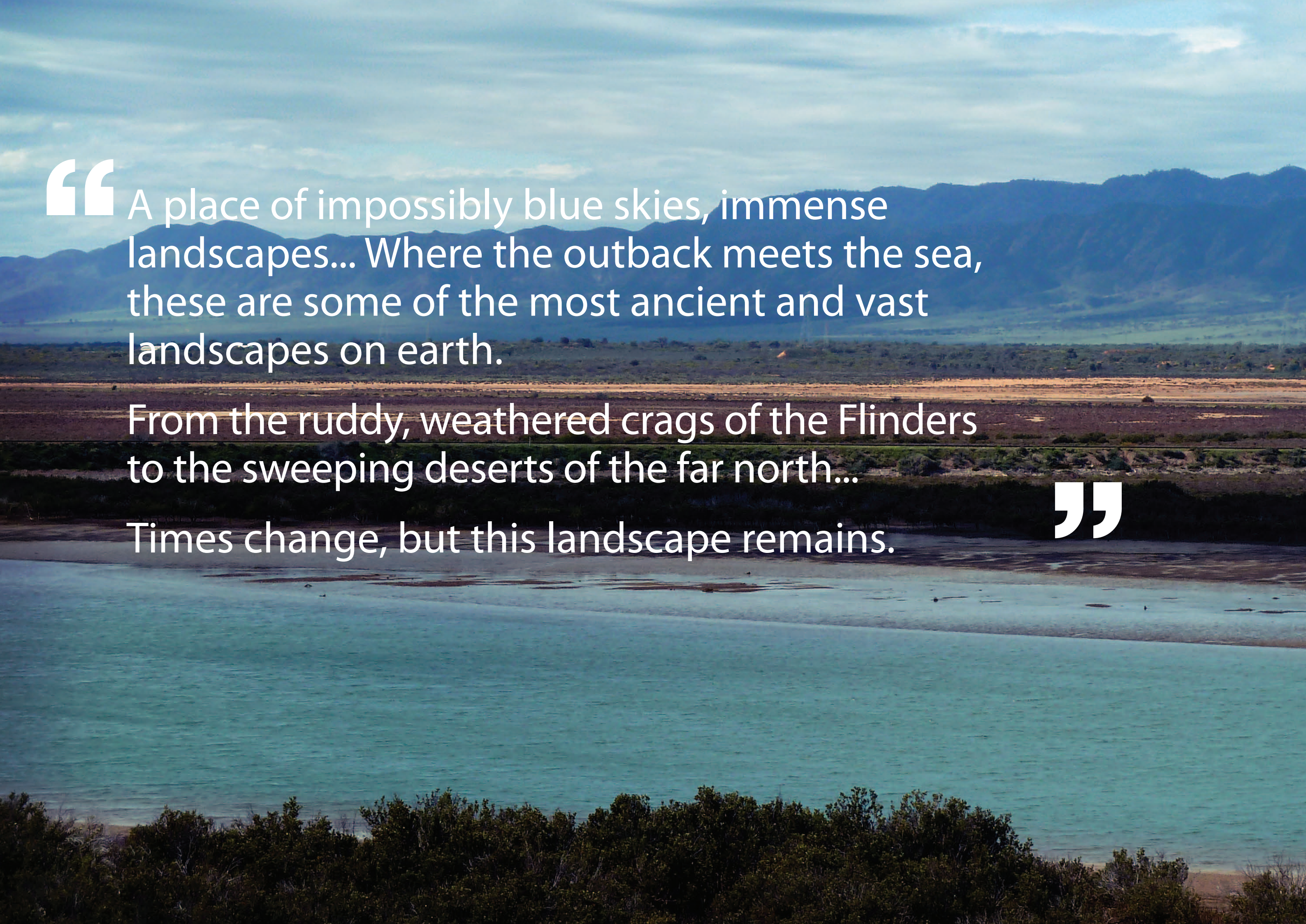
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“ A place of impossibly blue skies, immense landscapes... Where the outback meets the sea, these are some of the most ancient and vast landscapes on earth.

From the ruddy, weathered crags of the Flinders to the sweeping deserts of the far north...

Times change, but this landscape remains.

”

1 INTRODUCTION

The Port Augusta Style Guide provides **design guidelines** and **direction** to support a **consistent look and feel** to the City's public realm; comprising its **streets, squares** and **recreational open spaces**. The overall intention is to reinforce the **distinctive character** of Port Augusta including its location at the top of Spencer Gulf and the rich cultural and social history that makes this City one of South Australia's most interesting and unique.

This Style Guide explores the landscape, urban structure, history, themes, materials and elements of Port Augusta; providing guidelines and direction as they relate to urban design. It recognises and responds to Port Augusta's unique location, climate and distinct sense of place.

This Guide is intended to be used by Council, developers and the community when enhancing existing or developing new places within the City of Port Augusta. Port Augusta is experiencing considerable growth and this document will be used as a reference material to help support coordinated development through clear guidelines. It is important to continually monitor development and review the Style Guide every 10-15 years, or as circumstances warrant in the future.

The design guidelines and strategies are intended to establish consistency and continuity within Port Augusta and

unity within designated precincts. Rather than prescribing rigid standards, this Style Guide promotes principles of best practice, providing guidelines for urban design and landscape elements, and recommending a palette of well-designed, high-quality and cost-effective items.

The Style Guide document is divided into five sections:

- **Part 1: Introduction;**
- **Part 2: Context;** describing the setting of Port Augusta, in particular the landscape and urban structure;
- **Part 3: Themes;** exploring the key themes of Port Augusta, including the history, identity and culture of the City;
- **Part 4: Guidelines;** providing guidelines, palettes and directions for materials and elements;
- **Part 5: Projects;** indicating design direction for key project areas in Port Augusta.

In developing the Style Guide, the importance of community input is built into the study. Contributions and insights from the community of Port Augusta, gained through 'shop-front' engagement sessions and community feedback forms, have shaped the themes, guidelines and design proposals of the Port Augusta Style Guide.

The development of this Guide allows easy dissemination of information in support of a consistent approach to the desired look and feel for all projects in the City of Port Augusta. These details allow the City of Port Augusta to promote a distinctive range of public realm and landscape elements that are attractive and functional, responsive to community aspirations and reflective of Port Augusta's unique character and identity.

A Style Guide to:

1. **Unveil and celebrate** the **unique qualities** and **themes** of Port Augusta.
2. **Guide and direct** Council, developers and the community regarding the **design style** of Port Augusta.



2 CONTEXT

The Style Guide is derived from an understanding of Port Augusta – the place, location, history, community and landscape.

Port Augusta is a unique regional city that has played a major role in the development of the northern sector of South Australia and the outback.

The Port Augusta locality was an important meeting and trading place for Aboriginal people over thousands of years. The City of Port Augusta has a population of 13,876 (ABS, 2006) including 16.6% Indigenous Population and is strategically located on the National rail and road network, with all cross-country north/south and east/west rail and road transport passing through Port Augusta.

The character of the City has changed over time, transforming from a busy port to the centre of the Commonwealth railways and main operations of ETSA, to a regional service centre and tourism drawcard. As an important staging post to the Outback, Flinders Ranges and Eyre Peninsula, Port Augusta plays a key role in the psyche of South Australians.

Port Augusta is variously referred as the “Crossroads of Australia”; “Gateway to the Flinders and Outback”; and “Where the Desert meets the Sea”.



Photo: Tim Phillips

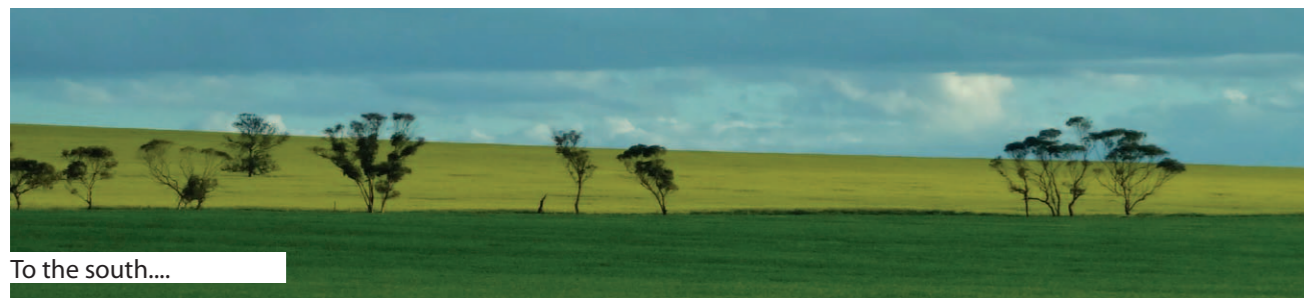
“We found that our **location** is the number one factor that **defines** Port Augusta and makes our city **truly unique** – our traditional role as a **meeting place** and **crossroads** at the very top of **Spencer Gulf**, our proximity to Australia’s iconic **Outback** and **Flinders Ranges**, our proximity to the **mining boom** in South Australia’s north, and of course our spectacular **desert-by-the-sea landscape** bathed in glorious reds, blues and yellows.”

PORT AUGUSTA BRAND IDENTITY GUIDE

LANDSCAPE

The Style Guide reinforces the City's built form and its landscape setting, including the views to the Flinders Ranges.

Port Augusta is a meeting-place for the landscape: to the north is the outback, to the east is the Flinders Ranges, to the west is salt-bush plains and to the south is farmland. There is no other town in Australia quite like Port Augusta for contrasts.



Topography: Port Augusta is located between the Flinders and Bluff Ranges at the top of the Spencer Gulf

WATER

Port Augusta is located at the top of Spencer Gulf in a flat coastal landscape characterised by salt lakes with a backdrop of ranges.



URBAN STRUCTURE

The Style Guide reinforces
the structures and patterns
of the townscape.

Port Augusta consists of a framework of buildings, highways, streets and railways all set within the context of Spencer Gulf and the surrounding landscape of the Flinders Ranges. Together, these make up the city's urban structure. The Style Guide suggests how the city's movement pattern and the organisation of its public realm elements can be tailored to create a stronger and more legible urban structure.

This Style Guide is derived from an understanding of the urban structure of Port Augusta. This involves identifying the urban layers, structure and the individual elements that make Port Augusta a unique and distinct place.

1. **Precincts** – Geographical areas
2. **Routes** – Highway, rail, streets, paths
3. **Landmarks** – Physical objects that act as reference points

A key aim of the Style Guide is to reinforce the existing urban structure and build on the physical opportunities and constraints of the City.

PRECINCTS

Port Augusta is spatially divided into three geographic districts – Central Port Augusta, Stirling North and the Westside.

Central Port Augusta is the established residential area to the east of the Spencer Gulf. It features the City Centre which is the focus of retail and services for the City.

Stirling North is located to the south-east of Central Port Augusta, separated by Pink and Bird Lakes and a stretch of Highway One. It is a low-density rural living area with large allotments.

The Westside is sited across the Gulf from Central Port Augusta and features mostly residential development including tourist accommodation and some commercial development along the highway.

Port Augusta's future growth is planned between the westside and the airport as well as south of Stirling North.



LANDMARKS

A combination of natural landmarks and man-made features aid in the orientation, place legibility and ability to 'read' the City of Port Augusta.

The key landmarks and features are indicated in the plan (right):

● Natural Landmarks

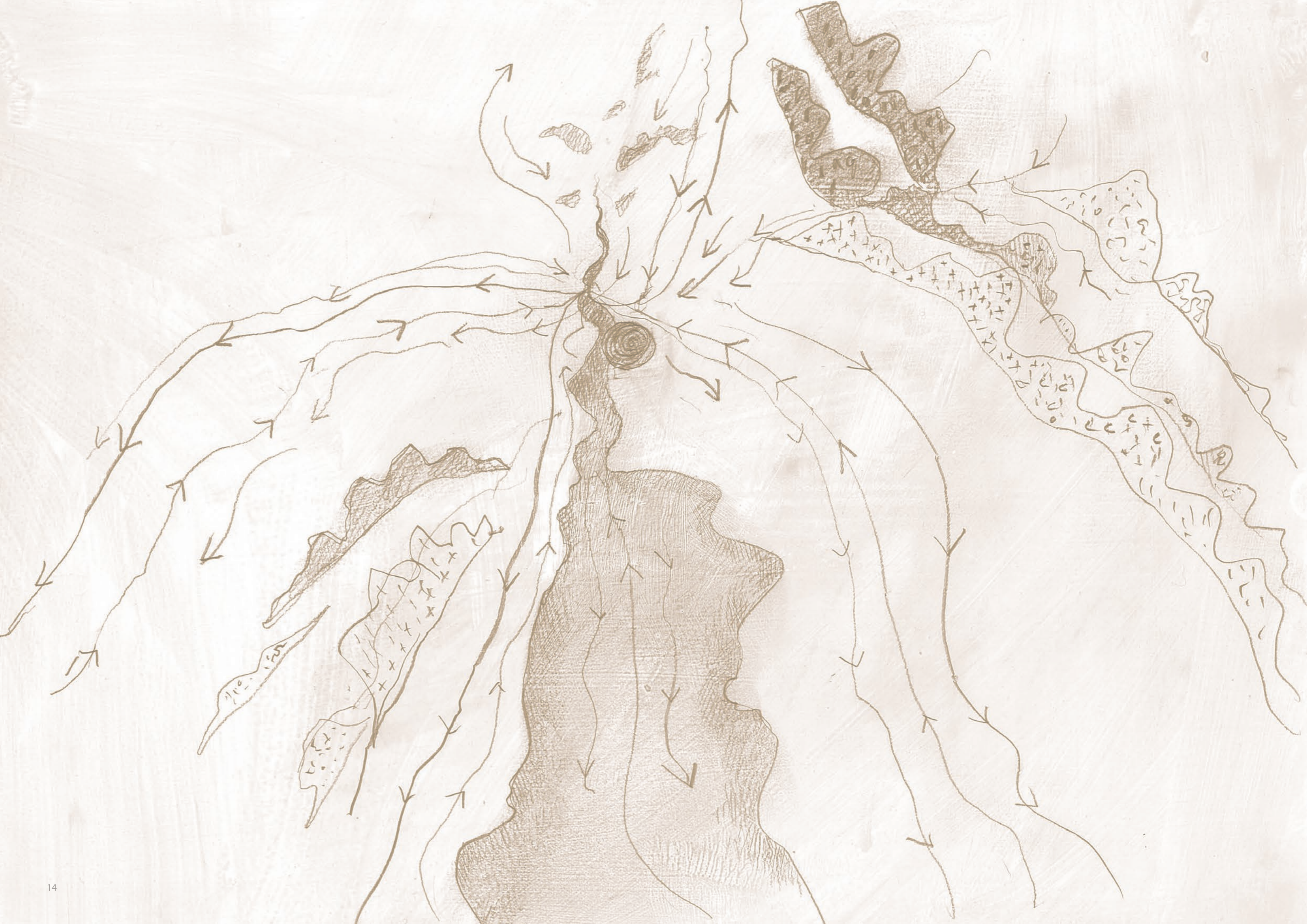
- Flinders Ranges
- Bluff Ranges
- Spencer Gulf
- Pink and Bird Lakes
- Red Banks
- Embankment

● Man-made Features

- Causeway
- Highway One Bridge
- Water Tower
- Town Hall
- Historic Wharf
- Railway Station
- Railyards
- Power Station
- Key Highway Intersections
- Key Open Spaces (Ovals, Golf course, Australian Arid Lands Botanic Garden)

Landmarks are physical objects that act as reference points or cues in the orientation, place legibility and ability to 'read' the City.





