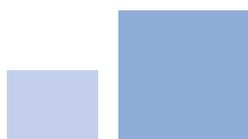




SENSATIONALADELAIDE

Planning for a better Adelaide





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Introduction

The Adelaide City Council is in a unique position. As both local council and capital city council, it acts on behalf of its constituency while also having influence over issues facing the broader South Australian community. While Adelaide is in an enviable position as one of the world's top ten most liveable cities, for three years running (*The Economist*, 2005-2007), there are numerous fundamental matters within our great city that must be addressed.

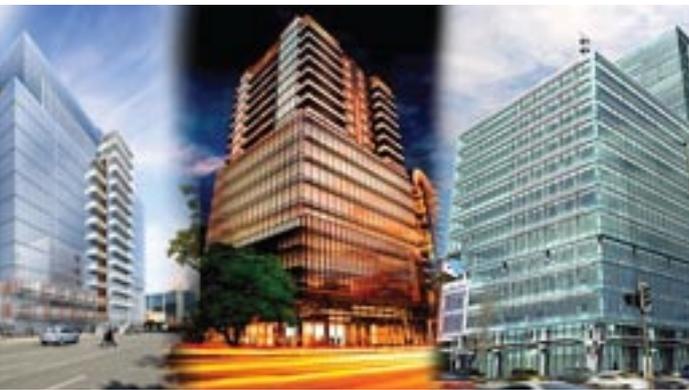
SENSATIONALADELAIDE created this document to highlight matters of importance to South Australia, focusing on topics controllable by the Adelaide City Council. Our goal is not to provide 'shrink wrapped' solutions but to bring these subjects into the public light so they can be openly discussed and prioritised.

South Australia is on the verge of a defence and mining industry boom, the extent of which is not yet widely known or appreciated. This will place international attention on our state. If we are to capitalise on this opportunity (and truly advance our state) the vision for our capital city must be seen to be reflective of our wider goals and aspirations.



Population growth, retaining our youth, fostering industry and innovation, and strengthening our sense of community and culture must be central to the ACC's vision for Adelaide in 2030.

SENSATIONALADELAIDE welcomes this opportunity to contribute to *Creating our future*. We look forward to its evolution, and to an exciting tomorrow for the City of Adelaide and all of South Australia.



About SENSATIONALADELAIDE

SENSATIONALADELAIDE is a not-for-profit web-based community group. Started from a small base three years ago, membership levels have grown exponentially and today we are represented by over 1200 South Australians!

Our goal is to make South Australia a vibrant place to work, live, study and play.

To learn more about our organisation, our vision and objectives, or to become a member please visit: <http://www.sensational-adelaide.com/aboutus>

Vision for public transport

Extend tram network

The Glenelg tram line extension of 2007 has delivered record patronage and revitalised the southern end of King William Street. We believe that Adelaide City Council and the South Australian Government should work collaboratively to capitalise on opportunities presented by the new city tram network.

Proposal

Extend the tram line in three stages:

- The North Adelaide Connection—extension of current KWS line to a new O’Connell Street Terminus.
- The Western Loop—extension of the current North Terrace line to West Terrace, then Gouger Street and back to Victoria Square.
- The Eastern Loop—extension of the current North Terrace line to East Terrace, along Hutt Street and, where appropriate, back to Victoria Square.

Benefits

Improved public transport benefits a city in many ways:

- The tram line will invigorate the areas it passes with increased business and retail activity.
- It will also promote public transport: the environmentally friendly option.
- Central Adelaide will become easier to move around; ease of movement will encourage visitors.

How to achieve

Upgrade the network in stages:

- The Western Loop is the easiest of the three extensions and it would be logical to continue the tram line from the City West Terminus. The Eastern Loop or the North Adelaide Connection could be considered next.



Bicycle-friendly streets

The life of a city comes from its streets and the way they are utilised. Streets contain the majority of public space in Adelaide, yet are rarely viewed as much more than a place for cars. It's important that our public thoroughfares embrace a variety of uses.

Presently, the CBD appears to be on the verge of becoming unsustainable: overrun by a culture of rapid and impersonal motor vehicle commuters.

