

George Street Upgrade

Information Pack

July 2025

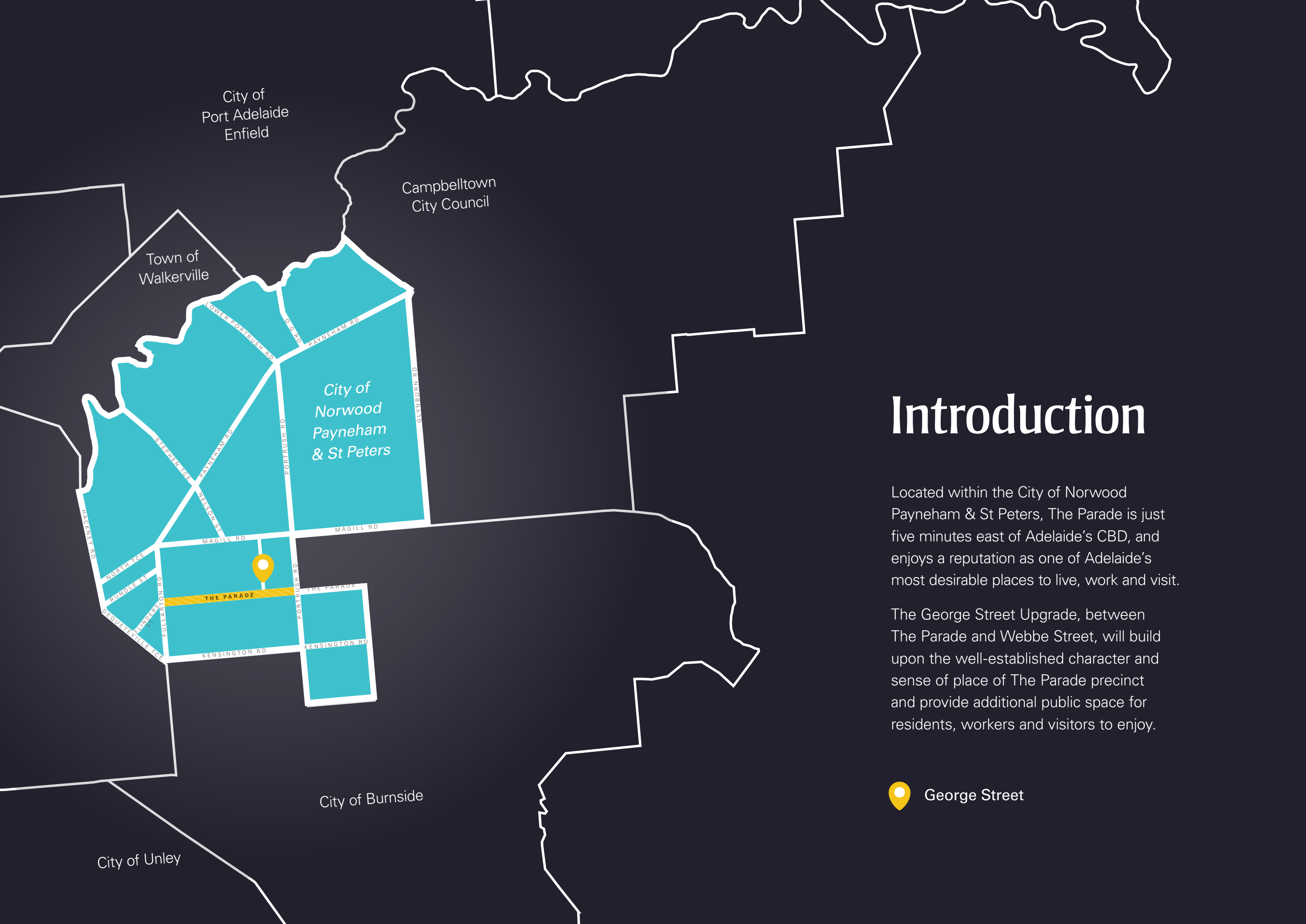
Prepared by the City of Norwood Payneham & St Peters



City of
Norwood
Payneham
& St Peters

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Introduction

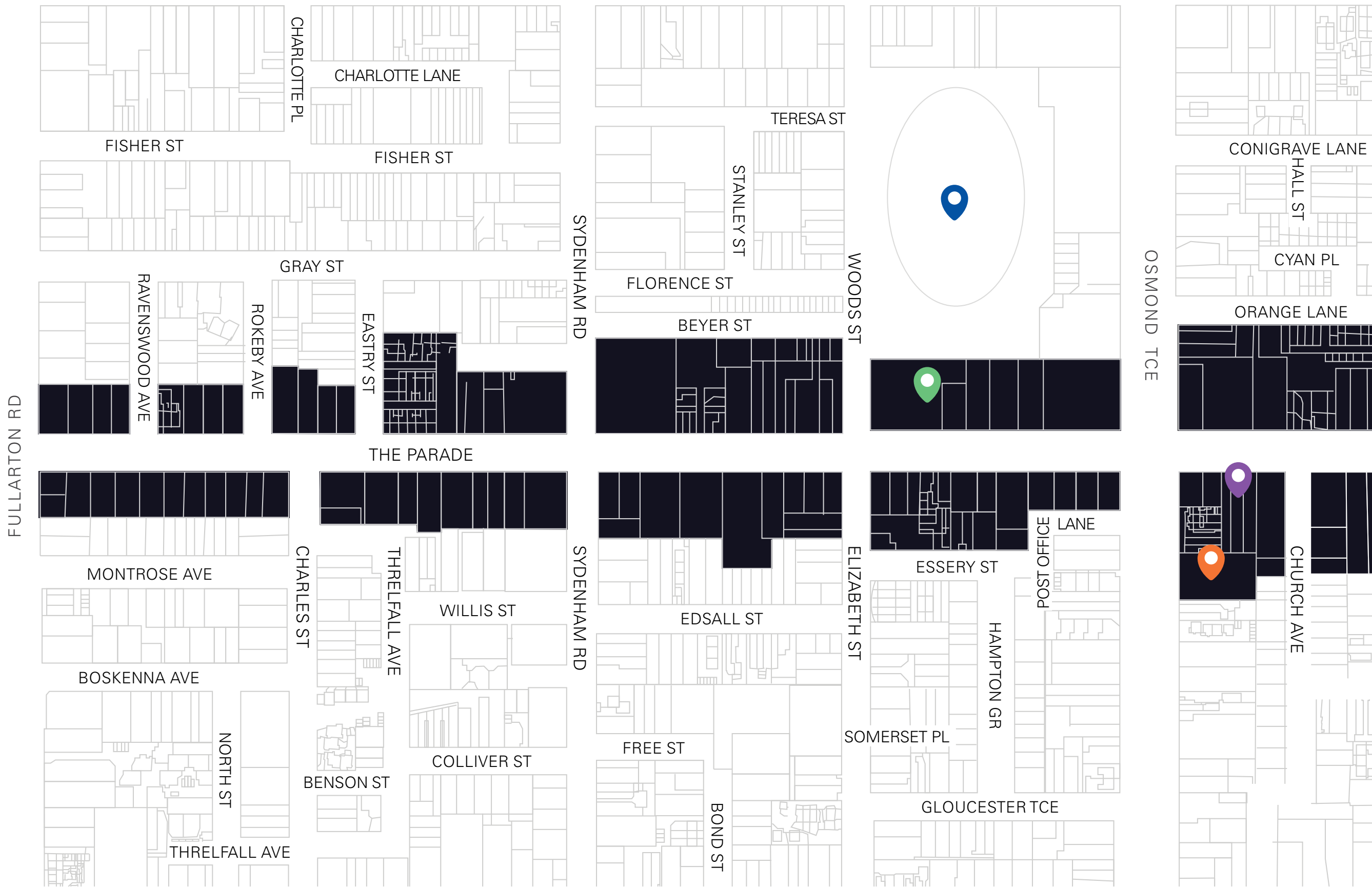
Located within the City of Norwood Payneham & St Peters, The Parade is just five minutes east of Adelaide's CBD, and enjoys a reputation as one of Adelaide's most desirable places to live, work and visit.

