

BOWDEN OUR ACHIEVEMENTS



RenewalSA
people partnerships progress

P
Information and Sales Centre
Bowden

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Bowden



SOUTH
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of South Australia

PEOPLE PARTNERSHIPS PROGRESS

Renewal SA is dedicated to developing accessible, connected places where people want to live, work and play. Partnerships and consultation with community, industry and organisations drive the future we are building, together.

After an extensive community engagement and master planning process, Renewal SA is proud to be delivering Bowden as the State Government's first higher density development of its kind. Bowden will be connected in every sense. It will be a walkable community with a focus on people. It will be a contemporary, modern place that integrates, respects and embraces the past.

Now underway on what was once a 16ha former industrial site, the project is strongly aligned to key objectives contained in The 30-Year Plan for Greater Adelaide that encourage high quality infill development along key transport corridors. At the same time, the Bowden development is creating more than 2200 jobs over its 14-year life during both the construction phase and future on-site operations for retail, commercial and community activity.

Renewal SA is committed through projects like Bowden to unlock the greater potential of existing urban areas, enhancing the distinctive South Australian lifestyle with excellence in planning and lasting quality in execution.

Our expertise and influence encompass infrastructure, transport, economic and environmental viability. Using our streamlined and coordinated approach, we create energising opportunities and living progress. The \$1 billion Bowden project is an excellent example of how Renewal SA is reinvigorating Adelaide's urban environment.



BOWDEN

REDEFINING CITY LIVING

The Bowden development is the State Government's first higher density urban infill project and is located on 16ha of former industrial land overlooking the city's western parklands.

As work progresses, Bowden will become an exciting integration of contemporary building and design innovation within an already established community that is rich in culture and heritage. The precinct's earthy and gritty character will be reflected through the use of unfinished and recycled materials complemented by a natural colour palette for buildings and streetscapes.



A NEW URBAN VISION FOR ADELAIDE

Over the next decade, the \$1 billion Bowden project will create a vibrant walkable community that 3500 residents will call home. This flagship project will comprise over 2400 dwellings and include cafes, restaurants, offices, open spaces, parks and gardens.

In addition to this vision for excellence, Bowden contributes to State Government priorities around affordable housing, safer communities and a more vibrant city.

The project is being managed by the State Government's lead urban development agency, Renewal SA, which is responsible for the design and delivery of Bowden as a high quality, sustainable community where people come first. Renewal SA has responsibility for marketing, remediating and preparing the site to ensure the land is suitable for development. Finished allotments are sold to private developers who partner with Renewal SA through the Bowden Design Review Panel to ensure the style and density of development is in keeping with the vision and is of the highest architectural standard. Developers then on-sell these terraces and apartments to the public and construct these projects for occupation. In future stages, private developers will build commercial and retail premises within the Bowden site.

When completed, Bowden will be a flagship walkable urban neighbourhood and will also include 20,000sqm of commercial space and 12,000sqm of retail, alternate energy, affordable housing, and community activity.

The project will set new standards in urban revitalisation, built form delivery and integrated public transport and transit planning.

A key attraction for residents will be the quality of housing available as well as local jobs, providing a real sense of differentiation and choice from typical residential options in the inner city and newer, outlying suburbs. Affordable housing will comprise over 15% of dwellings.

Bowden already is being hailed as a "new generation development" that is leading the way in innovative higher-density urban design for Adelaide. Energy reduction measures are integral to the project's success and all dwellings within Bowden must be designed to achieve a minimum 5 Star Green Star rating to ensure high levels of environmental efficiency and liveability.



AN EXCITING FUTURE... IN THE NEAR FUTURE

The Bowden development will feature shared streets and open spaces integrated with the surrounding community while views to the west will make the most of the adjacent parklands and city lights. The site will also incorporate a mixed-use retail and commercial centre close to existing rail and tram stations. Commercial office space and civic uses will be centrally located within the development. Key features to be developed include:

- ▼ Town Square
- ▼ Main Street
- ▼ Pedestrian bridge over Park Terrace
- ▼ Fresh food markets
- ▼ Restaurants and cafes
- ▼ Retail space
- ▼ New and upgraded green spaces, parks, reserves and pedestrian links

Complementing its attractive community setting, urban design and housing choice, another major feature of the Bowden development will be its clever use of technology to achieve environmental sustainability. Innovations include:

- ▼ Building energy efficiency to deliver a 5 Star Green Star Design rating
- ▼ Planned alternative energy sources for residential and mixed use projects

- ▼ Alternative water sources and recycled water
- ▼ Adaptive reuse of former industrial and heritage buildings
- ▼ A focus on people walking to reduce on-site car parking.

Bowden will capitalise on its existing assets and on the inspiration and potential of the existing community to promote people's health, happiness and well-being. Ultimately, the development will follow a shared vision amongst its future residents – an important facet of 'placemaking'.

