

8. Business and community profile

8.1 Overview

The business and community profile of the South Road Superway study area in this section also considers potential effects on existing communities working and living in the area. A business and community profile offers a better understanding of the character and functionality of the study area.

The study area, bordered by the Port River Expressway to the north, Hanson Road to the west, Regency Road to the south and Churchill Road to the east, lies mostly in the City of Port Adelaide Enfield; the southwestern and southeastern corners of the study area fall within the City of Charles Sturt and City of Prospect respectively. It includes the suburbs:

- Angle Park
- Dry Creek (part of)
- Westwood (formerly Ferryden Park)
- Kilburn
- Kilkenny (part of)
- Mansfield Park
- Prospect (part of)
- Regency Park
- Wingfield
- Woodville Gardens.

8.2 Communities of interest

For analysis, the study area has been divided into six precincts with similar attributes (**Figure 8.1**). The precincts include industrial clusters, educational and recreational facilities, and redeveloped and existing residential areas.

Precinct 1 – Wingfield northwest

This precinct is located north of the Wingfield Rail Line and west of South Road, and includes small-scale industry as well as a refuse depot in the northwest.

Precinct 2 – Wingfield northeast

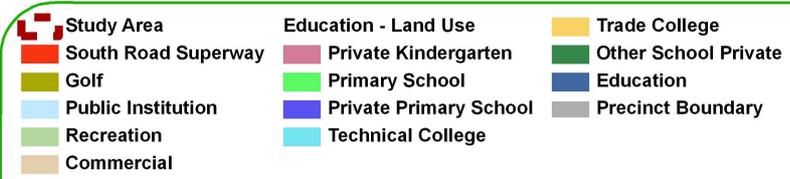
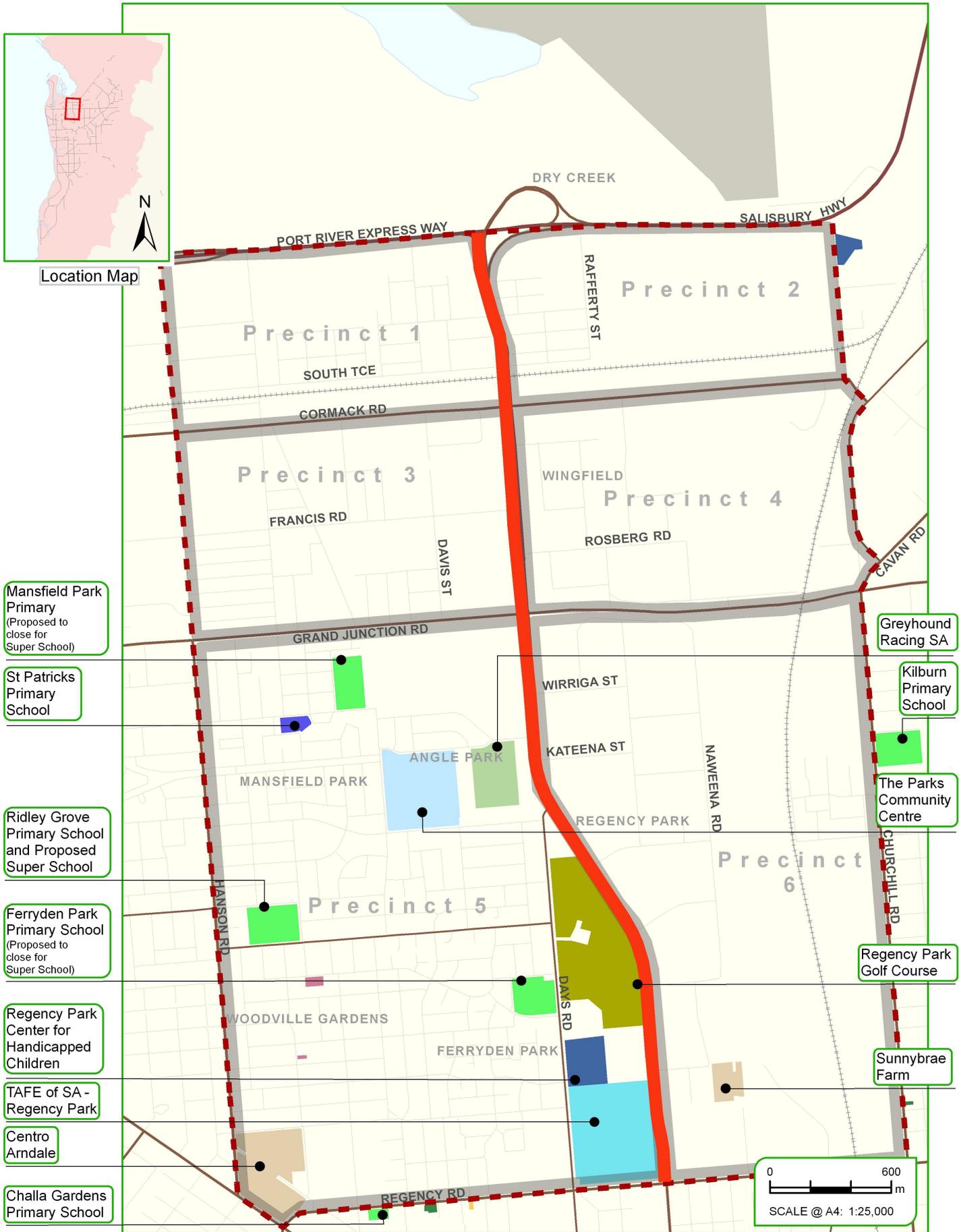
This precinct is located north of the Wingfield Rail Line and east of South Road. A part of the Barker Inlet Wetlands is located in its eastern part of the precinct and a cluster of small scale industry forms its western half.