3 THEMES

Port Augusta stands in the landscape as the result of a complex history... its response to a natural geographical process...

We can explore the overlapping architecture... built for urban strategies, cultures, social habits... contradictory in themselves... Episodes of history informed from the past and moving into the future...

An arid landscape full of surprises... enriched and enhanced... connecting with built environment... thoughtful planning and design of the physical world... A maritime history... Industrial history... Railways connecting Australia and the rest of the world...

The ancient pathways... Lines of travel from the dust of the outback plains, to the cool breezes of the coast and the upper Gulf... Connections in time that criss-cross the country... A footprint of the past... Sacred song lines tangled like the scratched lines of an ancient Internet... layers of people's lives informing... always feeding on the crossroads of a new vibrant city...

Seeing sense of place, feeling sense of place... This three billion year-old Valley... a valley with freshwater lagoons, abundant with animals... people walking around, fishing, living, well before the sea rose... The upper Gulf was formed within the last six thousand years, to look as we now know it... This ancient country... To sustain those criss-cross song lines of people long gone... The Kingfish could tell a good story, endemic to the country they've been living in for a long time...

Storytelling is as old as the hills that you see in the distance... sitting around campfires, teaching, talking, laughing, loving...

Let's carry these stories... new stories that tell people about the beauty and the wonder of this country, and what it means to so many different people...

People that have come here... New people, old people... Everybody calls it home now...

CROSSROADS OF AUSTRALIA

“...People coming from the north, east, south and west to Port Augusta. People, our countrymen would walk over sandhills, through dry country for days before arriving at the blue, the sea.” NANCY REID

“At first, it was only the camel trains who could make the gruelling trek from Port Augusta northwards into the interior.

Then came a new kind of train – one with stream-driven wheels that went anywhere tracks could be laid. It was called the Ghan after the Afghan cameleers who had travelled that same route for many years.”

WADLATA VISITOR CENTRE

Established in 1852 on the northern tip of Spencer Gulf, the water-side town of Port Augusta was one of South Australia’s major ports for wool, minerals and wheat, with regular shipping traffic until 1973.

Over time Port Augusta has continued to reinvent itself, changing from South Australia’s second largest port to a railway hub, and continuing to develop today, making the most of opportunities rising from South Australia’s predicted mining boom.

Port Augusta’s geographical position, at the crossroads of Australia, makes this regional centre a good starting point for the journey across the Nullarbor to Perth or to the Northern Territory.



Pioneers of the Land

In 1860 Muslim cameleers arrived from Afghanistan and British India (now Pakistan) to aid expeditions into the Australian outback.

Camels provided the most efficient means of exploring inland Australia, with its sandy deserts, lack of water and extreme heat. The cameleers travelled over thousands of kilometres, opening lines of transport, communications and supplies.

Over more than five decades, the cameleers were influential in creating the link between coastal and inland towns, remote settlements, mission stations and mines.

Port Augusta provided an important base for groups of cameleers working on contracts, carting wool from remote sheep stations to the port.



Connecting Australia with the rest of the World

In 1872 the completion of the Australian Overland Telegraph Line, with a length of 3200km, connected Darwin to Port Augusta and allowed fast communication between Australia and the rest of the world – one of the great engineering achievements of the 19th century.

A meeting place

Before white settlement and Afghan cameleers reached the top of the Gulf, now known as Port Augusta, the ancient Crossroads and trading routes of the Indigenous peoples were in full swing; connecting different mobs, from West to East, North to South. The sacred song-lines of a timeless past connects dreams of people long gone, but still here in spirit living on in the spiritual crossroads of connection.

As time passes, different layers of meaning are embedded within the landscape and add to the sense of place.



Railway Junction

Two of the world's great train journeys, The Ghan to Darwin and the Indian Pacific to Perth, pass through Port Augusta heading north and south, east and west respectively.

Port Augusta has long been considered a railway town. In 1878 the town became the southern station for the North South transcontinental line to Darwin, later renamed the Central Australia Railway. The building of the railway depended entirely on the use of camels for hauling heavy materials. In 1917, it became part of the East West transcontinental railway (the Trans-Australian Railway) to Kalgoorlie in Western Australia. Port Augusta's main station was also the operational headquarters of the Commonwealth Railways until 1978. Today, the Pichi Richi Railway operates heritage steam and diesel trains on a restored section of these two iconic tracks.



Royal Flying Doctor Service

In 1912, Rev. John Flynn, a minister of the Presbyterian Church, travelled through Outback Australia to preach the gospel. Greatly affected by the number of isolated communities who were often left helpless when sick or injured, Flynn had a vision to create a service where a doctor could reach patients in the outback by aeroplane. The Australian Inland Mission Aerial Medical Service, now known as the Royal Flying Doctor Service, was established in 1933 and has since expanded across the country providing medical assistance to even the most remote communities.

RFDS Central Operations Communications Centre is located in Port Augusta. This state-of-the-art base serves an area of 840,000 square kilometres, providing medical services to isolated communities in the far west and northern regions of South Australia.



Celebrate Port Augusta's Evolving Heritage

Port Augusta is a city with a rich heritage that continues to evolve. From a busy port to the centre for Commonwealth Railways, main operations of ETSA and now a regional service centre and tourism drawcard.

Instead of ignoring or clearing away historic references there is opportunity to celebrate and present information and stories about Port Augusta's unique heritage.

Valuable and interesting industrial artifacts integrated within the landscape add to the style and character of the City. Land remediation coupled with the preservation of the site's cultural heritage results in a rich, interactive public space that served educational, cultural, and ecological purposes.

While some may view industrial ruins as ugly blemishes in the landscape, there is opportunity

What remains are the key objects of an era past, ensuring these histories remain etched in our mind.

to challenge these ideas through re-using industrial relics to strengthen place identity and urban character.

Apart from historical importance, the iconic incorporation of the industrial vestiges also offer an important aesthetic. The juxtaposition of abandoned relics against modern urban life creates a sense of mystery and industrial romanticism that invites exploration and celebration of local culture.

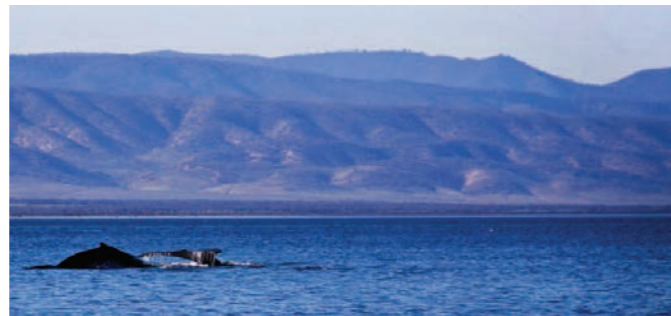
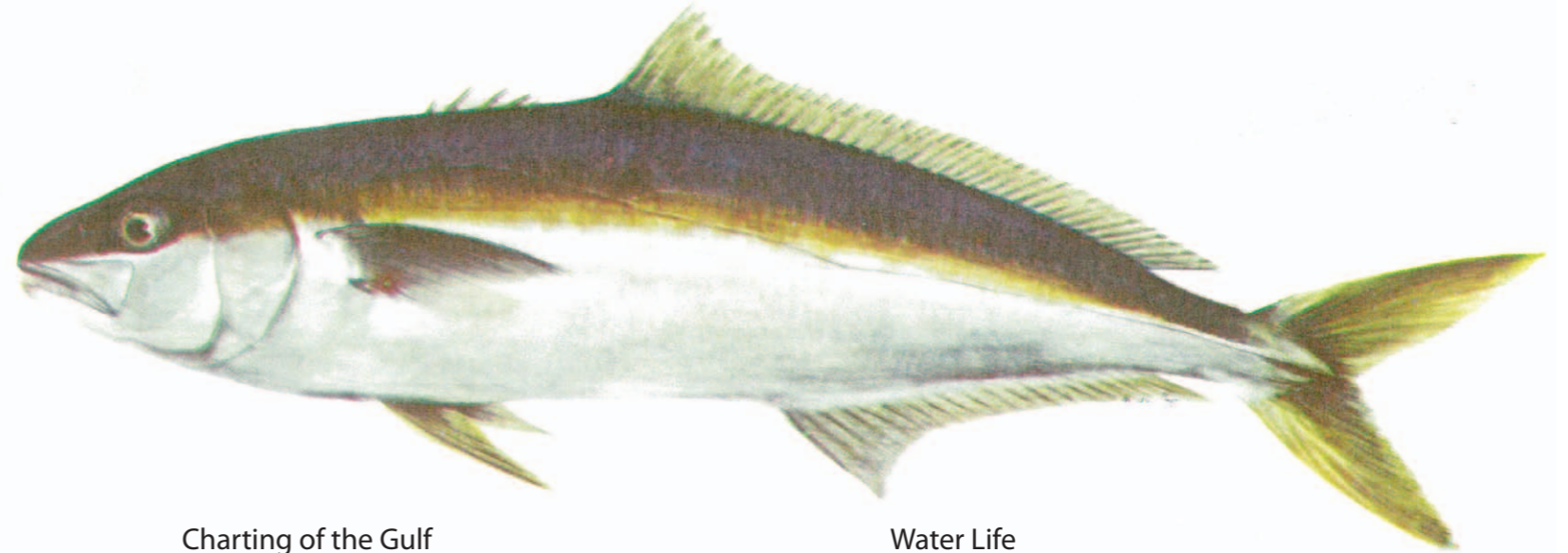
The preservation of Port Augusta's historic wharf at the foreshore, with railway and port remnants, adds significant value to the character of Port Augusta (although there is opportunity for signage interpretation).

The bold and robust industrial heritage of Port Augusta is also echoed in the materials and elements of the landscape (refer Guidelines).

TOP OF THE GULF

"The investigation of the gulf was terminated, and in honour of the respectable nobleman who presided at the Board of Admiralty when the voyage was planned and ship put into commission, I named it Spencer's Gulf." MATTHEW FLINDERS

Port Augusta's location is the number one factor that defines and makes this city truly unique.



Charting of the Gulf

In December 1801, Captain Matthew Flinders sailed his ship the Investigator from New Holland (Western Australia) eastward along the southern coast, charting the journey carefully along the way.

Prior to Flinders' exploration, some thought the Gulf extended so far that it opened on to the northern coast, dividing Australia into two halves. Flinders was keen to find out the true situation and he and his party did a considerable amount of exploration, both by boat and on land, sailing northward as the gulf became steadily narrower and shallower.

Geology

Spencer Gulf is a large indentation of Australia's southern coastline, part of the major north-south geological depression caused by faulting and subsidence of much of the area millions of years ago.

Since then the area has undergone numerous geological changes, resulting in a number of interesting landforms including mud, salt and mangrove flats, weathered surfaces, shoreline beaches and cliffs, hills and bluffs.

Water Life

The Gulf's unique body of sheltered water has become a haven for an abundance of marine life, including Yellowtail Kingfish, Blue Swimmer Crabs, Squid King George Whiting, dolphins and seals. In recent times Humpback whales have begun to establish a new annual migration route up the gulf into the protected waters around Port Augusta – a spectacle to see against the backdrop of the Flinders Ranges.

Where the desert meets the sea

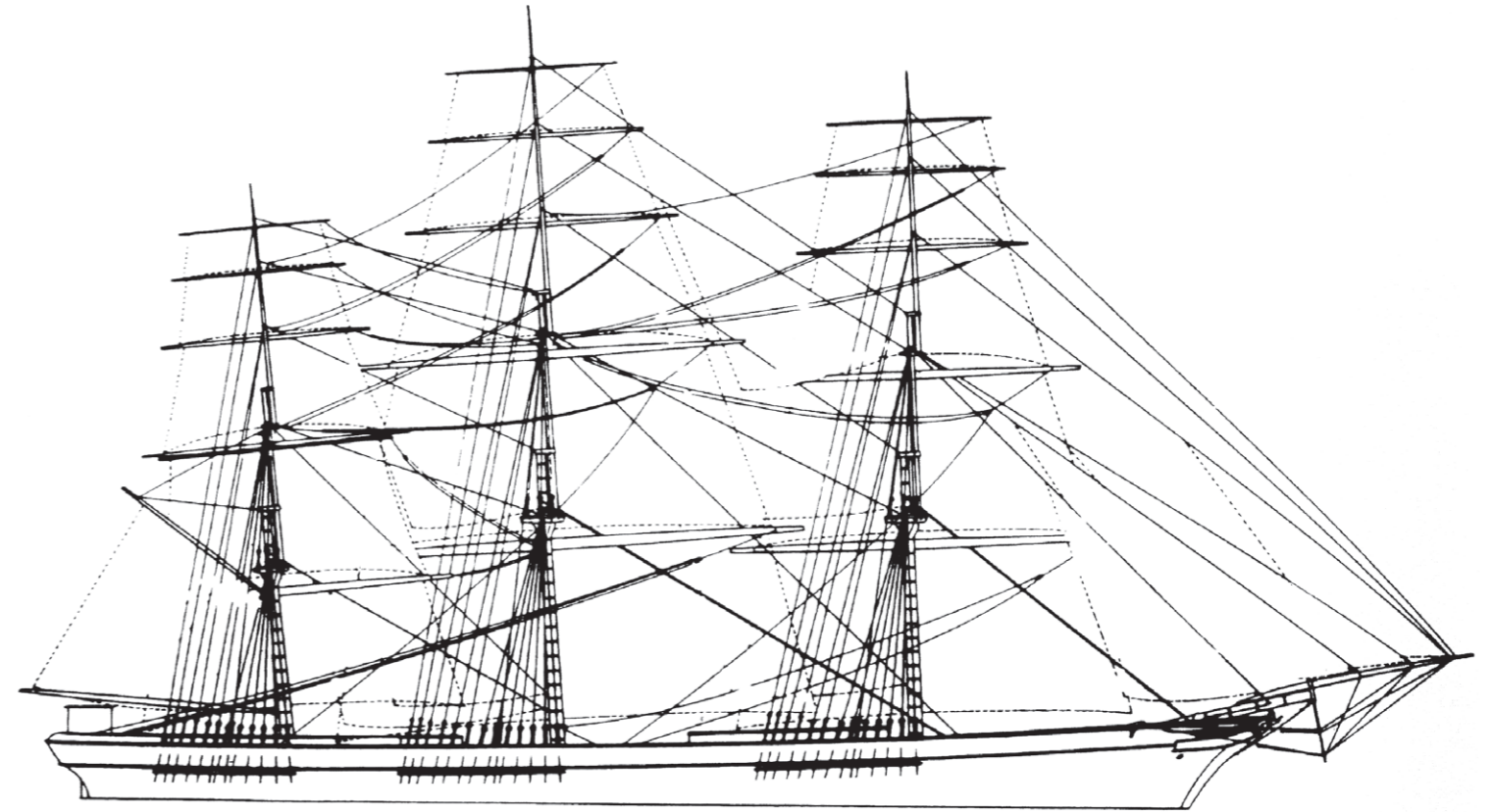
Port Augusta's location at the top of the Gulf makes it one of the first bodies of water when travelling from the north. The Gulf, as a key feature of the Port Augusta landscape, creates a range of recreation opportunities including fishing, boating, swimming, and sailing and has a positive influence on the local way of life in this coastal town.