Proposal

Reapportion city street space to better accommodate bicycle and scooter commuters and encourage a widespread change in commuter culture:

- Create clearly delineated and wide 'bicycle only' lanes in many streets.
- Reduce the number of lanes dedicated to motor vehicles.
- Increase the number of secure bicycle and scooter parking stations.
- Where possible, give priority to bicycles and scooters through traffic light intersections (similar approach to how suburban buses operate).
- Block selected back streets, only allowing bike and pedestrian access.
- Lobby TransportSA to include bike racks on buses entering the city.
- Install bus lanes on key routes (such as Grenfell Street) to discourage car usage and encourage bicycle and public transport commuters.



Examples of traffic separated bicycle only lanes in other cities

Bicycle-friendly streets (continued)

Benefits

Bicycles offer many advantages to a city's lifestyle and public safety. Once a reality, this proposal will have an immediate and positive impact for Adelaide CBD residents, and those in surrounding suburbs:

- There will be greater interaction between people and the CBD environment.
- A culture of shared space will be created among road users.
- Pedestrian safety will be enhanced, due to fewer cars and larger pedestrian and bicycle-friendly zones.
- The danger posed to cyclists (by vehicle drivers who believe they take priority) will be reduced.
- People will be enticed to become CBD residents, or to live in nearby suburbs.
- Jobs will be created due to increasing demand for CBD housing.
- Less motor vehicle traffic will mean a reduction of car exhaust pollution.
- A reduction in CBD 'through traffic' will encourage use of the ring-road instead.

How to achieve

The council has already made great inroads towards bicycle-friendly streetscapes, such as North Terrace and Grote Street.

Looking forward, consider creating a master plan in conjunction with public consultation and industry experts.



A roadway, bicycle path, and footpath. All separated from each other by landscaping.

Improving ambience

Lighting in the CBD

Proposal

Encourage innovative use of lighting on our office towers, heritage buildings (particularly on North Terrace), carparks, trees and transport platforms.

Benefits

Lightens dark streets by highlighting the beauty of our landscaping and buildings. Not only does this improve public safety, it creates additional ambience in areas lacking life.

How to achieve

Streamline the processes for businesses submitting development applications regarding night time signage and displays. Tenants should be encouraged by council to add innovate and attractive lighting to properties by removing red tape.

Displays such as the *Northern Lights* should be made semi-permanent. 2008's Festival of Arts has proven that North Terrace can draw huge crowds, in a family friendly atmosphere. The ACC should investigate ways of capitalising on this.



Towards a modern skyline

The current city height limits are conservative compared to other CBDs across the country and abroad. Key CBD sites should not be wasted on further low to mid-rise developments.

We believe air traffic safety concerns are not a valid limiting factor for CBD building height in Adelaide. San Jose, California, is a similar sized city to Adelaide with an airport in closer proximity (both in distance and runway alignment). Yet, San Jose is working towards lifting their height limits this year to allow for much taller buildings in their downtown area.

Proposal

Significantly lift the permitted maximum building height within certain sections of the CBD, placing the emphasis on design rather than compliance to a height limit.

A building which has merit should be encouraged to build to the maximum height allowable. The current 103m height limit sponsors low-rise, large floor-plate developments, which other CBDs in Australia have already deemed inappropriate.

Benefits

Many benefits eventuate from this proposal:

- Businesses will be encouraged to adopt longer-term development and property investment strategies.
- Long-term sustainability of the Adelaide office market will be established.
- The skyline will become recognisable as being distinctly Adelaide.
- A reduction in urban sprawl (residential and commercial) will be encouraged through increasing CBD density.



One Canada Square, Canary Wharf, London UK

Taller buildings are a catalyst for regeneration. An example is One Canada Square in the United Kingdom (completed 1991). At 235m / 50 storeys, it was the tallest UK building and served as a beacon, signalling the area was enjoying major investment. Seventeen years later, new towers cluster around, forming the major financial hub of Europe.

“Tall buildings are landmarks and a sign of financial strength, which can have positive effects on the perception of entire cities.” (Dan Thomson, CABE, PFI Journal, September 2006)

How to achieve

Start by consulting with Civil Aviation Safety Authority (CASA) and Adelaide Airport Limited (AAL) to determine the maximum theoretical height for buildings within the Adelaide Square Mile.

Although it will take time to integrate the lifting of height restrictions into the Development Plan, its inclusion signals that Adelaide is moving forward with confidence.



Adelaide’s never changing skyline
Top: 1989 Bottom: 2008



Auckland’s (NZ) skyline is instantly recognisable by the landmark Skytower. Adelaide and Auckland have similar populations.

