

CREATING COMMUNITIES



2023-2027



DRAFT STRATEGIC
COMMUNITY PLAN



MESSAGE FROM OUR MAYOR

ACKNOWLEDGEMENT OF COUNTRY

City of Prospect acknowledges that we are on the traditional country of the Kaurna people of the Adelaide Plains region and we pay our respect to Elders past and present.

We recognise and respect their cultural heritage, beliefs and relationships with the land and we acknowledge that they are of continuing importance to the Kaurna people living today.

On behalf of your Council, I am proud to present the Draft Strategic Community Plan 2023-2027.



City of Prospect is a diverse and vibrant community, proud of its rich history and culture. Our vision is to create a city where everyone feels welcome, connected, and empowered to contribute to and thrive in our city's shared success.

This strategic plan is the culmination of dedicated teamwork, as all Council Members closely collaborated to listen to community voices during extensive community engagement.

This plan outlines our shared vision and sets forth our strategic path for the future of our city. It highlights our key priorities that represent the foundation of our strategic efforts and focus areas, guiding our journey for the next four years. By building upon our past achievements, we will ensure Prospect remains a premier destination to live, work and play well into the future.

But we know that we can't deliver this alone. and the Plan's success will be through a partnership approach between Council, employees, and our community.

We encourage you to review the Draft Strategic Community Plan and provide your feedback. Your input will help shape a plan that is truly representative of our community's aspirations. Together, we can create a vibrant, inclusive, and resilient city that is both economically and environmentally sustainable, and a community we can all be proud of.

I invite you to join Council on the journey towards a better and more prosperous City of Prospect.

Matt Larwood, Mayor

TOP 4 PRIORITIES

As your Elected Member body, we are committed to prioritising our community's feedback.

In our ongoing commitment to serve you, Council has identified Top 4 priorities, each designed to shape the future for our residents, businesses and community. This Top 4 represents the foundation of our strategic efforts and we invite you to join us to continue to create our community.



ADDRESS TRAFFIC AND PARKING

Council has committed to developing an Integrated Transport Plan, which will start to address key parking and traffic challenges which face City of Prospect.

We want our community to live local and, subsequently we are prioritising the delivery of Integrated Transport Plan (ITP), that meets future needs whilst preserving Prospect's unique character. Our transport network plays a crucial role in enhancing Prospect's liveability and resilience to challenges.

The ITP will provide guidance for transport planning, programs, operations and advocacy. Including an analysis of travel patterns, addressing transport challenges and considering community aspirations.

The ITP aims to explore innovative technologies, walkable neighbourhoods, cycling networks and integrated public transport. Enhancing accessibility, child-friendly street designs, sustainability and heritage considerations.

SUPPORT GOOD PLANNING OUTCOMES

City of Prospect is committed to supporting sustainable planning outcomes.

We have a focus on promoting heritage preservation, high-quality and environmentally sustainable building design, and amenity in facilities such as parking and waste management. This priority plays a vital role in preserving and enhancing Prospect's identity, history and sense of community. Council has resolved to undertake a series of actions in coming years to deliver on this commitment, which includes:

- 1 Preparing and delivering an Historic Thematic Analysis for our city;
- 2 Supporting ongoing advocacy around future state-level strategic planning and code amendments that support Council's planning goals, and in particular, through effective advocacy into the upcoming revisions to the Greater Adelaide Regional Plan;
- 3 Leading an amendment to the Planning and Design Code to see Representative Buildings recognised throughout all Historic Areas in our city;
- 4 Surveying our city with the intent to identify additional Heritage Areas and Places for the purpose of increasing the number of buildings with heritage protections; and
- 5 Leading an amendment to the Planning and Design Code to put Local Heritage protections into place for the identified Heritage Areas and Places.



PROSPECT OVAL PRECINCT

City of Prospect has taken a clear position to invest in the community's future, through the strategic purchase of land adjacent Prospect Oval.

This bold decision demonstrates Council's future vision to not only create a world class sporting precinct, but to invest in building improved community facilities, improving connectivity across the city, and building a place of belonging.

Over the next four years, Council will:

- 1 Commit funding to design the lighting upgrade to AFL standard and future broadcasting of domestic cricket matches nationally;
- 2 Commercially lease the site whilst planning is underway;
- 3 Investigate innovative ways to fund the redevelopment to reduce the impact on rate payers;
- 4 Develop a Masterplan for the precinct, mapping the site's priorities; and
- 5 Importantly, engage our community on the site's future.

CHURCHILL ROAD DRAINAGE PROJECT

City of Prospect places community safety and wellbeing as its number one priority and therefore continues to fund and advocate for flood mitigation actions for its community.

Churchill Road has a history of flood inundation of surrounding residential and commercial properties, with past flooding significantly impacting the vicinity of Charles Street and Princess Street.

Council is committed to advocating for action through (together with both State and Federal Governments) funding \$4.7m towards the Churchill Road Drainage Upgrade (Stage 1) project.

Stage 1 represents the first step in addressing flooding risks in the western part of Prospect, with more than \$10 million in additional funding committed to further works across the next 10 years. However, completing all necessary works will require significant and ongoing support from both State and Federal Governments.

