



UNISA CITY EAST CAMPUS

MASTER PLAN 2020

Prepared by HASSELL for UniSA August 2011

Acknowledgements

The UniSA City East Campus Master Plan has been prepared by HASSELL for The University of South Australia.
Many thanks go to the active contribution from the key stakeholders and for their encouragement and contribution.

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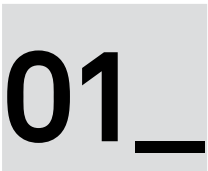
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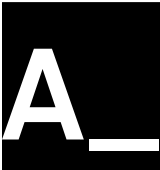


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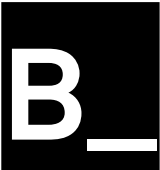


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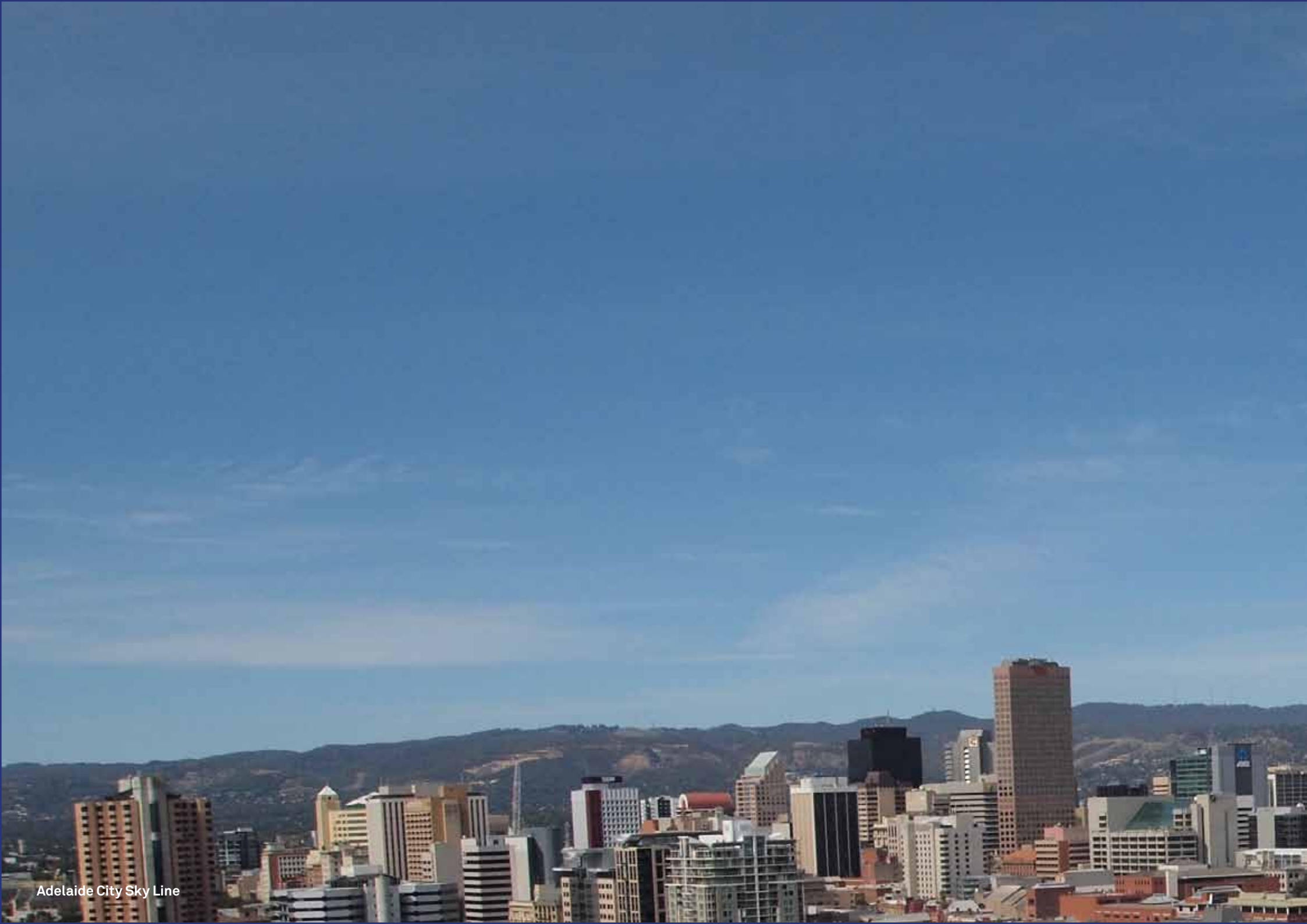
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Consultation _



Adelaide City Sky Line



INTRODUCTION

01

01 _____ INTRODUCTION

Emerging opportunities and aspirations suggest that a holistic, honest, and robust review of the campus' strengths, weaknesses and opportunities is required.

Background to commission//

HASSELL was commissioned by UniSA Facilities Management Unit in August 2010 to undertake a broad-ranging and engaging consultation process with the campus community to explore the City East Campus' strengths, weaknesses and opportunities, taking into account individual stakeholder needs, the aspirations prescribed in 'Horizon 2020' and emerging directions within the precinct. The resultant City East Campus Master Plan creates a clear and strong vision for the campus, a strategic planning framework and urban/landscape design guide to future development.

Key drivers for the master plan//

The master plan addresses:

- _ Continuing growth in student numbers putting pressure on UniSA to do more with less
- _ Emerging public health and research focus in the City West and the potential development opportunities that exist near the City East Campus as a result
- _ Growth in disciplines (including significant relocations) and research activity at City East Campus

- _ Current planning, recent acquisitions and expansion plans e.g. Frome Road Plaza, and the desire to reprogram the campus and promote a more consistent, unified and equitable learning experience on campus
- _ The importance of enhancing the student experience on campus to maintain UniSA's vitality and competitiveness
- _ The desire to provide open space and campus greening
- _ The desire to express UniSA's commitment to a sustainable future
- _ The importance of increasing UniSA's presence, identity and address within the City East Precinct
- _ The desire to improve access, movement and legibility of the campus
- _ The importance of creating a cohesive and creative knowledge community

Consultation//

A key aspect of the master plan is the broad ranging, engaging and continuous consultation process involving the campus community and broader precinct stakeholders. A wide spectrum of opinion was canvassed allowing

strong and legible ideas to emerge. The master plan responds to the campus community's needs and reflects the aspirations outlined in *Horizon 2020*. Details regarding individuals consulted and meetings conducted are included in Appendix B Consultation.

Horizon 2020//

The *Horizon 2020* document defines UniSA's aspirations to 2020 and was therefore closely referred to in determining principles and ideas for the City East master plan.

Other key reference material//

- _ Impacting Factors on the 'Student experience' at the UniSA 2010
- _ Student Travel research Report
- _ 2006 Student Experience Questionnaire. Summary of Comments: Campus Infrastructure
- _ 2006 Student Experience Questionnaire, Summary of Services and Resources
- _ Summary of Stakeholder Feedback *Horizon 2020*

How to use the master plan//

The City East Campus Master Plan 2020 expresses a clear and strong vision for the campus, a strategic planning framework and urban/landscape design guide. The document will inform and assist UniSA and its agents to assess and optimise future capital development opportunities. It is not intended to be a prescriptive document providing specific design solutions. It is a reference document intended to guide and assess prospective future capital works development projects and to promote a consistent, unified and integrated focus for campus development over the next decade. It is anticipated that the document will be adjusted over the next decade to take into account emerging opportunities and constraints.

AN OUTSTANDING STUDENT
EXPERIENCE AND EXCEPTIONAL
GRADUATES

WORLD CLASS INNOVATION

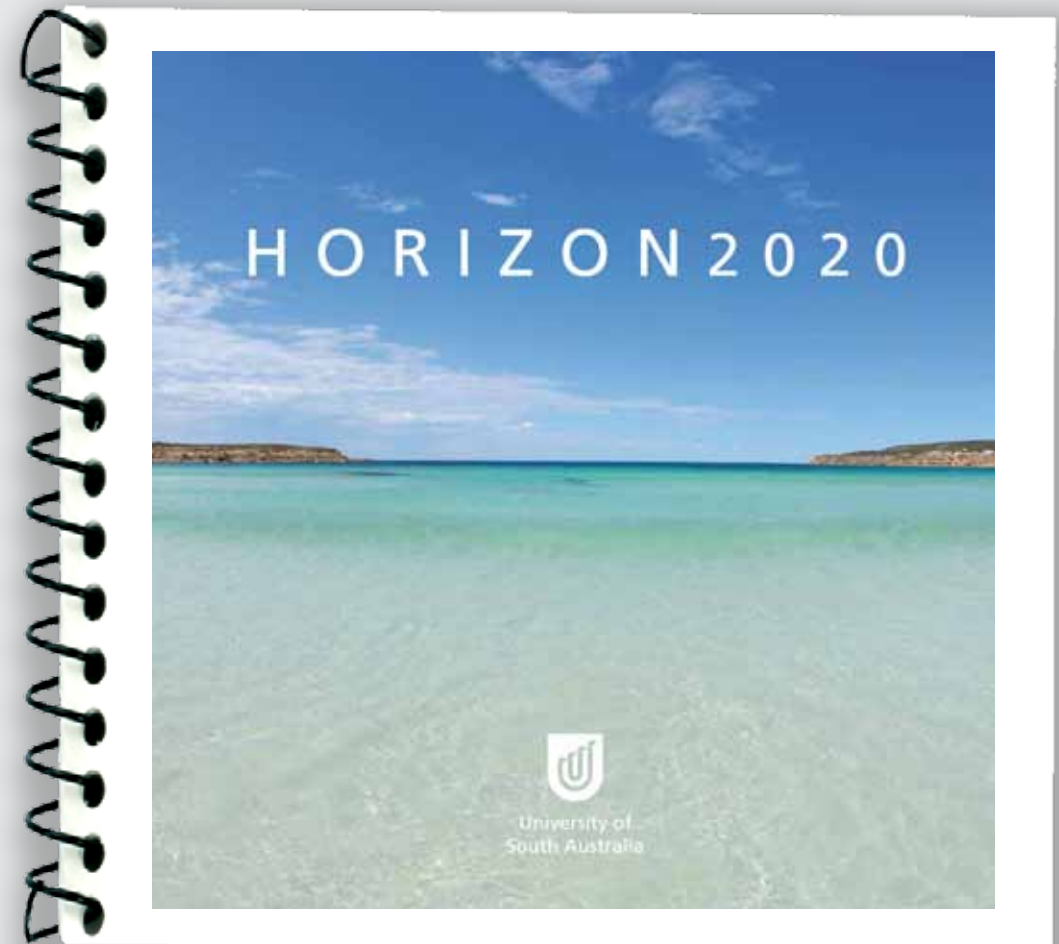
AN INNOVATIVE, EXCITING PLACE
TO WORK

INTELLIGENT USE OF
RESOURCES

INVEST IN THE FUTURE

INDIGENOUS AUSTRALIANS

MEASURING OUR SUCCESS



UniSA *Horizon 2020* aspirational document

Executive Summary//

The City East Campus Master Plan 2020 seeks to provide a set of design principles and ideas (informed through community consultation and Horizon 2020) that will guide and optimise future development of the campus over the next decade.

Key objectives//

The City East Campus Master Plan 2020 seeks to provide a set of design principles and ideas (informed through community consultation and Horizon 2020) that will guide and optimise future development of the campus over the next decade. The key objectives of the master plan are:

- _To reinforce UniSA's innovative profile, presence and gravity within the north east quadrant of the city
- _To support new teaching, learning and research paradigms and promote UniSA's unique brand of learning
- _To guide future development to enhance the student experience on campus
- _To promote a more consistent, unified and equitable on-campus learning experience for all UniSA students
- _To accommodate anticipated future growth in student and staff numbers
- _To be readily adaptable to inevitable change in research and learning focus and direction
- _To foster a cohesive multi-disciplinary knowledge

- community that attracts and retains the best staff and students
- _To maximise the health and well-being of staff and students
- _To leverage and capitalise on emerging directions within the precinct, particularly the relocation of the Health Precinct
- _To address opportunities and constraints in relation to emerging commercial and social directions affecting the precinct
- _To address current capital works plans and recent and prospective land acquisitions in order to optimise the development potential of the whole campus e.g. relocation of RAH
- _To create a welcoming, legible, equitable and safe campus
- _To create a sustainable campus
- _To promote intra-campus relationships and linkages including enhancing the definition of the various academic disciplines
- _To maximise efficient utilisation of space on campus

Master plan principles//

The City East Master Plan 2020 identifies 10 key principles developed through an

explanation of campus strengths, weaknesses, opportunities and constraints in consultation with the campus community and a analysis of existing conditions. The 10 key principles are to:

- _Enhance student and staff experience
- _Establish a research and innovation focus
- _Invest in education resources
- _Prioritise sustainability and greening
- _Invest in arts and culture
- _Embrace transit links
- _Connect people, schools and precincts
- _Celebrate the unique urban experience at UniSA
- _Integrate with the wider community
- _Ensure the campus is people focused

Key Themes and Ideas//

The master plan principles were used to develop key themes and a range of ideas to capitalise on the campus' current development momentum, to harness potential synergies, and identify potential projects over the next decade.

VISIBLE CAMPUS

1. North Terrace Entry/Frome Road Forecourt
2. Frome Road Plaza Stage 1
3. Frome Road Plaza Stage 2
4. Centenary Plaza
5. Western 'Shared Street'
6. Playford Walk and Courtyard
7. Bonython Jubilee Forecourt
8. The Reid Common

CITY LINKS

9. Sustainability and Greening
10. Arts and Culture
11. Future Development
12. Pedestrian Wayfinding
13. Vehicle Movement



UniSA Brookman Building, North Terrace



WILSON VILLAGE ②

④

Public spaces - workshops, sheds, studios, classes, art spaces, community hall for elderly, not a manufactured community

community kitchen area for elderly and building real community for purposes.

garage band - public space

area of major shopping centre / franchised shops / need to focus on healthy living (shops).
coles or woolworths moving in to port road - small non-franchised businesses.
retain interesting / diverse shops.
upgrade Foodland on South Road
d markets (Orange lane / City markets / local products) -> affordable.
(specifically for people who ride bikes.
-> new / modern / bright / organic
vs recycled materials.
proper heritage (to access)



entertainment Centre not part of neighbourhood
gov. kind mark an important of neighbourhood
community (need ~~space~~ innovative indoor
noise protection built into home)
↳ to escape noise of vibrant community space.
• Clipsal Club - Parkway H... reclaims... but
don't shift licence... (the Gov.)
• Site to be Po...

reflective
original).

MASTER PLAN

02

02 _____ MASTER PLAN CONCEPT

The vision for the UniSA City East Campus Master Plan will better express the identity of the campus, the value of student life and its contribution to Frome Road, the North Terrace University Precinct and surrounding city.

Overview //

The UniSA City East Campus has established a strong frontage to North Terrace, with past growth reinforcing its position by maximising opportunities in close proximity.

The highly compact campus will have limited opportunities to expand due to land availability if strategies are not developed to overcome this by more efficient use of space.

Incremental development adjacent to the campus by Adelaide University has reduced the presence of the campus which needs to be addressed.

The vision will identify the campus as a destination along North Terrace, independent of its neighbours and be recognised by its interface with Frome Road.

The Reid Building is currently isolated and with greater focus on Frome Road as a central spine and providing safer pedestrian links, the master plan will better connect the Reid Building with the campus.

The intent of the urban design concept is to identify the importance of: North Terrace and Frome Road; the need for activation along Frome Road and recognition of the site's

escarpment, its proximity to the River Torrens and the parklands. The vision will develop the campus, its buildings and public realm in a flexible, robust and sustainable way.



02 _____ MASTER PLAN

The master plan for the UniSA City East Campus provides a significant enhancement to the quality of life, services and facilities provided on campus. It demonstrates the University's commitment to establishing a stronger identity within the precinct through restructuring, growth and investment.

Overview//

The City East Campus Master Plan proposes a continuation of the North Terrace public realm along Frome Road.

The existing network of entry points along North Terrace and Frome Road will be upgraded to create greater legibility for pedestrian wayfinding. In doing this, pedestrian barriers will be removed and people will be prioritised over vehicle movement. The Frome Road Plaza will become a major destination, not just for the campus but for the East End Precinct. The campus has four distinct levels which will read distinctly to create legibility and ease of wayfinding.

The existing circulation corridor traversing the campus at Level 3 will be further reinforced with the provision of the Centenary Plaza which will intersect the various pathways. The significance of this plaza will be emphasised by improved equal access and a centralised orientation network.

Frome Road will be defined as a central spine to the campus and create a strong legible connection to the Reid Building.

Design Objectives

The master plan responds to the following design objectives:

- _ Establish a strong **Identity**, both internally and externally
- _ Create an ease of **Permeability**, both internally and from all surrounding streets
- _ Promote a high degree of **Legibility**
- _ Ensure **Safety** for all
- _ Provide a strong sense of **Accessibility** for all levels of mobility
- _ Introduce **Vitality**, both day and night
- _ Design with people as the focus
- _ Create the opportunity to increase activity within the campus and across the East End Precinct
- _ Be adventurous with new design, and create buildings and open spaces that will be 'landmarks' across the campus and the precinct
- _ Promote sustainable outcomes
- _ Create an environment of quality that is both safe and pleasant
- _ Establish strong legibility across the campus and connections into the broader precinct
- _ Create a physical presence in the precinct
- _ Resolve conflicts between pedestrians and vehicles
- _ Provide a master plan that is achievable, flexible and robust

_ Create a high quality public realm that reinforces the University's values, heritage and learnings, as well as reflect the city and parkland character, location and potential

The master plan identifies 13 ideas that range from creation of new plazas to vehicle movement. These ideas build on the campus' current momentum, harness existing and potential synergies, and identify potential projects that will take the City East Campus to the next level. For the purpose of organising these 13 ideas we have divided them into two themes .