The George Street Upgrade, between The Parade and Webbe Street, will build upon the well-established character and sense of place of The Parade precinct and provide additional public space for residents, workers and visitors to enjoy.

 George Street

Legend

-  Project Location
-  The Parade Precinct
-  Parade Central/ Hoyts Cinemas Complex
-  Norwood Town Hall & Norwood Concert Hall
-  James Coke Park
-  Norwood Mall/Como Mixed Use Development
-  Norwood Place
-  ORTA Mixed Use Development
-  The Osmond Mixed Use Development
-  Memorial Gardens
-  Norwood Oval





The Parade, Norwood

The Parade Norwood, which is approximately 1.6km in length, is recognised as South Australia's premier mainstreet, offering a diverse range of businesses including dining and entertainment, clothing and retail, professional and financial services and hair and beauty.

The Norwood Town Hall and the Parade Central/Hoyts Cinema Complex, located along George Street in the heart of The Parade, are iconic civic and entertainment destinations that attract people of all ages and backgrounds and help to define the street.

Norwood Place and Norwood Mall are major retail anchors and attractions to the precinct. Although strongly represented by independent retailers and other businesses, The Parade also hosts a number of major retailers and national brands.

Over the last 20 years The Parade has evolved and increased in popularity. Developments such as The Bath Apartments, Nuova Apartments and COMO, have provided new medium density housing and additional ground-floor retail spaces. Major developments such as ORTA, which is nearing completion, will attract and create opportunity for more businesses to enter the street, subsequently playing a vital role in attracting visitors to the precinct while also servicing local residents.

The Parade Masterplan

The Parade Masterplan, endorsed by the Council in May 2019, focuses on protecting the identity and appeal of The Parade, and supporting the significant economic, social and cultural elements that enhance the experience of people who choose to live, work and visit The Parade.

The prioritisation of pedestrian safety, movement and improvements to the street amenity are some of the objectives, which the Council is seeking to achieve through the implementation of The Parade Masterplan.

A copy of The Parade Masterplan is available on the Council's website.





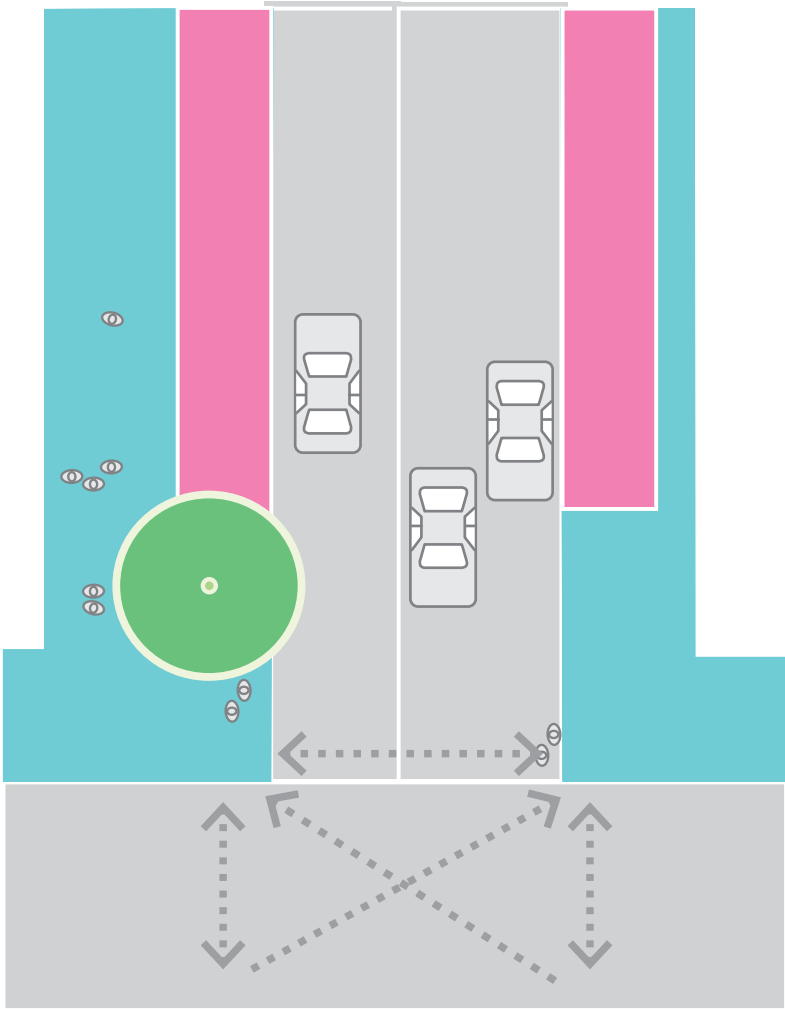
Community Consultation

The development of The Parade Masterplan included significant consultation with visitors, residents, business owners and operators, property owners and various State Government Departments.

