



## THE ADDRESS FOR PARTNERS, DISRUPTORS AND INNOVATIVE LOCAL SERVICE PROVIDERS

<b>Type:</b>	- Public Realm and Identity
<b>Location:</b>	- Brookman Avenue, St Marys (Precinct 1 in Council's Spatial Vision)
<b>Outcomes:</b>	<ul style="list-style-type: none"> <li>- A recognised address</li> <li>- An environment that is attractive to disruptors looking to develop the 'next big thing'</li> <li>- A connected place with easy access to allied industry and lifestyle options</li> <li>- A more organic and community-focussed hub outside the nearby campus-style mega developments</li> <li>- A hook to encourage people to return or stay after they visit</li> </ul>
<b>Strategic Management Plan:</b>	<ul style="list-style-type: none"> <li>- Create a strong sense of place and attractive and vibrant precincts, places and spaces</li> <li>- Foster and support emerging and established businesses, entrepreneurs and innovators to grow and prosper</li> </ul>
<b>Cost:</b>	- \$3 Million (estimated)

### Project Background

Today there are over 66,000 people living in the City of Mitcham, which is projected to increase to 70,000 by 2031. There are also approximately 5,000 registered businesses operating in our local council area generating over 28,000 local jobs and \$3.05 billion in Gross Regional Product.

Significant development is planned or occurring in and around Flinders University; the Flinders Medical Centre and the Repatriation General Hospital. Works to improve the Darlington Interchange, which includes an extension to the Tonsley Rail Line, are re-shaping how people travel to and around the City.

In light of these changes happening in our City, and in response to the biggest overhaul to South Australia's planning system in over 20 years, Council has been working with the community to prepare a Spatial Vision for the City. The Spatial Vision identifies areas with the potential for significant change and the strategic outcomes for these areas.

Structure Plans have been produced for those areas with the potential for significant change. These Structure Plans display more detail as to how Council and the community want the City to develop in the future.

This project seeks to stimulate private investment in Precinct 1 (Flinders & St Marys) through leadership and investment in the public realm. It is considered to be of particular importance and relevance due to its proximity to Tonsley Innovation Precinct as well as the Flinders University and Medical Campus.

MITCHAM

## THE ADDRESS FOR PARTNERS, DISRUPTORS AND INNOVATIVE LOCAL SERVICE PROVIDERS

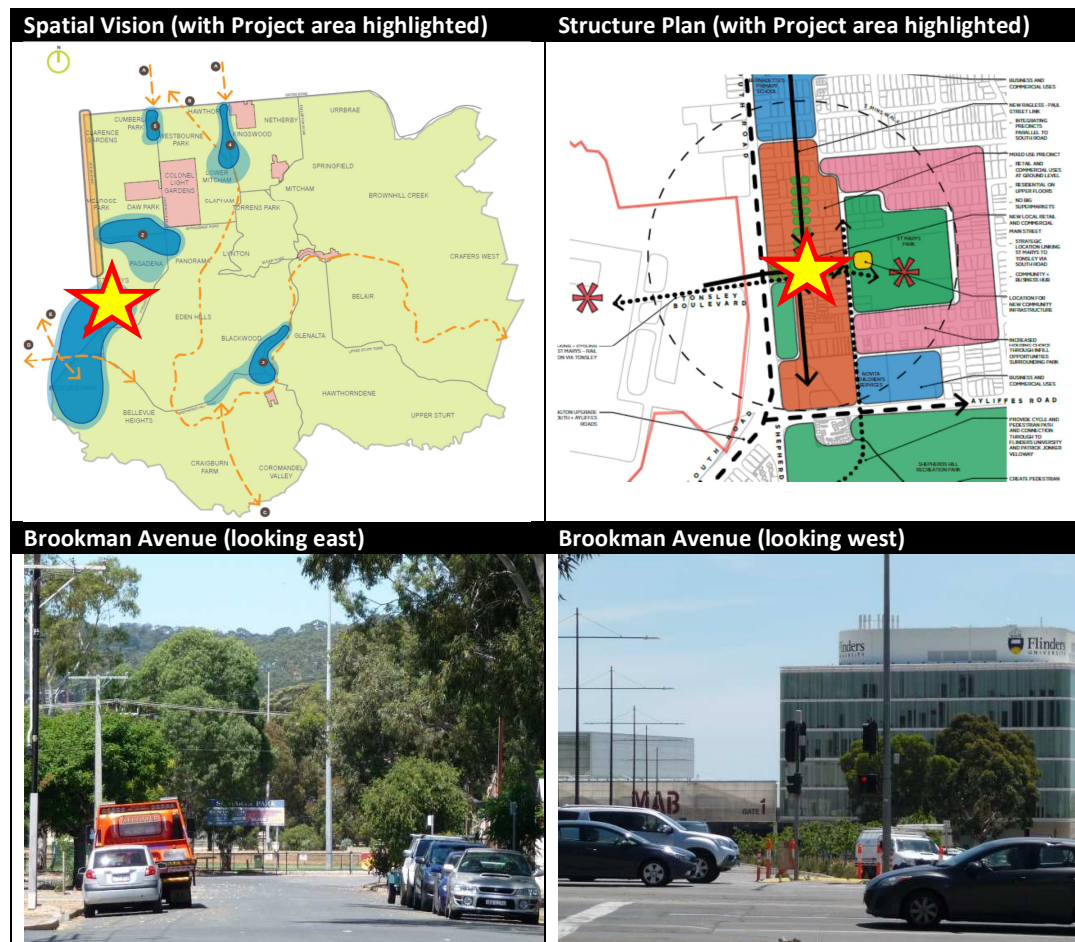
### Project Goals

1. To build on an existing eclectic urban framework of infrastructure, character, housing, commerce and industry - and its proximity to the nearby innovation, medical and university precincts - to provide a recognised address for disruptors and innovative local service providers.
2. To foster a more organic and community-focused hub outside of the adjoining campus-style mega developments, to encourage short and long-term visitors to the innovation precinct to return or stay beyond their initial visit.

### Project Works

- Significant public realm improvements in Brookman Avenue and immediate surrounds
- Focus on a lifestyle and work environment to attract small and medium sized enterprises
- Encourage outdoor dining and leisure activities
- Inspiration drawn from Goodwood Road and Prospect Road public realm works

### Project Collateral



MITCHAM