Celebrate the Gulf

- Increased usage of the Waterfront area through further development to landscaping and urban design and more community events held along the foreshore (refer Projects page).
- Trips into the surrounding country with Indigenous elders.
- Day trips or overnight camps into Flinders Ranges and surrounds.
- Holiday cruises from Adelaide.
- Tall ships.
- Re-enactments of the discovery of the Gulf.
- The council's acquisition of an old Beacon (refer image, right) provides a unique platform for an interpretive device. The placement of the Beacon could create a 'meeting place' for locals at the foreshore, acting as a reference point or marker in the landscape.
- A Maritime Museum – through acquiring a tall ship which is anchored on the foreshore. A visual link to the rich maritime history of the area, and a unique key attraction for locals and people who visit Port Augusta.



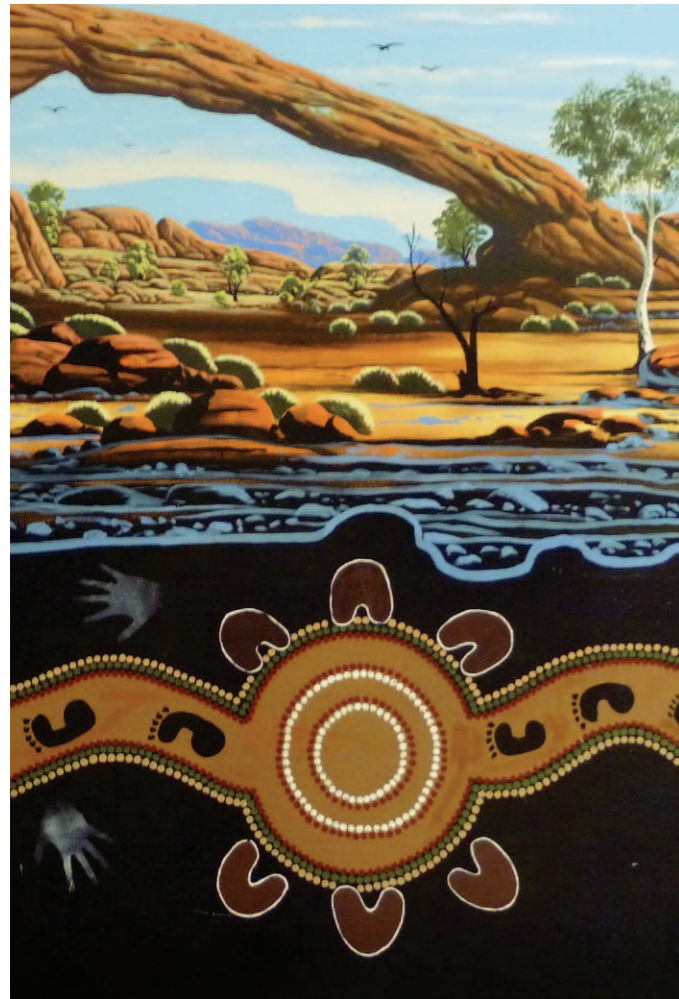
The 'old beacon'



A Maritime Museum?

INDIGENOUS CULTURE & HERITAGE

“All the different clans and language groups who have journeyed to and through Port Augusta have brought the seeds of their experiences and cultures and planted them in this country. We are the new growth, the new generations, and this is our story.” LAVENE NGATOKORUA



Aboriginal Heritage & Living Culture

Port Augusta is of great cultural and spiritual significance to many Aboriginal cultural groups of Australia.

The natural features of the Flinders Ranges – the geology, topography, flora – are explored in many traditional stories and legends. Indigenous people have maintained a spiritual connection with the desert, land and sea, and have a deep sense of responsibility towards protecting these.

Placed at the head of the Gulf, Port Augusta has always been an important meeting place for a diverse range of Aboriginal groups who gathered to trade and exchange food, tools, knowledge and skills. As a result there are many groups represented in the local population, each with its own culture and language.

Colourful flags on the beach represent each of the Indigenous language groups of the Port Augusta community. (Photos, right, from ABC Away! website)

South Australia's Centre For Aboriginal Art

Port Augusta is home to some of the most talented Aboriginal artists in South Australia and is gaining a reputation as a centre for Aboriginal culture, arts and education. The many different language groups living in the area creates a unique energy, as well as the opportunity for the sharing of ideas through creative expression.

Contemporary art of the region celebrates the spectacular landscape and its stories.

Celebrate Indigenous Culture & Heritage

- Keep culture growing.
- Music and the arts are a great way to celebrate culture and to pass on an understanding of what it's like to be connected to country.
- Bush tucker, cooking on an open-air fire, with stories around the campfire.
- Expand on Indigenous stories in the Australian Arid Lands Botanic Garden and throughout the centre of Port Augusta – expanding both knowledge and an appreciation of desert plants, language & stories wherever possible.

ARIDSMART CITY

Arid (adjective) The arid and semi-arid lands are the remote and sparsely-populated areas of inland Australia, defined by the presence of desert vegetation and land forms as well as by low rainfall. Source: CSIRO

“...Where research, education and the display of plant biodiversity from the southern arid zone of Australia is centred.” AUSTRALIAN ARID LANDS BOTANIC GARDEN VISITOR GUIDE

“Known the world over for the harshness and stark beauty of its unrelenting landscape, Australia’s arid interior is home to many unique plants and animals.”



Arid Zone

South Australia is the driest state in Australia, and Australia is the driest inhabited continent in the world. More than 70 per cent of Australia is considered as an arid or semi-arid zone, where low or unpredictable rainfall, infertile soils and fire significantly affects vegetation. Arid zone plants have adapted to survive this unrelenting landscape and have evolved to collect and store water. Despite its reputation as a harsh and hostile environment, arid Australia is surprisingly fragile.

Environmental Sustainability

Fresh water is a precious resource. Global consumption of water is doubling every twenty years, more than twice the rate of human population growth. With climate change greatly affecting annual rainfall, South Australia’s prosperity depends on a secure water supply for our homes, farms, environment and industry.

Creating a sustainable environment by looking at alternatives including efficient water use, re-use, and recycling is vital in the long term planning for future water supplies.

Australian Arid Lands Botanic Garden

The Australian Arid Lands Botanic Garden provides the opportunity for education and understanding of the arid-zone environment. It provides a facility for arid-zone ecosystem research, conservation and land rehabilitation, and promotes its economic importance for Australia.

Its potential lies in becoming a major centre for arid lands research, playing an important role in developing a greater understanding of caring for the national heritage and biodiversity of the arid lands.

Celebrate AridSmart

- Integration and showcase of AridSmart plants into the urban area Port Augusta.
- Interpretation of the different plant species carried throughout the city, extending the information presented at Australian Arid Lands Botanic Garden.
- Opportunity to demonstrate leadership in sustainable and resilient design, build the AridSmart brand for the City, and create a city that future generations will be proud to inherit.

Refer also 'Planting' Section



HEALTHY CITY

In 2020, our community will have a healthy lifestyle supported by public spaces promoting activity, sustainable recreation activities and regular community events.

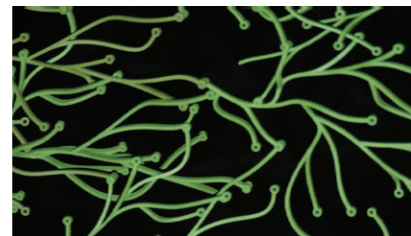
SA'S STRATEGIC PLAN, PORT AUGUSTA
CONVERSATION 31/08/10

A healthy, active city is one that is continually creating and improving opportunities in the built and social environments to enable and encourage all its citizens to be physically active in day-to-day life.

The design and planning of the built environment contributes towards opportunities for physical activity and associated health outcomes.

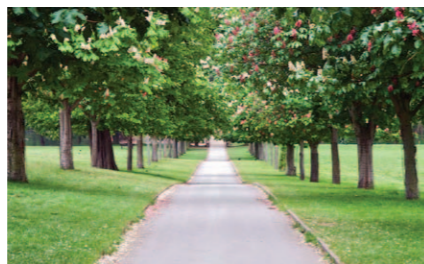
Healthy Spaces and Places (www.healthyplaces.org.au) identifies a number of key design principles that contribute towards increasing physical activity and associated health benefits.

The principles most relevant to Port Augusta include:



Connectivity

Connectivity is the directness of travel between destinations. High connectivity and good provision of walking and cycling facilities are more likely to encourage walking and cycling for transport and recreation.



Aesthetics

In relation to public spaces, aesthetics relates to the attractiveness of an area and in particular the combined effects of various elements such as the quality of the architectural and landscape design, the quality of views and vistas, and the arrangement of elements such as furniture in the public realm.



Social Inclusion

Social inclusion refers to a society where all people and communities are given the opportunity to participate fully in political, cultural, civic and economic life. Designing facilities to encourage meeting and social interaction in communities can improve mental health.



Parks and Open Space

The provision of suitable parks and open space can contribute to people undertaking various forms of physical activity. Opportunities for casual recreation in addition to organised sport.



Safety

Perceptions of safety influence the nature and extent that people use spaces and places. Street and place design that aims to reduce crime can enhance the physical, mental and social wellbeing of a community.



Supporting Infrastructure

Supporting infrastructure refers to built facilities that encourage regular and safe physical activity.

Source: Healthy Spaces and Places (www.healthyplaces.org.au)

In 2010, Port Augusta became the first Australian community to host three consecutive Vibe Alive festivals.

More than 2200 students from across South Australia gathered in Port Augusta for the two-day event for young Australians of all backgrounds who like to dance, sing, paint and play sport.

VIBE AUSTRALIA

A city with opportunities for sport and activity

A city connecting people and places

A safe city where everyone belongs

A city that leads by example

Celebrate Health

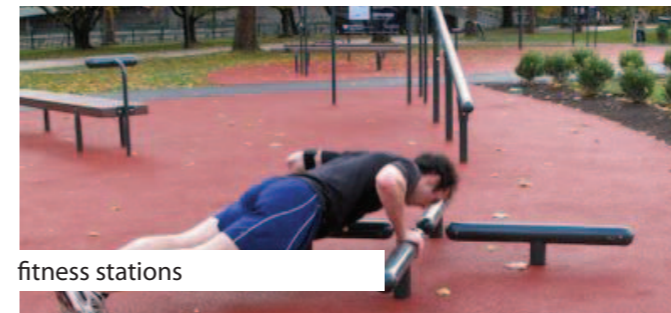
1. Encourage Walking & Cycling

- Improving facilities to encourage walking and cycling across the City, particularly along predictable travel routes to schools, recreation areas, shops and waterfront.
- Planting large trees along pathways, to not only look attractive but provide a comfortable environment for walking or cycling. With a reported 300+ days of sunshine a year, shade is a key requirement Port Augusta's public realm.
- Integrating new roads and developments with well-connected walking and cycle paths and facilities.
- Preparing a Trails Strategy for strategic shared path developed, promotion and signage. Key opportunities include expanding the shared waterfront trail as well as recreation links to the Flinders Ranges.

2. Enhance Spaces to Support Activity

- Improving attractiveness of Port Augusta's streets and open spaces through tree planting, AridSmart plants, quality furniture, lighting and shelters. If an area is attractive it invites people to use and enjoy public spaces and feel safe doing so.
- Continuing to ensure parks are well-maintained and managed.

- Opportunities for a full range of water-based activities (i.e. sailing, beach volleyball) and fitness stations strategically located along the waterfront shared-use path.
 - Integrating the recently constructed skate park with the surrounding precinct.
 - Continuing to support community groups, sporting clubs and service providers in promoting active living and health in the local community.
- ### 3. Crime Prevention Through Environmental Design (CPTED)
- Providing a mix of land uses and promoting activity on the street through late night shopping, coffee/cafes, and shop-top housing in the Commercial Road precinct.
 - Designing buildings to provide active frontages for natural surveillance of the street. Avoiding blank walls and fences, car parks and service areas which separate the fronts of buildings from the street, and dense vegetation and shrubs around pedestrian routes.
 - Lighting ('warm white' light as opposed to 'yellow') of public spaces and routes used at night can improve safety and surveillance and increase usage.



fitness stations



youth-focused activities



playgrounds



footpaths, seating & shady street trees



water-based activities



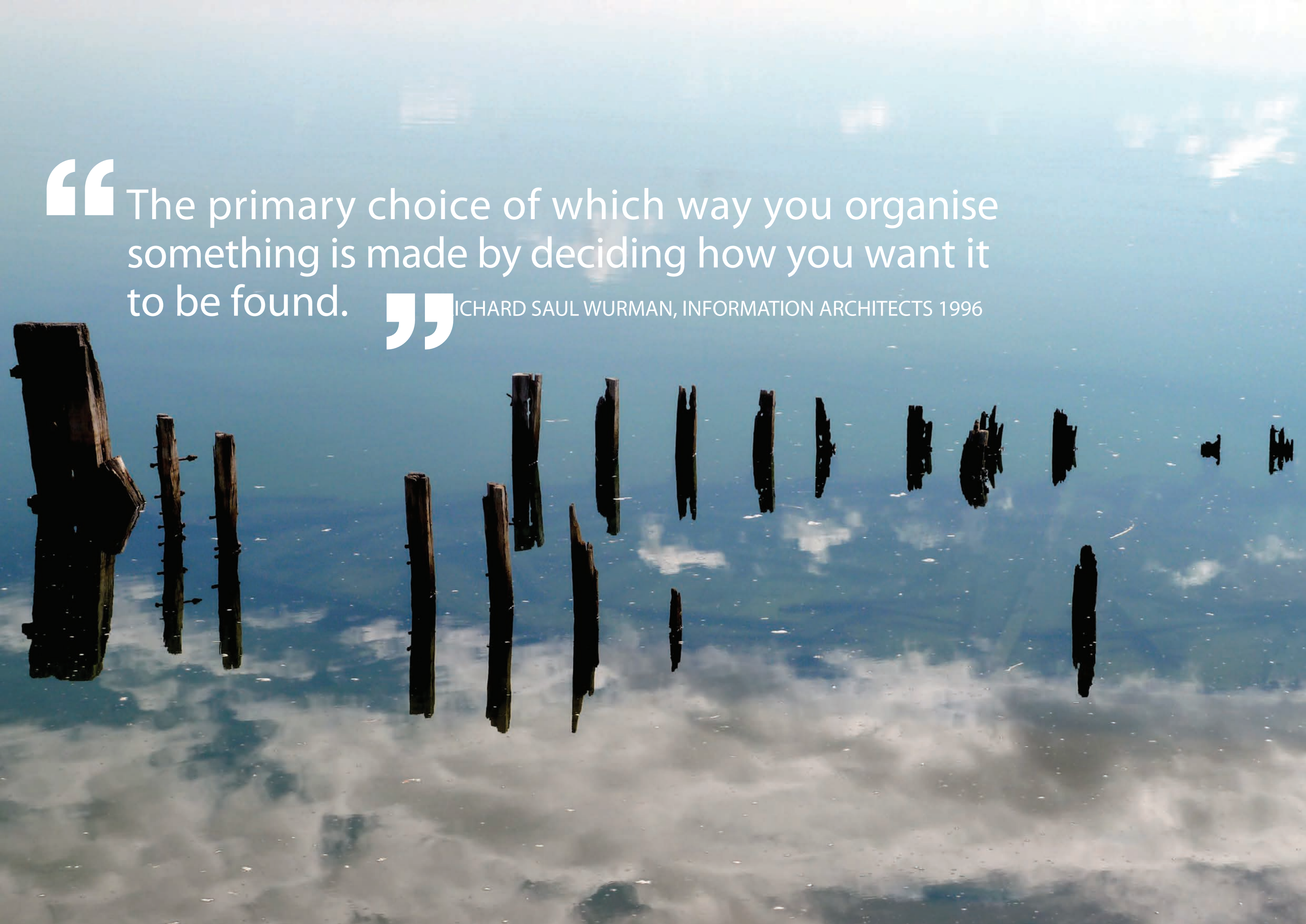
sports fields



main street shopping



shared-use paths



“ The primary choice of which way you organise something is made by deciding how you want it to be found. ”

RICHARD SAUL WURMAN, INFORMATION ARCHITECTS 1996

4 GUIDELINES

A positive and progressive image of our City

GOAL 2.1: PORT AUGUSTA STRATEGIC PLAN 2008/2011

This section explores the main elements that add to the style, look and feel of Port Augusta. This includes **material and colour palettes**, **signage**, **art**, **paving**, **furniture**, **lighting**, and **street trees and landscape planting**. These key ingredients combine to form a style that is exciting, achievable and unique to Port Augusta.