Precinct 3 – Wingfield southwest

Precinct 3 is located to the north of Grand Junction Road, south of the Wingfield Rail Line and west of South Road. Businesses in this area – commercial activities as well as industry and distribution – rely significantly on the visual proximity of Grand Junction Road and South Road. The southwestern corner of the precinct has pockets of residential housing towards the suburbs of Mansfield Park, Angle Park, Woodville Gardens and Westwood.

Precinct 4 – Wingfield southeast

This precinct, located to the north of Grand Junction Road, south of Wingfield Rail Line and east of South Road, is predominantly clusters of industry, most significantly distribution businesses.



Study Area Precincts, Services and Facilities

Figure 8.1

Precinct 5 – Angle Park–Westwood

Precinct 5 extends from Grand Junction Road to Regency Road and from South Road to Trafford Street. It has three distinct areas: the primarily commercial/industrial area north of Cowan Street with the Angle Park Greyhound Track and a small pocket of residential properties north of Angle Road; the primarily residential area south of Cowan Street, which includes Westwood, the largest urban regeneration project in Australia; and the area to the east of Days Road with the Regency Park Golf Course, TAFE SA Regency Campus and Regency Green Multicultural Aged Care Facility.

Precinct 6 – Regency Park

This large precinct extends from Grand Junction Road to Regency Road and from South Road to Islington Rail Yards. Precinct 5 incorporates the hub of industry and commercial activities in Regency Park and Islington Rail Yards. Of significance is the State Heritage function centre and historic museum, Sunnybrae Farm, which has access through Gallipoli Grove and Tikalara Street.

8.3 Legislative and policy requirements

The following state and local government plans and strategies were considered when investigating the existing business and community conditions in the study area:

- *The Draft 30-year Plan for Greater Adelaide*, Department for Planning and Local Government
- *The Planning Strategy for Metropolitan Adelaide*, Department of Planning and Local Government
- *Residential Metropolitan Development Program*, Department of Planning and Local Government
- *Metropolitan Industrial Land Strategy*, Department of Planning and Local Government
- *Housing Plan for South Australia*, Housing SA
- *Port Adelaide Enfield City Plan 2004–2009*, City of Port Adelaide and Enfield.