VISIBLE CAMPUS

1. North Terrace Entry/Frome Road Forecourt
2. Frome Road Plaza Stage 1
3. Frome Road Plaza Stage 2
4. Centenary Plaza
5. Western 'Shared Street'
6. Playford Walk and Courtyard
7. Bonython Jubilee Forecourt
8. The Reid Common

CITY LINKS

9. Sustainability and Greening
10. Arts and Culture
11. Future Development
12. Pedestrian Wayfinding
13. Vehicle Movement



The following images are artistic representations of key ideas within the master plan and introduce the possibilities within the campus.

Existing



Centenary Plaza is to become a popular pedestrian link intersecting the pedestrian corridor that traverses the campus at Level 3.

An artist impression looking west towards centenary plaza at the new lift and orientation point.

Centenary Plaza//



Existing



Frome Road Plaza//



The Frome Road Plaza will become a popular student gathering space, addressing the North Terrace and Frome Road intersection.

An artist impression looking north west at the forecourt and new shade structure.

Existing



Bonython Jubilee Forecourt will become a recognised crossing for pedestrians that connects the campus to the Reid Common.

An artist impression looking north across Frome Road and at character filled Bonython Jubilee Building facade.



Existing



The Reid Common will become an important element in the functioning and image of the UniSA City East Campus.

An artist impression looking east across the 'village green' to the new pavilion.

The Reid Common//



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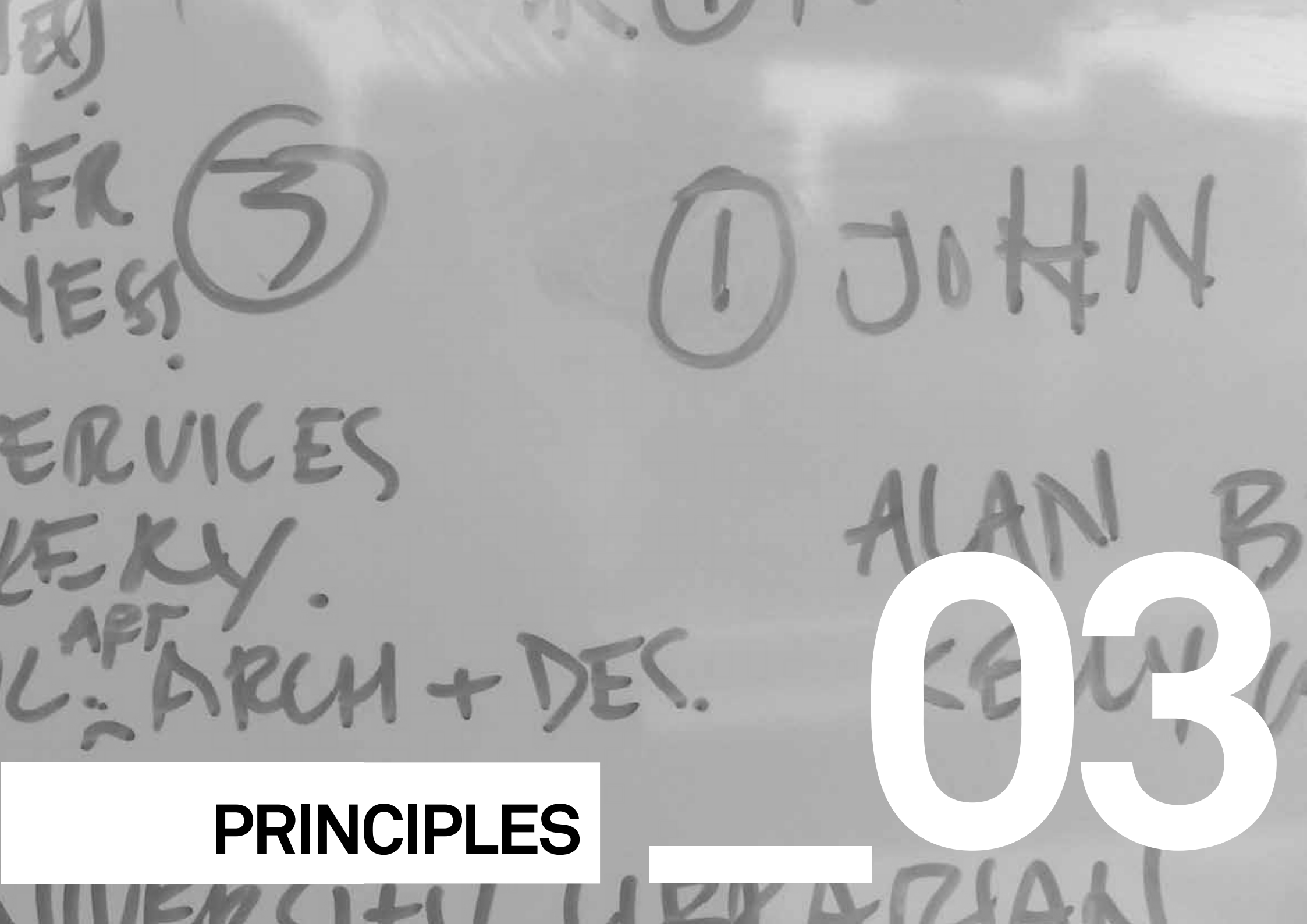
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WILKINSON — (in



PRINCIPLES

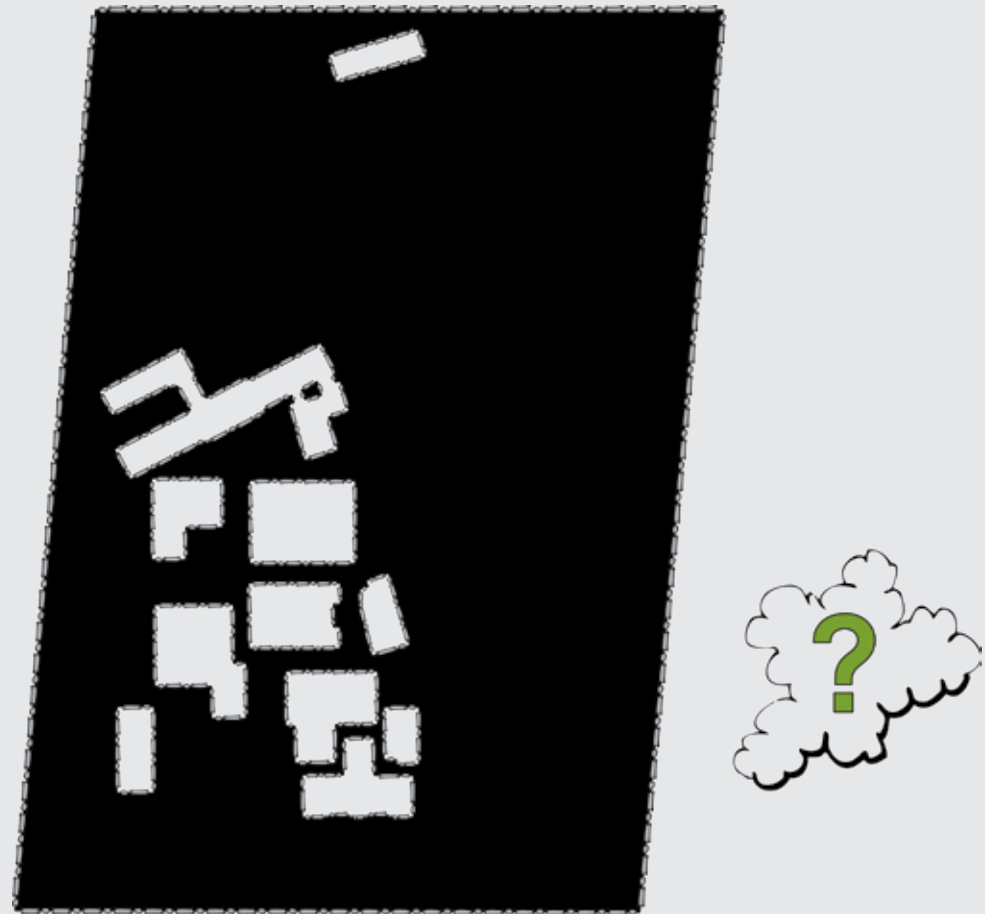
03

03 _____ PRINCIPLES

The master plan principles were informed by the review and consultation process with UniSA staff and students and the existing conditions analysis. The principles are an interpretation of UniSA's community goals and vision for UniSA's City East Campus.

Overview//

The master plan principles are a set of core aspirations for the campus developed in consultation with its community. These principles should be referred to when assessing the alignment of prospective development with the campus community's expressed needs and goals.

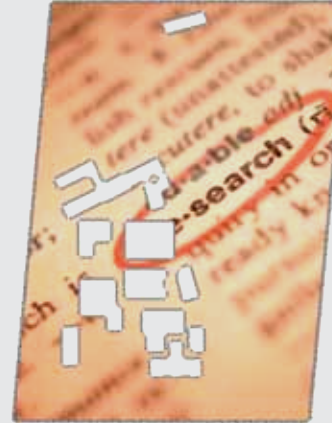


10 Principles//



Enhance student and staff experience

- _ Understand and cultivate the allure of UniSA's student experience
- _ Identify innovative, energising projects that will set UniSA's student experience apart from the competition
- _ Our teachers, learning spaces, technology rich approaches and social environment will attract, motivate, challenge and excite students and staff



Establish a research and innovation focus

- _ Identify opportunities to initiate research and innovation on campus by creating connected public spaces that demonstrate and communicate research and innovation directly to students and members of the public
- _ In all new built facilities, establish a research component to the building brief to better accommodate researchers and active academic staff from all disciplines to better communicate with each other and collaborators around the world



Invest in education resources

- _ Integrate physical and virtual resources into the built environment and consider the public spaces and plazas as living laboratories
- _ Establish links to the City West Campus' new Learning Centre to ensure City East Campus student engagement with the facility
- _ Establish a series of 'smart' learning spaces that move students beyond traditional study experience into 'real world' learning environments



Prioritise sustainability and greening

- _ Establish UniSA City East Campus as a 'green' destination in the city of Adelaide by prioritising sustainability
- _ Invest in green infrastructure, promote green buildings, and capitalise on green orientated education, research and job growth
- _ Provide green space as a key destination for socialising and informal learning (the village green)
- _ Seek opportunities to demonstrate within the built environment to demonstrate and educate students and the public about sustainability



Invest in arts and culture

- _ Think about UniSA as a permanent cultural and creative hub of Adelaide
- _ Establish a network that allows the UniSA arts community to engage directly with the wider community
- _ Make art, performance facilities and a high quality built environment part of visible everyday life on campus



Embrace public transport

- _ Encourage and better integrate with expanding transit services as a competitive advantage
- _ Consider providing leading alternative transportation options that improve mobility for students and staff between campuses and home to ease parking pressures
- _ When car parking facilities are required, ensure the spaces are not mono functional and can be transformed to perform alternative functions



Connect people, schools and precincts

- _ Provide an interconnected system of parks and plazas that provide a variety of social and learning activities
- _ Encourage innovative links to the City West Campus to better connect divisions and people
- _ Create opportunities for new education clusters that take advantage of ideal synergies between schools and precincts



Celebrate unique urban experience at UNISA

- _ Improve physical connections to the 'Heart' of the campus by removing barriers and opening valuable space.
- _ Create built environments that enhance community celebrations.
- _ Build on the existing framework of laneways and discrete spaces



Integrate with wider community

- _ Instigate interconnected and walkable links to the wider community
- _ Seek opportunities to create links with old RAH to make use of the close proximity
- _ Encourage use of adjacent parklands and green spaces to open up greater recreation space
- _ Acknowledge the future redevelopment of the RAH site as a strong pedestrian link and future expansion opportunity



Ensure campus is people focused

- _ Improve pedestrian safety across the campus with the creation of 'Shared Zones' that prioritise people over traffic
- _ Establish a pedestrian focused heart to the campus which reduces traffic to essential traffic only
- _ Focus resources on the creation of a series of connected public spaces that activate and enhance the student experience with day and night events





THEMES

04

04 _____ THEMES

The master plan themes describe the overarching influences and initiatives important to the City East Campus.

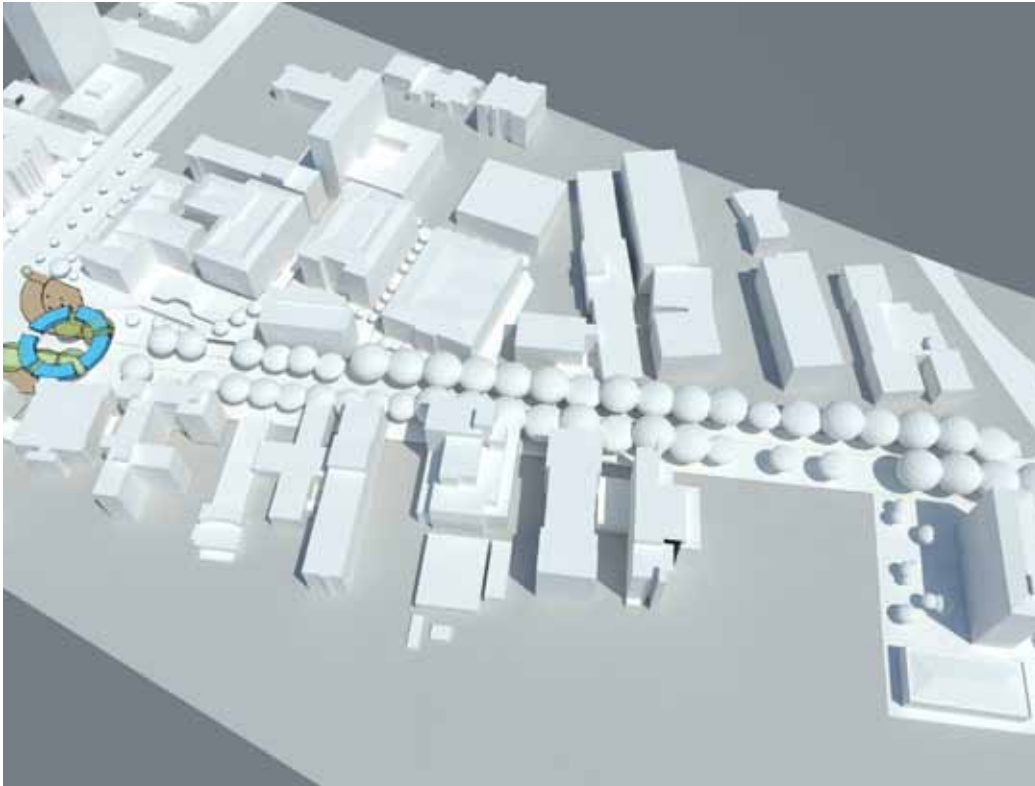
Existing Campus//



Legend

- Cafeteria Building
- Brookman Building
- Bonython Jubilee Building
- Centenary Building
- Basil Hetzel Building
- Playford Building
- Reid Building

Anchor//

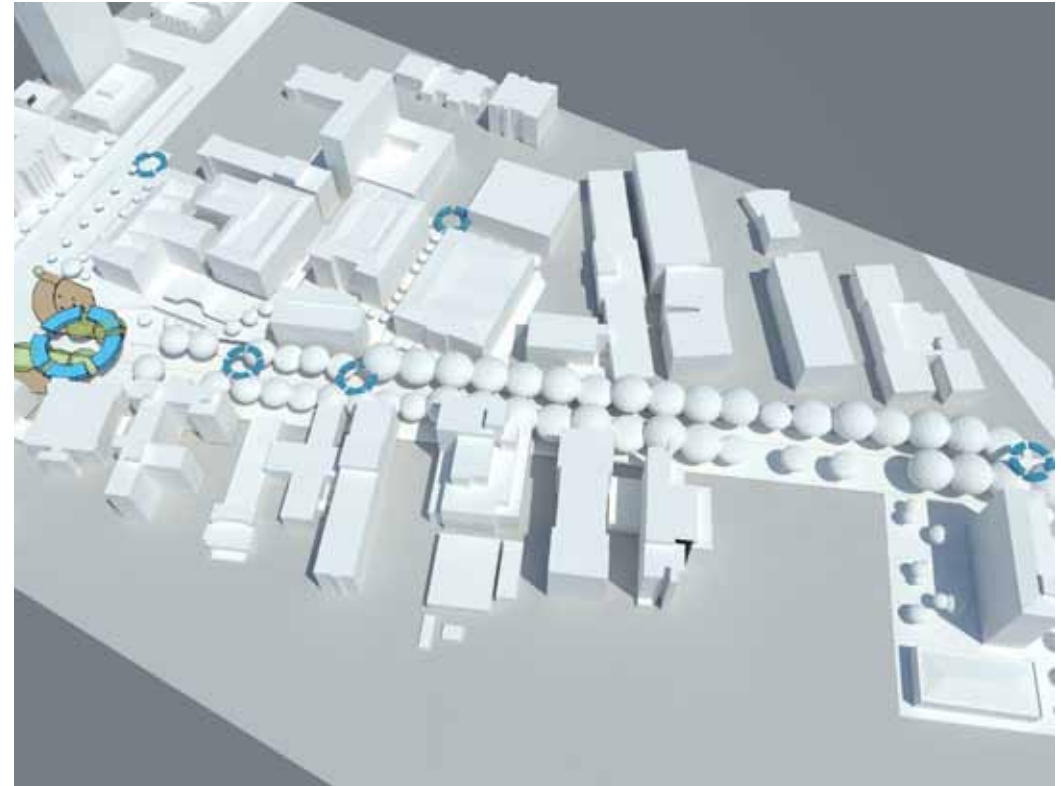


Anchors are points of recognition at the edges of the campus.

The urban design approach to the campus aims to better distinguish the University's position on North Terrace, in particular to use the North Terrace/Frome Road intersection as a gateway to the University precinct.

The distinctive architecture and positioning of the Brookman Building with additional signage and an open and legible public realm will create a major gateway to the campus.

Secondary Anchors//



Secondary anchors along North Terrace and Frome Road are identified to provide greater connection and permeability.

These anchors should not be established as repeated elements or 'entry statements', but demonstrate a common approach to identifying the campus appropriate to individual locations.

The Campus Spine//



The recognition of Frome Road as the 'spine' to the campus maximises the University's physical presence within the precinct.