These guidelines set the directions for determining a range of urban elements such as street furniture, signage, materials and colours for use in the development of the City's public spaces – reserves, streetscapes, the coast and significant civic facilities.

The aim is to establish a coordinated and consistent physical and visual presentation and feel throughout the City. While certain elements of the public realm will vary, the overall message communicated by the treatment of public spaces should reinforce the vision of the Council's Strategic Plan, which is for a "positive and progressive image of our City".

The Style Guide identifies key public spaces (projects) which should be consistently developed to promote the City's image. The Plan identifies Entries, Commercial Road and Foreshore as key Activity Nodes, and describes the preferred desired character for these areas.

The Style Guide is an important determinant in the development of the streetscape and public spaces of the City of Port Augusta and will assist in achieving a consistent and unified theme for the future.

It is important to continually monitor development and review the Style Guide every 10-15 years, or as circumstances warrant in the future, to achieve an evolving and contemporary 'feel' to the public realm.

The Port Augusta Style

Bold: The large scale and sense of openness of Port Augusta requires a comparable boldness in the design of materials and elements. In some cases, elements are "oversized" to achieve simplicity in appearance and robustness.

'Arid-Smart': Understand the land, climate and harsh conditions of Port Augusta and select plants and materials accordingly.

Consistent: Palettes and selections support the broader strategic directions of Council for a more consistent look and feel for the City and a positive and progressive image of Port Augusta. Elements comprise an integrated suite and show consistency and continuity across streets, precincts and special character areas.

Durable: Materials and elements are durable and robust, tolerant to the harsh climate and site conditions and resistant to vandalism.

Distinct: Materials and elements reflect the desired image for Port Augusta and support and reinforce initiatives for cultural development. The themes, cultural heritage and unique qualities of Port Augusta are unveiled and celebrated.

Legible: Assists people to 'read' and navigate Port Augusta through reinforcing urban structures, common patterns, rhythms and themes of the townscape.

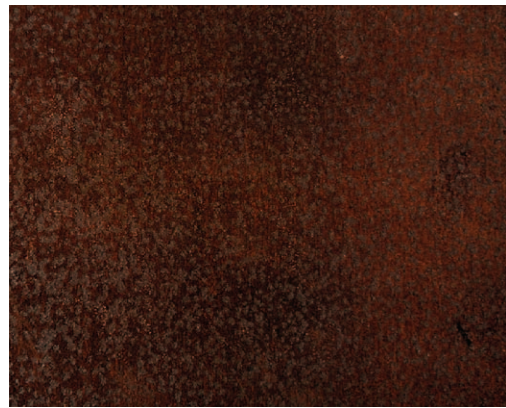
Appropriate: Designs and materials are appropriate to Port Augusta and respond to the local environment and conditions. Resources are appropriately directed to key precincts and public spaces.

The Style of Port Augusta is derived from the contrasts: between the **urbanity of the City** and the **vast panorama of the surrounding landscape**, and between the **heritage of the past** and **progress of the future**.

The Port Augusta Style Guide balances these dualities. The materials blend with the surrounding landscape but are practical and fitting of an urban setting. Likewise, the Style Guide reflects the defining-historic eras of Port Augusta while continuing to evolve the progressive image of the City.

MATERIALS PALETTE

The materials – a combination of timber, steel, stone and sand – reflect Port Augusta’s history, climate and landscape. They are enduring, robust and tolerant to the harsh local conditions.



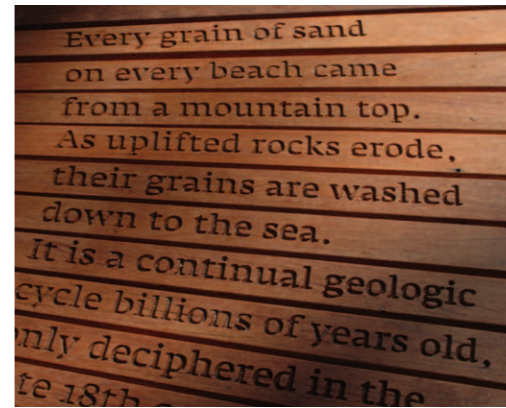
Rusted Steel (Mild steel or Corten steel)



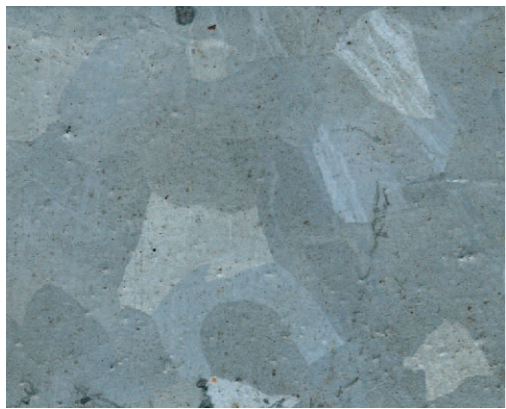
Disused rail line



Rammed earth



Routed timber



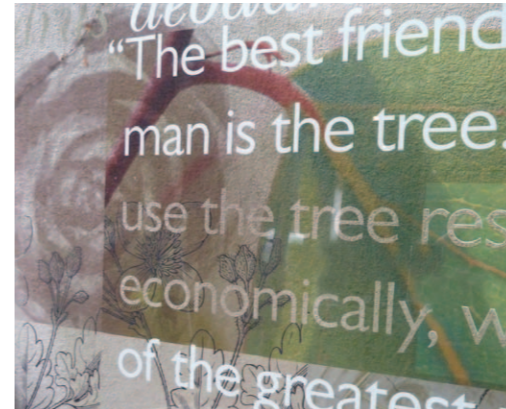
Galvanised steel



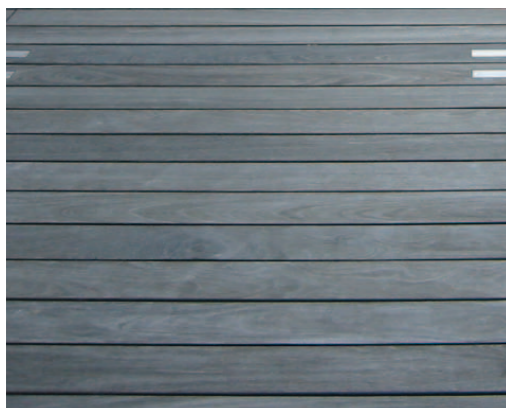
Gravel



Stone



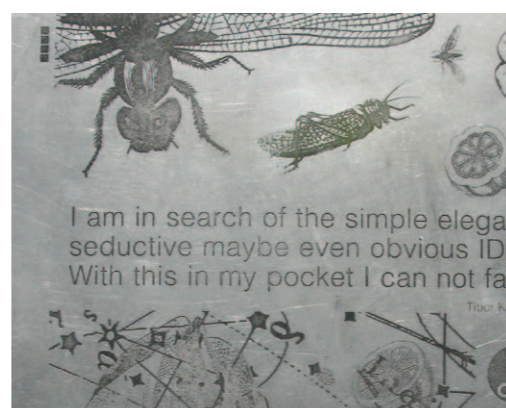
Digital output on Glass



Hardwood and native pine



Sand



Etched steel



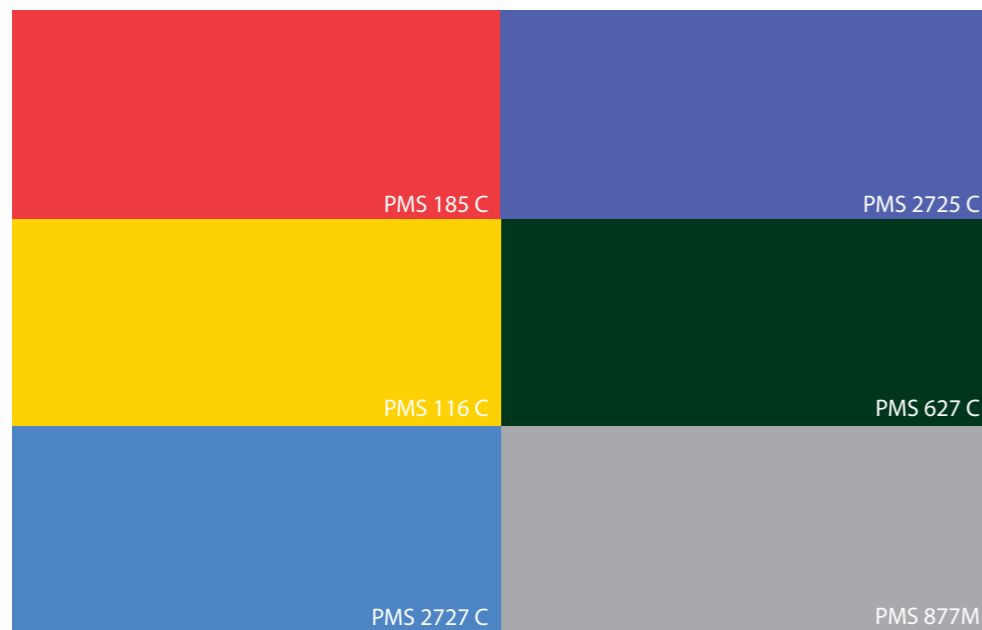
Sandblasted concrete

COLOUR PALETTE

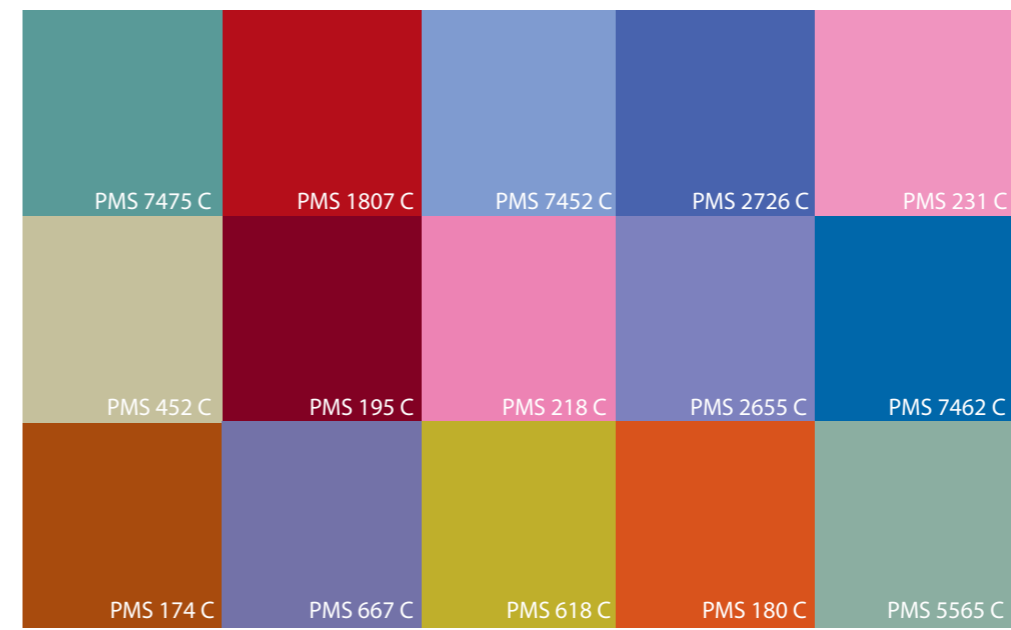
The primary colour palette has been suggested based on natural features and materials present in Port Augusta. The secondary palette expands on these colours and provides a degree of flexibility for different uses and situations.

“...what dominates is Port Augusta’s natural setting; the Gulf with its blue water snaking north to the white salt of Lake Torrens. And the Flinders Ranges ancient mountains reflecting the sun’s journey: grey, olive, blue, green, red, brown, orange and purple.” PORT AUGUSTA VISITOR GUIDE

Primary palette



Secondary palette



ELEMENTS

Seamless integration of urban elements and interpretive information, overlaid into the built form – to be at one with the landscape and enhance the experience...



PAVING

FURNITURE &
STRUCTURES

LIGHTING

PLAYSPACES

PLANTING

STREET TREES

ART

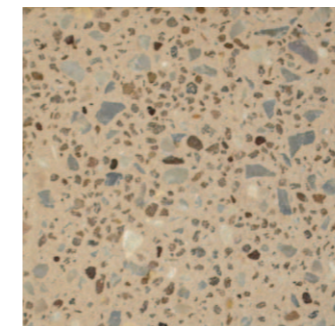
SIGNAGE &
INTERPRETATION

PAVING

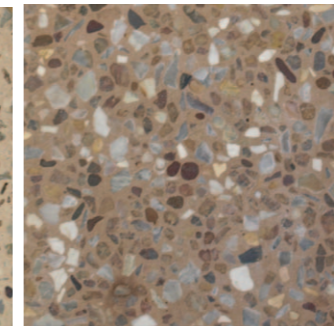
The table below indicates suitable paving types and materials for the City of Port Augusta.

1. The paving materials, sizes and colours are selected to suit the character, landscape and precincts of Port Augusta.
2. The paving types suit different areas within the City considering their level of use, character and cost efficiency.
3. Use special paving to highlight pedestrian crossing points across carriageways.
4. Use 5mm steel edge or steel frame to restrain paving at tree pits and edges.

	Material	Colour & Finish	Size & Layout Pattern	Width	Area of use
1	Unit paver (Urbanstone or similar high-quality paver)	Primary paver: 1855 (shot-blast finish) Banding & Header 981 (milled finish)	600x300x60 Stretcher bond pattern. 300x300x60 Stack bond pattern.	Full footpath width	Commercial Road Gladstone Square Foreshore Railway Station
2	Unit paver (Boral)	Charcoal	240x240x50 (x60 for driveways) Stretcher bond pattern.	High-use areas (i.e. commercial) full footpath width. Minor streets no less than 1.2m-width.	All streets (excluding Commercial Road and minor residential and industrial streets).
3	Crusher dust	Light brown/ochre colour	Compacted	Insitu	Minor residential and industrial streets on opposite side to Boral paving. Street tree pits (avoiding compaction near tree base).
4	Exposed aggregate concrete	Ochre: primary trail Yellow: secondary paths	Insitu	Preference 3-4m Minimum 2.5mm	Shared-use pathways along the foreshore.
5	Gravel banding	Ochre, light grey	Banding diagonal or perpendicular to road.	Insitu	Highway medians Town entry verges



1 Primary Paving



Banding & Header



4



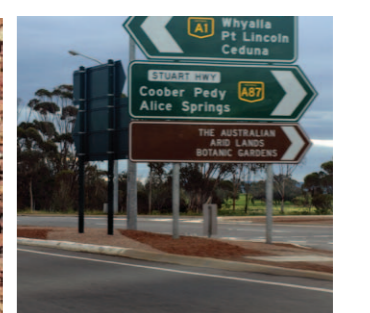
Secondary



2



5



3



FURNITURE & STRUCTURES

This page illustrates the furniture and structures recommended for Port Augusta's public realm.