This project is Council's priority to be implemented, due to:

- 1 Its potential to enable future upstream connections to the new outfall drain in a staged approach to further reduce flood risk to the area, as the most complex section of the network.
- 2 The upgraded trunk/outfall drain will also provide some early benefits by assisting the localised trapped low point on Charles Street to drain more freely and effectively.





OUR PRINCIPLES

Council's guiding Principles, will drive the delivery of our Community Plan, creating a valuable integrated across all levels of Council including Council Members, employees and our community.



CONTEXT

The Plan

The Draft Strategic Community Plan sets out City of Prospect's vision and strategic directions, as well as outline the community's aspirations for the future. It sets out our long-term goals, priorities, and the measures we will use to monitor our success.

THE DELIVERY

The Plan will be delivered through a partnership approach between Council Members, employees and our community, creating a shared journey, which is vital for the Plan to succeed.



COMMUNITY VALUE

Empowering a thriving, engaging and welcoming city

Creating community value fosters trust, civic engagement and a thriving culture. City of Prospect drives transparent strategy and decisions to deliver a sense of ownership, empowerment and connection.

Empowering our future through:

- A vibrant community culture
- A safe, welcoming and accessible city
- Community capacity, connection and value
- Open and transparent communication
- Celebrating cultural heritage and diversity.

How will Council achieve this over ten years?

- Foster communities of practice to share knowledge amongst residents and our community
- Facilitate and support high quality community events, which align with City of Prospect's vision
- Create two-way communication channels for all residents
- Encourage lifelong connection through volunteering, learning and participation
- Support, promote and lead reconciliation
- Create community value through equitable opportunities
- Embrace and celebrate Council's diverse cultures
- Incorporate data-based decision making to complement community responses.

What we heard from our community

Opportunities to participate

Community support

Safety is paramount

Be visible – communicate

Involve local businesses

What success looks like

- An increase in community driven initiatives
- The community feels safe, supported and engaged
- Increase in community participation throughout the city
- An increase in community confidence with Council decision making.



QUALITY INFRASTRUCTURE

Building a sustainable connected city

Quality infrastructure is the foundation for a thriving community, creating spaces for all generations to connect, work and play.

Building our future through:

- City wide focus
- Quality public realm
- Celebrate the City's built heritage
- Spaces for our community to gather
- Fit for purpose community infrastructure.

How will Council achieve this over the next ten years?

- Maximising community value for community assets
- Responsible Urban Corridor design and development
- Pursue integrated transport planning across the city
- Research heritage value to inform possible statutory options
- Pursue regulatory options to facilitate environmental sustainability on all new homes and development
- Upgrading open space through quality design and adaptive re-use
- Develop partnerships to foster quality development through government relationships and private ventures.

What we heard from our community

Improve car parking and traffic

Vital to have spaces connect

Be innovative

Connectivity across the city

Focus on core functions

Encourage sustainable development alongside heritage advocacy

What success looks like

- Easily accessible and appropriate public services
- Community spaces are well utilised and valued
- Increased community satisfaction around roads, footpaths and connectivity
- Development considers heritage values.



SUSTAINABILITY

Actively protecting and nurturing our environment

Prioritising sustainability to foster environmental stewardship and a resilient urban community.

Protecting our future through:

- A sustainable urban environment
- Educating and empowering the community to adopt best practice environmental stewardship
- Innovative sustainable waste management
- Resilience to climate change.

How will Council achieve this over the next ten years?

- Facilitate support for community groups championing sustainability
- Pursue regulatory change to increase minimum sustainability outcomes
- Investigate carbon reduction opportunities across the city
- Pursue sustainability initiatives which could be directly actioned by Council
- Increase sustainable environmental opportunities for community and business to participate in
- Partner to leverage capacity to deliver key climate change mitigation actions.

What we heard from our community

Environmental stewardship is important

Empower and educate

Trees play a central role

What success looks like

- Increase waste diverted from landfill
- Quality open space is valued and maintained
- An increase in sustainability outcomes
- Increased community participation in environmental programs.



FUNDING OUR FUTURE

Future focused for the next generation

By diversifying revenue sources, Council can reduce the burden on residents by generating economic growth and attracting investment, to fund our future.

Funding our future through:

- Thriving urban environment
- Sustainable financial focus
- Business friendly culture
- Efficient and effective administration.

How will Council achieve this over the next ten years?

- Facilitate city wide business support
- Create incentives for growth and development
- Investigate alternate revenue options and cost mitigation to reduce reliance on residential rates
- Develop partnerships to foster quality investment and development through government relationships and private ventures
- Foster imagination, research and collaboration to create innovative ideas
- Consider alternative non-traditional income streams
- Continuous improvement across all corporate functions.

What we heard from our community

Acknowledge the role of businesses in the community.

City wide focus

Precinct promotion

Appropriate development

What success looks like

- Our city attracts investment and grows
- City of Prospect is recognised as easy to do business with
- Our community is satisfied with its prosperity
- Our community is satisfied with Council services.





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