Frome Road's identity is defined by the avenue of established Plane trees.

In recognising Frome Road as the 'spine', the streetscape will

act as a 'link' between the North Terrace campus and the Reid Building. Articulation of the mid-way pedestrian crossing will encourage greater pedestrian connectivity.

The alignment will engage with Frome Road by the reorientation of entries and public space towards the street

and removal of barriers previously enclosing the campus.

Theme 1// VISIBLE CAMPUS



The sequence of public space along Frome Road will allow visual connection between spaces that will support greater legibility and enhance the public presentation of the campus. Frome Road will ensure connection with the city and across to North Adelaide. The concept identifies improved connection and permeability to

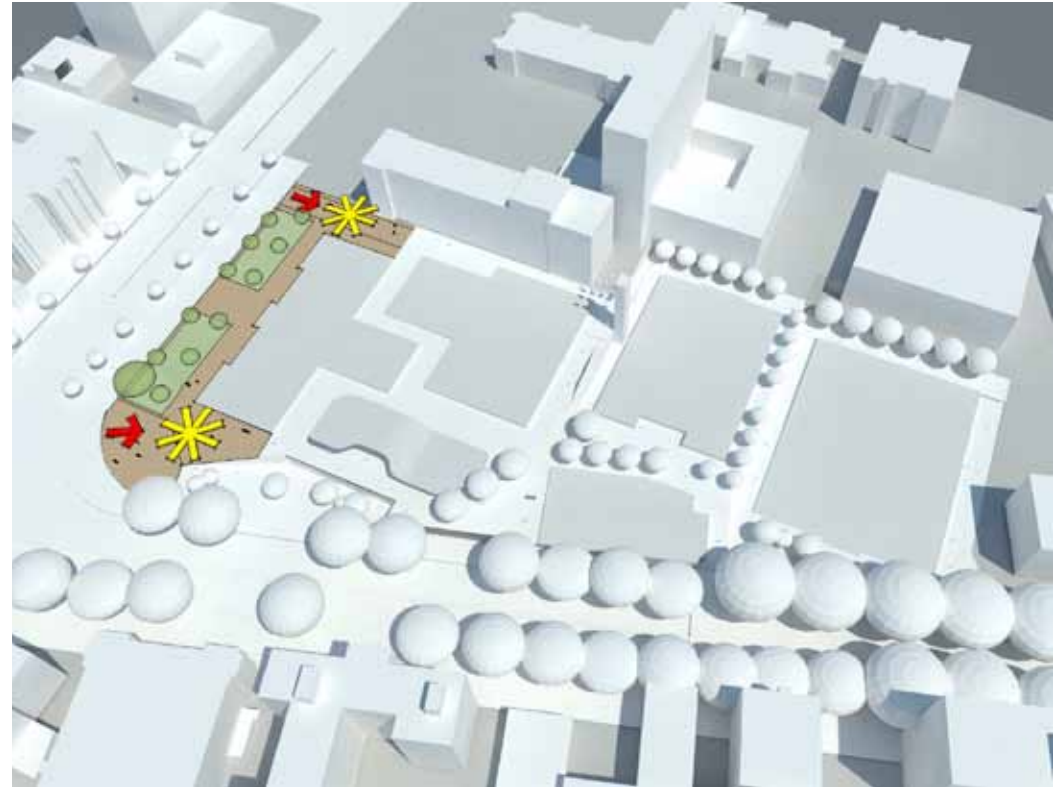
Frome Road and enhanced connections with North Terrace. North Terrace is to remain a recognised pedestrian boulevard and Frome Road elevated to a similar functional role. Vehicle movement into and through the campus from Frome Road will be better managed to avoid conflict with pedestrians and public space.

Reid Common//



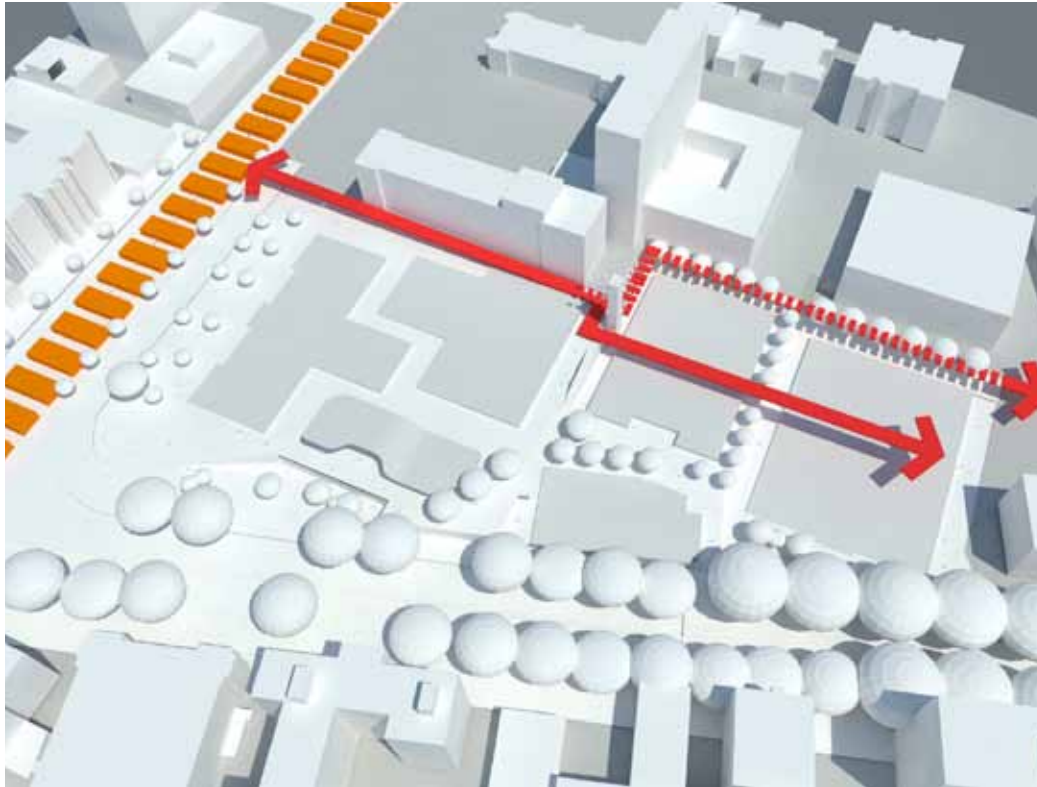
The node adjacent the Reid Building will emphasise the value of open grassed space and recreational activity within the campus.

North Terrace Entry//



Nodes east and west of the Brookman Building will identify important pedestrian entries into the campus.

Pedestrian Corridor//

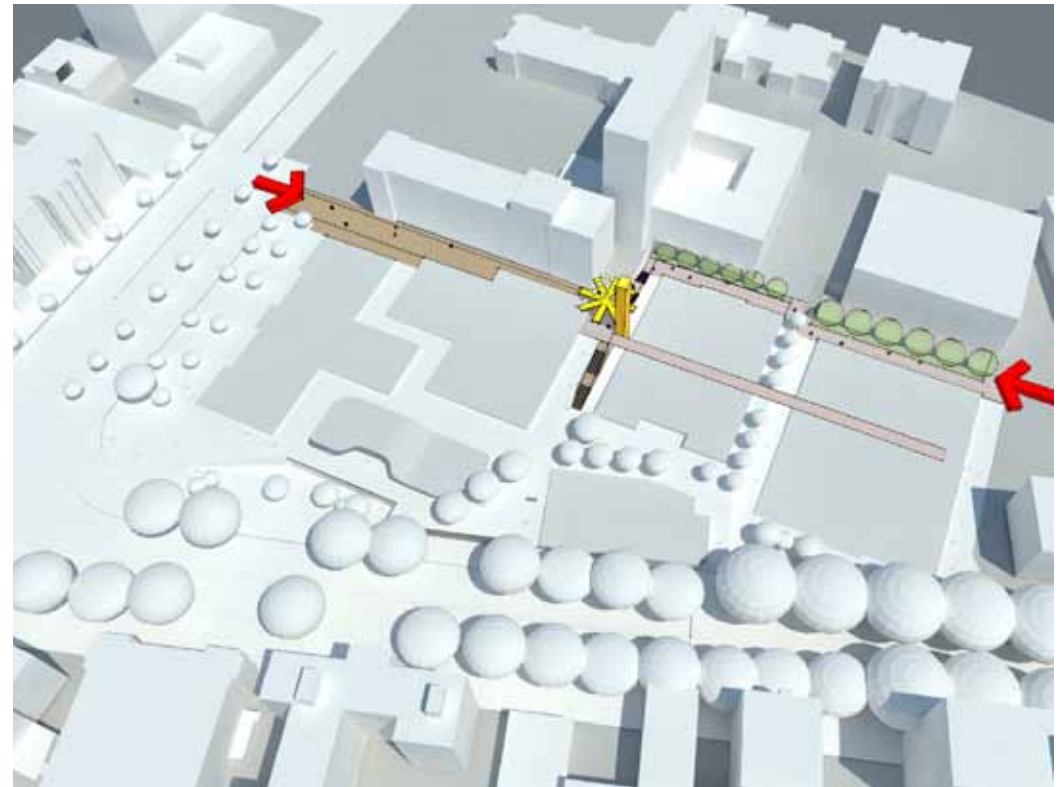


The master plan will build on the recognised pedestrian link that traverses across the campus at Level 3 by providing a defined orientation space and improving equal access provisions along this link.

The western walkway will be redesigned as a 'shared street' to encourage pedestrian circulation

and activity, whilst maintaining vehicle movement.

Centenary Orientation Plaza//

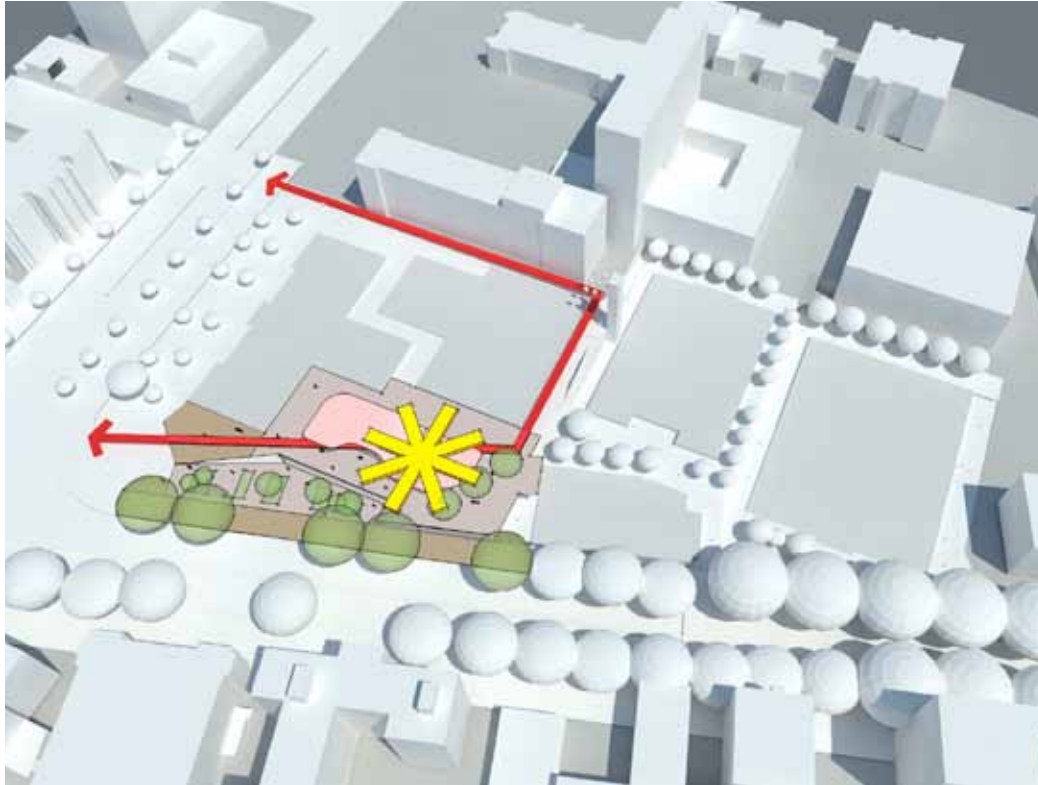


The node located between the Centenary and Playford Buildings will be a major junction for student circulation across the campus.

Pedestrian movement along the western boundary of the campus is made more legible and appealing to pedestrians.

The western corridor will address the changing levels across the campus in a more ordered and structured approach.

A New 'Heart'//



The heart of the campus will include a formal and direct entry into the campus, the activation of the existing cafeteria and staged expansion of the overhead public realm.

Playford Walk and Courtyard//

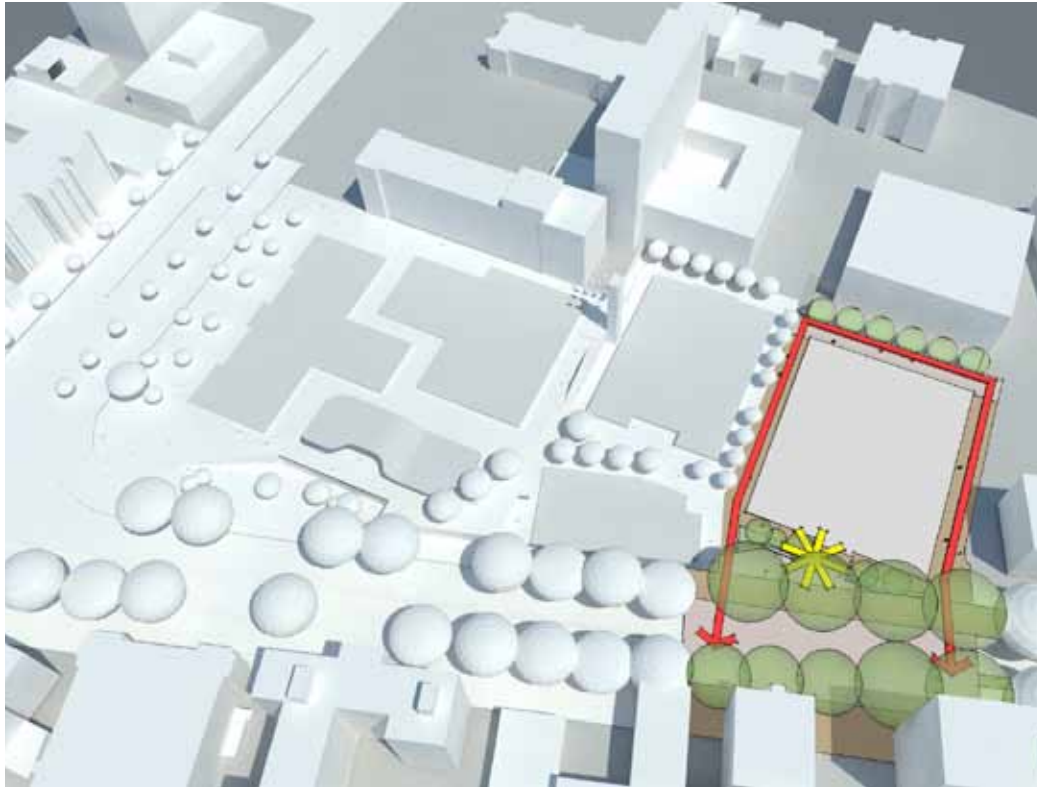


The Playford Walk and Courtyard will reclaim existing vehicle dominated spaces for greater pedestrian use and improved amenity through this level of the campus.

pedestrian movement, circulation and the related building program.

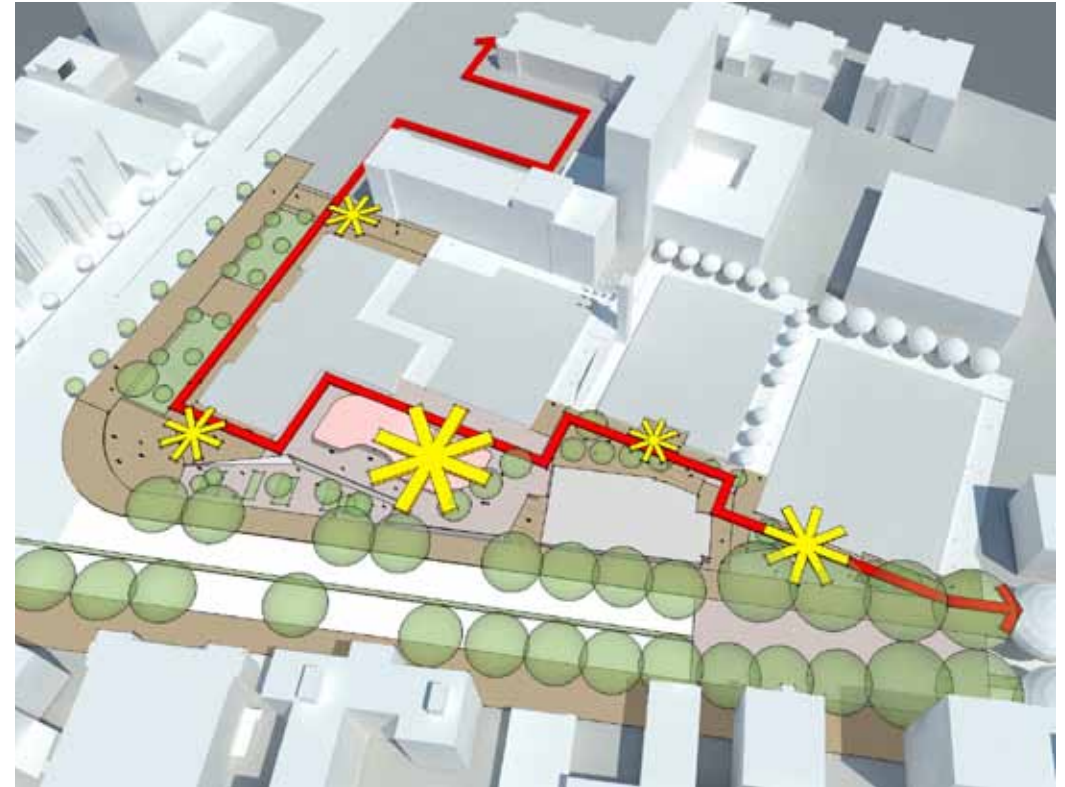
This initiative looks to activate smaller student spaces across the campus, responding to

Bonython Forecourt//



The node in front of the Bonython Jubilee Building will create an urban plaza that will identify with Frome Road, and the pedestrian crossing. It will be a student focused meeting space and entry into the campus.