Each plan and strategy is discussed in detail in Section 9.

8.4 Existing conditions

8.4.1 Business profile

The business profile of the study area is considered with reference to:

- Stage 1: Planning Study and Concept Design – Stakeholder Engagement Report (North–South Corridor) 2009, Gould Thorpe Planning
- an analysis of demographic data from the Australian Bureau of Statistics (2009) Census 2006.

Overall, the most prevalent business sectors operating in the study area are manufacturing, transport, service and technology. The service industry has a strong profile and incorporates retail trade, health care and social assistance, and education and training, as well as accommodation and food services. In 2006, these sectors employed the greatest proportion of the study area’s residents (**Figure 8.2**).

From 2006 to 2031, employment numbers in the study area are expected to increase significantly by approximately 17% (**Figure 8.3**). Generally, employment breakdowns will not change significantly but employment shifts will see:

- increases in service, manufacturing, technology and education employment
- significant increases in ‘other’ employment
- decreases in transport and retail employment.

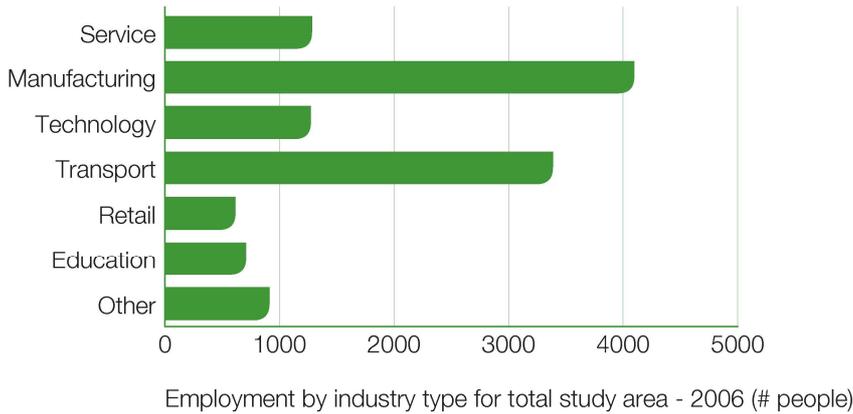


Figure 8.2. Employment by industry type for study area (2006)

Source: *InfraPlan*

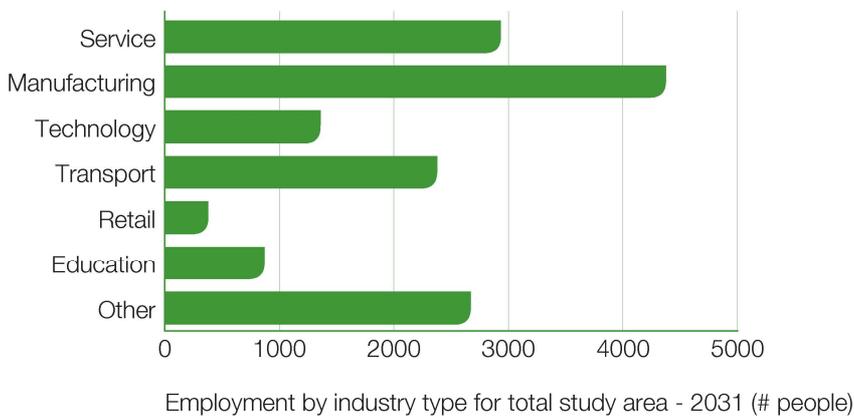


Figure 8.3. Employment by industry type for study area (2031)

Source: *InfraPlan*

Preliminary investigations have confirmed the study area’s existing business profile and key issues for businesses in the area. A comprehensive stakeholder engagement program, initiated at the start of the project, consulted 128 business owners or operators within the study area, mainly in face to face interviews.

