Two Wells Town Centre & Main Street Environs – Communications and Engagement Strategy – July 2024 to June 2026

Adopted 24 June 2024 Council meeting

Purpose

The purpose of this communications and engagement strategy is to guide Council in how it approaches communicating and engaging with businesses, residents, landowners, and organizations interested in the future of Two Wells Main Street.

These include:

- Main street business traders
- Property and land owners
- Residents
- Groups, in particular:
    - Adelaide Plains Business Group (APBG)
    - Two Wells Regional Action Team
    - Regional Development Australia Barossa Gawler Light Adelaide Plains.
    - Sport and Community Clubs
    - Xavier College and Two Wells Primary School.
- Leyton Property as Council's development partner to deliver the Town Centre 8HA development.
- Government agencies, in particular:
    - Small Business Commissioner
    - Planning and Land Use Services
    - Department of Infrastructure and Transport.

For the purpose of this strategy, communication is defined as the process of communicating information with the purpose of informing. Engagement is defined as the process of communicating information with the purpose of obtaining feedback.

Need

The need for this strategy arises for various reasons:

- To have an ordered approach to communications and engagement by Council arising from Council's development partnering role in the 8HA town centre development.
- To provide an ordered approach to communicating with and hearing from individuals and organisations interested in the future of the Two Wells Main street environs.

Area of Focus

This strategy is focussed on Two Wells Main Street. This includes the area within the Township Main Street Zone and the area encompassed by the Town Centre 8HA development

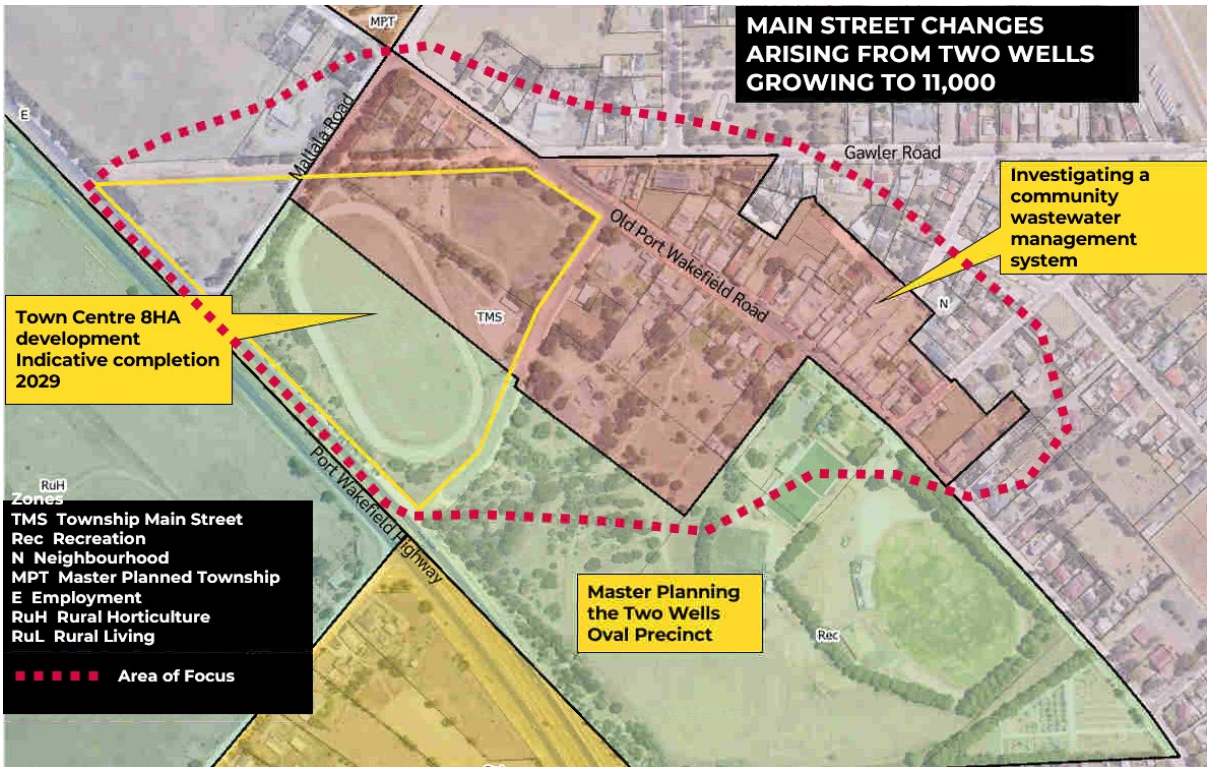


Figure 1 Area of Focus

Situation Analysis

Two Wells is growing at around 200 residents per annum. Two Wells estimated resident population was 3,910 in 2023. Two Wells was 2510 in 2016 and 3,256 in 2021. The wider region is also growing.