Extend Public Realm//



North Terrace is Adelaide's most important cultural boulevard which provides a series of interconnected plazas and forecourts which lead into some of our most significant public buildings. The master plan will better integrate with this sequence of public spaces by extending a similar pattern of public plazas and forecourts

along Frome Road, providing greater amenity and engagement with the public.

This sequence of public spaces will clearly identify the City East Campus within the East End Precinct.

Theme 2//



CITY LINKS

The urban design concept aims to reinforce and expand the role of the City East Campus within the North Terrace Precinct through better linkages to recognised destinations and services.

The existing campus has been established with a connection to North Terrace. The urban design concept proposes to improve the campus' connection to North Terrace and importantly extend this level of connection along Frome Road.

The urban design concept seeks to better engage with Frome Road and no longer consider Frome Road as an edge or barrier but an important 'stitch' between the campus and city.

Frome Road will become the central focus for north south movement, in particular emphasising links to the Reid Building.

Frome Road allows for significant movement within the city, north into North Adelaide and its residential colleges, and south to the Rundle Street shopping precinct.

The node in front of the Bonython Jubilee is currently under-utilised and will be expanded to create new entries, gathering points and an enhanced pedestrian experience. It can also provide better links with Adelaide University and into The Royal Adelaide Hospital site adjacent.

The development of the New Royal Adelaide Hospital opposite the City West Campus will be a major catalyst to the changing character and culture of the East End Precinct by creating opportunities for potential expansion and new public spaces to engage with.





IDEAS

05

05_____IDEAS

The master plan identifies 13 ideas that range from laneway rejuvenation to vehicle movement. These ideas build on the campus's current momentum, harness existing and potential synergies, and identify potential projects that will take the City West Campus to the next level. For the purpose of organising these 13 ideas, we have divided them into two themes .

13 Ideas//

VISIBLE CAMPUS

1. North Terrace Entry/Frome Road Forecourt
2. Frome Road Plaza Stage 1
3. Frome Road Plaza Stage 2
4. Centenary Plaza
5. Western 'Shared Street'
6. Playford Walk and Courtyard
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8. The Reid Common

CITY LINKS

9. Sustainability and Greening
10. Arts and Culture
11. Future Development
12. Pedestrian Wayfinding
13. Vehicle Movement



VISIBLE CAMPUS

IDEA 01____NORTH TERRACE ENTRY/FROME ROAD FORECOURT

Establish a recognised address to the North Terrace/ Frome Road corner, the eastern extent of the North Terrace cultural boulevard

The City East Campus requires an iconic address to Adelaide's most public boulevard.

The character of the Brookman Building will be recognised in a more legible and structured public domain orientated towards the intersection.

The visual and physical barriers will be removed and a structured design will provide safe and efficient pedestrian entry into the campus and along Frome Road.

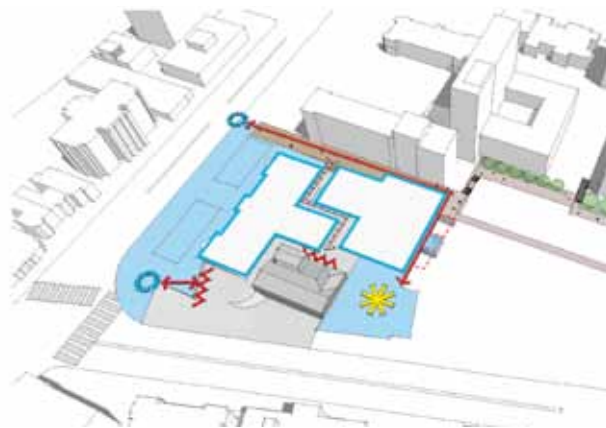
Level changes into the Campus will be emphasised to create usable student spaces.

The amenity of the forecourt will be enhanced with new paving, shade trees and moveable café furniture to encourage flexible student use in a range of settings. Landscape planting will improve the presentation of the entry.

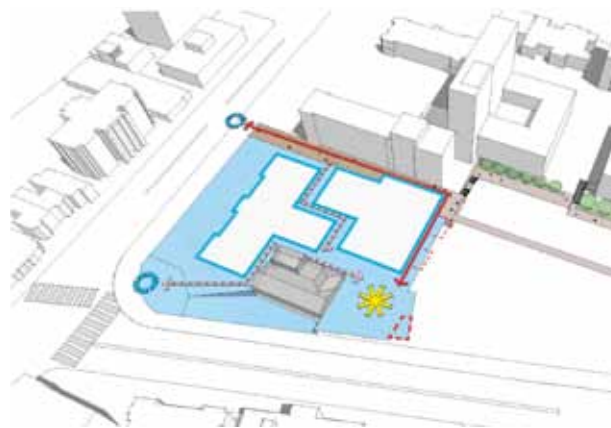
Objectives//

The following key objectives outline the broad approach to the new centre:

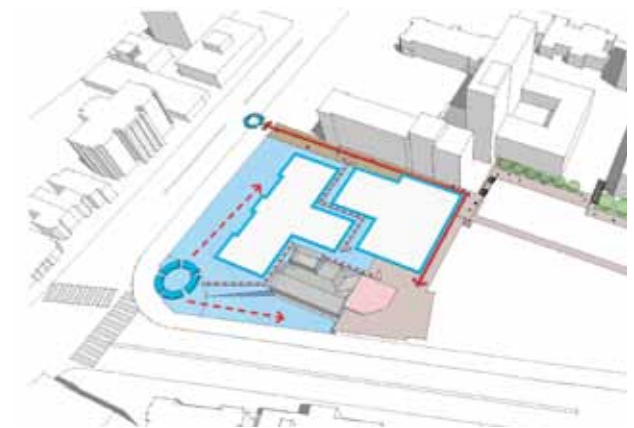
- _Clearly define the entry to the campus
- _Remove barriers between the campus and Frome Road
- _Establish the continuation of the recognised public realm along Frome Road
- _Provide a space for University celebrations
- _Create performance facilities and opportunities to display everyday life on the campus



ACCESS_ EXISTING ACCESS TO PLAZA



STAGE 1_ ENHANCE STUDENT EXPERIENCE WITH GREATER SHELTER AND AMENITY

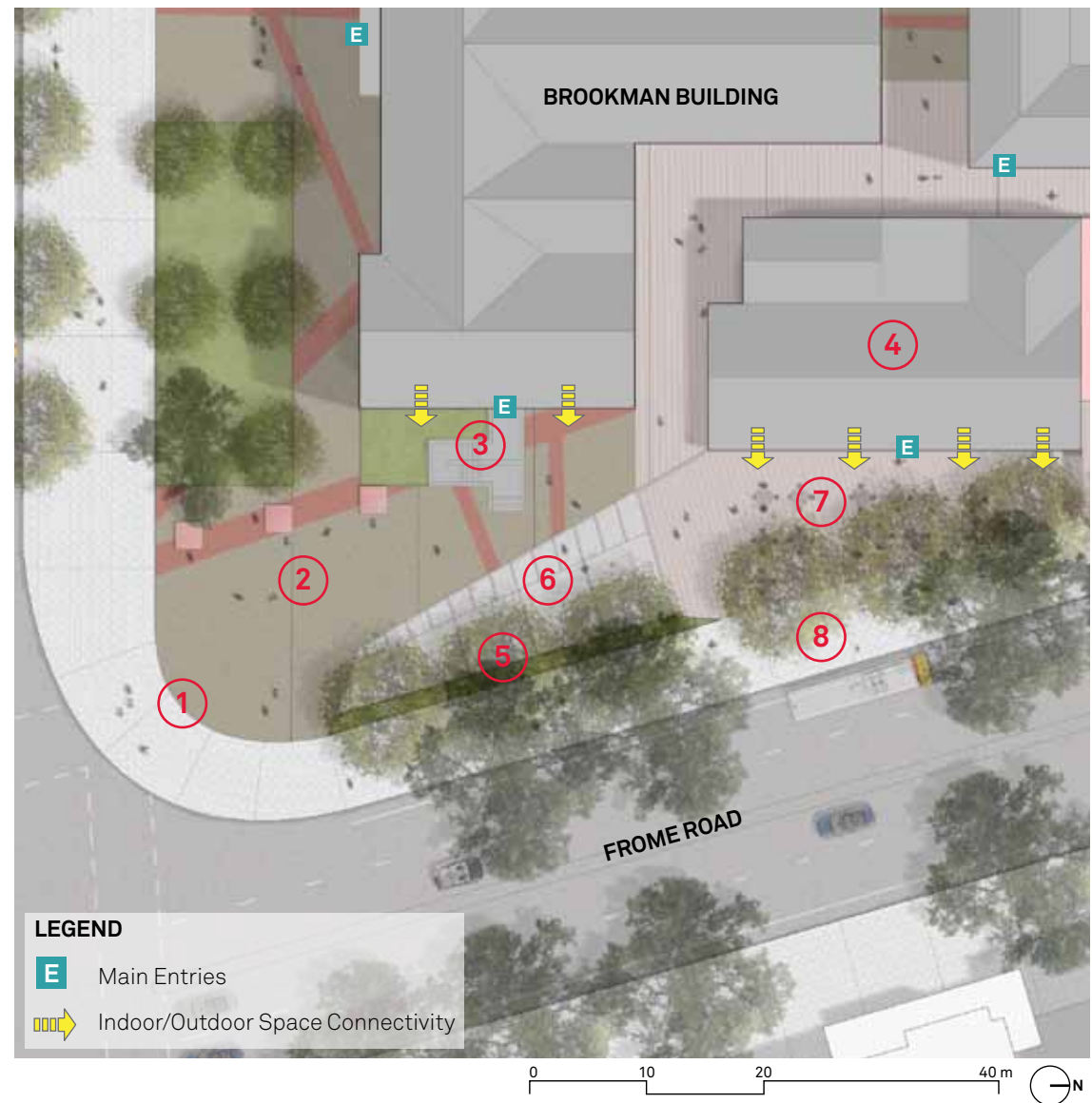


STAGE 1_ PROVIDE GREATER DEFINITION TO FROME ROAD CORNER ENTRY

Description//

The following key descriptions outline the design approach to the North Terrace entry and Frome Road forecourt:

1. Encourage collaboration with Adelaide City Council regarding integration of University entry with North Terrace streetscape.
2. Incorporate new paved transition as part of the North Terrace entry. Introduce oversized 'display cases' within the forecourt to provide a public demonstration of the work undertaken in the University, appropriate to the civic nature of the forecourt. Improve amenity around these displays to encourage public interaction.
3. Establish new iconic entry to the eastern facade of the Brookman building, accessible at grade from North Terrace.
4. Retain existing podium cafe building.
5. Establish the second row of tree planting along the campus boundary, with raised planters to assist level transitions and provide additional colour and interest.
6. Construct a stepped transition between North Terrace and the lower cafe. Oversized steps to provide usable social spaces with access stairs aligned with the cafe boundary wall.
7. Establish the forecourt as a destination adjacent Frome Road for activation by the cafe, providing an open and iconic public realm.
8. Encourage collaboration with Adelaide City Council regarding upgrade of the Frome Road streetscape.



IDEA 02___FROME ROAD PLAZA STAGE 1

Provide a recognised student heart to the campus adjacent to Frome Road.

The master plan will locate the student focused campus 'heart' adjacent Frome Road. Its outwards orientation will enhance the University's public image and presentation along Frome Road.

The plaza appeal will be enhanced by increased shelter canopies, furniture, tree planting and planters. The load restrictions of the rooftop plaza will be considered in the detail placement.

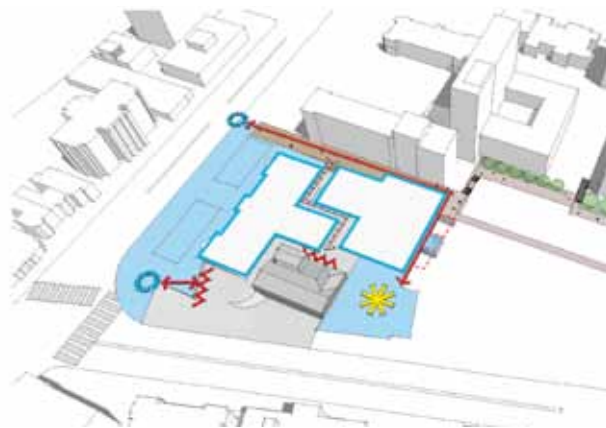
The Hetzel Building will be better identified by cutting out sections of the overhead deck. The void will improve natural light and provide recognition along the

Objectives//

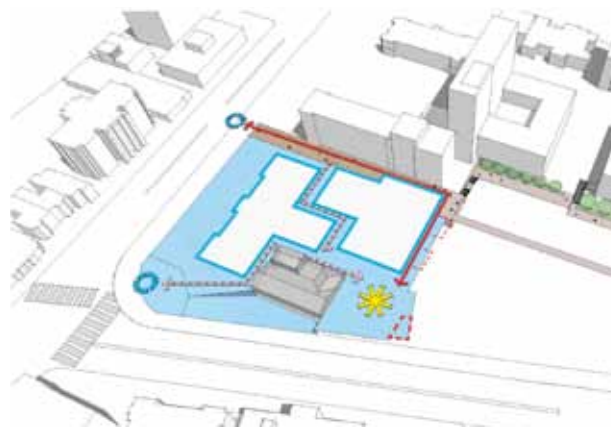
eastern boundary .

The following key objectives outline the broad approach to the Frome Road Plaza Stage 1:

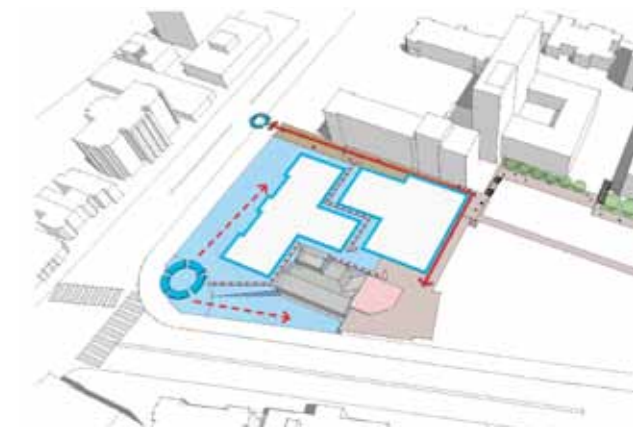
- _Retain existing cafe on the podium
- _Create a flexible student space, to cater for small to medium events, and the informal day-to-day activities
- _Acknowledge perceptions of the campus 'stops' at the boundary of Frome Road
- _Identify the Hetzel Building entry to Frome Road



ACCESS_ EXISTING ACCESS TO PLAZA



STAGE 1_ ENHANCE STUDENT EXPERIENCE WITH GREATER SHELTER AND AMENITY

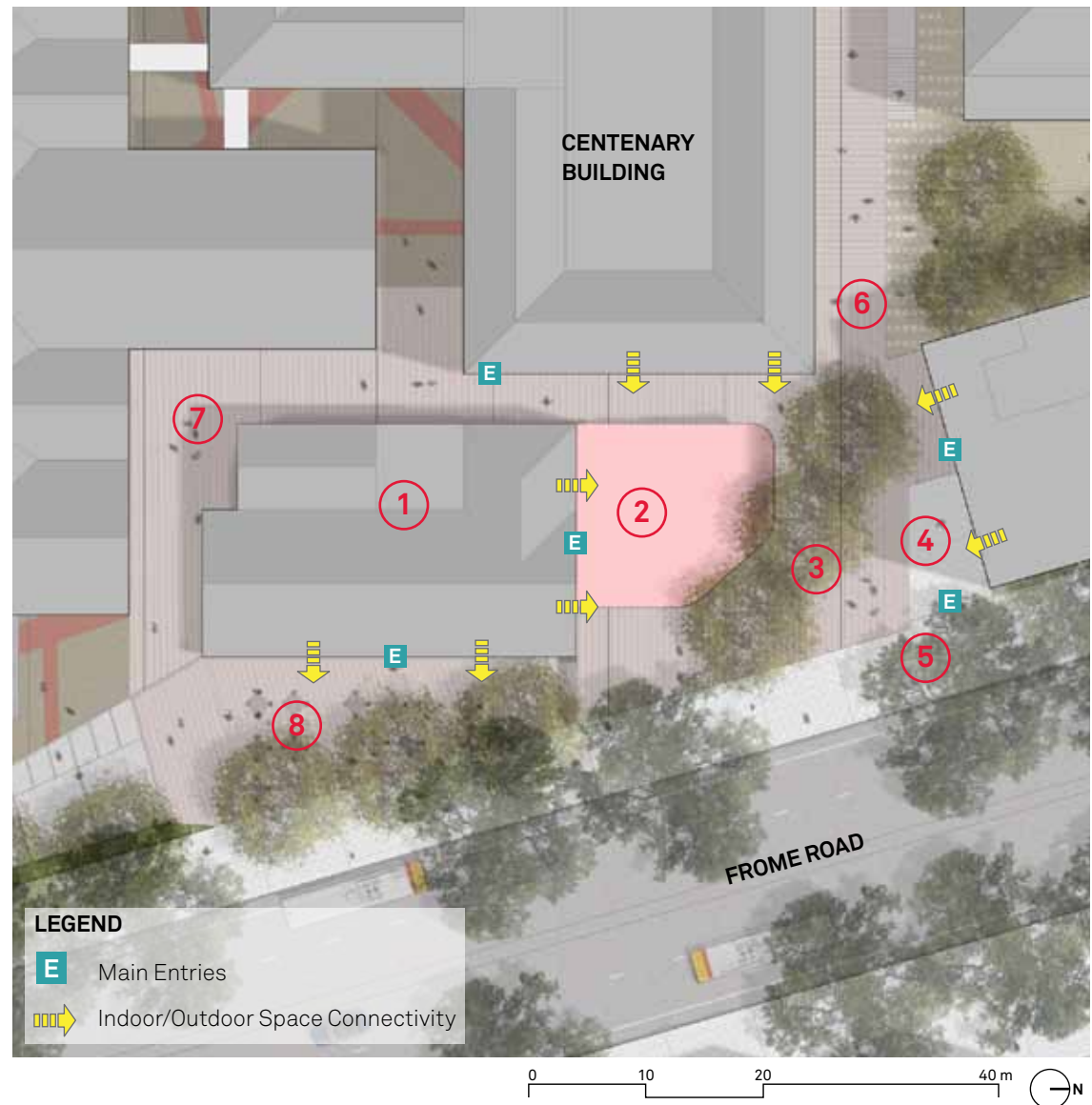


STAGE 1_ PROVIDE GREATER DEFINITION TO FROME ROAD CORNER ENTRY

Description//

The following key descriptions outline the design approach to the Frome Road Plaza Stage 1:

1. Retain existing cafe building (short term).
2. Introduce permanent shade structure adjacent to cafe building. Shelter form to be iconic and appropriate to setting.
3. Increase plaza amenity with new paving, shade trees, raised planters and additional furniture (load dependent).
4. Cut out podium roof to allow articulation of entry to the Hetzel Building.
5. Encourage collaboration with Adelaide City Council regarding change in paving to articulate the entry to the Hetzel Building
6. Establish stronger alignment with Centenary Plaza path network.
7. Maintain pedestrian and service requirements across the podium.
8. Establish new cafe forecourt to Frome Road, refer Project 1: North Terrace Entry and Frome Road Forecourt.