The majority of the 128 businesses interviewed confirmed the profile of the business community as commercial/wholesale, retail, manufacturing, transport/logistics, and service and repair. Commercial and wholesale was the largest proportion business activity type at 32% (40), followed by 21% (26) retail; 23% (28) manufacturing; 11% (14) transport and logistics; 10% (13) service and repairs; 6% (8) hire businesses; 3% (4) banking and finance; and 5% (6) a range of other business operations. Some businesses reported more than one type of operation at the same site (e.g. commercial and manufacturing).

Key findings collated and analysed from the completed business surveys include:

- the strong business employment level of the study area, with a total of 4,156 employees recorded at 113 of the 124 businesses surveyed
- key businesses need access to their premises, South Road and effective local road networks to ensure business viability

- visual proximity to South Road and access to passing trade is of significant importance to business viability
- more than half (53%) of all businesses consulted have vehicles that originate from within the study area, highlighting the importance of intra-study area movements and east–west traffic accessibility across South Road
- approximately 12,175 vehicles access surveyed businesses each day
- businesses rely on key access roads at South Road, Grand Junction Road, Cormack Road, Streiff Road, Wing Street and Kateena Street
- B-doubles are the most common maximum-sized vehicle, followed by semi-trailers and over-dimensional vehicles
- almost all businesses operate between 6am and 3pm; some operate 24 hours, 7 days a week.

The study area is a strong employment source for businesses; many employees are technicians and trade workers, labourers and machinery operators and drivers. The level of educational attainment is generally lower than across metropolitan Adelaide but a sizeable proportion of employees are seeking further education through certificate qualifications at TAFE or other further education facilities.

8.4.2 Social and demographic profile

The socioeconomic profile of the study area and surrounding region is considered with reference to the Port Adelaide Enfield Local Government Area (LGA) as well as:

- a review of documents relating to demographic and social matters, urban and strategic planning reports by the State Government and City of Port Adelaide Enfield
- an analysis of demographic data from the ABS Census 2006
- a review of data that relates to the Socio Economic Indexes for Areas.

The Port Adelaide Enfield LGA has a concentrated residential area in its southwestern quadrant that encompasses the previous Parks area of Ferryden Park, Woodville Gardens, Mansfield Park and Angle Park. The Westwood Project is now revitalising these suburbs but at the time of the 2006 Census they had some of the highest concentrations of State Government housing, unemployment and low median incomes across the LGA. These suburbs were recorded as being in the top 10% of suburbs experiencing relative disadvantage in terms of income, education, skilled employment and unemployment South Australia. In particular, the suburbs of Mansfield Park, Woodville Gardens, Kilburn and Wingfield had some of the highest levels of socioeconomic disadvantage.

This LGA follows the South Australian trend of an ageing population, with a slightly older population than Adelaide generally. However, urban revitalisation programs, such as the Westwood Project, anticipate growth in younger families in the next 10–15 years. In the study area, household size is smaller with a significantly higher proportion of one-parent families and lone-person households. There is also a higher proportion of Housing SA (previously SA Housing Trust) owned dwellings being rented in the study area.

The Department of Planning and Local Government projects a growing population through to 2021 though the rate of growth is expected to slow in the forward years (**Figure 8.4**). Age groups expected to experience greater growth over the period are 20–29, 30–39 and 50–79 years, a reflection of urban regeneration and the ageing of the baby boomer generation. The expected slight increase in birth to 9 year olds during the period, reflects an expected slight growth in families.

The Port Adelaide Enfield LGA multicultural community has embraced new arrivals mainly through humanitarian/refugee settlement. The three distinct waves of settlement to take residence in the Council region since 1945 are:

- post World War Two migrants from the United Kingdom, Italy and Greece
- Vietnam, India and China since the 1970s
- most recently a growing population of Middle Eastern and African humanitarian settlements.

The region as a whole has a lower proportion of people attaining higher levels of education at secondary and tertiary levels. The lower level of qualifications can be associated with the higher proportion of unemployment across all age groups and the number employed in less skilled occupations. The main industries of employment are manufacturing, health care and retail trade which have a lower median individual and household income.