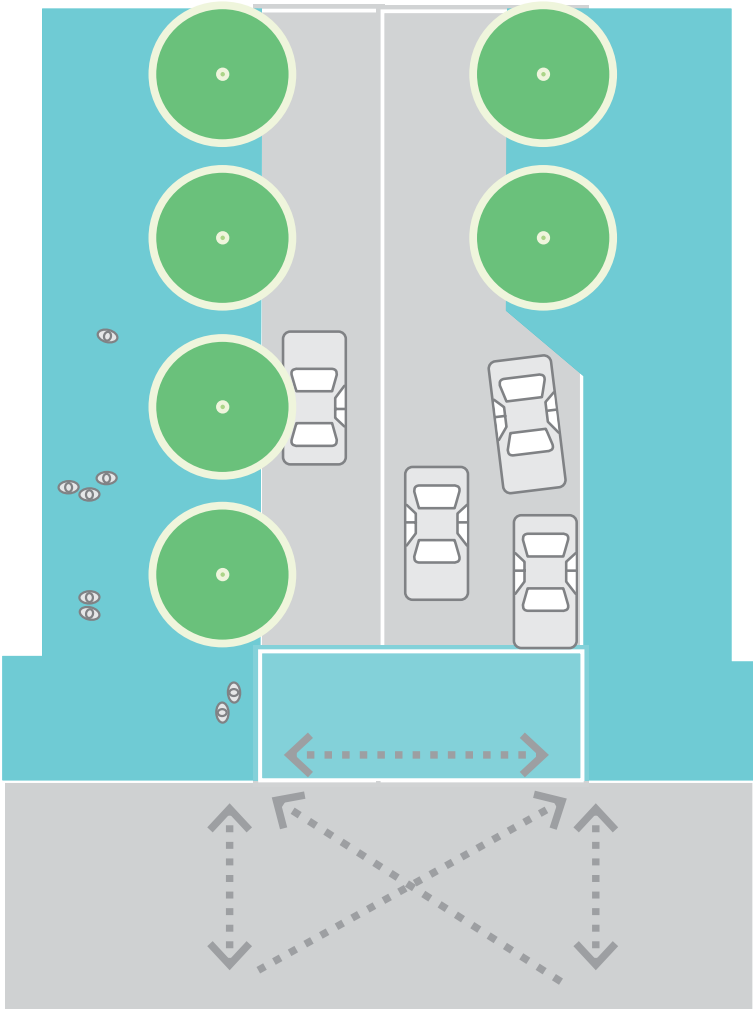
The processes involved Council connecting with the community at key events, holding workshops, conducting surveys and engaging and meeting directly with businesses and other relevant stakeholders.

A key component of the consultation on The Parade Masterplan was the concept design for George Street. As part of the consultation, participants were asked to select which concept option for George Street was preferred. Based on the community’s feedback and aspirations for the street, Option 2 was selected as the basis for the George Street design.

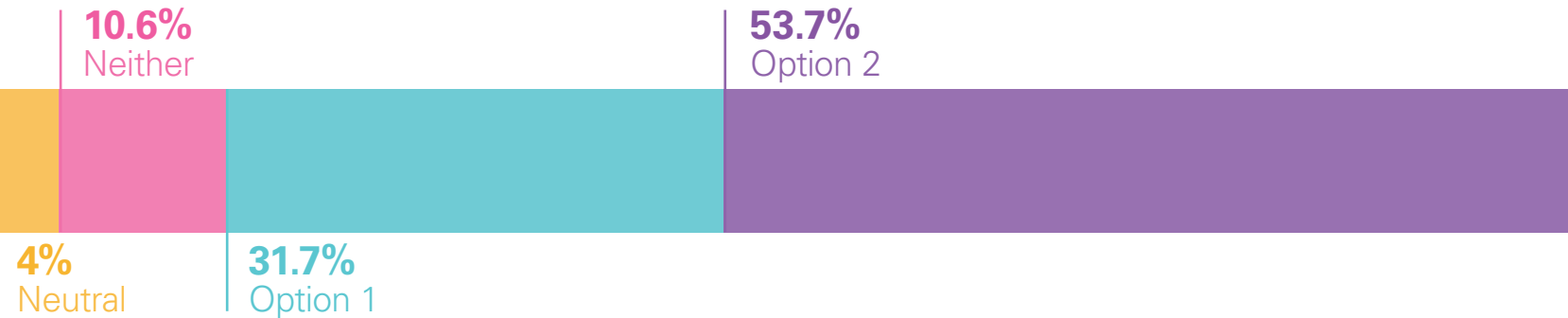
George Street Option 1
Retain existing configuration



George Street Option 2
Remove carparking and improve amenity



Community Responses





1-31 MAY

Scramble Crossing at intersection to improve pedestrian safety

Widened footpaths, street furniture and urban greening

Improved access and interface to buildings

Two-way traffic

Artist impression of Option 2

Project Details

The George Street Upgrade, between The Parade and Webbe Street, is the first stage of the implementation of The Parade Masterplan. The proposed upgrade directly connects to the pedestrian scramble crossing installed at The Parade/George Street intersection in 2021 and will further improve pedestrian and motorist movement and safety.

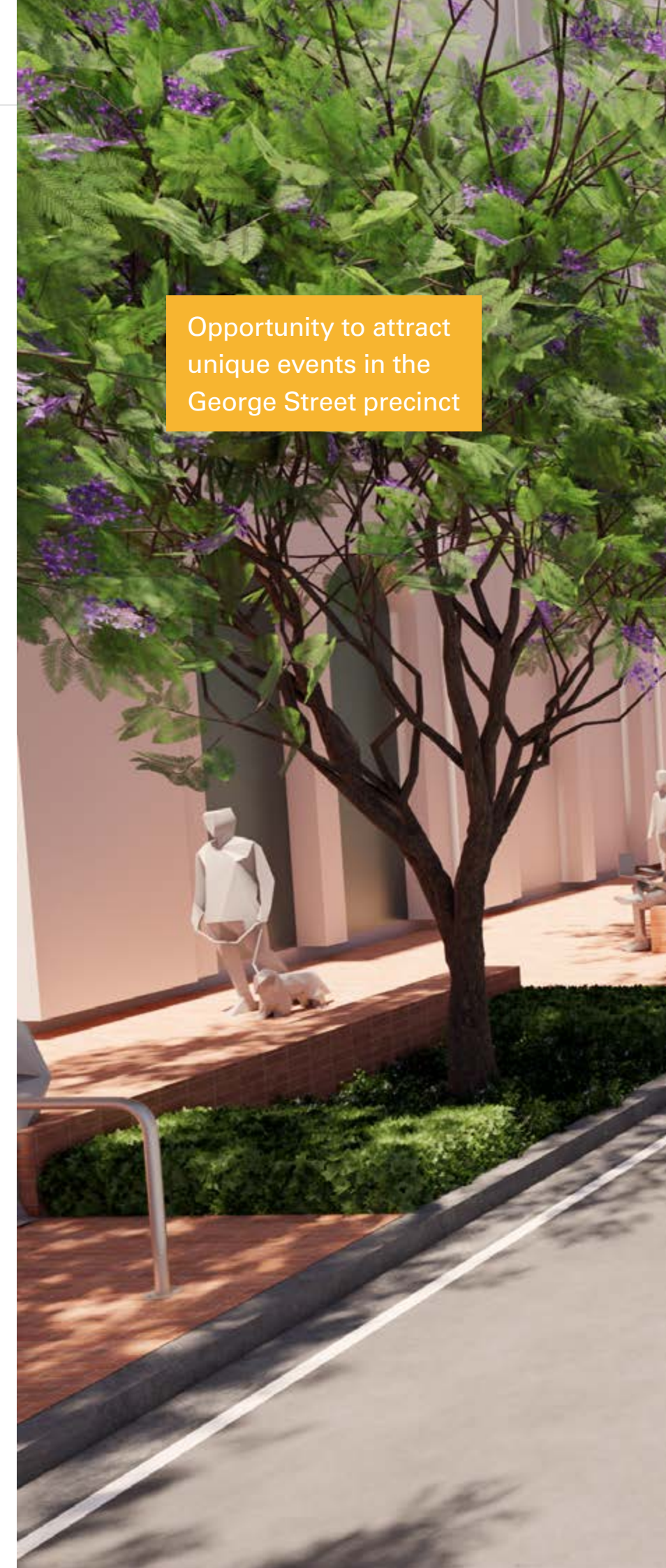
The upgrade will convert the existing on-street carparking spaces on both the eastern and western sides of the street into wider pedestrian footpaths with new street trees, garden beds, street furniture and lighting. This will provide new space, opportunity and purpose to visit, stay and participate in public life and the economic, cultural and civic offerings of The Parade precinct.