IDEA 03 ____FROME ROAD PLAZA STAGE 2

Maximise the University's address to Frome Road by the expansion of the entry and campus 'heart' through rationalisation of existing built form.

The second stage will remove the built form above the plaza to improve connection between the North Terrace intersection and the Playford Building.

The former building footprint and 'leftover' spaces will merge into an expanded plaza.

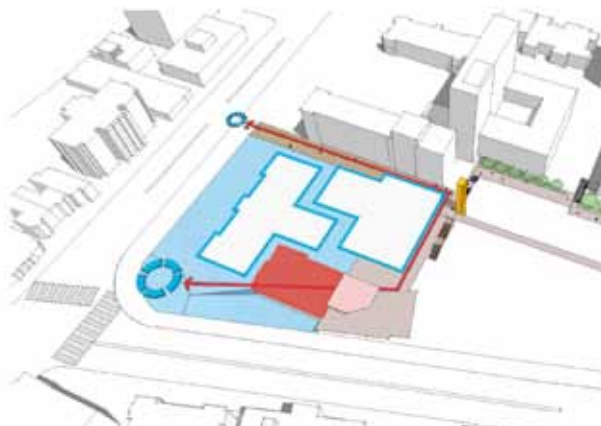
The podium will include additional shade structures, furniture, tree planting and paving. The plaza will become a recognised destination and celebrated student space, able to host larger public events.

The expanded 'heart' will improve the presentation and legibility of the campus.

Objectives//

The following key objectives outline the broad approach to the Frome Road Plaza Stage 2:

- _Ensure permeability around the buildings and with connection to local surrounds
- _Rationalise leftover service spaces from the existing cafe which detract from the presentation of the campus
- _Maintain access to the café below from above
- _Maintain views and vistas through the plaza
- _Desired circulation paths should take priority over built form



STAGE 2_ CONSIDER DEMOLITION OF EXISTING UPPER STOREY AND EXPANSION OF PODIUM PUBLIC REALM



STAGE 2_ EXTEND STAGE 1 SHELTER WHILST VASTLY IMPROVING CIRCULATION

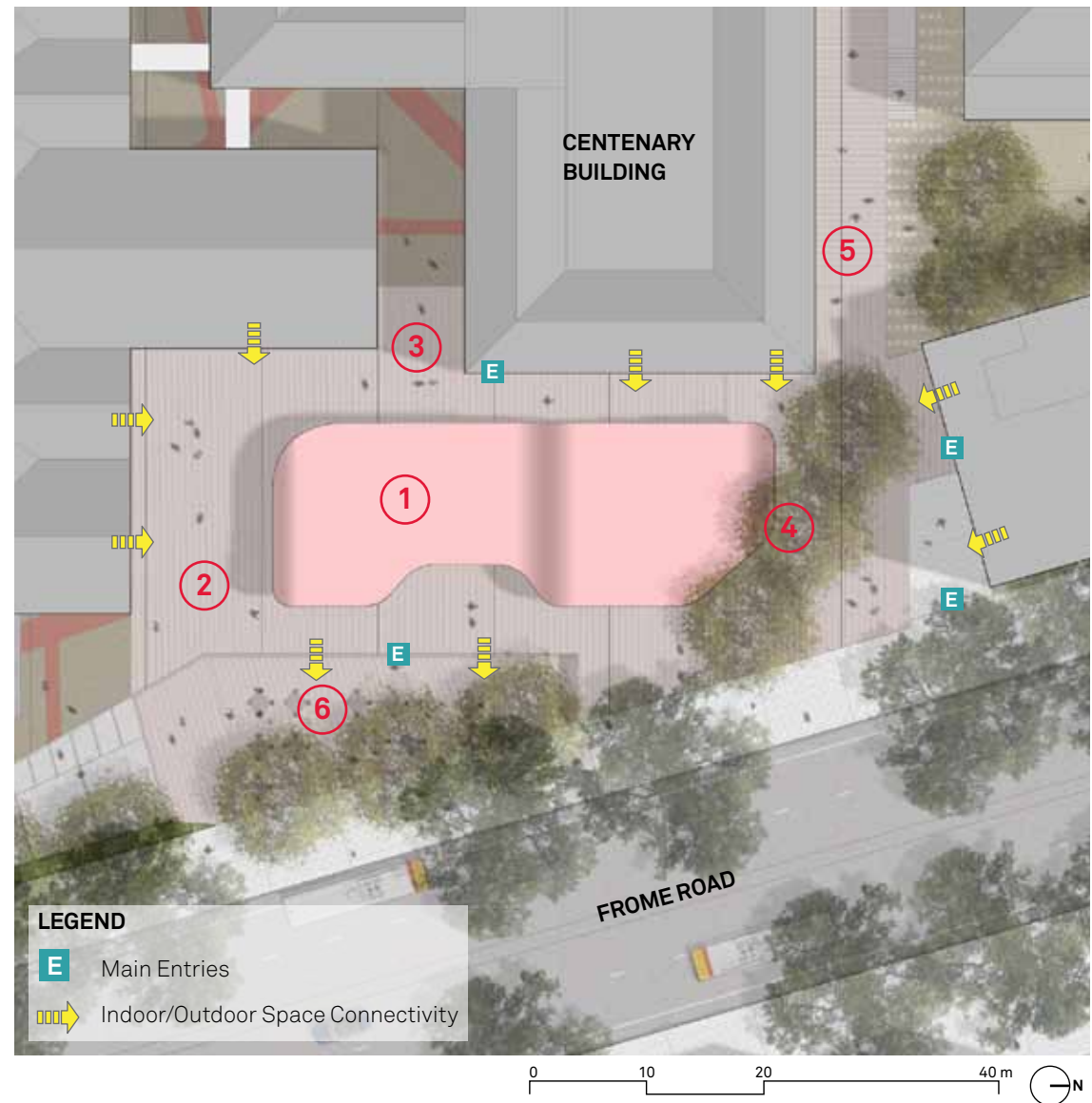


STAGE 2_ THE EXTENT OF THE EXISTING PLAZA HAS NOW TRIPLED

Description//

The following key descriptions outline the design approach to the Frome Street Plaza Stage 2:

1. Demolish the cafe building above the podium and replace with a permanent shade structure, to compliment the Stage 1 shelter.
2. Rationalise existing buildings and address local levels to achieve a new central urban plaza on top of the existing podium. Maintain access to the cafe below from the Plaza.
3. Expand plaza design and material palette into adjacent lanes to improve legibility and amenity.
4. Increase plaza amenity with new paving, shade trees, raised planters and additional furniture. Irregular planter shape to provide small informal spaces for gathering and rest. Planters to incorporate seating and lighting, as required. Planter location and size sufficient to maintain service access and load dependent.
5. Establish stronger alignment with Centenary Plaza path network.
6. Establish new cafe forecourt to Frome Road, refer Project 1: North Terrace Entry and Frome Road Forecourt.



IDEA 04 ____CENTENARY PLAZA

Centenary Plaza will become a popular student gathering point, bringing together many circulation routes and access points across the campus.

Legible pathways will better define the campus and encourage greater pedestrian circulation.

The key pathways are identified along the western and northern edges of the Centenary Building, lower western link, and the internal University link at level 3.

The plaza marks the intersection of many of these various pathways. The significance of the plaza will be further emphasised by the addition of a lift shaft and steps between Brookman (Level A) and Playford (Level B).

The plaza and pathways will be appropriately paved, and furniture and planters added to enhance the amenity and appeal.

Objectives//

The following key objectives outline the broad approach to the Centenary Plaza:

- _Create a student focused urban plaza amongst the existing campus buildings
- _Open up buildings to address the plaza with active frontages
- _Provide a high quality public realm supported with day and night events
- _Ensure equal access is maintained across the campus
- _Expand the existing public realm and rationalise barriers



WAYFINDING_ ESTABLISH LEGIBLE AND DIRECT MOVEMENT CORRIDORS ACROSS THE CAMPUS



NODE_ CREATE A RECOGNISED STUDENT SPACE AND ORIENTATION POINT

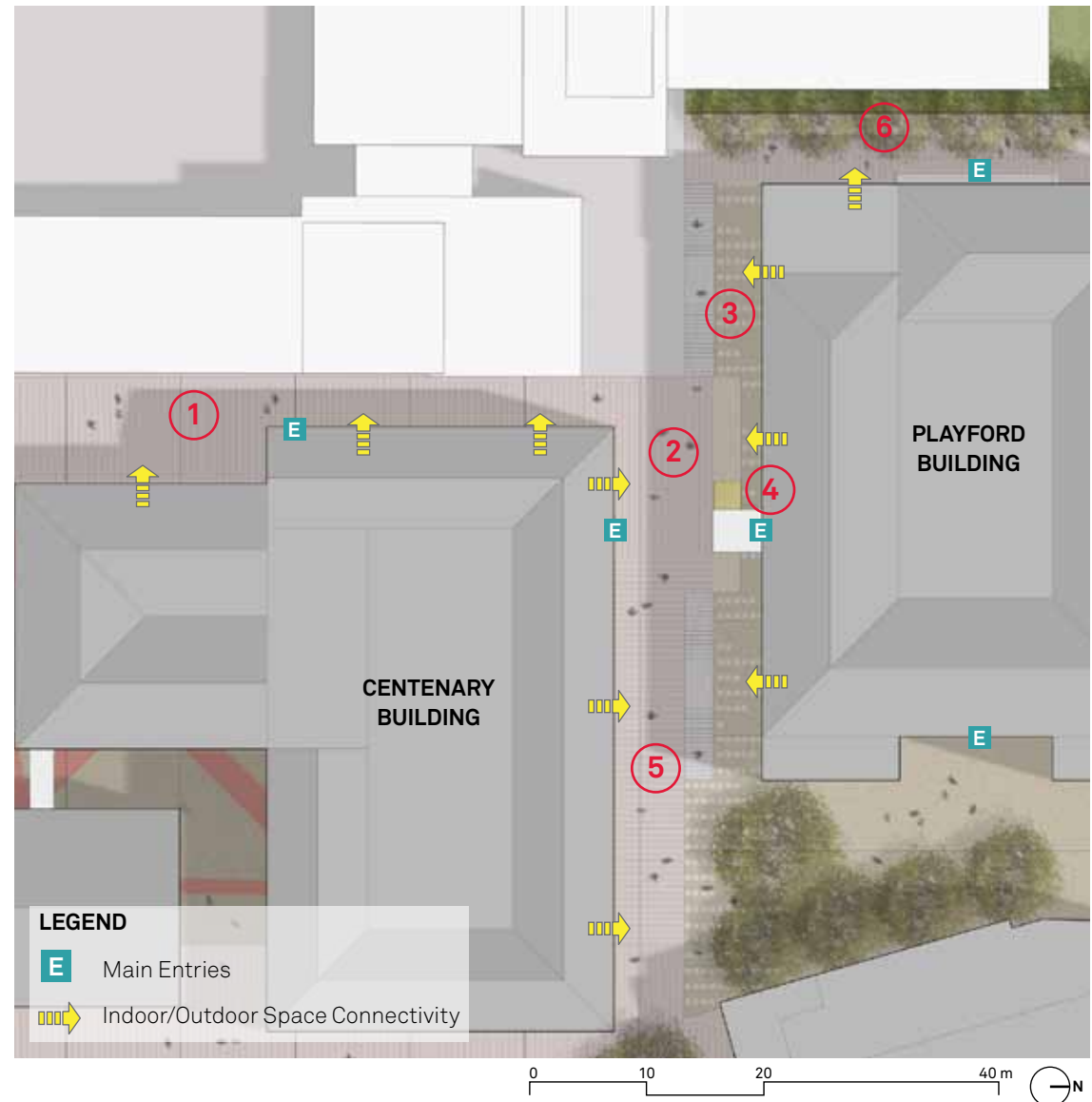


ACCESS_ IMPROVE CIRCULATION AND EQUAL ACCESS ACROSS THE CAMPUS

Description//

The following key descriptions outline the design approach to the Centenary Plaza:

1. Encourage collaboration with the University of Adelaide regarding change in laneway presentation to emphasise the North Terrace pedestrian entry.
2. Establish the plaza as a destination and orientation point along the western pedestrian spine of the campus. Plaza design to improve presentation of the former 'service corner' of the campus and allow greater pedestrian circulation and student socialising.
3. Articulate existing staircase with improved amenity and architectural detailing.
4. Introduce new lift column and re-align adjacent stairs to connect with new plaza.
5. Expand paving deck over local recesses to expand upper walkway. Provide greater pedestrian circulation and amenity, including new paving, furniture, lighting and planting.
6. Maintain service vehicle access around the Playford Building.



IDEA 05 _____ WESTERN 'SHARED STREET'

The western walkway will be redesigned as a 'shared street' to encourage greater pedestrian circulation and activity whilst maintaining essential vehicle movement.

The walkway represents an efficient north/south movement corridor along the western boundary of the campus and an important interface with the adjacent University of Adelaide.

The existing western walkway is currently a vehicle dominated corridor with little pedestrian appeal or student use.

The two stepped walkway will be enhanced to improve its amenity and legibility linking the upper Centenary Plaza with the lowered walkways, aligned with XX and XY level.

The rejuvenation of the walkway will require physical and functional change to achieve a real difference.

These changes will include relocation of permit parking away from the building entrances, removal of level changes and barriers to pedestrian movement and sightlines, and improved articulation of built form (entries, windows, air conditioner units).

Objectives//

The following key objectives outline the broad approach to the western shared street:

- _ Create a pedestrian corridor
- _ Ensure permeability between public spaces
- _ Ensure permeability around the buildings and with connection to local surrounds
- _ Create flexible student spaces, to cater for small events and informal day to day activities
- _ Maintain a level of car parking



PEDESTRIAN CORRIDOR_ IMPROVE LINKS TO WESTERN EDGE OF CAMPUS



SECTION NOW

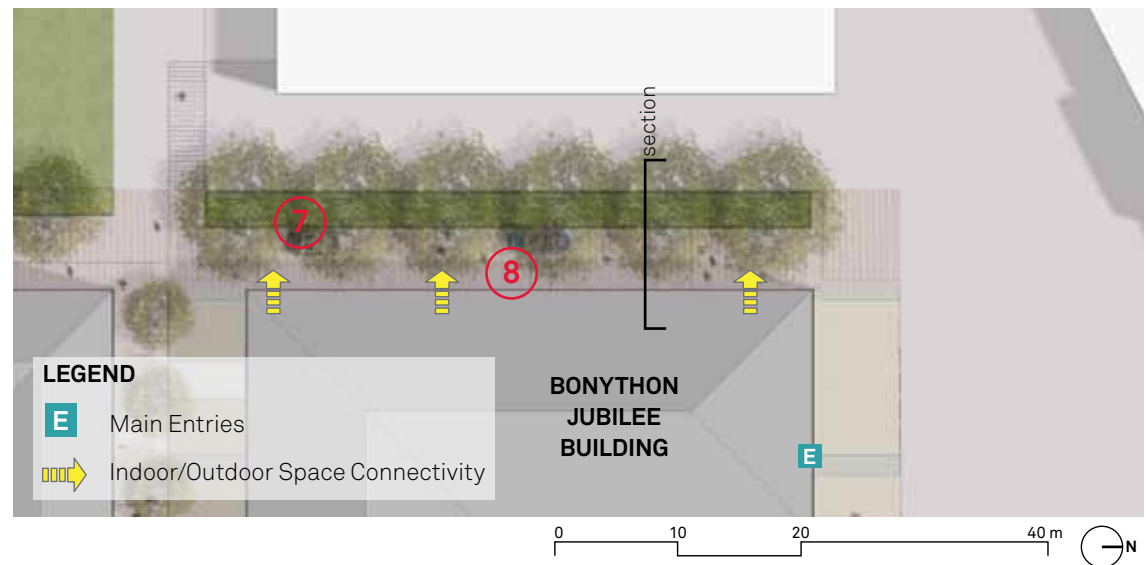
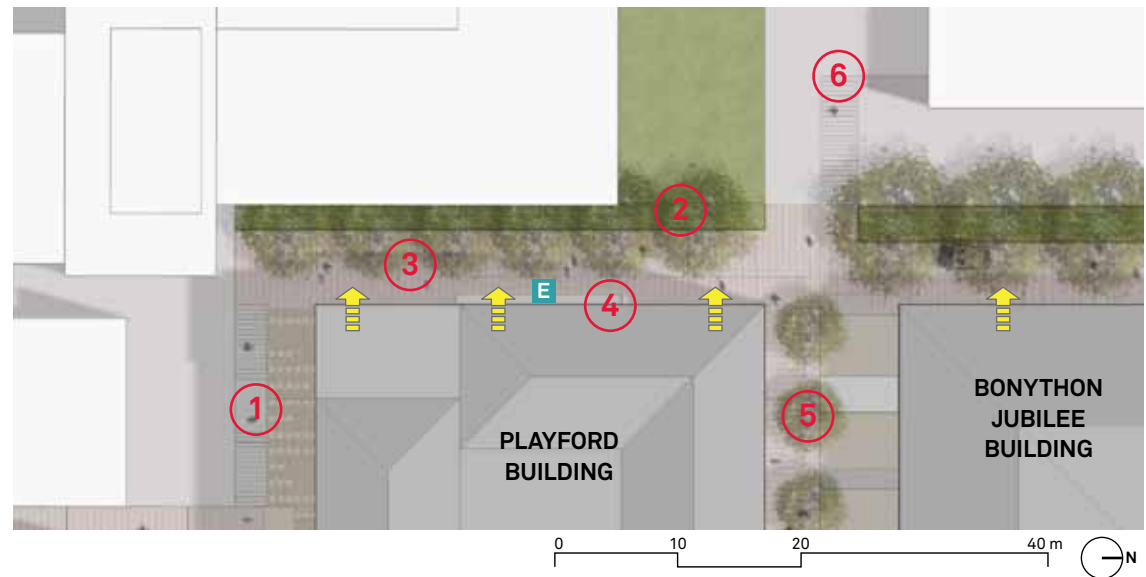