New entertainment precinct

An entertainment and sports precinct is our concept for a new world-class venue, capable of attracting international events and visitors—and keeping the massive injection of visitors in the city for as long as possible.

It's no coincidence that some of the world's most popular entertainment and sporting venues are on a riverfront. Most cities regard waterfront land as their most valuable asset.

Proposal

Build a world-class entertainment and sports precinct with large open areas and a range of facilities. The area must be well connected to public transport and overlook the waterfront. For example, we propose:

- a waterfront entertainment complex (shops, restaurants, cafes, bars, clubs, cinema)
- a floating stage (exciting backdrop to entertainment precinct)
- a multi-function football stadium
- a basketball stadium
- a pedestrian bridge linking riverfront entertainment
- an invigorated Adelaide Gaol (perhaps using a portion as a gymnasium to fund upkeep).

Several other opportunities could be explored for the railyards. For example, space could be allowed for complementary businesses such as a hotel, indoor skiing, ice skating, rock climbing or other complexes. Additionally, the interstate passenger rail terminal could be built into the plan.



Munich's Olympiastadion still looks as modern today as it did when it was built in 1972.

A new entertainment and sports precinct would ideally be located on the current railyards site.

Successful urban planning makes optimal use of available land, using the right areas for the right purposes. This site has convenient road access, proximity to public transport and existing late-night entertainment, convention and accommodation facilities alongside absolute river front views. A hospital would not make best use of such land. While a hospital requires similar ease of accessibility and land-size, all the other features of the railyards site are superfluous to a hospital's core needs. However they align perfectly with the core needs of an entertainment and sporting hub.

Benefits

A new entertainment and sports precinct would place Adelaide on the world stage in terms of cities capable of hosting events. A new precinct would promote Adelaide as a city capable of holding events like the Commonwealth Games or World Cup fixtures. It would also complement the council's goal of reinvigorating City West.

The area is well connected to public transport, and would encourage visitors to the CBD after these events. Adelaide would shed its 9 to 5 reputation, and workers & students would have reason to stay longer in the CBD.

How to achieve

Find a more suitable site for the Marjorie Jackson-Nelson Hospital development. The council should take a stronger role in planning for a possible entertainment precinct.

The council needs to move fast, as Requests for Proposals and soil testing is already in progress on the site. A master plan for the entertainment precinct needs to be developed, and can be timed with potential investment.



Two of the concepts posted on the [SENSATIONALADELAIDE](#) website for the railyards site.

Invigorating our alleyways

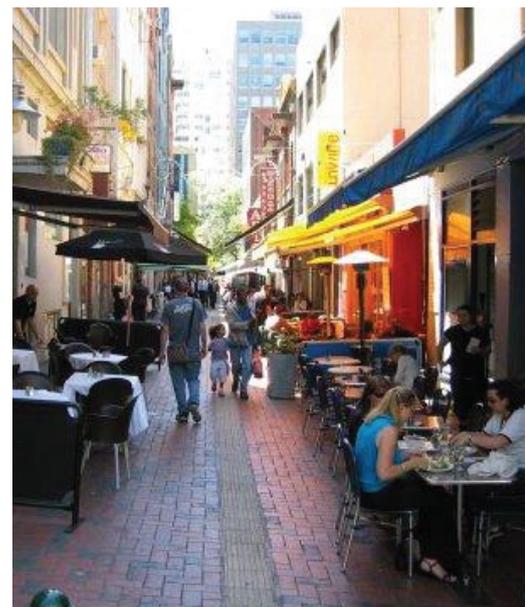
Adelaide is in the fortunate position of retaining many quaint alleyways that, once enhanced, will lend the CBD an increased atmosphere of culture and 'daily festival'.

Many of the world's major cities lack this street level intimacy, losing a great opportunity to bring out their personality.

Proposal

It is proposed that the council work to make several under used and tired alleyways destinations in themselves; the over arching theme is to create more of a 'surprise around every corner' atmosphere at the street level:

- Block traffic entry and parking in certain lanes to encourage pedestrian usage.
- Blur the line between footpath and roadway, perhaps through the innovative use of paving.
- Place roofs, pergolas and sails over lanes with poor skyline aesthetics.
- Blend 'inside with outside' (through the use of glass atria, for example) and encourage a lively community atmosphere where people feel connected to the city around them.
- Create attractive features (for example, wall art, permanent visual and sound features, suspended art anchored on adjacent buildings, a mini-version of the *Northern Lights* concept in the more heritage like lanes, and added vertical interest with open air mezzanine levels under which one-way traffic flows).
- Encourage private enterprise to invest in and take advantage of these invigorated spaces (fairs; fetes; performing arts; temporary, themed outdoor restaurants; permanent cafes, etc).