Bowden has, and will continue, to partner with residents, architects, builders, developers, retailers, restaurateurs, artists and local businesses to create a place where people want to be.

The quality of the Bowden development will not be left to chance. Renewal SA is the master developer guiding the site's infrastructure roll-out and marketing while coordinating private sector investment in this exciting project. A Design Review Panel reviews all proposals by developers and builders involved in delivering the various stages of the project, ensuring that all the principles embedded in the project's urban design guidelines are respected.





CREATING A 'NEW GENERATION' DEVELOPMENT

The Bowden development is now underway adjacent to the world renowned Adelaide parklands, right on the city's doorstep. The 16ha site offers a once-in-a-lifetime chance for Adelaide to set new standards in urban revitalisation and integrated transit planning with the first land release to private developers occurring in 2012.

Renewal SA as project manager is responsible for land remediation, civil works and brand marketing while the private sector will purchase allotments for residential, retail and commercial building construction and sale.

AN INVESTMENT FOR THE FUTURE

In November 2008 the State Government purchased the 10.25ha former Clipsal Australia site from Gerard Corporation and in March 2010 bought the adjacent 5.9ha Origin Energy site (formerly the Brompton Gasworks). In April 2011, the Government announced that the project had been given final approval with the State to invest more than \$264m over the next decade to provide the core infrastructure of the village – the roads, parks, open spaces and other essential services. Private sector development will provide the buildings to accommodate residents, cafés, restaurants and office workers to build up the character of this unique place.

EARLY SUCCESSES

The development will be staged with parcels of land available to groups of developers and architects to design and build homes to live. Strict guidelines, administered by a Design Review Panel, will ensure this planned community grows to make the most of its unrivalled opportunity to establish a new urban form for Adelaide. Even at this early stage, the Bowden project is successfully taking shape:

- ▶ First terraces and apartments released for off-the-plan public sale in late 2012 with construction commencing in mid 2013
- ▶ On-site information and sales centre (with café) now open for business
- ▶ First art gallery open for both working artists and visitors
- ▶ First "pop up" community garden created
- ▶ First shared street and park completed
- ▶ First affordable housing project confirmed for Stage 1.
- ▶ Thirteen development projects undergoing design and/or construction

Stage 1 between Sixth and Seventh Streets will comprise more than 120 terraces, townhouses and apartments. Private sector interest and early sales to the public have been strong, demonstrating a high level of support for this unique and visionary development.

PROJECT TIMELINE

2008 - Project commenced with initial planning and community consultation by State Government. In November 2008, the government purchased the 10.25ha former Clipsal Australia site from Gerard Corporation

2010 - State Government purchases the adjacent 5.9ha Origin Energy site (formerly the Brompton Gasworks)

2011 - State Government approves the site and staging plans for the project along with expenditure of \$264.7m for soil remediation and infrastructure works

2012 - Land sales commence to property developers with 10 builders contracted within 12 months. Off-the-plan dwelling sales to the public begin in late 2012

2013 - First stage of streets and parks officially opened by Premier Jay Weatherill in May 2013, demonstrating a 'shared streets' approach to new roads

Construction commences on first residential dwellings in mid 2013

Sale of first commercial site at Bowden

Completion of upgrade to Gibson Street reserve

2014 - First residents move into their homes

2015 - Completion of first stage of western parklands upgrade

2016 - Opening of fresh food markets and new town square

2017 - Delivery of Bowden's main street including shops, cafes and restaurants

2025 - Forecast project completion

WHAT WE PLAN TO DO NEXT

In 2014-15 Renewal SA aims to deliver the following specific outcomes at Bowden:

- ▼ Completion of seven apartment and/or terrace projects.
- ▼ Release of one residential development site to allow up to 250 apartments to be brought to market and the start of construction on a further five residential projects.
- ▼ Off-the-plan sales of up to 180 apartments to the public.
- ▼ Completion of homes in the first key worker housing apartment building with at least 25 dwellings made available for affordable or subsidised rental through a not-for-profit group.
- ▼ Start of construction on the Bowden Town Square and the new Bowden retail centre.
- ▼ Delivery of first stage of western parklands upgrade adjacent the project site.
- ▼ Commence construction on Bowden rent-then-buy project.

Overall project outcomes	Cumulative progress by June 2015
Construct 2400 dwellings	180 dwellings
Achieve minimum density of 160 dwellings per hectare net	198 dwellings
Achieve >15% affordable housing	18%
Home to 3500 residents	250
Contract/lease 20,000 sqm of commercial space	5,000sqm
Contract/lease 12,000 sqm of retail space	2,200sqm
Construct the parklands upgrade and pedestrian bridge	Stage 1 of 3

FIND OUT MORE

Bowden Information and Sales Centre:

Open 7 days from 10.00am to 4.00pm
1800 BOWDEN / 1800 269 336
Park Terrace (Corner of Sixth Street)
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