SECTION 2020

Description//

The following key descriptions outline the design approach to the western shared street:

1. Articulate existing staircase, refer Project 4: Centenary Plaza.
2. Encourage collaboration with the University of Adelaide regarding laneway presentation of western spine, including increased lane width and landscaping.
3. Rationalise arrangements to emphasise the laneway as a pedestrian friendly 'shared street'. Feature paving, furniture and lighting to provide greater legibility and small informal spaces for gathering. Design to maintain service access along the link, as required (Emergency Services).
4. Articulate building entrances within improved architectural detail and rationalised parking.
5. Enhance student appeal of the Playford Walk, refer Project 4: Playford Walk and Courtyard.
6. Encourage collaboration with the University of Adelaide regarding staircase restoration and access.
7. Rationalise parking arrangements to allow increased amenity and student appeal. Additional shade tree planting and water sensitive urban design initiatives can be accommodated within the expanded corridor. Design to maintain service access along the link, as required (Emergency Services). Encourage collaboration with the University of Adelaide to maximise potential of the laneway.
8. Articulate building entrances within improved architectural detail and rationalised parking.



LEGEND

E

Main Entries



Indoor/Outdoor Space Connectivity

IDEA 06 ____PLAYFORD WALK AND COURTYARD

Reclaim existing vehicle dominated spaces for greater pedestrian use and improved amenity

The northern walkway across the Playford Building will achieve a greater student focus.

The walk will be an area of respite within the campus. New paving, raised planters with shade trees, seating and lighting will improve the amenity and student appeal. Service vehicle circulation and access ramps will be integrated into the presentation of the walk.

The service space between the Playford Building and Hetzel will be reorganised to achieve greater student appeal.

Transformers will be integrated into the presentation of the courtyard, and service and access will be maintained.

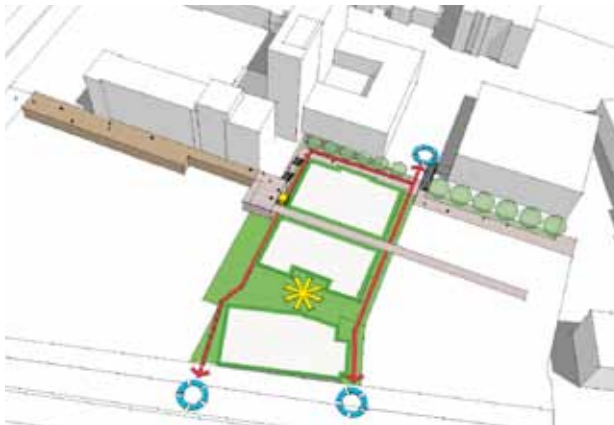
A new tree canopy will bind the various architectural facades and improve its amenity.

Barriers to movement will be removed and an at grade connection with adjacent buildings, Frome Road and other routes will be enhanced.

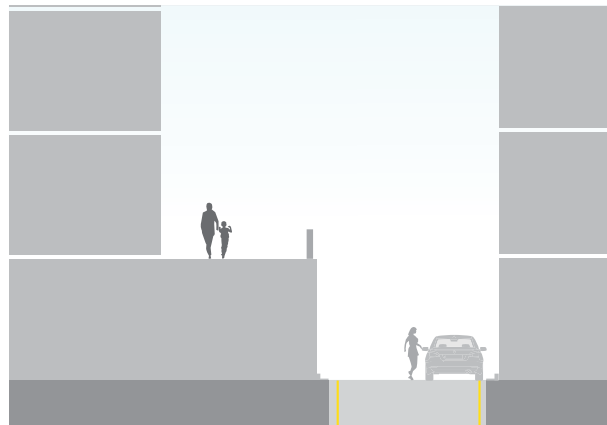
Objectives//

The following key objectives outline the broad approach to the Playford Walk and Forecourt:

- _Provide a forecourt to Frome Road and the Playford Building
- _Activate and enhance the University's image and student experience with day and night events
- _Create a flexible student space to cater for small to medium events and informal day-to-day activities
- _Maintain service access for vehicles and a low level of car parking



CONNECTION_ REMOVE BARRIERS FOR GREATER CONNECTION AND MOVEMENT



SECTION NOW

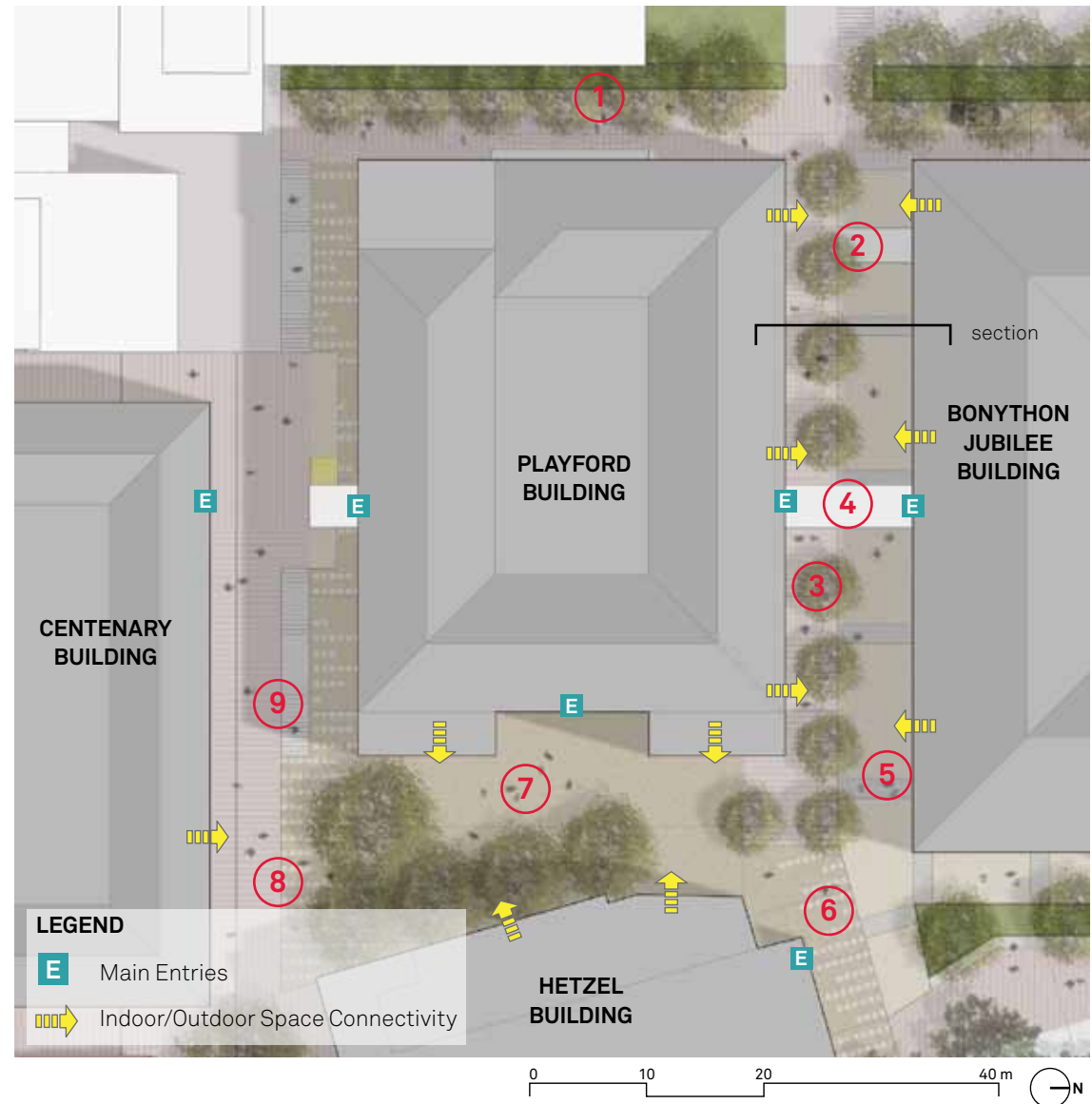


SECTION 2020

Description//

The following key descriptions outline the design approach to the Playford Walk and Courtyard:

1. Create a shared pedestrian and vehicle environment, refer Project 5: Western Shared Street.
2. Articulate existing bridge with improved architectural detailing. Address local levels to replace ramp requirements.
3. Establish a pedestrian orientated paved space that creates usable student focused spaces along the northern face. Improve amenity with additional shade tree planting, raised planters and furniture. Design to maintain service access along the link, as required (Emergency Services).
4. Articulate existing bridge with improved architectural detailing.
5. Maintain service vehicle access around the Centenary Building.
6. Improve legibility and access between Frome Road entry and internal campus network.
7. Create a new courtyard that unifies the various facades. Rationalise localised levels to provide an integrated shared space that provides greater student amenity and appeal. Maintain existing service access through the courtyard (Emergency Services).
8. Maintain existing service vehicle access beneath Frome Road Plaza podium.
9. Rationalise existing service and storage areas, maximising courtyard volume and inserting student services and facilities into unused voids.



IDEA 07___BONYTHON JUBILEE FORECOURT

Establish a student meeting place emphasised by a recognised pedestrian crossing point along Frome Road that will connect University facilities.

Frome Road is a busy city road, predominantly carrying through traffic. It is distinguished by its avenue of Plane trees and the pedestrian crossing is recognised along its length.

The distinctive eastern facade of the Bonython Jubilee Building will be better identified and connected with Frome Road.

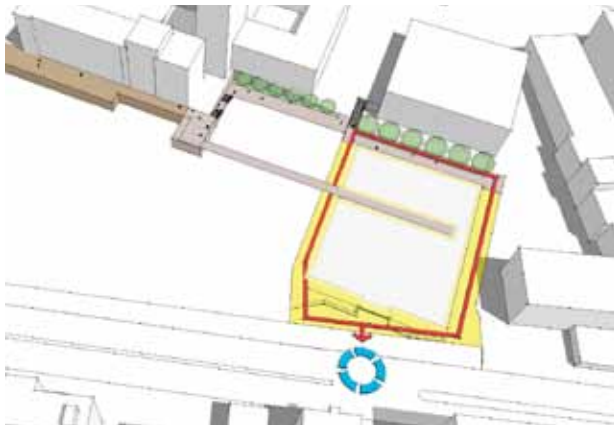
A forecourt between the facade and road will be established to better align and utilise the pedestrian crossing.

The forecourt will introduce alternate road and footpath paving, retain walls to address local levels, signage lighting and additional planting.

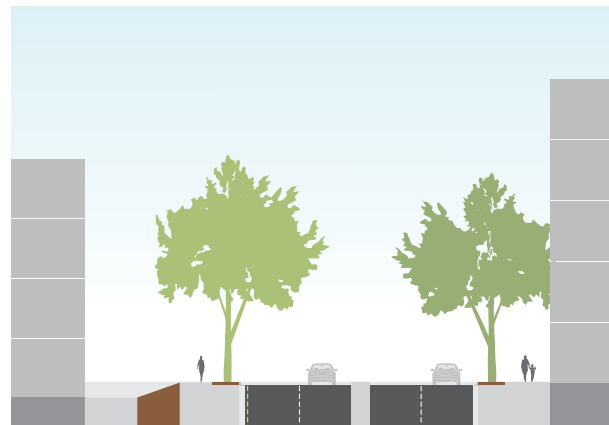
Objectives//

The following key objectives outline the broad approach to the forecourt:

- _Enhance primary east-west links across the campus
- _Emphasise the integration between the campus and Frome Road crossing
- _Remove barriers and 'blurr' the interface between the campus and the roadway
- _Review internal organisation of the Bonython Jubilee Building to activate the eastern entry
- _Establish the forecourt as a recognised northern entry to the campus
- _Achieve visual connection to the Reid Building



CONNECTION_ EMPHASIS ON THE PEDESTRIAN CROSSING AS A SIGNIFICANT ENTRY INTO THE CAMPUS



SECTION NOW

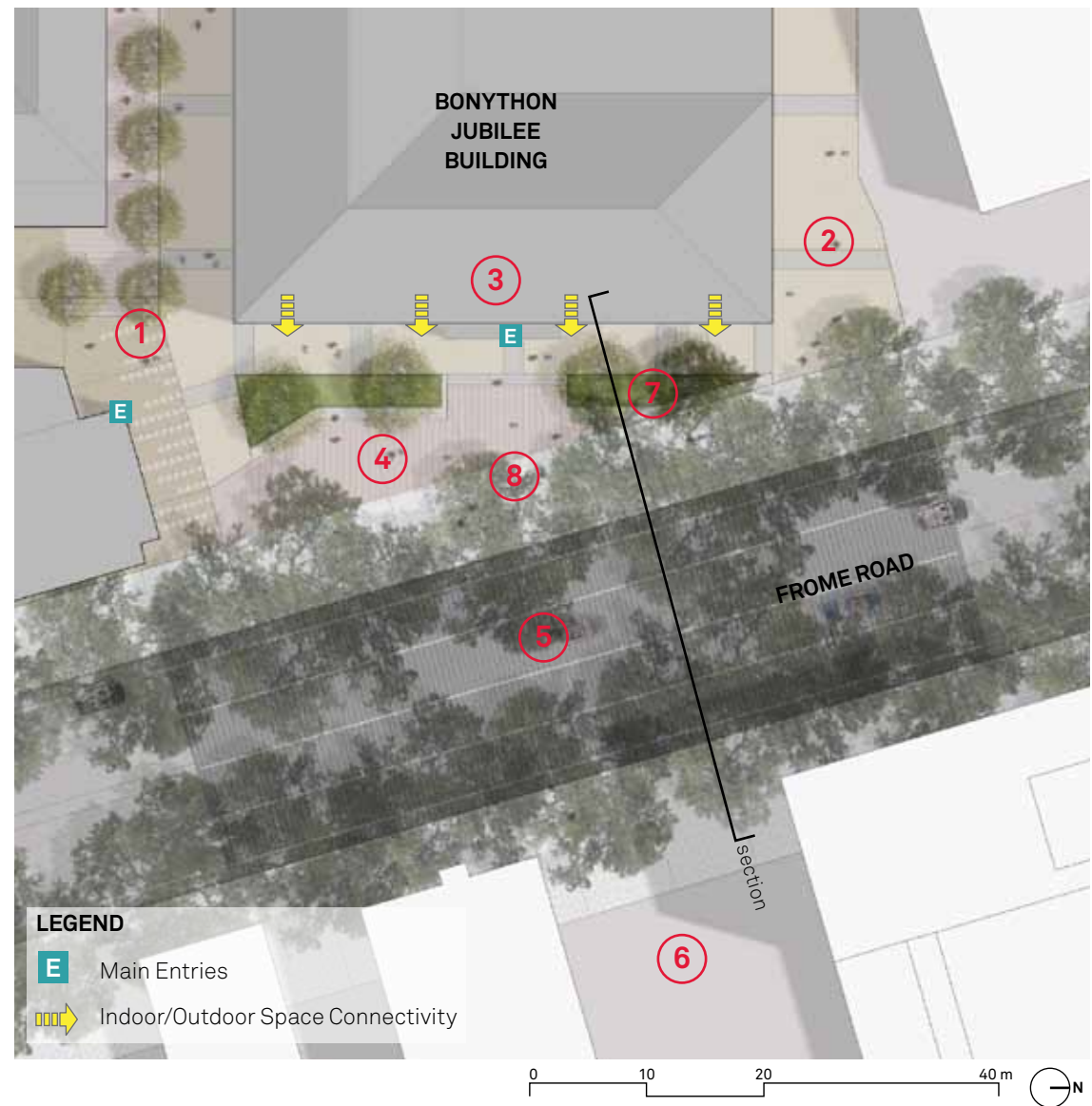


SECTION 2020

Description//

The following key descriptions outline the design approach to the Bonython Jubilee Forecourt:

1. Create a shared pedestrian and vehicle environment, refer Project 6: Playford Walk and Courtyard Shared Street.
2. Introduce a consistent design and materials palette to emphasise a more legible student focused campus with paving, planting, furniture and lighting. Maintain service access along the link, as required (Emergency Services).
3. Encourage activation of the Bonython Jubilee Building facades, including commercial uses and studio suites to further animate the forecourt.
4. Raise the forecourt to street level to improve pedestrian amenity.
5. Expand design and material palette into the street to improve legibility and amenity. Establish the intersection as a focal point and destination along the main east/west pedestrian spine of the campus.
6. Encourage collaboration between the Adelaide City Council and the RAH to improve links to the east and better utilisation of the recognised pedestrian crossing.
7. Create raised planter bed to assist with level transitions and provide additional colour and interest.
8. Maintain reference to the existing heritage fence with paving elements and lighting.