1. Items are bold, robust and 'over-sized' to suit the character and scale of Port Augusta.
2. Furniture is provided in appropriate locations in public areas of the City.
3. Explore opportunities to use abandoned components from railways.
4. The items are robust and durable, resistant to vandalism, and require little to no maintenance.
5. Items are cost-efficient and readily available for additional items or replacement.
6. Explore opportunities to build items locally.
7. Generally non-painted finishes to blend with the surrounding landscape and reduce maintenance.

Reducing Clutter

Streets lose their character and place value when overrun by signs, poles (lighting, power) and poorly placed furniture.

Key steps to reducing street clutter:

1. Signage Audit (less is more approach)

Some signs are required by law, but fewer signs do a more effective job. Removing signs that are not needed will make streets tidier and less confusing to motorists and pedestrians.

2. Underground overhead wires

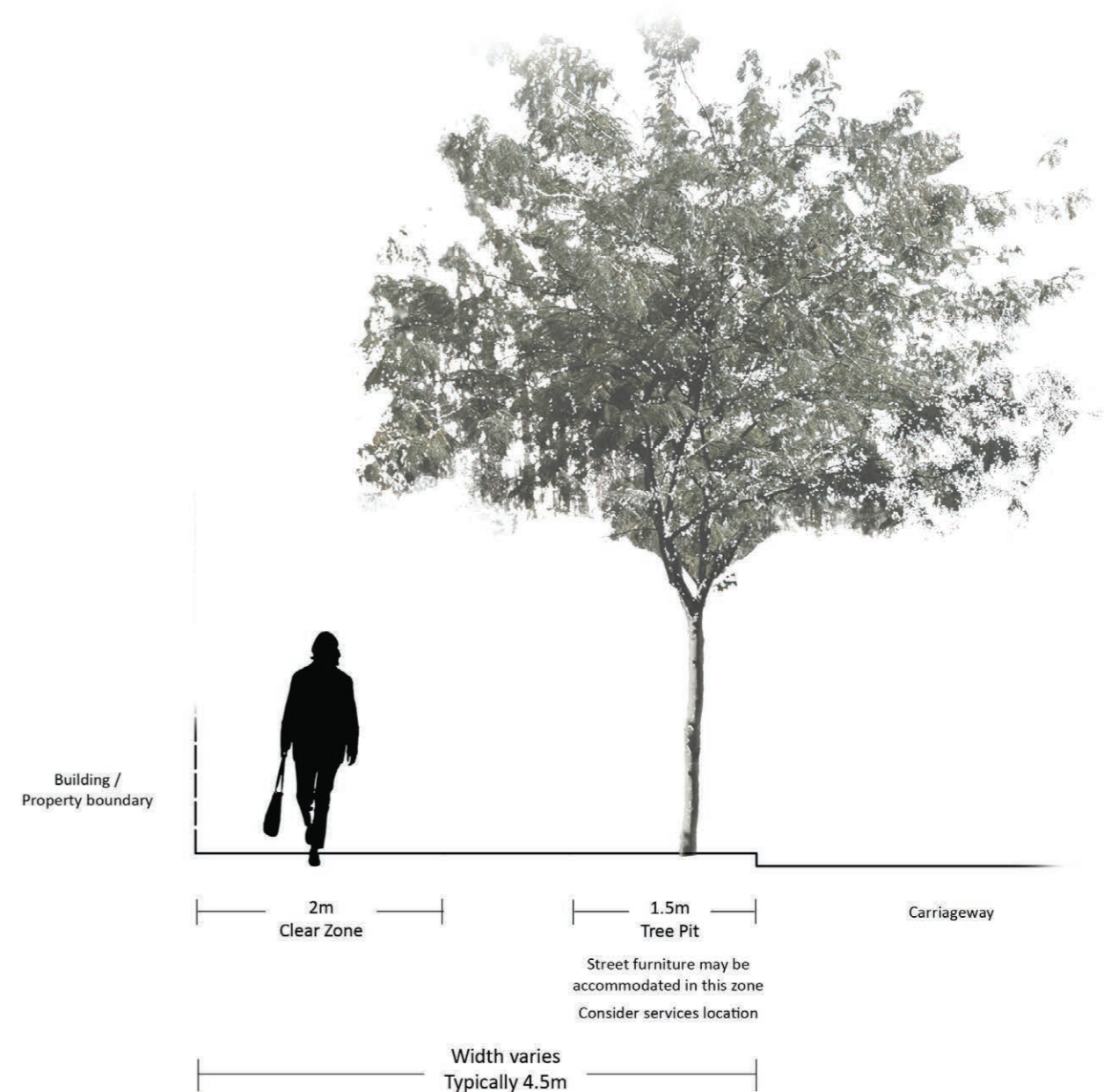
Working with the Power Line Environment Committee (PLEC) to underground wires and improve visual amenity of civic streetscapes.

3. Integrated design

Carefully positioned of urban elements to avoid 'cluttering' of the public realm. Where appropriate, integrate lighting and signage with other elements such as walls, steps and off the built form. Designing awning/arbors to minimise the number of poles required.

4. Designate 'object zones'

An area for shop owners to use on the footpath for an A-frame sign (1 per business), sales table, seating etc. Refer street section below.



	Furniture Type	Style	Materials	Supplier	Area of Use
1	Seat	'PL02'	Hardwood (Class 1 durability), Corten	Iguana	General streets and parks.
2	Seat	'PL02'	Hardwood (Class 1 durability), Brass	Iguana	Commercial Road, Gladstone Square and Railway Station.
3	Seat	Custom	Hardwood	-	Foreshore
4	Bollard	Custom	Former rail line	Use local manufacturer	Foreshore and Railway Station.
5	Bollard	Custom	Hardwood with steel	Use local manufacturer	General streets and parks.
6	Drinking Fountain	'Arqua Fountain'	DA01 grade cast aluminium	Street Furniture Australia	Generally including Foreshore and Gladstone Square.
7	Bin enclosure	Modified style (custom sides)	Stainless Steel (top with hood and flaps) Corten or Mild Steel (sides)	Street & Park Furniture	Commercial Road, Foreshore, Gladstone Square and Railway Station.
8	Bike rack	'Tactil'	Corten Steel	Santa Cole (via Landmark)	Commercial Road, Foreshore and Gladstone Square.
9	Shelter	Custom	Hardwood & Steel	-	Generally, including Foreshore.
10	Picnic Setting	'Picnik'	Corten Steel & GRC	Iguana	Under shelters.
11	Planter box	'Laneway planter'	Corten Steel	Iguana	Commercial Road and Gladstone Square.
12	Planting Edge	Custom	Corten or Mild Steel (minimum 6mm thick)	Use local manufacturer	Generally
13	Fence	Custom	Weathered steel	Use local manufacturer	Where required.



1



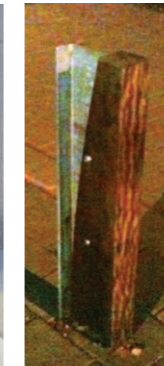
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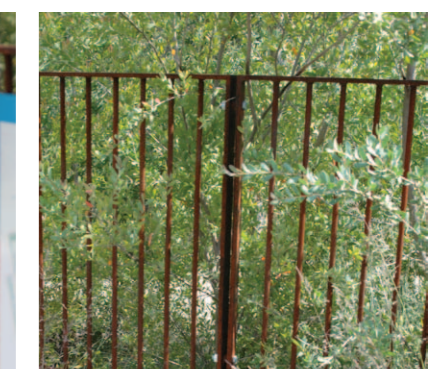
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12



13



LIGHTING

An exciting night time image is created by lighting and lit objects and features.

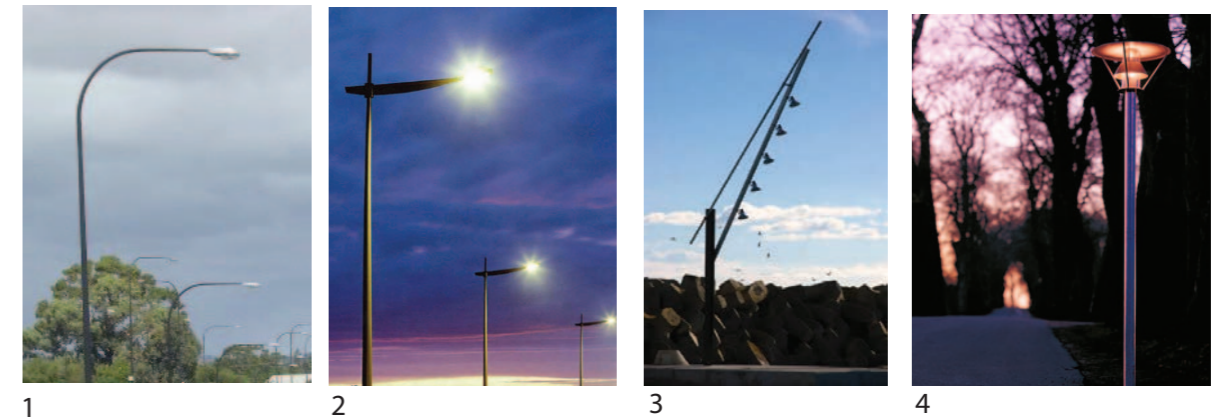
Lighting is a key component of the public realm. The table right indicates lighting types suitable for the Port Augusta landscape.

1. Lighting meets criteria in terms of quality, illumination levels, visual appearance of the luminaires, robustness (vandal resistance and low maintenance), and energy efficiency.
2. Use lighting as an urban design tool to bring life, clarity, colour and safety to Port Augusta's cityscape.
3. Light emitting diode (LED) lighting is investigated for use within Port Augusta. LED lighting technology is developing fast and has various benefits including minimising light-spill (light-pollution) and halving energy use, electricity costs and carbon emissions.
4. Key lighting to enhance the night time environment and contribute towards a more progressive and positive image for the City.

Suitable places/landmarks for key lighting projects include:

- Pedestrian Bridge, Wharf, Highway One Bridge
- Heritage buildings
- Railway Station building and precinct
- Commercial Road
- Water tower
- Red Banks

	Lighting Type	Style	Pole	Colour & Finish	Area of Use
1	Street (standard)	STANDARD ETSA (DTEI Asset)	standard ETSA	Powdercoat 'Charcoal Grey'	Generally
2	Street (custom)	NON-STAND POLE (Council Asset)		Powdercoat 'Charcoal Grey'	Commercial Road
3	Foreshore	Latina by Santa Cole	Mild Steel (weathered)	Mild Steel (weathered) Galvanised Steel	Key Foreshore areas (i.e. Historic Wharf)
4	Reserve	Orbital Maxima	As per existing	As per existing	Parks (excluding Foreshore)



Key Lighting Styles

PLAYSPACES

Providing opportunities for play and exploration is a key component of the public realm. The images on this page indicate the suitable playspace styles for the Port Augusta landscape.

1. Playspaces are integrated into the landscape and include a variety of experiences and play opportunities for different age groups.
2. Emphasis is towards imaginative play elements and areas of 'free-play' with limited use of off-the-shelf equipment.
3. Natural materials that do not require external finishes are maximised reducing ongoing maintenance costs.



PLANTING

There is opportunity to utilise and promote AridSmart planting within Port Augusta (refer Arid-Smart Theme). The Australian Arid Lands Botanic Garden is at the ‘heart’ of this theme. It is envisaged the AridSmart planting and principles will extend into and become a key element of Port Augusta’s urban landscape. This will help connect the City’s ‘AridSmart’ trademark (and its environmental sustainability principles) with the identity and image of Port Augusta.

1. Use AridSmart planting to increase amenity and attractiveness of Port Augusta through:
 - providing colour and interest
 - offering structure and character
 - marking key locations (corners, entries)
 - defining edges and paths
 - providing seasonal change to the area.
2. Planting areas in Port Augusta are bold and simple, encourage interest and diversity, however avoid overly fussy or busy planting designs.
3. Opportunity to incorporate Aboriginal culture and understanding of the landscape with the AridSmart planting.
4. AridSmart Foreshore – replace existing unsuitable plants and undertake a strategic reduction in amount of irrigated turf and replace with waterwise, low-maintenance AridSmart plants.
5. AridSmart Gateways – use AridSmart planting at the entries to Port Augusta to help add amenity, make an entry statement and connect AridSmart planting with the name of Port Augusta.

Irrigated Turf

There is opportunity to strategically reduce the amount of irrigated turf within Port Augusta and replace with waterwise, low-maintenance AridSmart plants. This is balanced with recognising the value and benefits irrigated turf has in supporting leisure activities and providing green oases.

Generally areas of irrigated turf should use Kikuya lawn and be limited to higher use recreation areas and amenity zones (i.e. waterfront, ovals).

Port Augusta to be an exemplar of living with our country



Arid-Smart Amenity Planting

Botanical Name	Common Name
Trees	
<i>Acacia pendula</i>	Western Weeping Myall
<i>Brachychiton gregorii</i>	Desert Kurrajong
<i>Callistemon "harkness"</i>	Gawler Hybrid Bottlebrush
<i>Cupaniopsis anacardioides</i>	Tuckeroo
<i>Erythrina ssp.</i>	Coral Tree
<i>Eucalyptus apparterrinja</i>	Ghost Gum
<i>Eucalyptus camaldulensis ssp. obtusa</i>	River Red Gum
<i>Eucalyptus erythronema</i>	Red Flowering Mallee
<i>Eucalyptus lesouefii</i>	Goldfield's Blackbutt
<i>Eucalyptus salmonophloia</i>	Salmon Gum
<i>Eucalyptus salubris</i>	Gimlet
<i>Eucalyptus sargentii</i>	Sargents Mallet
<i>Eucalyptus socialis</i>	Red Mallee
<i>Eucalyptus torquata</i>	Coral Gum
<i>Hakea francisiana</i>	Grass Leaf Hakea
Shrubs	
<i>Acacia acinacea</i>	Gold Dust Wattle
<i>Acacia ligulata</i>	Sandhill Wattle
<i>Alyogyne huegelii</i>	Lilac Hibiscus
<i>Bursaria spinosa</i>	Sweet Bursaria
<i>Calytrix tetragona</i>	Common Fringe Myrtle
<i>Dodonaea viscosa</i>	Hop Bush
<i>Eremophila drummondii</i>	
<i>Eremophila glabra</i> (varieties)	Common Emu Bush
<i>Eremophila maculata</i> (varieties)	Spotted Emu Bush
<i>Eremophila microtheca</i>	Heath-Like Eremophila
<i>Eremophila nivea</i>	Silky Eremophila
<i>Eremophila scoparia</i>	Broom Emu Bush
<i>Eremophila youngii</i>	
<i>Gossypium sturtianum</i>	Sturts Desert Rose
<i>Grevillea fililoba</i> 'Ellendale Pool'	
<i>Grevillea ilicifolia</i>	Holly Grevillea
<i>Maireana brevifolia</i>	Small Leaved Bluebush
<i>Maireana sedifolia</i>	Pearl Bluebush
<i>Myoporum parvifolium</i>	Creeping Boobialla
<i>Olearia muelleri</i>	Muellers Daisy Bush
<i>Olearia pimeleoides</i>	Showy Daisy Bush
<i>Prostanthera aspalathoides</i>	Scarlet Mint Bush
<i>Ptilotus obovatus</i> var. <i>obovatus</i>	Silver Tails
<i>Senna artemisioides</i> ssp. <i>artemisioides</i>	Silver Cassia
<i>Templetonia retusa</i>	Cocky's Tongues
<i>Westringia rigida</i>	Stiff Westringia
<i>Xanthorrhoea quadrangulata</i>	Grass Tree