A 2019 retail study identified population growth would lead to the need for a major retail centre around 2026. After extensive investigations, Council secured the 8HA land in 2022 and in early 2024, after further investigations, announced Leyton Property as the development partner to deliver a major retail centre development on the 8HA. The vision involves retail, healthcare, commercial and community amenities, landscaping open spaces, and parking.

Noting part of the 8HA land is within a Recreation Zone, Leyton will commence an amendment to the Planning and Design Code to change the Recreation Zone to a different type of zoning. Amendments to the Planning and Design Code can only be commenced with the support of the Minister for Planning and can be expected to involve specialized investigations and community engagement.

In early 2023, the main street area comprises around 37 stores and services that are non-residential. The main local groups associated with the main street are the Adelaide Plains Business Group (APBG) and Two Wells Regional Action Team (TWRAT). Regional Development

Australia Barossa Gawler Light Adelaide Plains (RDA Barossa) has an interest in fostering successful main streets.

Along with ongoing population growth and the 8HA town centre development, the main street is also changing associated with:

- Power line undergrounding
- Master planning the Two Wells Oval Precinct
- Traffic calming, and walking and cycling
- Investigations associated with a potential community wastewater management system

Development applications for certain developments, such as building works or a change of the use of land, are lodged from time to time within the main street. Statutory consultation on development applications is determined by the Planning and Design Code. The Planning and Design Code contains policy that triggers particular proposed developments to need to undergo public consultation through the SA planning system.

Desired Communication and Engagement Outcomes and Methods

The below outcomes are what we are seeking to achieve through this strategy.

Outcome	Method	Timing	Who
Easy to understand and current information about the 8HA town centre development accessible by businesses, land owners, residents and organisations.	APC Webpage	Ongoing	APC
	Leyton Property Webpage	Ongoing	Leyton Property
	Information Sessions and Networking	Mid 2024 and beyond	APC, Leyton Property, and APBG/main street business traders
Easy to understand and current information about Two Wells and regional population growth, as well as other proposals impacting the main street, accessible by businesses, land owners, residents and organisations. Other proposals include, for example, power-line undergrounding, parking and traffic management, events, and oval master planning.	Webpage	Ongoing	APC
	Written communication to businesses, land owners and nearby residents.	Anticipated to be several times a year	APC in partnership with APBG/main street business traders
	Information Sessions, Networking and Business Breakfasts	1 – 2 times a year	APC in partnership with APBG/main street business traders
Businesses, land owners, residents and organisations **able to comment on proposals impacting the main street, such as** power-line undergrounding, parking and traffic management, events, and oval master planning.	The ability to comment will be tailored depending on the nature of what is proposed and who is most impacted. This will be part of engagement planning for each proposal. Comments may be sought in writing and possibly via workshops.	As needed.	APC in partnership with APBG/main street business traders

Businesses, land owners, residents and organisations are involved in preparing documents to guide fostering the main street area.	Methods identified in an engagement plan to prepare main street guiding documents. Anticipated to include: • Public Notice • Written Invitations (email or letter) to businesses, land owners, nearby residents and land owners • Workshops • Submissions	2024 - 2025	APC in partnership with APBG/main street business traders
Proposed Amendment to the Planning and Design Code			
Access to easy to understand and current information about the Amendment to the Planning and Design Code involving the 8HA land of the town centre development.	Leyton Property Webpage	Concurrent with statutory processes commencing	Leyton Property
	Council Webpage	Concurrent with statutory processes commencing	APC
Businesses, residents, landowners, and organisations invited to comment on any proposed change to the Planning and Design Code involving the 8HA land of the town centre development.	Through communications and engagement proposed in a Community Engagement Plan by Leyton Property that satisfies the Community Engagement Charter of the SA Planning System.	As planned in the Community Engagement Plan for the Code Amendment.	Leyton Property