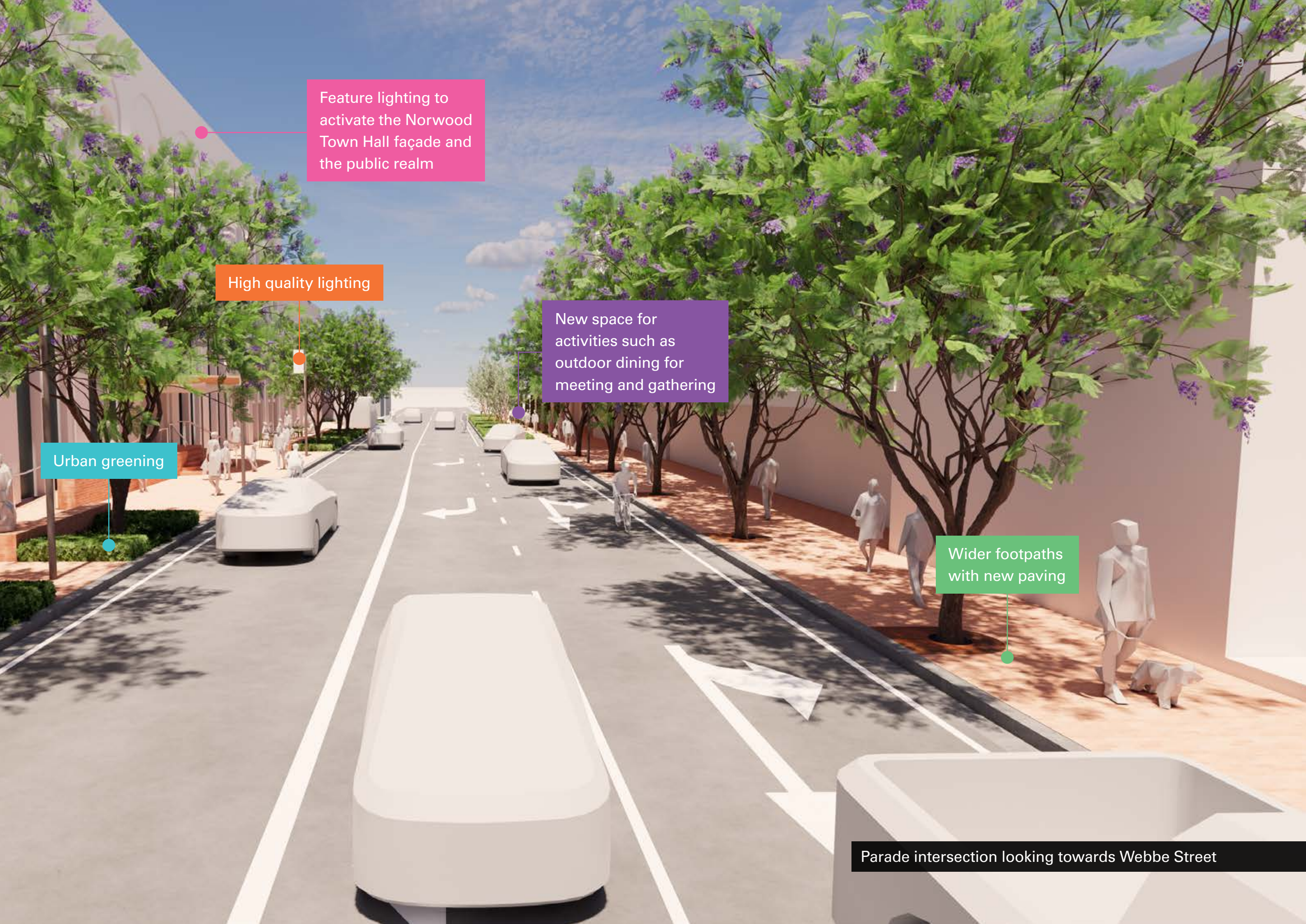
The widened footpaths will use locally sourced clay pavers of a size and texture that assists with pedestrian movement and meets accessibility standards, ensuring that George Street is inclusive for all. The trees and irrigated garden beds will assist with moderating urban heat by providing shade and lower ground surface temperatures.

Improved public lighting will enhance pedestrian safety and comfort to encourage street activity into the evening hours. Feature lighting will illuminate the Norwood Town Hall façade, enhancing this heritage asset and providing additional night-time interest.

Once completed the George Street Upgrade will transform the existing public realm into a well-designed, high quality public space which demonstrates the Council's objectives to increase green canopy cover, promote a safe and healthy environment and encourage opportunities for social connection.