Arid-Smart Amenity Planting

Botanical Name	Common Name
Groundcovers	
<i>Chrysocephalum apiculatum</i>	Common Everlasting
<i>Dampiera rosmarinifolia</i>	Wild Rosemary
<i>Disphyma crassifolium</i> ssp. <i>clavellatum</i>	Round Leaf Pigface
<i>Eremophila biserrata</i>	Prostrate Eremophila
<i>Eremophila glabra</i> (prostrate varieties)	
<i>Eremophila macdonnellii</i>	
<i>Eremophila serpens</i>	Creeping Eremophila
<i>Eremophila subteretifolia</i>	Lake King Eremophila
<i>Goodenia ovata</i>	Creeping Hop
<i>Goodenia pinnatifida</i>	Cut Leaf Goodenia
<i>Goodenia varia</i>	
<i>Hardenbergia violacea</i>	Native Sarsaparilla
<i>Senecio gregorii</i>	Fleshy Groundsel
<i>Senecio minimus</i>	Shrubby Fire Weed
<i>Swainsona formosa</i>	Sturts Desert Pea
Grasses	
<i>Chloris truncata</i>	Windmill Grass
<i>Cymbopogon ambiguus</i>	Scented Grass
<i>Cyperus vaginatus</i>	Flat Sedge
<i>Dianella revoluta</i>	Flax Lily
<i>Stipa elegantissima</i>	Elegant Spear Grass
<i>Themeda triandra</i>	Kangaroo Grass

Arid-Smart Coastal Planting

Botanical Name	Common Name
Trees	
<i>Banksia integrifolia</i>	Coast Banksia
<i>Callistemon "harkness"</i>	Gawler Hybrid Bottlebrush
<i>Eucalyptus sargentii</i>	Sargents Mallet
<i>Pittosporum angustifolium</i>	Native Apricot
Shrubs	
<i>Acacia ligulata</i>	Sandhill Wattle
<i>Atriplex vesicaria</i> ssp. <i>variabilis</i>	Bladder Saltbush
<i>Enchylaena tomentosa</i> var. <i>tomentosa</i>	Ruby Saltbush
<i>Leucophyta brownii</i>	Cushion Bush
<i>Myoporum montanum</i>	Water Bush
<i>Rhagodia candolleana</i>	Seaberry Saltbush
<i>Rhagodia parabolica</i>	Fragrant Saltbush
<i>Rhagodia spinescens</i>	Spiny Saltbush
Groundcovers	
<i>Disphyma crassifolium</i> ssp. <i>clavellatum</i>	Round Leaf Pigface
<i>Einadia nutans</i> ssp. <i>oxycarpa</i>	Climbing Saltbush



Alyogyne huegelii



Eucalyptus sp.



Eremophila youngii



Eremophila scoparia and Themeda triandra



Callistemon "harkness"



Dodonaea viscosa



Hardenbergia violacea



Senna artemisioides ssp artemisioides



Native mix



Grevillea fililoba 'Ellendale Pool'



Olearia pimeleoides



Ptilotus obovatus var. obovatus



Eremophila glabra sp.



Disphyma crassifolium ssp. clavellatum



Acacia acinacea



Templetonia retusa

Sample of AridSmart plants

STREET TREES

Street trees make a significant contribution to the streetscape amenity through providing visual amenity, shade for pedestrians and character and identity to the City.

Street trees should be provided wherever possible to improve the appearance and amenity of Port Augusta's public realm. The preferred strategy is to maximise opportunities for planting new street trees and replace non-performing or dying specimens.

1. Street trees are formal and regular in their placement, and of a size proportional to the width of the street.
2. Selection of species is appropriate to the scale of the street. The City of Port Augusta features many wide, open streets providing opportunity for planting with large, shady trees. Larger trees assist in providing effective shade cover, vertical scale and streetscape presence. Smaller trees should be restricted to narrow, minor streets where space limits planting of larger species.
3. Continuity and consistency along the length of the street. Priority is given to establishing a single character along the length of a street rather than breaking streets into a number of precincts with different planting characters.
4. Good tree form and health through:
 - suitable tree pit preparation providing good-sized tree pits;
 - selecting quality advanced tree stock exhibiting good growth and form;
 - suitable planting technique and using stakes and ties (rather than tree guards);
 - providing adequate irrigation particularly during establishment;
 - suitable placement to avoid vehicle damage;
 - avoiding compaction around the base of the trees; and
 - use of root control barriers where required.
5. Council has a Street Tree Policy that identifies trees that reinforce the AridSmart theme and are acceptable for planting in urban streets.

Action Plan

1. Tree planting along streets without any existing street trees. Priority for retail streets and key civic streets.
2. Replace non-performing or dying street trees. Consider replacing entire sections where existing trees are unsuitable.
3. Maintain and infill (if required) along streets with good-quality street trees.
4. Underground overhead wires (with the Power Line Environment Committee [PLEC]), particularly within the retail precinct and along main boulevards to improve streetscape appearance and allow planting of larger trees species.



Example of suitable tree pit size



Existing road in Stirling North without street trees



View of road with large, shady street trees and footpaths

Additional trees for consideration in urban parks / spaces

	Botanical Name	Common Name	Description	Areas of Use
1	<i>Eucalyptus petiolaris</i>	Eyre Peninsula blue gum	Small to medium tree around 8-15 metres. It is often sold as <i>E. leucoxylon</i> 'Rosea'. It is tolerant to dry and salty conditions and produces attractive, mainly red, flowers.	Urban parks and amenity spaces

Note:

The above species is suitable for planting in urban parks and amenity spaces in addition to the those in the Street Tree Policy.



1

SIGNAGE + INTERPRETATION

Signage, interpretive, wayfinding and environmental graphics call for both design and technical expertise, executed with regard to the necessary underlying practicalities such as space, light and human factors.

Signage is directly concerned with fundamental existential human needs, like being able to travel efficiently, avoid hazards, find one's way from one place to another, or get away safely when one is in danger.

The function of signage in a public setting is to make the viewer more informed, make it easier to get around, and to give a sense of place.

Keeping signage to a minimum

Signage is everywhere and it is done by everyone – sometimes at quite an overwhelming level – it becomes a form of visual pollution. Information can get lost in a mirage of saturation and confusion.

Editing down of existing signage would be important. Positioning signage and information, whether it is informative, interpretive or wayfinding, in a place that works and communicates to the viewer is critical.

Keep signage to a minimum, only using it when necessary eg. regulation signage, informative signage, mandatory signage. If signage in the urban centre is reduced it will enhance the visitation of both locals and visitors.

Navigation/Wayfinding Signage

- Commercial signage
- Signage for traffic and transportation
- Architectural signage
- Directional signage

Technology will play a big part in wayfinding information – with developments such as Google Earth and mobile phone applications. A good signage system works in conjunction with these technologies and will possibly be part of the future.

Interpretation Signage

Developing a way in which wayfinding signage can be intertwined with interpretation signage gives both meaning and clarity. Borrowing from the working Industrial past, and Indigenous history, and tapping the future.

Signage development process

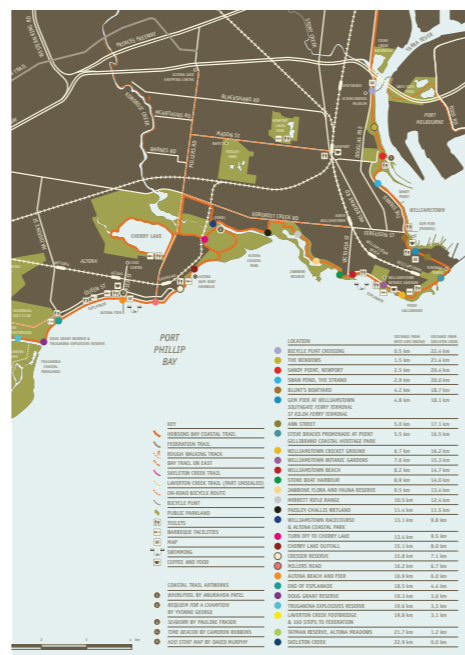
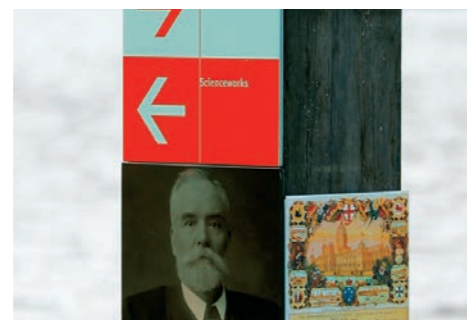
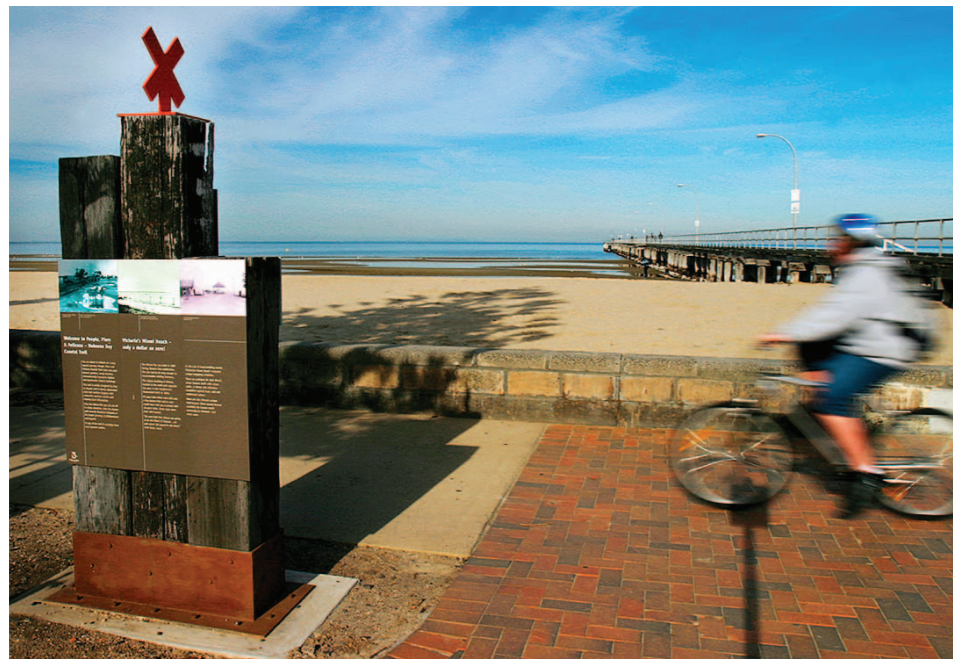
Setting up and realising a signage project involves many people, some of which are listed below; Client, financial administrator, operational maintenance and housekeeping, safety and security, public relations, architect and interior design, landscape architect, heritage architect, environmental artist, traffic engineer, electric system engineer, building management, building contractor, signage manufacturer, Fire Brigade, signage designer.

A few considerations in the process are; a signage program, budget, wording, language, type style, materials, manufacture, installation, impact on the landscape – urban or natural. A consistent use of colour, type, and materials is most important for a visual connection from one sign to another. A hierarchy of size is also important. Conveying different information on one particular piece of furniture signage i.e. a combination of wayfinding and interpretation. This could help prevent a lot of visual pollution.

Effective Communication

New signage design is capable of creating something familiar or, by contrast, something new. A mutual understanding about the meaning of design cannot function without the use of familiar visual material or it may be entirely misinterpreted by the viewer. These possibilities will contribute most to the overall efficiency of the communication process by making use of all the visual properties like size, colour, shape, alignment and positioning all important in connecting the viewer to the information. This consistency could follow through to other forms of communication such as maps.

“The most important requirement in all map design, especially for complex environments, is to emphasise the natural references in the real environment and to ignore the confusing ones. Although this sounds simple, in fact it remains quite a labour-intensive job.” EDO SMITSHUIJZEN



Example of signage styles suitable for Port Augusta

ART

Use public art to tell a story about Port Augusta, its location, its people and their achievements.

In today's world, art has become an important tool for interpersonal communication and discussion. It is recognised in all walks of life due to its wide accessibility, and its numerous forms have the power to leave a lasting impression.

Think big.

Port Augusta, with its unique setting and already-established artist community, provides the perfect canvas to promote and implement a strong art program within the local community, around Australia and the world.

There is possibility for attracting sculptors and artists from around Australia and the world. A Sculpture Prize, with a trail of sites along the upper Gulf, could be an extension of the already-established Arid Lands Sculpture Prize. An iconic sculpture by a well-renowned artist could be commissioned for the city by the council to generate discussion and increase awareness of Port Augusta. Artworks could be integrated with the land and natural environment throughout the city centre, along the waterfront and surrounds.



Angel of the North, 1998

Britain's largest and most impressive sculpture (standing 20m tall), designed by Antony Gormley, was commissioned by Gateshead Council. It marks the southern entry to Tyneside.

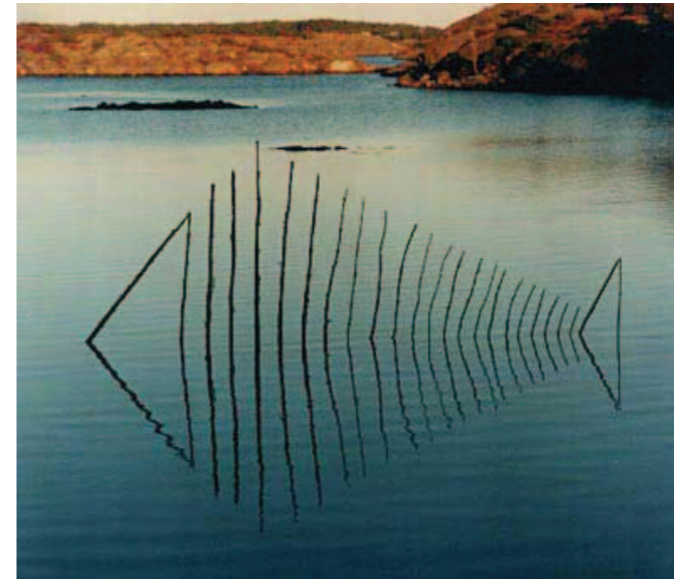


Inside Australia, 2002–2003

Designed by Antony Gormley, Inside Australia was installed on the western end of Lake Ballard in Western Australia.



Other sculpture and Land Art examples





5 PROJECTS

The Style Guide identifies Port Augusta's unique qualities. A focus on the themes of the City, the natural features of the area and links to history and culture unveil a number of opportunities to develop a range of projects which recognise and celebrate these qualities and enhance the visitor experience.

The City's **entries, main street, town square** and **foreshore**, present an opportunity to express the Style of Port Augusta and set the scene for its spread across the City.

Through Council, community and developer contribution these projects have the ability to promote the City's character and identity around Australia and the world.

ENTRIES

Create welcoming entrance ways and an attractive highway environment including improving the visual impact of the Central Oval precinct to encourage visitors to "stop and stay a while".

PORT AUGUSTA STRATEGIC PLAN (2.1.2) 2008/2011

A first impression is a lasting one.

