



# MAGILL EST. 1838 VILLAGE

## PROJECT VISION

Magill Village will support the local community's everyday recreation, social, shopping, education and business needs, offering to all who visit an authentic, appealing and memorable experience.

## BACKGROUND

The Magill Village Partnership is a collaboration between the City of Burnside and Campbelltown City Council to improve the Magill Village experience. The Magill Village precinct is centred on the intersection of Magill Road and St Bernards / Penfold Road in Magill. It is located approximately 6 km east of the Adelaide CBD within both the Campbelltown City Council and the City of Burnside Council areas.

The precinct is the original Magill Village Township and remnants of former town activities including the original school (Pepper Street Studios), the police station (Justin Gall Real Estate), the Magill Institute (Hibernia Cafe) and the Hotel (Tower Hotel) can still be seen today.

In June 2012, the Australian Government announced Liveable Cities Program funding to support the Campbelltown City Council, the City of Burnside and the University of South Australia in developing a Master Plan for the Magill Town Centre precinct. The Magill Village Masterplan was completed in October 2013 and includes a master plan and urban design framework.

The Masterplan can be viewed on the [Campbelltown City Council](#) and the [City of Burnside](#) websites.

Preliminary works undertaken include traffic modelling and physical survey work.

## OBJECTIVES

The Magill Village Partnership seeks to achieve a comprehensive renewal of the Magill Village experience. It recognises that the most successful places evolve through business, community, education and government partnering together to achieve a shared vision.

The project objectives include:

1. Improvements to public space (including road treatments, trees and pavements) to improve the overall character and experience of the precinct.
2. Planning for all transit modes. Improve the efficiency and experience in regard to car parking, pedestrian accessibility and cycling access.
3. Enhance the recreational assets of the precinct (especially Third Creek and the existing reserves) and consider how they can better contribute to the life and vitality of the Village community.
4. Continue to develop the clear brand and identity for the precinct that communicates the unique offerings of the Village and reinforces an authentic experience.
5. Build a higher quality urban environment.
6. Improve regional accessibility to attract business and investment.
7. Rejuvenate retail activity in the Village.
8. Encourage passing trade to stop and use the Village.

Please contact us if you would like your business promoted on our Instagram (magillvillagesa), Facebook and Twitter accounts.

Please provide a couple of focus points for promotion.



#magillvillage

We will be posting on Councils' Facebook and Twitter accounts. A dedicated Magill Village Instagram account has launched. We encourage you and your valued customers to post and use #magillvillage where possible.

## PLACEMAKING

Placemaking has started on Magill Road with stickers on the footpath and flags going up out the front of Pepper Street Arts Centre and Magill BBQ Chickens. Several Magill businesses feature on these flags which add colour and vibrancy to the precinct. Look out for them and let us know what you think.

## ONLINE SUPPORT AND DATABASE

An online business listing currently features on the Campbelltown City Council website. Both Councils plan to support Magill Village businesses on social media, including Facebook, Instagram and Twitter. Do you want to be part of this free promotion? Do you have any interesting stories, historic images or anything you wish to share? If so, please email us at [magillvillage@burnside.sa.gov.au](mailto:magillvillage@burnside.sa.gov.au) or [magillvillage@campbelltown.sa.gov.au](mailto:magillvillage@campbelltown.sa.gov.au).

So we can keep you informed regarding the project please let us know of any changes to your contact details and if you have any questions please contact us at either the:

City of Burnside -  
[magillvillage@burnside.sa.gov.au](mailto:magillvillage@burnside.sa.gov.au) or phone 8366 4200  
(ask for Bernie or Megan)

Campbelltown City Council -  
[magillvillage@campbelltown.sa.gov.au](mailto:magillvillage@campbelltown.sa.gov.au) or phone 8366 9222 (ask for Lyn or Jodie)