Opportunity to attract unique events in the George Street precinct





Feature lighting to activate the Norwood Town Hall façade and the public realm

High quality lighting

Urban greening

New space for activities such as outdoor dining for meeting and gathering

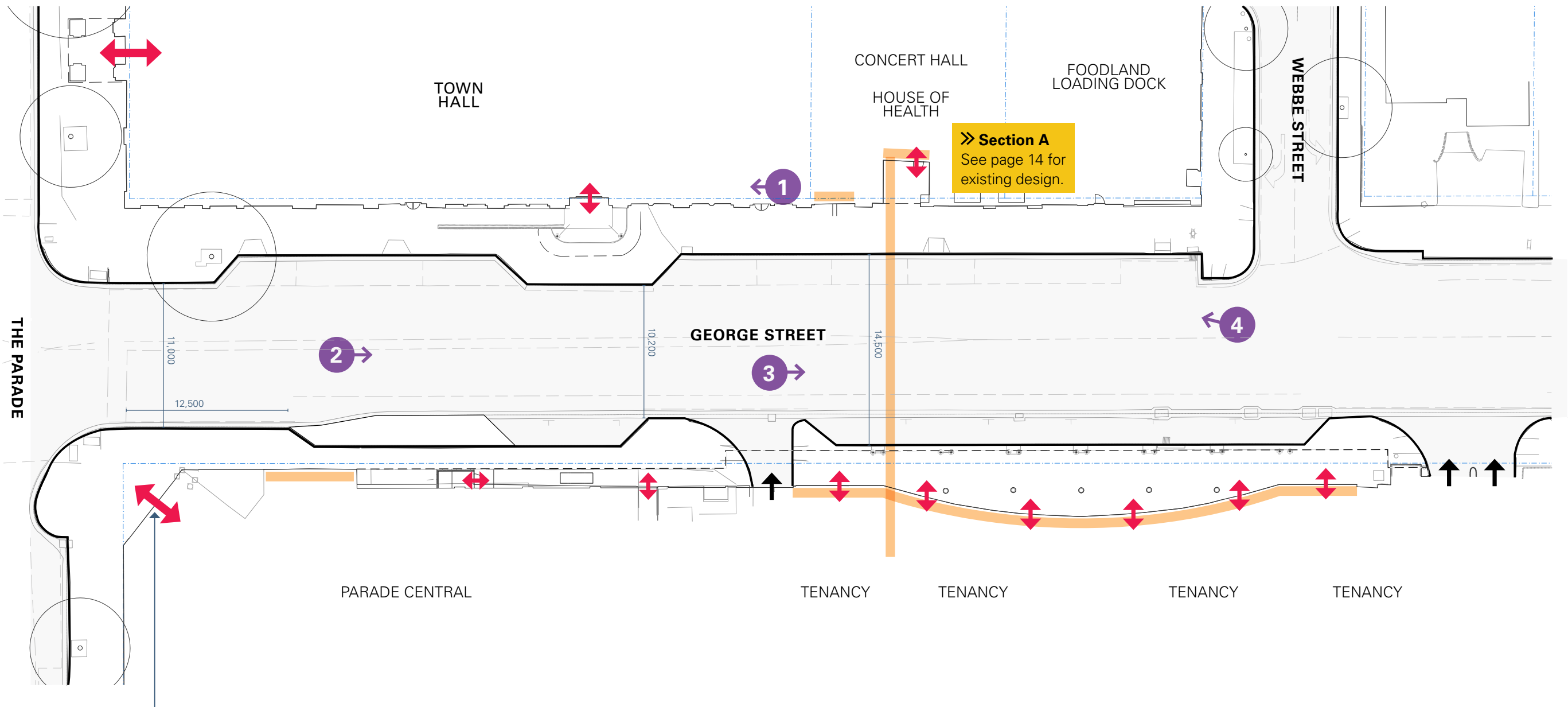
Wider footpaths with new paving

Parade intersection looking towards Webbe Street

Existing Site Conditions

George Street between The Parade and Webbe Street functions mainly as a connecting road with on-street parking and narrow footpaths. There is only one existing tree on George Street between The Parade and Webbe Street. The existing infrastructure and assets are aged and not designed or built to current access and mobility standards. However, there is excellent opportunity to improve the public realm and activate the street adjacent to the Norwood Concert Town and Parade Central.

- Property boundary
- Pedestrian access points
- Primary vehicle access
- Glazed frontage tenancy
- Image view





View looking south along the western side of George Street



View looking north along George Street from The Parade George St intersection



View looking north along the eastern side of George Street



View looking south-west towards the Concert Hall and Norwood Town Hall

Stormwater Design

Infrastructure Improvements

The project will commence with the construction of new stormwater drainage infrastructure in Harris Street and George Street to address stormwater management in the local area. These works have been brought forward to ensure they are completed prior to undertaking the streetscape works and enable the George Street footpath to be widened as shown on the detailed design.

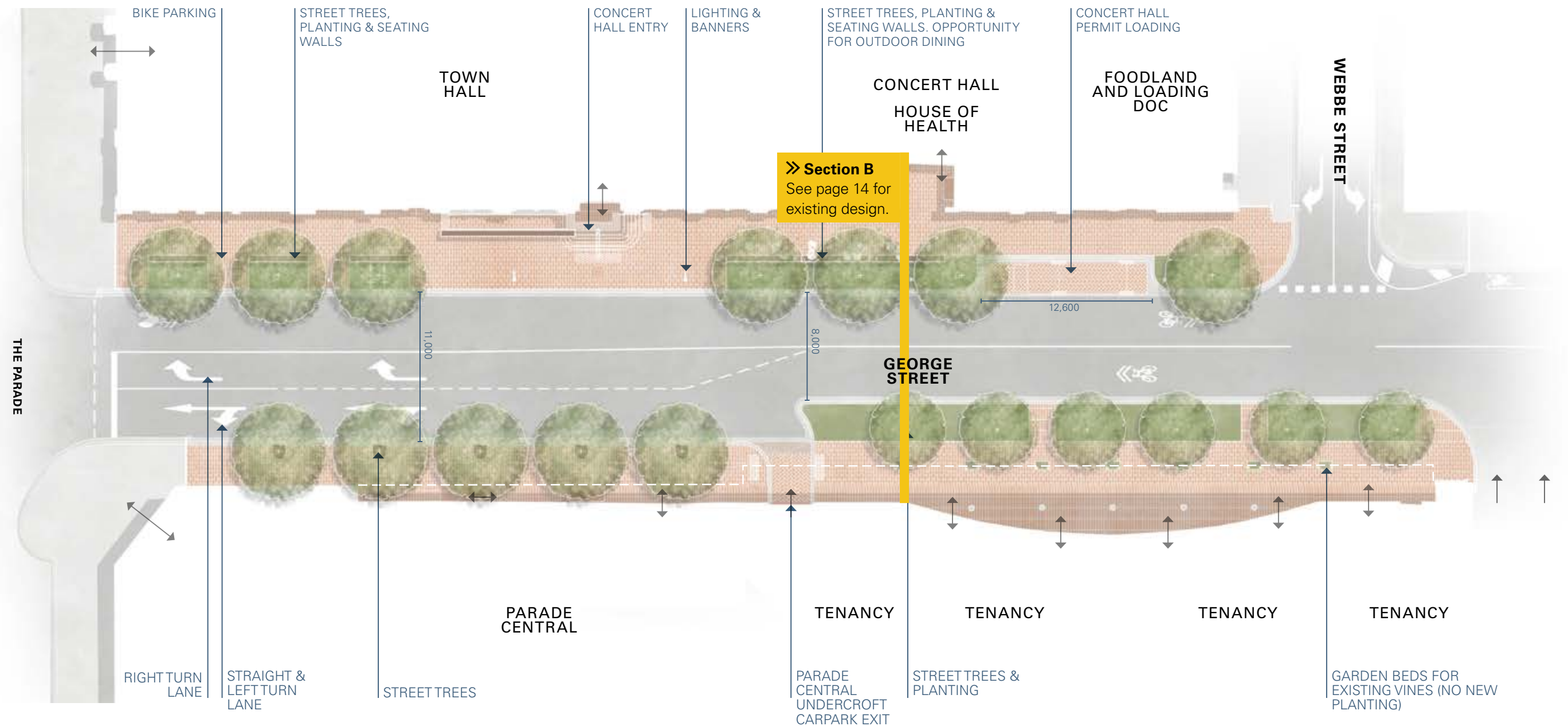
-  Streetscape works
-  Stormwater Drainage works



