



NOTES FROM COUNCILLOR DAVID PLUMRIDGE'S DESK

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**COUNCILLOR DAVID PLUMRIDGE AM
DEPUTY LORD MAYOR - CITY OF ADELAIDE**

32 Dukes Lane Adelaide SA 5000
Email dplumrid@bigpond.net.au

Tel 8232 0515 Mob 0417 088 992
Website www.davidplumridge.com

BIG, BIGGER, BIGGEST

Rundle Mall lays claims to being the 'big end of the retailing town' and it is certainly getting bigger by the day.

- Council has committed its support to the tune of \$30m over 3 years. Working to the approved Rundle Mall Masterplan, Council will completely refurbish the Mall and work with property owners and developers to attract funding to bring the laneways to life and generally bring a sparkle back to the State's primary retail offering.
- The Government has legislated for longer trading hours and is working with the Council to create a Vibrant City.
- The Rundle Mall Management Authority (funded by Council and the Mall Precinct traders) has embarked on a strong marketing campaign to promote the Mall, attract a winning mix of retailers and offer a Unique Experience.
- UPark is offering the cheapest Capital City parking deals in Australia and soon the Mall will be smoke-free!



The Mall is not a Westfields and although that may have some drawbacks in controlling the activities and mix of the tenants, it does mean that what is on offer in the Mall is not the same bland offering that you find in every enclosed shopping centre anywhere around Australia – it is always changing, the outdoor atmosphere is more invigorating and the whole shopping experience is Uniquely Rundle Mall

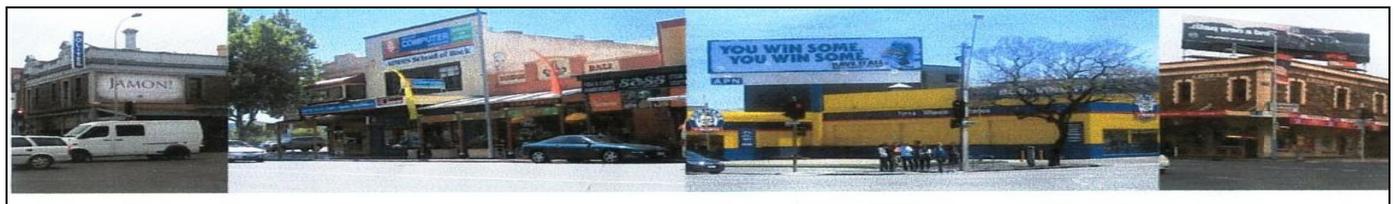


Leading Project Managers Thinc have been appointed and very soon a design team will be selected to start work on the detailed plans for the Mall Upgrade and as soon as Christmas 2012 is over, the major work will start. In the meantime quick-wins will start being delivered to present a more attractive Mall over the coming winter season.

There is no doubt that Council is heavily focused on bringing the CBD up to scratch. The persuasive voices of the retail sector, property and business lobby groups, the Precinct Groups and academia at the 'big end of town' are placing high demands on Council's constrained budget and our overstretched staff resources. In many areas, the City is seriously run-down – a situation which in my opinion has been allowed to occur under earlier Councils who were not prepared to raise by rating or responsible borrowings the necessary funds for capital enhancements, especially from commercial sectors of the city, to do the work that now has to be done and at comparatively greater expense.

Meanwhile the long-suffering and generally less vocal 'small end of town', the residents, the welfare providers and the smaller business interests are surviving on the crumbs that fall from the table. It must be remembered that the city's growth is based on a **doubling of the residential population** over the next 30 years. These are the people who will underpin the city's retail and hospitality services and on whom the Precincts in particular will depend for their continued viability. These are the people who don't just come into the city for events, they are the ones who are here 'day in and day out', who spend most of their disposable dollars right here in the city and are calling for a better deal.

In the very near future serious amounts of ratepayer money will have to be spent in the residential parts of the city to vastly improve the quality of life, streetscapes, landscaping, public realm, to ameliorate the growing and ever more intrusive impact of traffic in our residential areas and to preserving the all-important Park Lands which are the right of every resident in every part of Adelaide to expect to be able to enjoy.



THE 'BEAUTY' OF ADELAIDE – What kind of a planning system allows such visual abominations to occur?

STOP PRESS: The Premier, Deputy Premier and the Lord Mayor, have announced a new **Interim Development Plan** for the City of Adelaide which is designed to unlock growth opportunities for the central business areas and special 'catalyst' sites in the city and a Heritage DPA which list 77 properties. The Plan will have immediate effect and is the result of weeks of intensive joint State/Council work. It will introduce best-practice Design Review procedures aimed at ensuring high quality design of buildings and for the first time, the public places in which they will be located.

DEVELOPMENT ASSESSMENT PANEL – Meeting held 5 March 2012 (Next Meeting 2 April at 5.30pm)

2. Non-Complying Applications

- 2.1 DPC was **refused** for alts and change of use to adult services at **GF 383 King William St** (DA/693/2011)

3. Applications for consideration on Merit

- 3.1 DPC was **granted** to construct verandah at rear of dwelling at **25 Mansfield St, N.A.** (DA/991/2011)
- 3.2 DPC was **deferred** pending a site visit to inspect site for swimming pool at **83 Childers St N.A.** (DA/846/2009)

4. Schedule 10 Matter

- 4.1 The Panel resolved to advise the DAC of its comments for the application to demolish existing buildings and construct 17 level hotel with associated facilities and ground floor retail at **122-130 Grenfell St** (DA/797/2011) Comments included:-