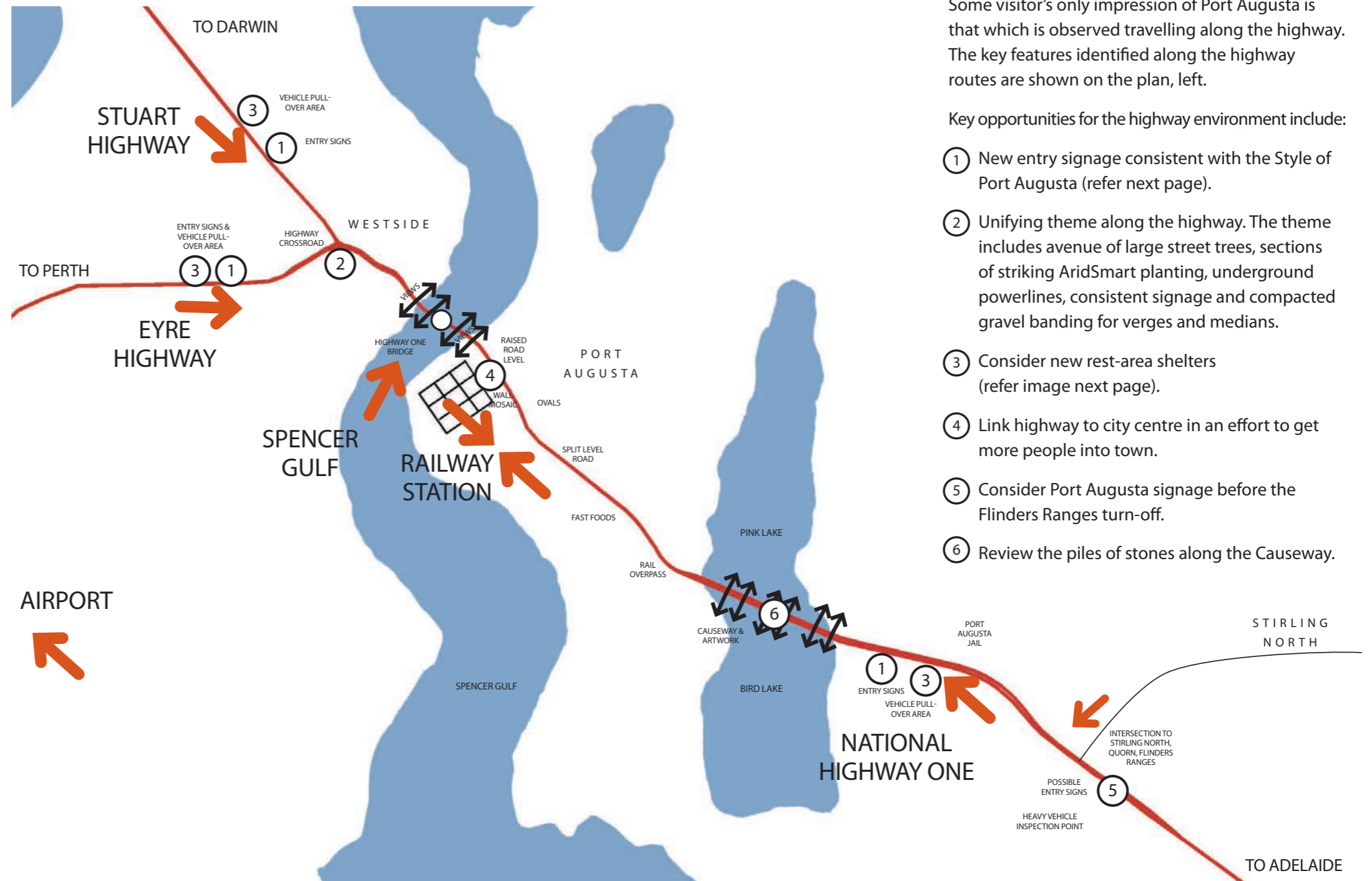
Arrival by Road, Rail, Air and Water

Port Augusta features three main road entrances; the National Highway One entrance from the south-east, the Stuart Highway entrance from the north-west and Eyre Highway entrance from the west.

For travellers on the Ghan and Indian Pacific rail journeys, the entry point to Port Augusta is the Railway Station. The railway station precinct is often the only place rail travellers see in forming their impression of the City.

The airport is the third entry point, with travellers entering the Port Augusta urban area via Caroon Road.

Spencer Gulf is also an entry point to Port Augusta. Water-based transport is expected to increase with the proposed marina development.



Key entries and highway approach into Port Augusta

Highway Approach

Some visitor's only impression of Port Augusta is that which is observed travelling along the highway. The key features identified along the highway routes are shown on the plan, left.

Key opportunities for the highway environment include:

- ① New entry signage consistent with the Style of Port Augusta (refer next page).
- ② Unifying theme along the highway. The theme includes avenue of large street trees, sections of striking AridSmart planting, underground powerlines, consistent signage and compacted gravel banding for verges and medians.
- ③ Consider new rest-area shelters (refer image next page).
- ④ Link highway to city centre in an effort to get more people into town.
- ⑤ Consider Port Augusta signage before the Flinders Ranges turn-off.
- ⑥ Review the piles of stones along the Causeway.

Entry signage

In keeping with entrance signage already developed for the Australian Arid Lands Botanic Garden, it is proposed that the materials, of rusted steel and rammed earth, are carried throughout signage in the township of Port Augusta – including entrances – creating a consistent, effective and striking visual link for presenting information, as well as setting the style for entry into Port Augusta.

Highways

The indicative entrance sign (refer right) features rusted steel and compacted gravel banding integrated with AridSmart plants. A possible rest-stop style is indicated below.

Airport

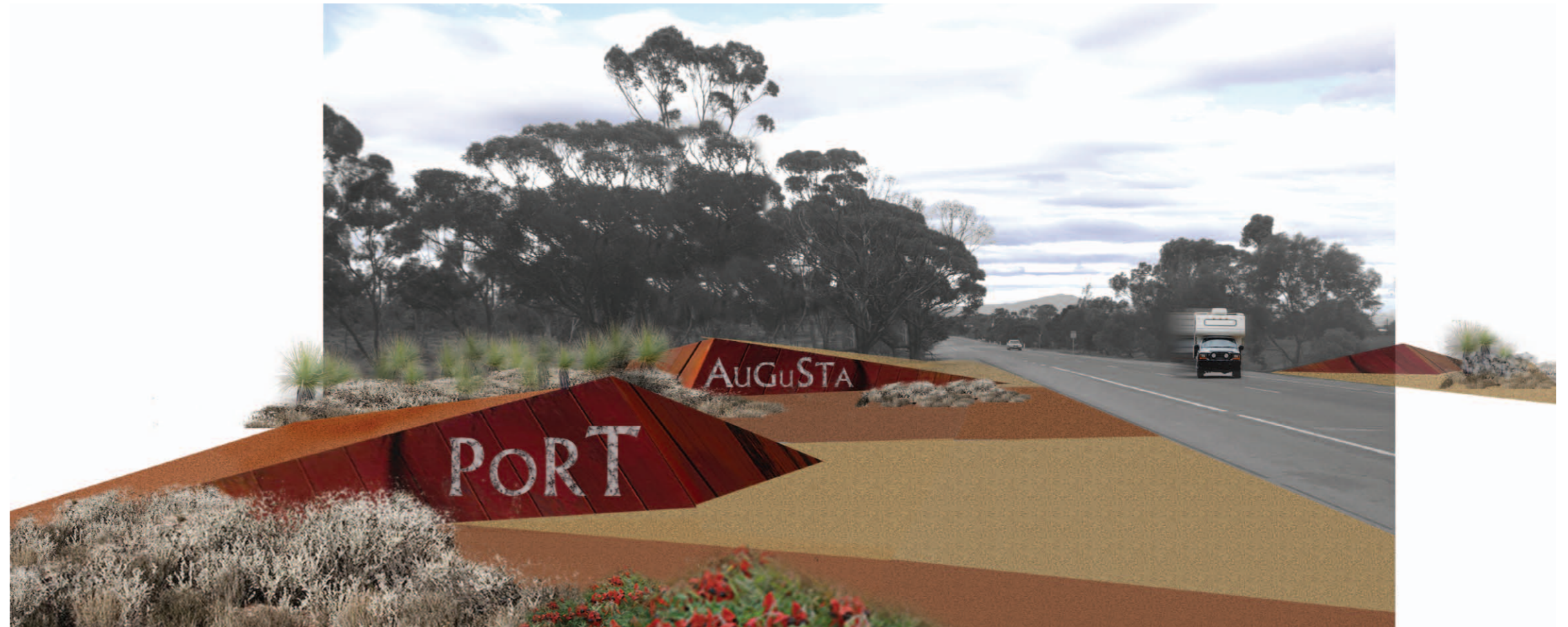
A series of signage for welcome and interpretation, including the AridSmart story set in the landscape between the airport and urban area.

Railway

A great opportunity to welcome and introduce rail passengers to Port Augusta – offering a ‘snapshot’ of the City’s culture, heritage and attractions. A place to reinforce the AridSmart concept, Indigenous art and culture and also present the unique rail heritage of Port Augusta. Perhaps using an old locomotive as well as providing a map and trail for tourists to link with the City Centre.

Spencer Gulf

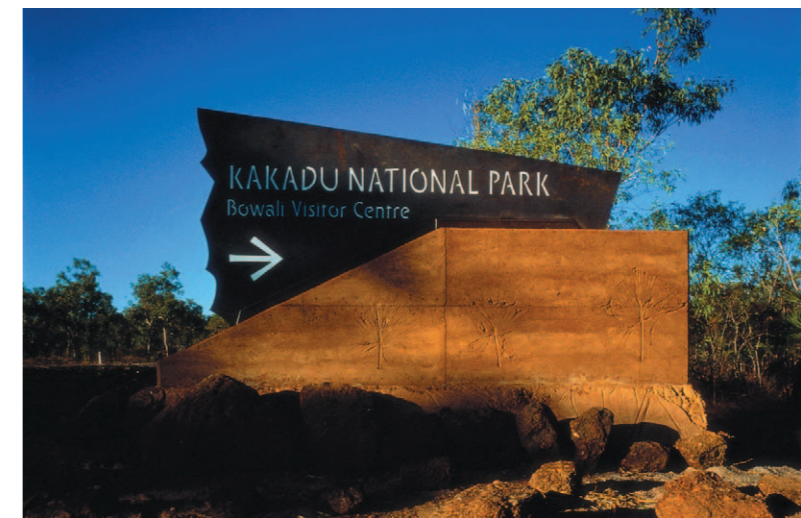
An opportunity to strengthen the Spencer Gulf as a key feature of Port Augusta with signage at the historic wharf and proposed marina (refer also Foreshore p.50).



Highways: Possible style for highway entrance feature



Highways: Possible rest stop style – incorporates wayfinding and AridSmart planting



Airport: Possible sign style – featuring rammed earth, steel and AridSmart planting

CENTRAL PORT AUGUSTA

Reinforcing the Structure

The urban pattern for Central Port Augusta consists of a grid of streets that stems from the original subdivision plan by Frearson (refer page 12).

Wayfinding works together with urban structure in helping 'read' and move through the City.

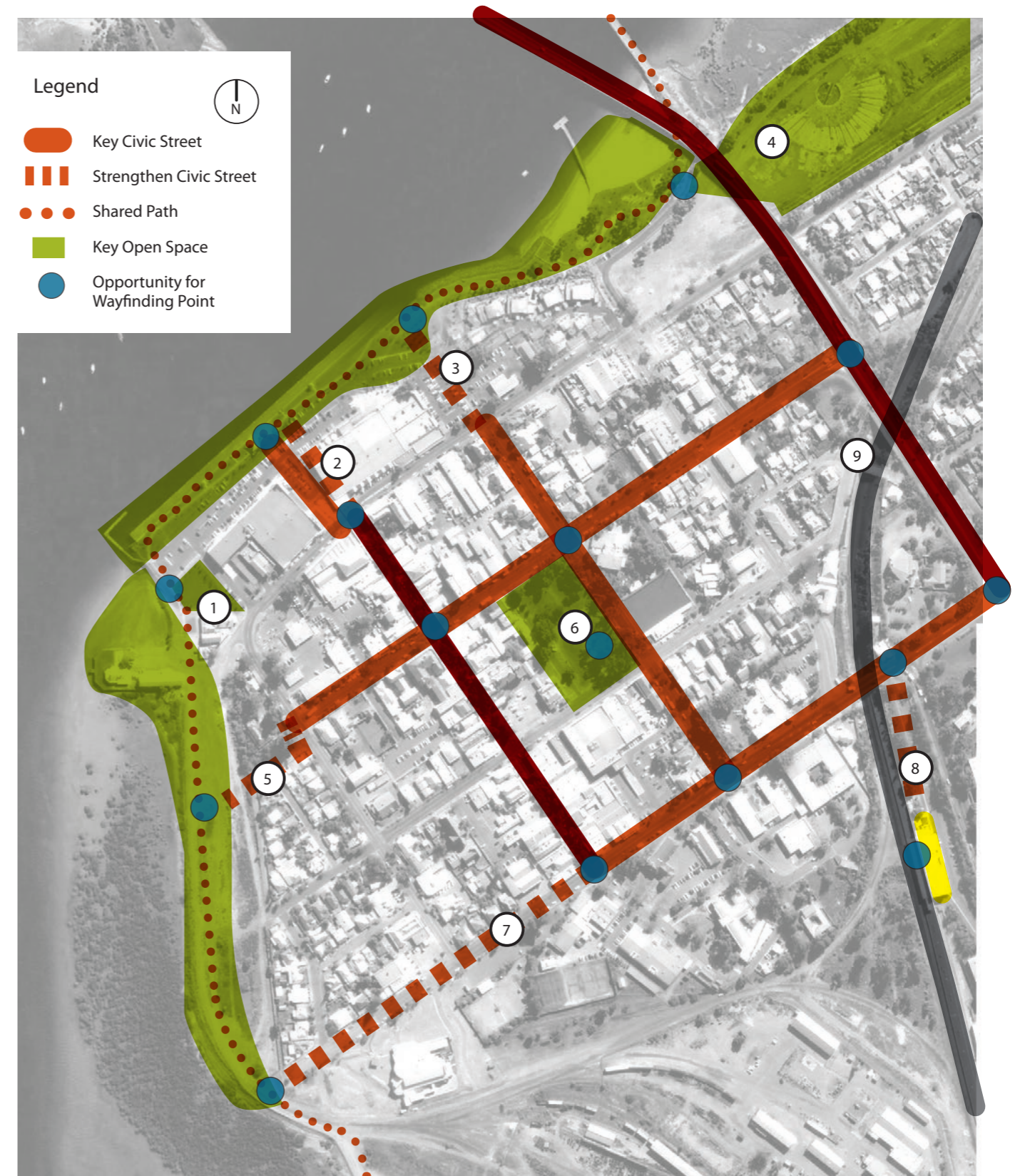
Key moves to help reinforce the urban structure, pedestrian movement and wayfinding in Central Port Augusta are indicated in the plan, right.

Key Steps to Strengthen Civic Streets

- Undergrounding overhead wires through PLEC funding.
- Planting avenue of large street trees.
- Providing wide footpaths on each side of the street with paving for its full-width.
- Maintaining clear site lines and a consistent pattern urban elements for the full length of the street (i.e. using the same street tree).

Key Moves to Reinforce the Central Structure

- ① Integrate skate park with surrounding precinct ensuring strong links to waterfront and the shared use path.
- ② Any future redevelopment at the end of Commercial Road returns the direct visual and physical connection from Commercial Road to the foreshore.
- ③ Strengthen link across the car park, particularly for pedestrians, at the end of Marryatt Street.
- ④ Opportunity to expand foreshore parkland and celebrate the railways industrial heritage.
- ⑤ Strengthen connection to waterfront along Short Street.
- ⑥ Enhance connections to Gladstone Square, particularly from Commercial Road.
- ⑦ Reinforce Flinders Terrace as a key Civic Street, in particular the section from Commercial Road to the waterfront.
- ⑧ Strengthen and emphasise the connection from the railway station to Flinders Terrace.
- ⑨ Overcome barriers to connectivity such as the railway line and highway, to help stitch the city together.