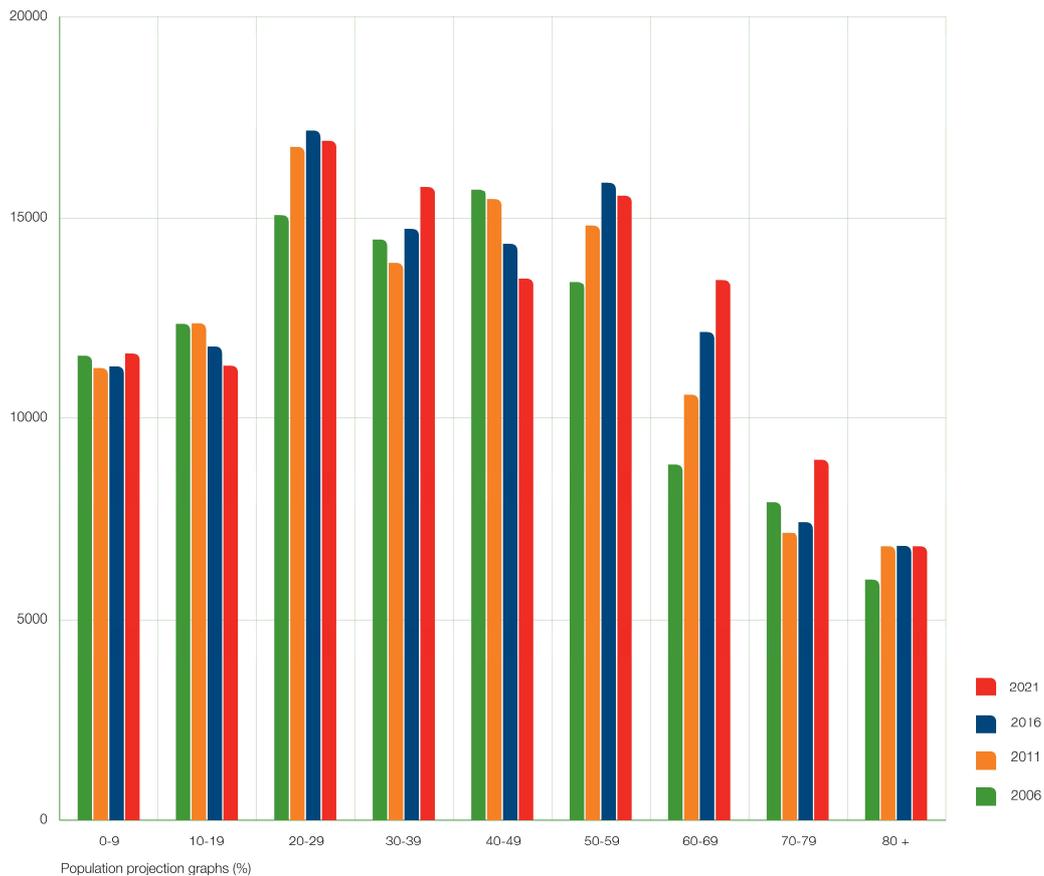


Figure 8.4. Population projections for Port Adelaide Enfield LGA 2006–2021

Source: Department of Planning and Local Government, Population Projections

8.4.3 Community related infrastructure

The study area is served by community infrastructure (**Figure 8.1**), which includes:

- primary and special education facilities
 - Mansfield Park Primary School
 - St Patrick’s Catholic Primary School
 - Ridley Grove Primary School
 - Ferryden Park Primary School
 - Regency Park Centre for Young Disabled
- tertiary level education facilities
 - TAFE SA Regency Campus

- Le Cordon Bleu Australia
- recreational and cultural facilities
 - Regency Park Golf Course
 - Sunnybrae Farm Function Centre and Museum
 - Velodrome, Woodville Gardens
 - Investigator Science and Technology Centre
 - Greyhound Racing SA, Angle Park
 - Pony Club, Gallipoli Grove, Regency Park
- community centres and meeting places
 - The Parks Community Centre
- retail facilities
 - Centro Arndale Shopping Centre

The study area takes in the Gawler to Adelaide Rail Line near its eastern boundary and freight line to Port Adelaide–Outer Harbor to the south of the Port River Expressway adjacent to South Terrace.