- The proposal does not satisfy the heritage adjacency provisions of the development plan in that the built form and scale does not relate adequately to the adjacent local and State heritage items.
- The proposal does not satisfy the over-height provisions as the proposal detracts from the desired character in that it removes a contributory character warehouse building as sought to be retained by Policy Area Principle 3 "Areas of remnant historical character should be reinforced and enhanced by the restoration and adaptation of existing nineteenth century and early twentieth century buildings or sympathetically designed new buildings".
- The proposal does not satisfy the Zone Principle 9 that seeks a 43 degree angle from the southern footpath.
- The tower element should be set back as done on the southern side of Grenfell Street to satisfy this setback angle and to provide a clear podium delineation.
- The Commission request that the applicant reconsiders the 'base podium' element of the design to retain the existing red brick warehouse building as sought by and critical to maintaining the Desired Character Statement and Policy Area Principle 3 to further reinforce the desired character, built form, public environment and scale of the streetscape as sought by CW PDC 170



5. Other Application

- 5.1 The Panel **supported** an ERD Court compromise to retain façade and construct an 8 storey serviced apartment building at **377-379 King William St** (DA/867/2011)

COUNCIL MEETING – 27 March 2012 (Next Ordinary Meeting 24 April 2012 at 5.30pm)

9. A Deputation was received from Mr **Ron Bellchambers** opposing construction of a dam on **Brown Hill Creek**.

Cllr Plumridge moved a Motion calling for a Working Group to investigate all aspects of the Brownhill Ck proposals.

10. Question on Notice from **Cllr Llewellyn-Smith** re impact on ACC of the **Fred Hansen Report "All on Board"**

13. Questions w/o Notice were asked by **Cllr Moran** regarding the status of the Residents' Card & Welcome Packs.

Items referred by Committees to Council (N.B. Not all items are necessarily reported)

- **15 Recommendations of the City Design and Character Committee – 6 March** (Chair: Cllr Llewellyn-Smith)

-1. The draft **City of Adelaide Strategic Plan 2012-2016, One City, Many Places**, was adopted for public consultation with the **Integrated Movement Strategy and the Business Plan & Budget**, from 30 March to 21 May.

-3. Regarding **parking in the southeast** corner of the city, Council called for a further report with other options.

- **16. Recommendations of the City Development & Sustainability Committee – 6 March** (Chair: DLM Cllr Plumridge)

-1. Council adopted reduced incentives for **solar systems, hot water and r/water tanks** and suspension until 1 July.

-2. Council endorsed the adoption of a **CitySwitch NABERS Energy Rebate Scheme** for city offices for 2011-12

-4. The draft **Residential Growth Program 2012-16 – Strategy and Policy –** was endorsed for public consultation.

-5. It was agreed that the Lord Mayor write to the SMA seeking reasonable access to the **Oval Licensed Areas**.

- **17. Recommendations of the Community Services, Events & Facilities Committee – 6 March** (Chair: Cllr Clearihan)

-1. Council noted reports recommending essential works in 2013-14 & 14-15 at the **Aquatic Centre**, costing \$3.535m

-2. Council adopted **By-Law 10 Smoking Control**-for use in the Mall- and to submit it to the Leg Review Committee.

-3. Subject to consultation, Council will grant a temporary lease over part of **Ellis Park** to **Cirque du Soleil** for 2012-13 and to start negotiations for a possible **longer term agreement** for use of Ellis Park for this and similar events.

-5. Council called for a report outlining approaches to developing a **Live Music Strategy** for the city.

- **18. Recommendations of the Corporate Planning, Governance & Finance Committee – 13 Mar** (Ch. Cllr Henningsen)

-1. Council agreed to conduct the **Representation Review** required under the LG Act using internal resources.

-2. Council noted the **Brown Hill Keswick Creek Stormwater Management Plan Community Consultation Report**.

-4. Council resolved to rescind and remake a **Road Process Order** to formally close portion of **Bowen St** in the city.

-6. Council considered **Rundle Mall Management Authority Governance Options** and will conduct further consultation.

-7. Council will consult on possible **rate levies** for marketing and promotion of the **East & West Ends** of the CBD.

-9. Council endorsed an amended version of **CLMP for Tarndanya Womma (Park 26)** for public consultation.

-10. Changes to Council's Committee Structure and Meeting arrangements were endorsed to be effective from July.

-11. Endorsed **International Partnership Strategy (IPS)** will help Adelaide to better position itself on the world stage.

- **18. Advice of the Adelaide Park Lands Authority (APLA)**

The advice of the Authority in relation to **SMA-controlled trees, Cirque du Soleil, the Kaurna naming of squares** have all been incorporated in reports to committees. Its Draft **Business Plan and Budget** was submitted to Council.

Items for Council (Chief Executive Officer's Reports)

- 21. Council endorsed a grant of \$5k to **Reconciliation SA** for the **Reconciliation Down Rundle** event on 4 June.

- 22. **Cllr Llewellyn-Smith** will replace Cllr Williamson (resigned) on the **ACC Reconciliation Committee**.

- 23. Council consented to the assignment of Lease for Shop WR4 at the Adelaide Central Market to S & N Bugeja.

- 24. Council endorsed proposed 2012-13 **New Capital Assets Program** (\$27.948) & **Asset Renewal Program** (\$20.609) for inclusion in draft 2012-13 **Business Plan and Budget** consultation documents.

- 21. Council nominated to the LGA, Cllrs **Llewellyn-Smith & Moran** for the **Developm^t Assessment Commission**.

Confidential Items were (31.1) **UPark fees** (31.2) **Adelaide Oval Landscape** (32) **Wellington Square Food & Wine Festival** (33) **Appointment of Board Members of the Central Market Authority** (34) **Kaurna Native Title Claim** and (35) **South Australian Motor Sport Board – Board Matter**.

All views expressed herein are those of Cllr Plumridge and do not purport to be those of the Adelaide City Council.