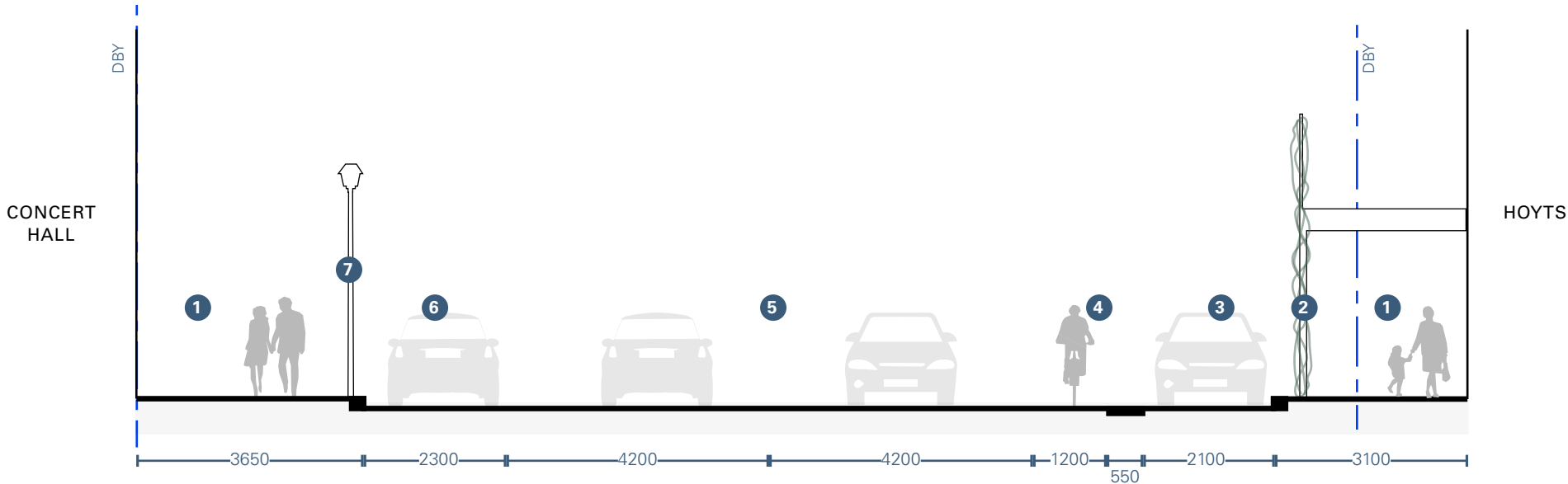
Streetscape Design

Detailed Design

In combination with the scramble crossing installed at The Parade / George Street intersection in 2021, the George Street Upgrade seeks to improve pedestrian and motorist movement and safety. The design proposes to convert existing on-street carparking spaces into wider pedestrian footpaths with street trees, garden beds, furniture and lighting, thereby providing new space, opportunity and purpose to visit, stay and enjoy the offerings of The Parade precinct.



Section A—Existing



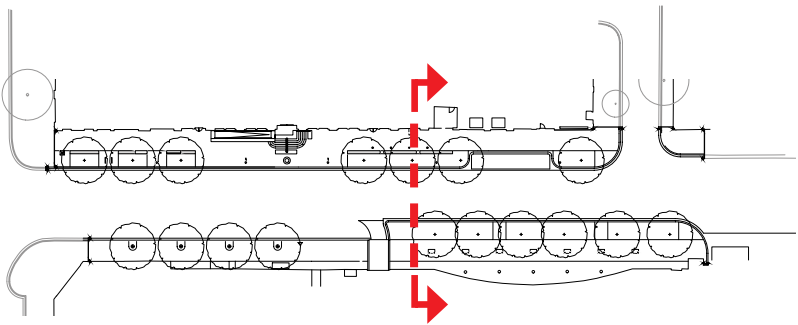
Key for Section A—Existing

1	EXISTING FOOTPATH
2	EXISTING VINES
3	EXISTING ON-STREET PARKING
4	EXISTING BIKE LANE
5	TRAVEL LANES
6	EXISTING ON-STREET PARKING / LOADING ZONE
7	EXISTING LIGHT POLES