Public transport services in the study area are predominantly bus services running north–south along the major roads such as South Road, Hanson Road, and Churchill Road, and main roads such as Trafford Street and Liberty Grove. Some bus services also service an east–west route along Grand Junction Road, Regency Road and the southwestern residential suburbs of the study area.

A community bus, run by the City of Port Adelaide Enfield, provides six fixed route services for all residents unable to access public transport or with limited income and/or mobility. Route Number 1, The Parks, services the study area from Tuesday to Friday, 8.30am to 4.00pm, and covers the suburbs of Kilburn, Regency Park, Angle Park, Westwood, Mansfield Park, Wingfield and Woodville Gardens.

8.5 Effects of the project

The project will improve the South Road transportation link between the Port Adelaide Expressway and Regency Road. From a strategic point of view, the project will be an efficient continuation of the Northern Expressway, and the possible future project, Northern Connector, when constructed, ensuring a future seamless connection to transport hubs in northern and southern areas.

Some effects of the proposed corridor are most likely to be borne by property owners and operators, business tenants, local community and road users within the study area. The proposed South Road Superway Project will alter access patterns to South Road and the local road network, the visual proximity along South Road for businesses, and future growth opportunities for business. These are considered the most significant likely effects on stakeholders.

Existing land uses adjacent to South Road will be maintained, including the existing TAFE SA Regency Campus, Sportsground and Regency Park Golf Course but the space may need some modification.

8.5.1 Changes to accessibility

South Road, between Regency Road and the Port River Expressway, directly links Adelaide’s export-generating industries. It is a vital part of the major route connecting the state’s industrial transport hubs: Adelaide Airport, Islington Rail Terminal, Port Adelaide and Outer Harbor. Overall this project will benefit business with improved and direct access to the state’s industrial transport hubs.

Key access roads within the study area most commonly utilised by business stakeholders (**Figure 8.5**) are most importantly South Road, Grand Junction Road and Cormack Road. South Road recorded a utilisation rate of 83% by businesses participating in the stakeholder survey, Grand Junction Road 28% and Cormack Road 15%.



Figure 8.5. Key access roads for participating businesses

Source: Gould Thorpe Planning Engagement Survey

The proposed elevated roadway will enable direct accessibility to service roads for businesses abutting South Road, and maintain continued east–west connectivity across South Road for business operations in the study area. Key east–west connections north of Grand Junction Road will remain unchanged under the elevated roadway; east–west connections south of Grand Junction Road will be established at Days Road, Kateena Street (potentially full access) and Angle Road (left turn in and out).

Community accessibility for those living in Precinct 6 (southwest of South Road), a predominantly residential area with community services, may be diminished. However, as most community services and recreation facilities are located to the west of South Road, east–west accessibility is less essential than for businesses that trade across the study area’s precincts. Residents would continue to have alternative access roads into their suburbs along local roads off Regency Road, Hanson Road and Days Road.

8.5.2 Visual proximity

Overall, businesses that participated in the stakeholder survey placed a high degree of importance of visual proximity to South Road. Of the businesses that responded (103), 61% identified visual proximity to South Road and reliance on passing trade as of very high, high or medium level of importance to their business (Figure 8.6).

The proposed South Road Superway will maintain a level of business presence along South Road, though no direct access will be available from the elevated roadway. The level of passing trade that business relies on could potentially be reduced. Local service roads will be put in place along the corridor alignment to provide access to businesses fronting South Road and still enable a certain degree of passing trade to business.