Heritage Value

Founded in 1852, and the second port in South Australia, Port Augusta has many impressive heritage buildings. Most of these focus around Commercial Road and surrounding retail precinct. The historic building stock of Port Augusta adds considerable value to the style, look and feel of the City.

The key issue for heritage buildings is finding the resources and funds to maintain them. The Town Hall, arguably the most notable building in the City, is one example of a key landmark building requiring resources to ensure its integrity and value for the City.

Port Augusta's heritage features add a valuable layer to the City – providing clues as to how it has evolved.

Key moves to ensure heritage buildings add value to Port Augusta's Style include:

1. Retain, respect, enhance and celebrate the best of the City's physical and cultural heritage.
2. Preserve, using State and Local Heritage Registers, existing buildings with the highest architectural merit of their era or the greatest cultural significance.
3. Explore adaptive re-use practices for on-going use of heritage buildings, particularly opportunities created through the anticipated growth expected for the region.
4. Sensitively introduce new buildings to precincts with particular heritage value.
5. Highlight key heritage building through simple uplighting.



COMMERCIAL ROAD

Commercial Road is the main street and retail and service focus for Port Augusta. It has played a key role in the development of the City over the years and includes a number of historic buildings, including the Town Hall.

Status and Significance

1. The focus of retail and service activities.
2. Enhanced as an urban boulevard with a rich atmosphere that invites shopping, strolling, alfresco dining, relaxing and meeting people.
3. In the future, returns the direct visual and physical connection to the foreshore.
4. Expresses the style of Port Augusta in its planting, lighting, signage, art and furniture.



Historic photo of Commercial Road with direct link to waterfront



Existing view of Commercial Road towards the waterfront

Creating a Main Street that does justice to the significance that the street has in the City of Port Augusta and surrounding region.

Celebrate Commercial Road

There is an opportunity for a redesign of Commercial Road that does justice to the significance that the street has in the City of Port Augusta.

The goal is to create an urban boulevard with a rich atmosphere that invites shopping, strolling, alfresco dining and meeting people.

Key moves for upgrading Commercial Road include:

1. 'Opening' the street and removing 'clutter' (signage, unsuitable trees, unsuitable structures and furniture)
2. New avenue-style tree planting;
3. New high-quality paving and consider a 'shared-zone', single-surface environment (i.e. no kerb) to prioritise pedestrian and cycle movement.
4. Improve outdoor dining areas;
5. New robust furniture items;
6. Strategic use of Arid-smart planting;
7. Encourage re-use of long-term vacant floor space particularly on upper building levels.
8. Enhance shop-fronts, and encourage the use of the materials and colours in character with Port Augusta.



Existing Commercial Road



Future Commercial Road

GLADSTONE SQUARE

Great public spaces are the living room of the city – the place where people come together to enjoy the city and each other.

Currently under-utilised, there is opportunity to enhance Gladstone Square as a functional and attractive meeting and event space – a ‘true’ town square in the heart of Port Augusta.

Gladstone Square together with the foreshore area are the key open spaces in Central Port Augusta. The 125m long, 65m wide square is located close to Commercial Road and number of cultural institutions, including the gallery and library.

The square has developed incrementally over many years and features a mix of small and large trees, paved and lawn areas, shelters, monuments, furniture, planting, play equipment and signage.

There is opportunity to restructure and enhance Gladstone Square as a ‘true’ town square with a wide range of activities that enhance the social, cultural and economic life of Port Augusta.

A space to **relax** – shade, lawn and seating.

A space to **meet** – picnic tables and shelters.

A space for **community events** – paved areas.

A space for **play** – informal play areas.

A space for **cultural exploration** – monuments, interpretation and art.

A space to showcase **AridSmart** planting.

A space that is **functional, attractive** and **well-utilised**.



Aerial (Google) view of Gladstone Square and surrounds

Celebrate the Town Square

There is an opportunity to restructure and enhance Gladstone Square to support its function as a town square.

Key moves for upgrading Gladstone Square include:

1. Strategic restructure of the space and removing unsuitable trees, structures and signage.
2. Provide new robust furniture items.
3. Strategic use of Arid-smart planting balanced with recognising the benefits irrigated turf has in supporting events and leisure activities.
4. Express the style of Port Augusta in its planting, lighting, signage, art and furniture.
5. Support and encourage events, programs and activities at Gladstone Square.
6. Integrate the surrounding cultural institutions (i.e. gallery and library), exploring opportunities for cultural offerings to 'spill-out' from the buildings into the square.



Existing Gladstone Square



Future Gladstone Square

FORESHORE

Include design guidelines in Council's Development Plan to ensure that new developments and redevelopment projects contribute positively to the image and appeal of the City.

PORT AUGUSTA STRATEGIC PLAN (2.1.8) 2008/2011



The undeveloped nature of the Spencer Gulf coastline at Port Augusta contributes greatly to the character of the City.

Port Augusta's foreshore area features magnificent views of peaceful waters, ranges on the horizon and a wide, open sky. The foreshore area also offers different ways to relate with and access the water; from beach frontage to the historic wharf, from the pedestrian bridge to the pontoon, jetty and boat ramp.

There is significant opportunity to strengthen the Spencer Gulf as a key feature of the Port Augusta landscape and its influence on the local way of life. The key issue will be how to approach and achieve this without diminishing the quality and character the environment currently offers.

The landscape of the Flinders Ranges and the shores of Spencer Gulf are examples of areas of visual significance worthy of protection against unsightly development and mismanagement.

PORT AUGUSTA (CITY) DEVELOPMENT PLAN



FORESHORE

Celebrate the Foreshore

1. Key views and links

- Protect and enhance key views of Port Augusta from boats of Spencer Gulf.
- Strengthen links and access to the waterfront from the city.

2. Enhance as a water-recreation hub

- Embrace the many water-based recreation opportunities the Spencer Gulf at Port Augusta has to offer – with its sheltered waterway, boat ramps, king fish, whale watching, sailing and magnificent views.
- Make the most of Port Augusta’s location – the first coastline when travelling from inland areas, including mining areas, presenting opportunity for weekend recreation.

3. Maintain character

- Maintain an open and undeveloped nature as a key characteristic of the coastline of Port Augusta.

4. City Focus

- Strengthen the Foreshore as a contemporary and lively place in which community participation, recreation and leisure are predominant and with opportunities to watch, participate in and reflect on the activities of the coast.

5. Foreshore Master Plan

- Develop a Foreshore Master Plan encompassing both east and west side coastal environments to guide future development in the precinct and strategically identify priority projects for capital work programming.



Possible shelter for the Foreshore

There is an opportunity to continue enhance and strengthen the foreshore area by applying a new landscape layer.

Key moves in enhancing the foreshore area include:

1. Express the style of Port Augusta and reflects the bold, robust and industrial style of the port and railway heritage in its planting, lighting, signage, art and furniture.
2. Strategic use of Arid-smart planting balanced with recognising the benefits irrigated turf has in supporting events and leisure activities.
3. Opportunity for interpretation of the Top of Gulf, industrial heritage (including the wharf) and marine life.
4. Explore options for extending the foreshore to the former rail-roundhouse, referencing the site's industrial heritage.



Existing foreshore



Future foreshore with new 'landscape layer'

FUNDING OPPORTUNITIES

Opportunities for funding to design and deliver projects and works in Port Augusta may be available from:

- Power Line Environment Committee (PLEC)
- Developer contributions
- Public Space Grants (Planning SA)
- Arts SA
- The Department of Transport, Energy and Infrastructure (DTEI)
- Cycling Grants
- The Department of Environment and Natural Resources (DENR)
- Coast Protection Fund Grants
- Heritage Grants
- The Office of Sport and Recreation
- The South Australian Tourism Commission

Information on available grants can be found at:
www.grantslink.gov.au
www.sa.gov.au

PLEC

The Power Line Environment Committee (PLEC) assists local government with initiatives to enhance the aesthetics of a location by undergrounding power lines. Undergrounding can enable trees to be established and streetscaping projects to be implemented thereby improving the appearance of a locality.

Developer contributions

Development contributions are payments or works made by the developer that contribute towards the provision or upgrade of infrastructure. South Australia currently does not have any formal process of securing developer funds for infrastructure provision. This process is largely open to the powers of negotiation between parties. The Local Government Association of South Australia is investigating opportunities for a formal developer contributions program.

Public Space Grants

Places for People program – a State Government funded initiative aimed at revitalising important public places within the State. The program offers funding to assist local governments to plan, design and build high quality community places to encourage community life and economic investment and development.

Open Space Grant funding – another State Government program that provides financial assistance to local government for the purchase, development and planning of open space. Subsidies are also provided for works relating to conservation and recreation on public land.

More information on Public Space Grants is available at <http://publicspace.planning.sa.gov.au>

Arts SA

The role of Arts SA includes assisting the development of the arts and cultural industry and providing strategic financial support programs.

Public art and design – supports the commissioning of high-quality works of art and design for public places. Applicants in this program will be individuals, organisations, (including those in receipt of ongoing Arts SA funding), community groups and Local and State Government agencies.

Community arts development – supports arts projects, which build stronger, more cohesive communities. The priority of the program is to support community engagement and celebration, cultural diversity, social inclusion and increased access to the arts for targeted communities of need.

Aboriginal and Torres Strait Islander (ATSI) arts development – a program which specifically supports Aboriginal and Torres Strait Islander (ATSI) artists, arts workers and arts and cultural groups involved in literature, music, dance, theatre and visual arts.

Arts facilities and equipment – supports the establishment and improvement of arts and cultural heritage facilities; the purchase of equipment that will improve, establish or convert premises for arts and cultural activities; and the purchase of equipment that enhances arts and cultural practice and realises direct artistic and cultural outcomes.

Further information on art funding and applications is available at www.arts.sa.gov.au

Department of Transport, Energy and Infrastructure (DTEI)

Opportunities may exist for cost sharing between the State Government department and Local Government, including works associated with DTEI regulated roads.

Cycling Grants

Each year the Department for Transport, Energy and Infrastructure (DTEI) provides funding subsidies to councils to promote cycling through the State Bicycle Fund and the State Black Spot Program-Cycling Projects.

State Bicycle Fund – an annual subsidy scheme that provides financial assistance of up to a dollar for dollar basis for Councils to progress cycling initiatives in their local area. The Fund has fostered a long-standing partnership between the State Government and local councils to respond to Federal, State Government and Council strategies relating to encouraging cycling.

State Black Spot Cycling Program – is directed towards bringing about significant reductions in crashes by the identification and treatment of locations and sections of road that have an unsatisfactory casualty crash record or that have a significant crash potential. Funds from the State Black Spot Program are specifically available to Councils as subsidy funding for cycling safety infrastructure projects.

Department of Environment and Natural Resources (DENR)

Opportunities may exist for cost sharing between the DENR and Local Government.

Coast Protection Fund Grants

The Department of Environment and Natural Resources administers Coastal Protection Fund Grants that offers funding towards coastal works for projects approved by Coastal Protection Branch.

High priorities for funding are council works that address erosion or flooding hazards along the coast, including foreshore protection, dune rehabilitation, and coastal fencing and maintenance. There is opportunity to secure up to 80% funding of a project.

Heritage Grants

There are a range of grants available to help maintain and conserve valuable built heritage sites and places.

Federal funding – National Historic Sites
National Historic Sites is a federally funded program that provides \$4.4 million each year to owners and managers of nationally significant historic sites. Places must be listed on the National Heritage List, the Commonwealth Heritage List or a State list.

South Australian Heritage Fund Grants
The Department of Environment and Natural Resources administers the South Australian Heritage Fund. Grants from the South Australian Heritage Fund will be made available for projects across the state to repair and restore significant state heritage places.

Office of Recreation and Sport

The Office of Recreation and Sport offers grants and funding programs that help promote sport and recreation.

Community Recreation and Sport Facilities Program (CRSFP) – supports projects to develop new or existing sport and active recreation facilities to meet community needs. Requests for facility funding of between \$20,000 and \$500,000 are considered and applicants must be able to verify that they can at least match the level of funding requested.

Statewide Enhancement Program (StEP) – supports a range of funding initiatives including core activities and programs/services that have a regional or statewide impact for the active recreation and sport industry.

South Australian Tourism Commission

Tourism Development Fund – aims to facilitate tourism products that will enhance South Australia's reputation as an attractive and environmentally responsible holiday destination.

Through this Fund, the SATC provides support to develop capital assets to enhance visitor experiences. Projects eligible for funding may include development programs for strategic tourism areas, interpretive signage and other infrastructure such as lookouts, car parking and public toilets.

The South Australian Tourism Commission (SATC) assists with partial funding for tourism infrastructure projects of grants of up to \$50,000.

APPENDIX

Existing materials

Paving



Crusher Dust: Continue use in street tree pits and verges. Continue use as footpath material where unit-paving is not feasible.



Gravel Banding in Medians: Continue and expand treatment along other highway medians.



Boral unit paving: Continue use as footpath paving material. Minimum width to be 1.5m. Use a higher-quality unit paver (i.e. Urbanstone) in key civic spaces (Commercial Road, Gladstone Square, Foreshore and Railway Station).



Carpark: Example of good carpark layout that is not 'over-engineered'. Use simple linework, appropriate Arid-Smart planting and minimal signage.

Signage and Public Art



Signage: Good example at Arid Lands Botanical Garden.



Orbital lighting: Continue in urban parks. Use different lighting for Foreshore area (refer Style Guide).



Rail reuse: Good example of re-use of former rail material.



Windvanes: Valuable public art elements. Maintain use at current locations.

Proposed strategy for furniture

The selections are chosen to reflect the desired style, look and feel of Port Augusta. They blend well with the landscape and character of Port Augusta, and desire for a progressive and consistent image for the City. They are durable and robust, consistent in aesthetic and considered suitable for Port Augusta's harsh conditions.

Furniture



Existing: Seating



Proposed: Robust with style suitable for the desired image of Port Augusta.



Existing: Picnic setting



Proposed: Robust and suitable for the character of Port Augusta.



Existing: Painted bollard



Proposed: Unpainted metal or timber bollards.



Existing: Drinking fountain



Proposed: 'Arqua Fountain'. Robust with progressive style.



Existing: Bike rack



Proposed: Opportunity for bike rack that is unique and practical.



Existing: Painted 'pool' fence



Proposed: Weathered steel fence with simple profile



Existing: Bin surround.



Proposed: Same bin with custom inlays and colour compatible with the character of Port Augusta.

Tree planting



Existing: Small tree pit and use of tree grates

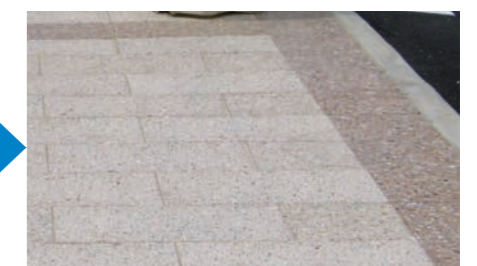


Proposed: Bigger tree and tree pit. Use of stakes and ties if required.

Paving



Existing: Low quality. Tired.



Proposed: High-quality paving suitable for a main street environment

Signage



Existing: Lacks sense of place.



Proposed: Uses suitable materials and adds to the character of Port Augusta.