IDEA 08 ____ THE REID COMMON

The Reid Building and its setting will be identified as integral parts of the City East Campus. It will be a popular open space, reflecting an athletic focus and will be appropriate to its parklands setting.

The 'Common' will provide valuable open grassed space that is limited in other parts of the City East Campus. It will be enhanced with additional shade planting, paving, furniture and additional fitness equipment to demonstrate the focus of the School.

Additional services and facilities will be introduced to increase student appeal and engage with the wider community.

Versatile paved areas will provide for a community event space, improve vehicle access and parking requirements. It will integrate shade trees and stormwater capture and storage (WSUD).

Objectives//

The following key objectives outline the broad approach to the Reid Common:

- _Ensure permeability around the buildings and with connection to local surrounds
- _Establish a stronger interface with Frome Road, the Parklands and the Botanic Gardens' western entry
- _Create shared zones that prioritise people and events, whilst still maintaining a level of required car parking
- _Create a pavilion that demonstrates key sustainability and greening principles
- _Create performance facilities and opportunities to display everyday campus life



Figure 4.X_Create a pedestrian core connecting North Terrace with Currie Street



Figure 4.X_Acknowledge perception of Hindley Street as a barrier

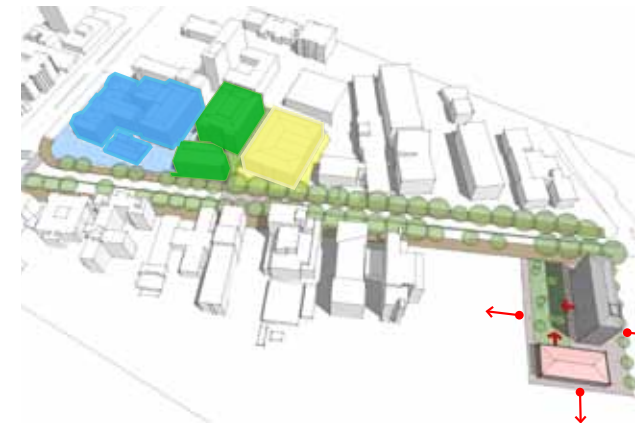
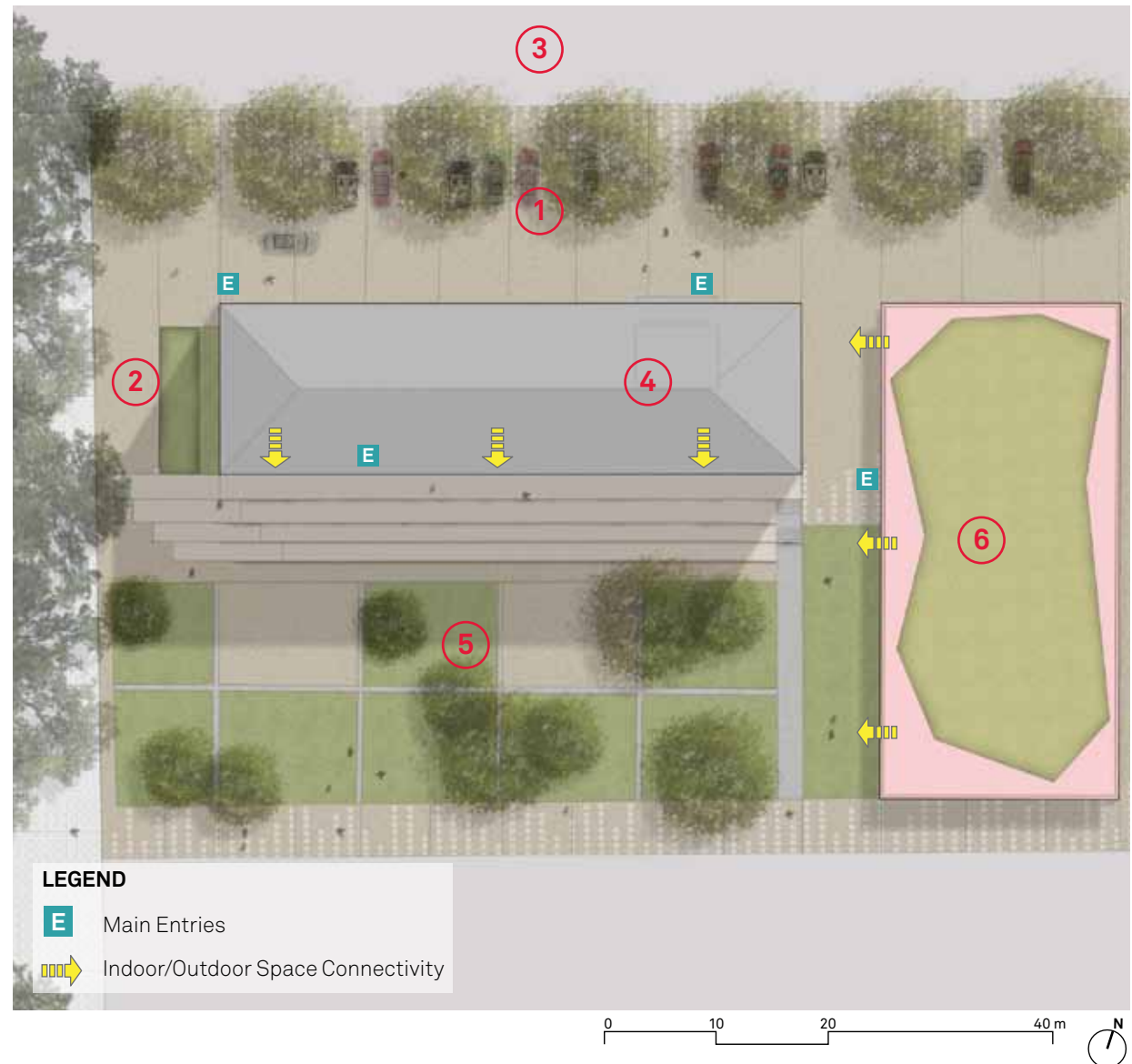


Figure 4.X_Create new public spaces amongst the built form

Description//

The following key descriptions outline the design approach to the Reid Common:

1. Create a shared pedestrian and vehicle environment.
2. Introduce a consistent design and material palette to emphasise a more legible student focused campus with paving, planting, furniture and lighting. Maintain service access along the link, as required (Emergency Services).
3. Allow for permeability across the precinct and into the surrounding Parklands.
4. Consider greater permeability through buildings to provide 'local' links to provide both visual and physical links directly outside.
5. Encourage activation of the village green, including commercial uses and recreational facilities.
6. Consider installing a green roof to the new pavilion to better integrate the building into a parkland setting.





CITY LINKS

IDEA 09___SUSTAINABILITY AND GREENING

The master plan will promote green initiatives to enhance the amenity and sustainability of the City East Campus and the East End Precinct. Green corridors will be developed to better link to the established green spaces of the Reid Building and the adjacent Parklands.

The master plan provides the opportunity to establish the City East Campus as a 'green' destination within the City of Adelaide.

With appropriate investment and intervention, the master plan is able to enhance the identity of the campus and the East End Precinct. The quality of the student experience and long term running and management of the campus will also improve. The master plan includes the following initiatives:

Open space

Provide a variety of green spaces as key destinations for socialising and informal learning.

Tree canopy

Provide connected shade tree canopies within pedestrian routes and open spaces.

Bio-filtration and water storage

Utilise planting beds and other techniques to filter stormwater and collect in central tanks for irrigation reuse. Consider the opportunity to connect to grey water systems.

Rain gardens

Provide WSUD initiatives to capture and cleanse stormwater before storage or connection to drains. Initiatives will provide amenity and education opportunities across the campus.

Pavements

Provide porous pavement adjacent street trees to encourage greater rainfall penetration into the soil profile and reduce run-off . Paving will provide amenity and education opportunities across the campus.

Biodiversity

Improve biodiversity and habitat creation across the campus through a sustainable planting palette.

Living laboratory

Seek opportunities in the built environment to demonstrate and educate students and the public about sustainability.

Green Star

All new buildings and retrofits subject to the green star rating process will be required to achieve a minimum 5 Star Green Star Rating.



01_



02_

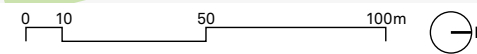


03_



LEGEND

- • • • • Tree Canopy
- Existing Green
- New Green



IDEA 10____ARTS AND CULTURE

The master plan will enable the City East Campus to better demonstrate the values, activities and achievements of the University through the public realm.

Art and culture will play an important role in establishing a vibrant and interesting campus identity.

A structure for the expression of art and culture across the campus is based on the following:

Display boxes

Oversized glass display boxes are proposed to showcase the works of University students and staff. The boxes are to be secure and lit to allow for day and night display. A program is to be established to allow for regular updating, including use as specific art installations.

‘Windows’

Blank ground floor facades facing onto plazas, links and laneways will be reviewed to encourage better engagement between the inside (activities of the University) and the outside (general public). These connections could be achieved by reorganising the facilities within the buildings and replacing blank facades with windows into the studios.

Event Spaces

Certain public spaces will accommodate temporary events or installations. The design of these spaces will allow for flexibility to host a range of events and include the provision

of services and access requirements.

Living laboratory

Schools will undertake research or design charrettes that will be installed in the campus. These built works will demonstrate the research culture of the University and provide interest across the campus. The works may include facade treatments, green walls, furniture, graphics, art or other temporary structures.

Public art and street furniture

Artists should be involved in the design of signage, lighting, street furniture and public art to be used across the campus. The detail design of each new open space and building should engage with the relevant School to incorporate arts and culture that best represent it.



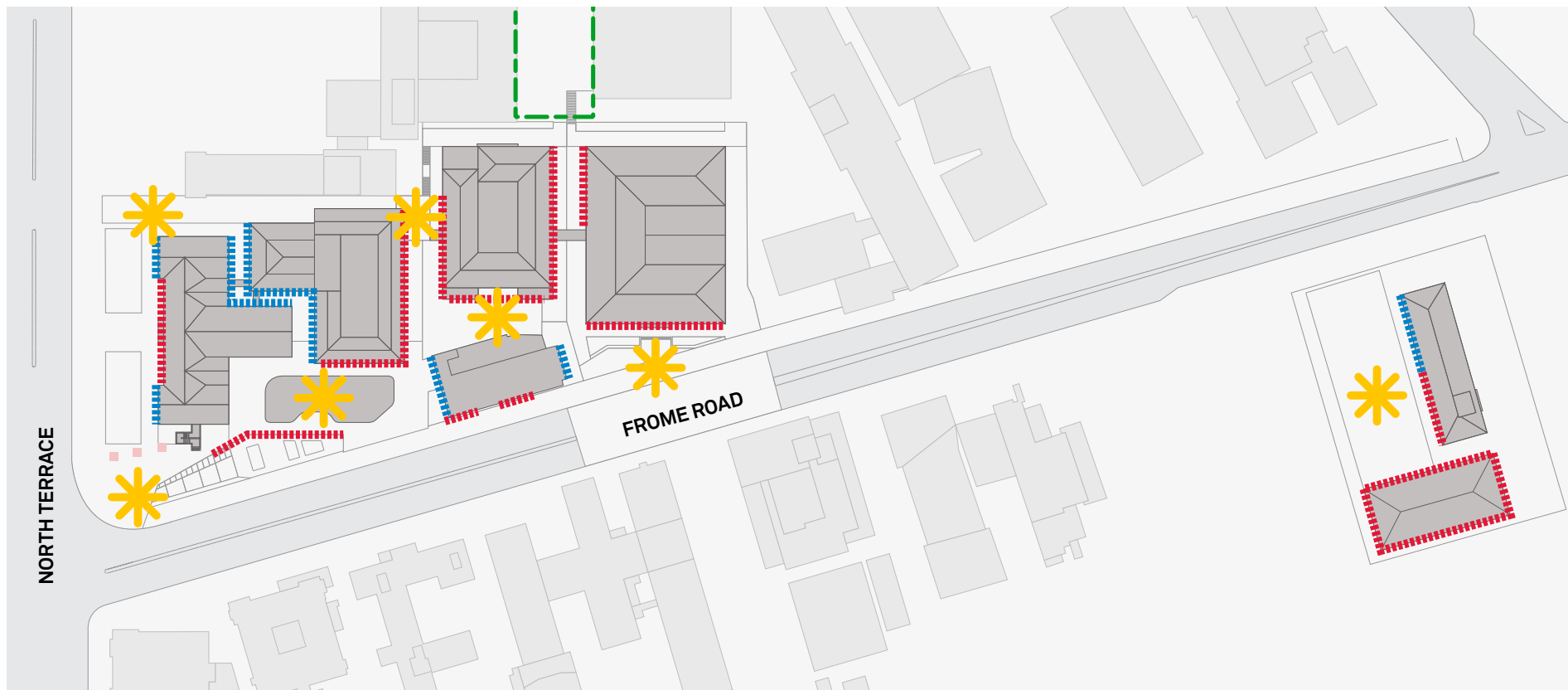
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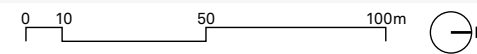


03_



LEGEND

- Windows
- Opportunities for Art
- Adelaide Uni Green Space
- Display Boxes
- Event Spaces



IDEA 11____POTENTIAL DEVELOPMENT

The master plan will look to rejuvenate existing buildings and sites within the Campus Precinct and respond to external development that will have a significant impact on the future character of the East End Precinct.

There are a number of potential development opportunities that exist in the East End Precinct both within the UNISA campus and external to the campus which will have a significant impact on the campus and will contribute significantly to the achievement of the important community goals for the master plan set out in the master plan principles.

Future development is summarised by:

1. Frome Road Plaza

The Frome Road Plaza will be a multi staged development based around improving access to the campus and effectively tripling the area of the current plaza.

This development has the potential to completely rebrand the City East Campus and create a recognised heart not just the campus but for the East End Precinct.

2. Bonython Jubilee.

The Bonython Jubilee Building represents a significant portion of the campus which, when developed, can have a significant impact on population of the campus. The Bonython Jubilee Building represents a

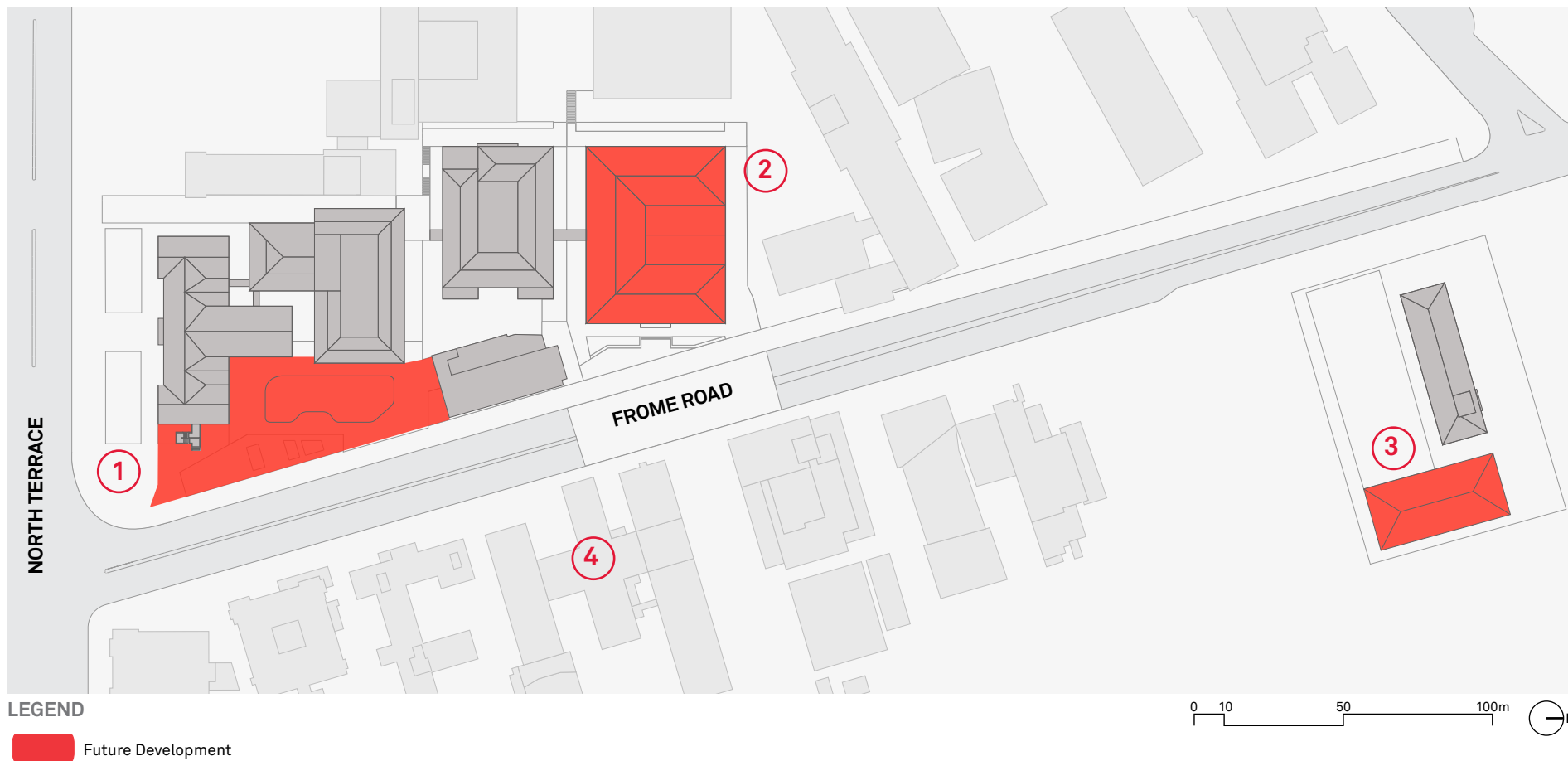
clear opportunity for campus expansion. The character of the Bonython Jubilee Building is evident and this structure could be a good candidate for adaptive reuse to maintain such character.