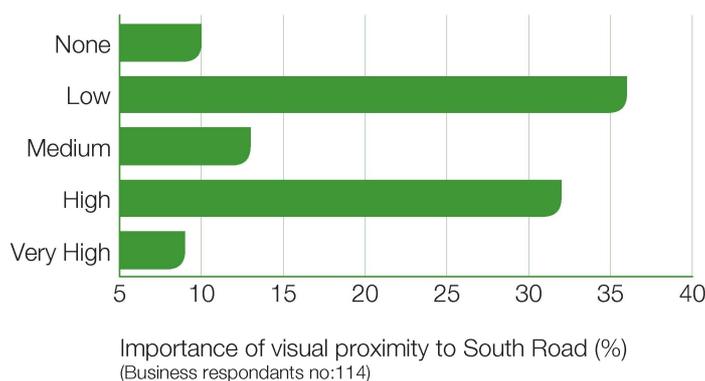


Figure 8.6. Importance of visual proximity to South Road for participating businesses

Source: Gould Thorpe Planning Engagement Survey

8.5.3 Future growth

The central northern metropolitan suburbs are a key strategic area for urban and business development. The culmination of the construction of the Northern Expressway, the possible future project, Northern Connector, and the proposed South Road Superway, has the potential to facilitate further development in the region and study area. Regionally, there is a clear incentive for industrial growth and export-led expansion with improved accessibility to the key transport hubs.

The hub of industrial and commercial activities, concentrated chiefly at Regency Park, Kilburn, Angle Park and Wingfield, makes a significant contribution to the State's available industrial land and potential future growth. A key consideration of this proposed corridor is the likely future effect on growth of existing business within the study area.

Preliminary investigations have revealed that businesses and landholders in proximity of South Road were concerned about impacts on the viability of their business and property value, as well as losing direct access to South Road.

The proposed elevated roadway is expected to have a significant adverse effect on a small number of businesses and require some degree of land acquisition, affecting future business operations (see Section 10). The project is also likely to have an adverse effect on the future expansion or viability requirements of some businesses in the area and relocation may be considered as a result of the project. The majority of stakeholders were willing to consider alternatives, such as relocation, if another suitable location could be found, particularly if they did not need to be located adjacent South Road.

The recent *Draft 30-year Plan for Greater Adelaide* has indicated that the Northern and Western Regions are expected to grow significantly in population and employment (**Table 8.1**). The project will help to ensure these regions can cater for the increased populations with improved and free-flowing accessibility along South Road to metropolitan Adelaide's facilities and services.

Table 8.1. Employment and population projections of 30-year Plan for Greater Adelaide

Region	Projected population growth over 30 years	Projected employment growth over 30 years (persons)	Projected employment land growth over 30 years
Northern Region	140,000	79,000	2,440 ha
Western Region	90,000	46,500	930 ha

8.6 Mitigation measures to minimise effects

DTEI will continue to implement a community engagement program to advise businesses and the community potentially affected by the project about any delays or access changes during construction.

The construction of the project will affect local access patterns due to road closures and traffic management delays. The construction phase may also create noise, dust and vibration effects for residents, businesses and motorists adjacent to South Road.

The engagement program will ensure ongoing consultation with businesses, motorists and residents. Signage and media information is expected to form part of this program to raise general awareness and enable the community to seek alternative access (if required) during construction and/or operation.

8.7 Conclusion

The project will improve access particularly for northern metropolitan Adelaide and Wingfield–Regency Park. Businesses and motorists will experience an efficient journey from the Port River Expressway through to Regency Road, avoiding transportation delays on major arterial roads and connecting through to key transport hubs to the north and south of the study area. The overall improved transportation efficiency will promote further development of the study area's industrial hubs located at Wingfield, Angle Park and Regency Park.

Employment and industry skills formation programs targeted at youth unemployment could be directly addressed by the construction and urban development program of the South Road Superway project over several years. Employment will bring with it increased average incomes for households in the region and in turn increased economic prosperity. This will lead to greater investment in the region and attraction of national and interstate migrants (skilled and unskilled) contributing to the state's population and employment targets. Employment shifts in the study area may be further influenced by this project.