Benefits

Key benefits include:

- South Australia's brand as the Festival State will be strengthened, with the CBD acting as a year-round hub of activity.
- Our vibrant streets will draw more locals and tourists into the city, and lengthen their stay.
- The lively atmosphere around town will act as a drawcard for city living.
- The sense of community and state pride within South Australian residents will increase as these positive changes brighten their city.

How to achieve

Both private and public input should be sought:

- Nominate two to three alleys (perhaps close to the northern end of the city) and gather public opinion on how best to use the space.
- Alternatively, invite local architects (or students in their final year of university) to contribute a design. Offer a modest prize (and accompanying prestige!) for the winner.
- Be adventurous, as this is a low risk exercise with the potential for large dividends.
- Consider selling or leasing laneway space to private enterprise as a mechanism to fund this exercise.



Well designed street murals and other art can add character and brighten an alley.

Improving the Park Lands

The Adelaide City Park Lands are a marvel, but they have seen better days. Our proposal will reinvigorate the parks through a variety of initiatives.

Proposal

Create a master plan describing how the Park Lands can be drastically improved for the benefit of all South Australians.

Garden and water-wise ideas:

- Convert large areas to wetlands fed from CBD storm water and the Glenelg waste water reclamation pipeline.
- Build an internationally inspired garden in the South Park Lands featuring landscaping from many countries.
- Establish an annual Floriade festival.
- Return under used sports facilities to Park Lands.

Attractions and Facilities:

- Sponsor artists to create a collection of sculptures that act as a destination in themselves.
- Build a grandstand and function complex in Victoria Park, available for use throughout the year by the public.
- Build a stone amphitheatre with seating for 500+ people, to be used for operatic concerts, school plays, public gatherings, or just for eating your lunch!
- Work with private enterprise to install a portable climbing wall in the eastern Park Lands that coincides with the Rundle Street markets.

Events:

- Allow off-street car parking where sports are being played, as cars parked around the Park Lands during sporting events increase congestion and reduce safety.
- Create a website to allow people to reserve certain, small areas of the parklands for daytime functions (for a fee).



Benefits

Many benefits eventuate from this proposal, including:

- All of the Park Lands truly become civic spaces, not just vacant vistas.
- A wide variety of South Australian residents will regularly use the Park Lands.
- Wetlands will potentially reduce giga-litres of water consumption per year and attract a variety of bird life.
- The Park Lands will attract more tourists and give them a reason to vacation in South Australia for longer periods.

How To Achieve

Create and execute a master plan as an integral part of a long-term partnership with the state government.

Please consider the following:

- Gather input from a broad cross-section of the South Australian community.
- Consider using an international design competition to help open our city's eyes to the unrealised potential of the Park Lands.
- Work through the details of timing and funding in conjunction with the South Australian Government.
- Set up a *Park Lands benevolence fund* to which people can make donations for maintaining and expanding the amenity of the Park Lands.

Invigorating our Park Lands should not be considered an expense, but rather an exercise in building a tremendous asset that will pay for itself many times over.



Victoria Square

The people's square

Victoria Square should receive a radical new design focused on pedestrians. It should no longer play second fiddle to a thoroughfare for traffic.

Proposal

Either close off the east-west connector by redirecting traffic around the square, or create an underpass for east-west traffic. Return the two diagonal roads at the square's north-east and south-east to the square.

Near the site of the Queen Victoria statue, a new Adelaide landmark could be created. This new landmark could serve as a beacon to visitors and residents, indicating that they have reached the true heart of Adelaide. The landmark should be highly visible.

Options include an illuminated glass tower or a redesigned version of the obelisk erected in Victoria Square during the 1968 Arts Festival (pictured). People who saw it first-hand recall that Victoria Square looked spectacular when it lit up during the night.

It would be a prime example of the council using the best from our past to look to the future.

Innovative lighting techniques and displays should be used in the square.

How to achieve

Split into two stages: Traffic management then public works (illumination, stage areas and beautification).



Above: Mock-up of illuminated paving for Victoria Square
Below: 1968 Arts Festival Obelisk in Victoria Square.

This document was prepared by members of
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We welcome questions from the ACC and will willingly
provide more details for any proposal as required.