3. The Reid Common

The Reid Common represents an opportunity to create a small scale pavilion that connects with the adjacent Parklands and green spaces. This development should support the Reid Building by incorporating important functions for the campus to ensure an active hub is created. With this development location, every effort should be taken to provide a development that sits comfortably within the parklands setting.

4. Royal Adelaide Hospital Relocation

The relocation of the Royal Adelaide Hospital may provide opportunities for potential development.



IDEA 12___PEDESTRIAN WAY FINDING

The master plan will emphasise the City East Campus as a safe and legible people orientated campus, connected with the West End Precinct, the City and the parkland surrounds.

A hierarchy of pedestrian routes is established in the master plan. The hierarchy will provide greater legibility across the campus and reinforce pedestrian movement as the priority. The movement network spans from Frome Road to the western edge of the campus and from North Terrace to the Reid Building.

The network is summarised by:

Pedestrian Links are the primary routes into and through the campus from the surrounding city. They also connect with public transport. The links will provide safe and efficient movement through the campus, connecting key facilities and student spaces. Each link will be designed with a different identity to further support orientation.

Pedestrian Lanes will provide greater 'local' legibility for movement between buildings. These routes are typically shorter distances along narrower corridors representative of the urban form of the campus. The master plan will provide greater identification and rejuvenation of these laneways to enliven and

reorganise parts of the existing campus that suffer from prioritisation of vehicle movement.

Lane connections can also be considered through buildings to improve local connections and efficiency of student movement.

A consistent use of paving, furniture, lighting and landscaping will support wayfinding and identification of key access points and key intersections.

A signage strategy should be considered as an integral part of the public domain detail.



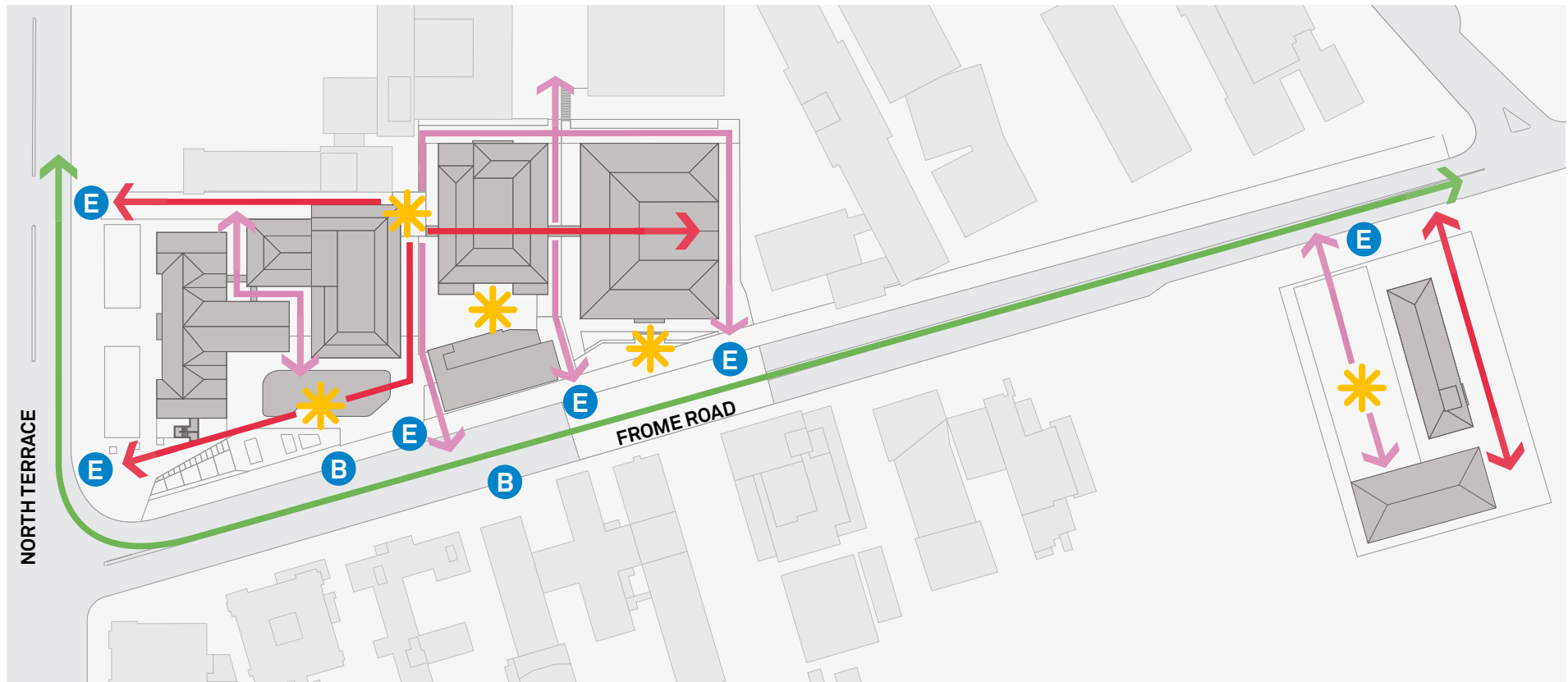
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LEGEND

- Pedestrian Links
- Pedestrian Lanes
- Streetspace Links
- E Pedestrian Entries
- B Bus Stop
- ✱ Student Spaces



IDEA 13____VEHICLE MOVEMENT

The master plan will integrate safe vehicle movement and efficient service and access requirements across the City East Campus.

The City East Campus will be identified as a student friendly campus and many of the principles of the master plan aim to further the student experience.

Many buildings require daily service access and have identified delivery points. In addition, emergency service access must be maintained to all parts of the campus.

However, at certain locations vehicle movement dominates the form and function of the plaza, courtyards, streets and laneways.

In other areas, car parks take up valuable open space, restrict student movement and impact on the amenity of the campus.

These services are essential to the efficient functioning of the University and the campus, however, these functions can be better integrated into the campus through the master plan.

Shared streets are designed to suit the functional requirements of access points, roadway widths, turning circles and traffic loads, however, their

footprint will not dominate the design of the campus' plazas, streets and laneways.

These 'shared spaces' replace kerbs, steps and roadways with single grade paved spaces. They include tree planting, planters, street furniture and lighting, appropriately placed to maintain these functional requirements.



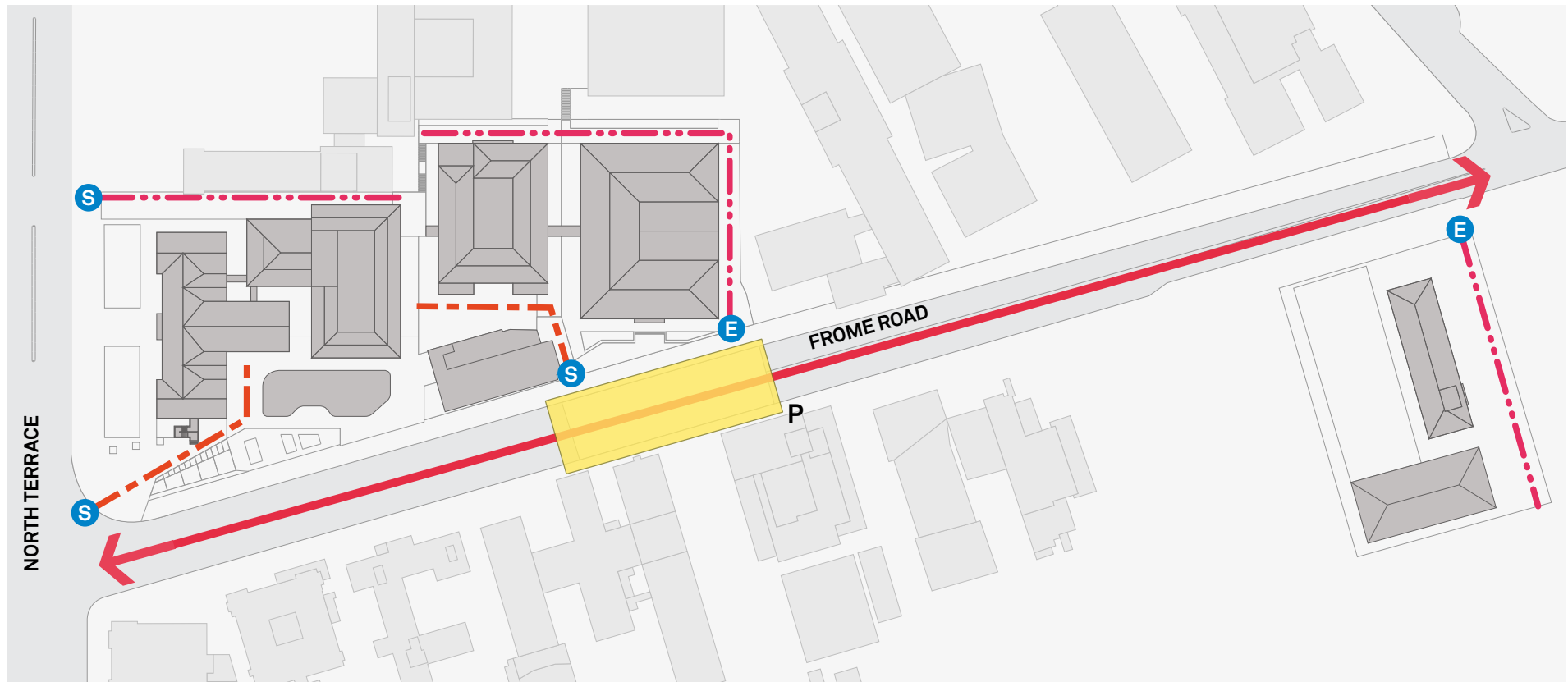
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LEGEND

- Roadway
- - - Service Access Maintained
- . . . Shared Street
- E Vehicle Access Point
- S Service Vehicle Access
- Pedestrian Crossing





Photo by Peter Bennetts



PALETTE

06

6.0__Landscape and Urban Design Palette

Introduction

Landscape, including street trees, streetscape and open space planting will enhance the presentation of the campus, adding colour and interest and improving legibility, structure and amenity.

Landscape will include:

- _Definition of entry points, links and laneways
- _Definition of edges/pathways
- _Amenity and interest
- _Stormwater management
- _Education and research
- _Biodiversity
- _Seasonal change
- _Low maintenance requirements

Planting across the campus will be predominantly native tree and shrub species, with some drought tolerant exotic species used to provide a contrast in form, texture and colour. Species will be selected appropriate to soil conditions, climate, drought tolerance and low maintenance requirements.

Signature trees

To create landmark entry points, important intersections, buildings, boulevards or features within the landscape, a signature tree species will be proposed.

The selected species will be distinctive in its form/foliage/flower, and able to be sourced in an advanced size. A consistency of use and location will be required to emphasise its 'signature' role.



Street trees

Street trees assist in providing legibility and orientation through the development, and in the creation of attractive and pedestrian friendly streets.

Street tree species selection is based on the following considerations:

- _Scale of street or open space
- _Continuity and consistency along the street, i.e. avenue creation
- _Street orientation; north/south - deciduous, east/west - evergreen
- _Mix of exotic and native species
- _Tolerant of urban streetscape conditions

To ensure sustained growth and successful establishment of the street trees, the following measures will be considered:

- _Tree pit preparation and planting technique, including soil type, amelioration and additives
- _Protection from vandalism/accidental damage by builders
- _Avoid compaction at the base of the tree
- _Establish an appropriate irrigation program

(recommended two summers minimum)

- _Irrigation by recycled stormwater

Depending on the location, the density of tree planting and detailing will vary.



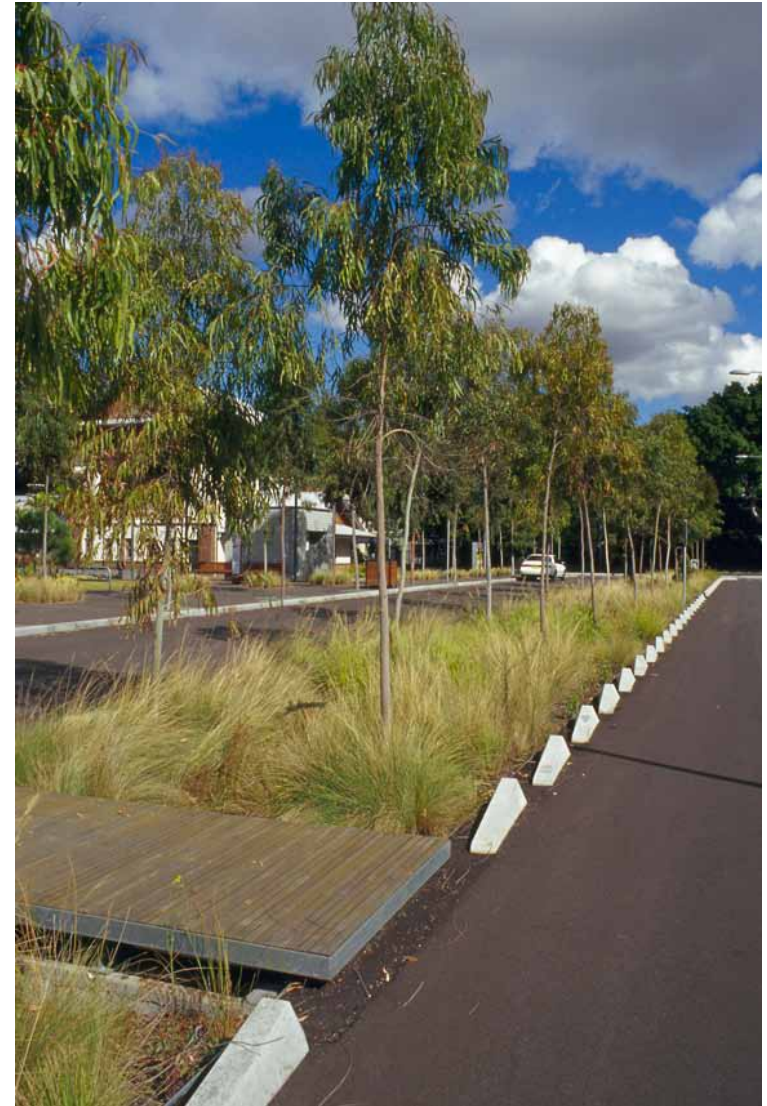
Urban planting

The urban planting palette for the campus is a combination of native and exotic species to provide colour and interest across the development. The plant palette will include shade trees, low shrubs, groundcovers and sedges/grasses.



WSUD planting

The palette of species provides an important role in stormwater management for the campus, assisting in water quality treatment and protection of stormwater infrastructure.



Links and laneways

Careful consideration to landscape treatments will be given to laneways with the incorporation of street trees and planting of low shrubs, groundcovers or sedges around the base of each tree (where possible).

Street trees and landscaped verges will have a significant impact in the presentation of each particular link and laneway, and contribute to the quality of the overall campus.



Materials

A cohesive palette of materials, furniture and other design elements will provide the campus with a distinctive, high quality and robust public domain.

The palette will consider the following criteria:

- _Site conditions
- _High pedestrian traffic and use
- _Complementary character
- _High quality and durable materials
- _Low maintenance

Where appropriate, recycled or renewable materials, or materials with low embodied energies will be considered.



Paving

The paving palette will provide legibility through the campus and reinforce the hierarchy of links, laneways and open spaces.



Street Furniture

The palette of street furniture will contribute to the distinctive presentation of the campus, provide greater amenity and encourage greater use of the public realm by the community.



Lighting

The selection of lighting, including light poles, fittings, lighting types and light colour will have an important role in the presentation of the campus, its entrances, streetscapes and open spaces.

Lighting is important in addressing public safety and legibility, as well as providing effect at entrances or to highlight features within the public realm. Lighting design to AS/NZS 1158 and utilise low energy lamps such as LED, CF and 'Cosmopolis'.

Specific lighting strategies, including unique artist light installations will be developed as part of the detail design of all relevant open spaces.

Lighting design across the campus will be underpinned by CPTED principles.



Shelter/shade structures

The provision of shade/shelter across the campus will identify destinations and encourage greater use. Structures should be simple and robust, providing contemporary forms appropriate to the built form context. A consistent approach to material use in shelter design is recommended.

The structures may be selected from catalogues, individually designed, or a modified version of a standard form. The materials and colours used in the detail of the shelters should be appropriate to the public domain palette and setting.



Signage

A signage strategy for the campus relating to information content, coordination, image and integration is recommended to support University marketing, wayfinding and, where appropriate, education opportunities.

A signage strategy will provide a coordinated approach to signage and the presentation of information across the campus.

The strategy should consider:

- _ Directional signage to public transport, student services and facilities, open space and individual schools
- _ Street signage
- _ Interpretive signage, referring to local culture and history, and educational signage regarding the installations and initiatives
- _ Entry signage (entry walls/entry statements)

It is recommended signage should be integrated with the design of the public realm.



UniSA



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Regulation and
Market Analysis



Public art

A public art strategy is recommended to identify pragmatic ways in which standard public realm infrastructure and furniture can be customised to reflect local culture and history, based on the Arts SA 2008 guidelines *'Public Art: Making It Happen - commissioning guidelines for local councils.'*

The public art strategy should include:

- _Public art procurement process, including brief, artist selection design approval and commissioning, installation and maintenance
- _Identification of public art opportunities (locations, scale and message)
- _Coordination with relevant staff
- _Identification of possible funding sources (Arts SA)

The following themes may be appropriate for the campus:

- _Former history of the city and West End Precinct
- _History and identity of particular Schools
- _Significant student/staff contributions
- _Indigenous culture

- _Ecology
- _Sustainability



Entries

The creation of recognisable entry points is important in providing legibility and a sense of place for the City West Campus. Entries should integrate the following design elements:

- _Signage
- _Lighting
- _Public art
- _Signature planting
- _High quality built form
- _Repeated urban elements

The design of the entries should relate to both pedestrian and vehicle traffic, and contribute to the character of the West End Precinct as well as identity the University campus.



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