Section B—Proposed



Section A and B Location

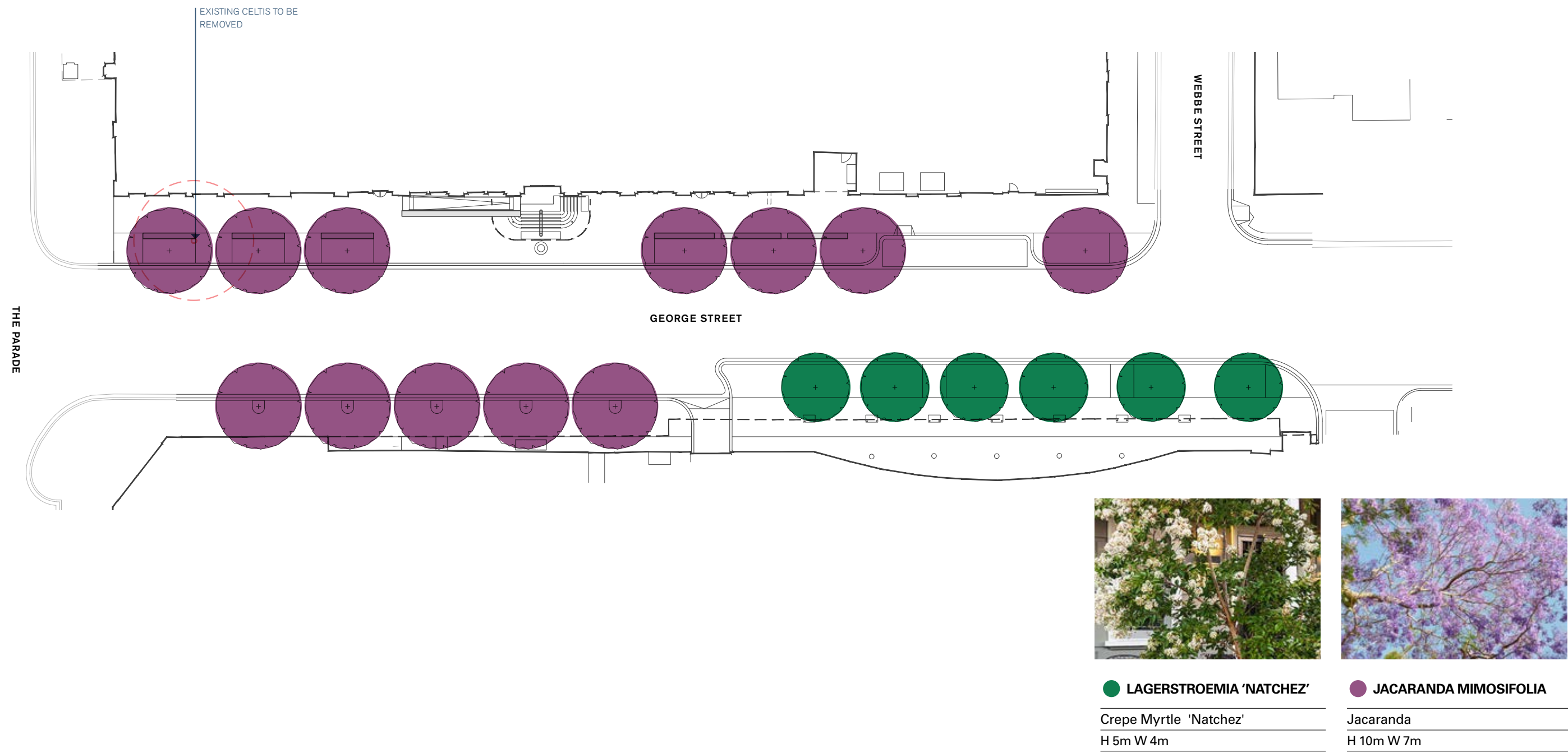


Key for Section B—Proposed

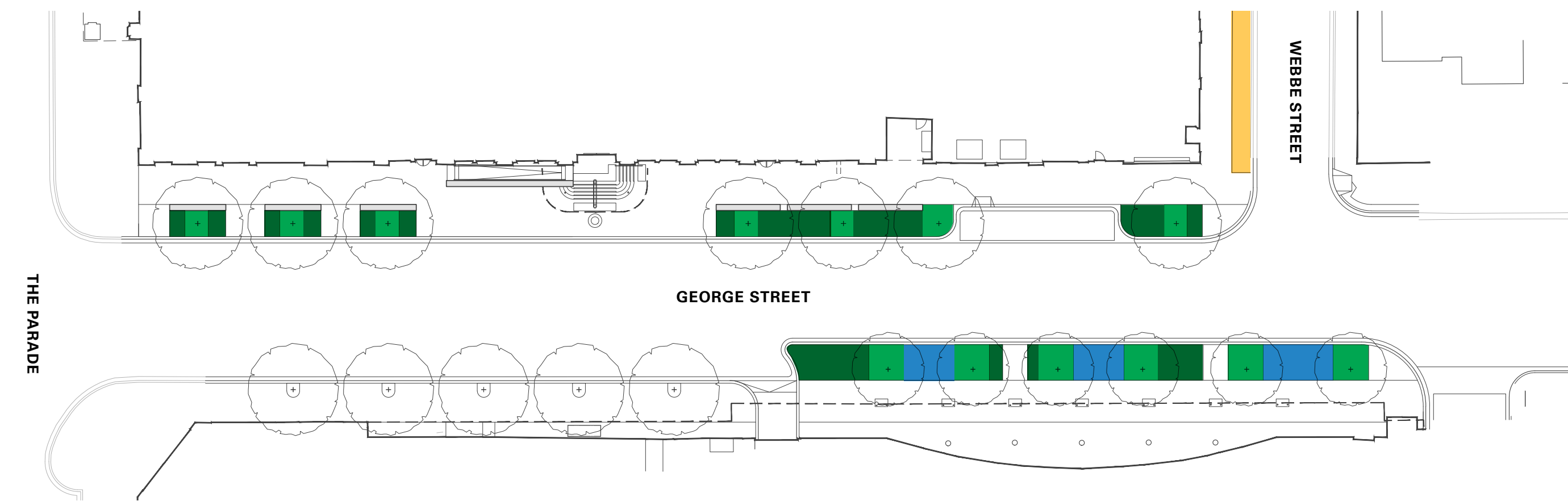
1	NEW FOOTPATH
2	EXISTING VINES RETAINED
3	INFILL TREE PLANTING & GARDEN BEDS
4	NEW LIGHT POLES
5	SHARED TRAVEL LANES

Planting Plan

The George Street Upgrade includes 18 new street trees and several large, irrigated garden beds. This urban greening will assist with moderating urban heat by providing shade and lower ground surface temperatures. It will also provide seasonal colour and interest to the street environment.



The plant species that have been selected are robust and widely used in areas with busy foot traffic such as streetscapes and will assist with reducing the amount of urban heat on the street.



RAPHIOLEPIS INDICA
'ORIENTAL PEARL'

'Oriental Pearl'



TRACHELOSPERMUM 'FLAT MAT'

Trach 'Flat Mat'



ZAMIA FURFURACEA

Cardboard Palm

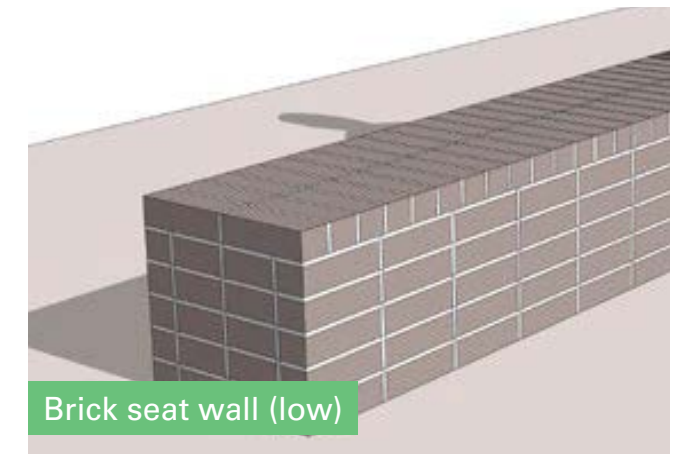
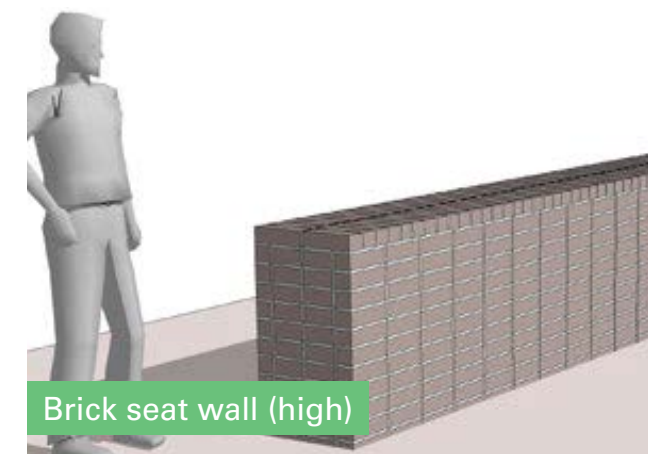
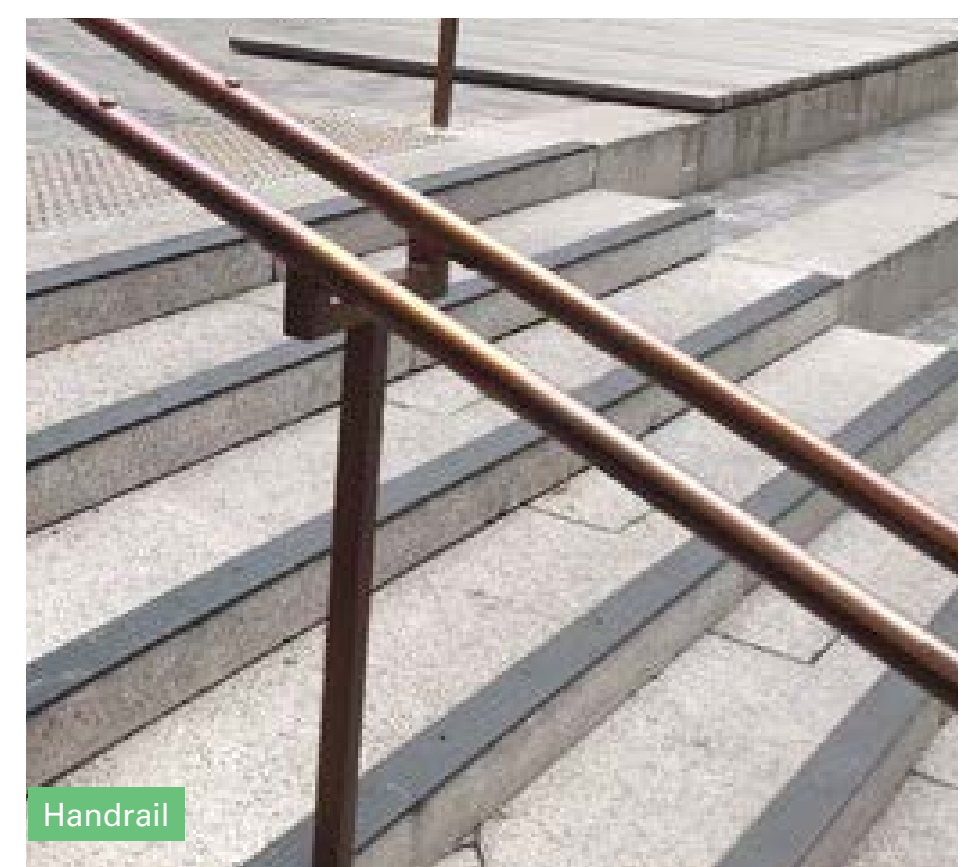
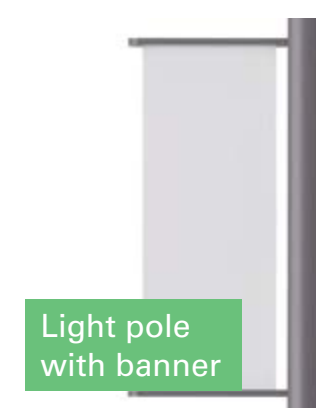
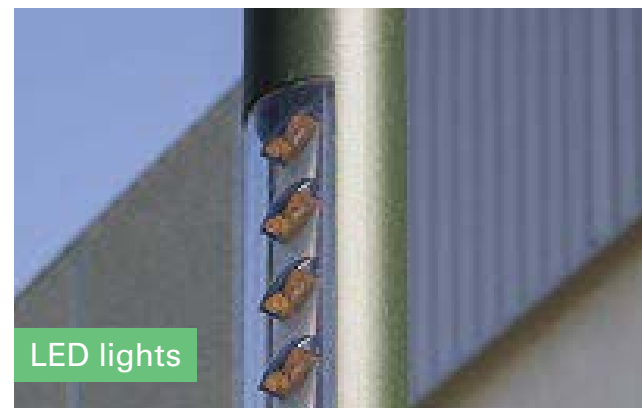


LOMANDRA 'TANIKA'

Lomandra 'Tanika'

Materials

The project includes a variety of urban elements such as street furniture, lighting, paving and plant materials. High quality, locally sourced and manufactured materials will be used wherever possible. The materials used in the George Street Upgrade will establish the palette for the remainder of The Parade.



Visualisation 01

This image illustrates the proposed design for the George Street Upgrade. In comparison to the existing conditions, the upgrade will increase George Street's safety, functionality, amenity and commercial opportunities.



George Street west looking south from Webbe Street towards The Parade

Visualisation 02

New paving, street furniture, trees, garden beds and lighting will provide a safe, comfortable and interesting public realm environment.



Visualisation 03

As part of the upgrade new opportunities will be created to further activate street and extend activities from the parade into George Street.



The George Street Upgrade will be delivered in a number of stages, commencing in September 2025 and is scheduled to be completed prior to April 2026. Construction will pause for the Christmas and New Year trading period.



The Council and project team are committed to minimising disruption to traders, residents and visitors to the precinct as much as possible and have been working closely with stakeholders in scheduling works and to maintain access.

The staged approach to construction will ensure pedestrian access to residential properties, shopfronts and businesses on George Street is maintained to the extent that it is practicable and meets safety considerations. However, temporary lane, parking and speed alterations will apply throughout the construction period to ensure community safety.

The approach will be supported by a comprehensive suite of communications and marketing materials to ensure residents, traders and visitors are informed about the construction schedule and access within the local road network, and are encouraged to continue visiting the precinct and supporting local businesses.

For further information and to subscribe to regular updates visit www.npsp.sa.gov.au/georgestreet

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