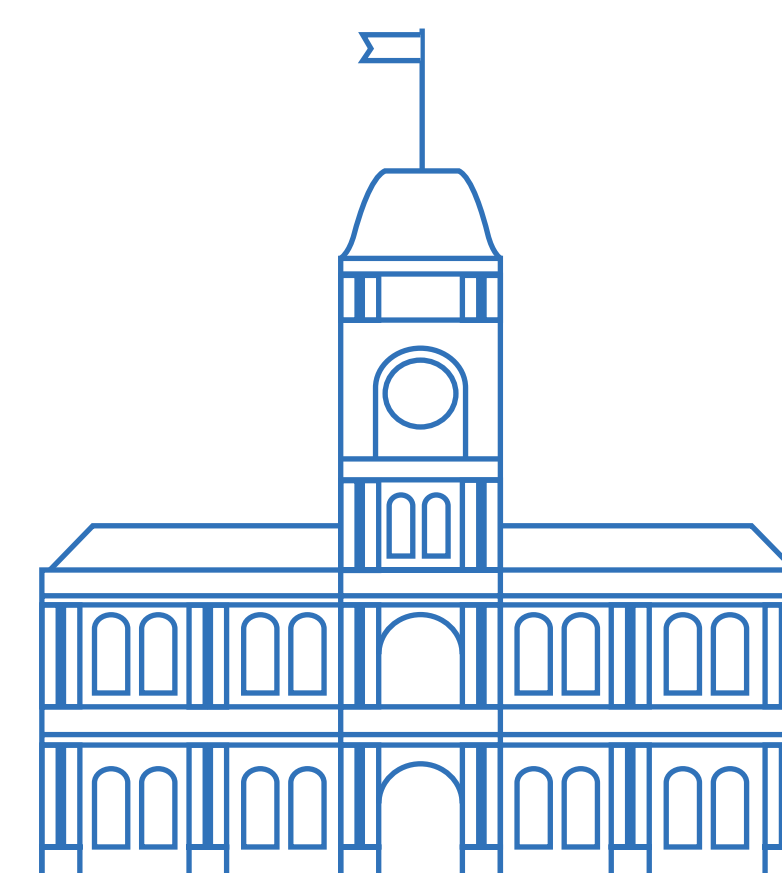


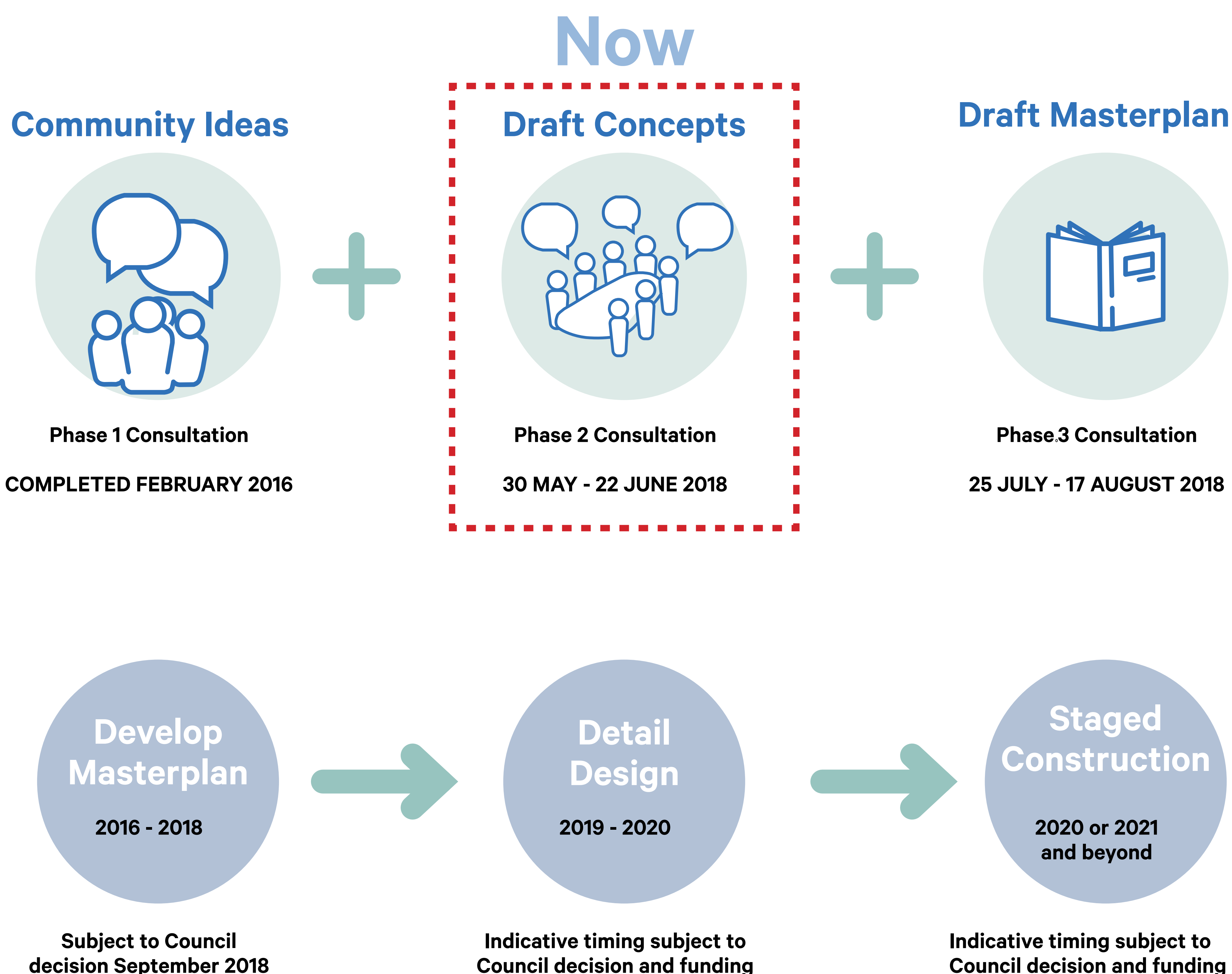
The Parade Masterplan

HAVE YOUR SAY!

The Council is setting the direction for the future redevelopment of The Parade and wants to hear from you. The development of The Parade Masterplan is the beginning of this process. Please voice your opinion and provide feedback on the draft concepts for the redevelopment of this significant main street precinct.

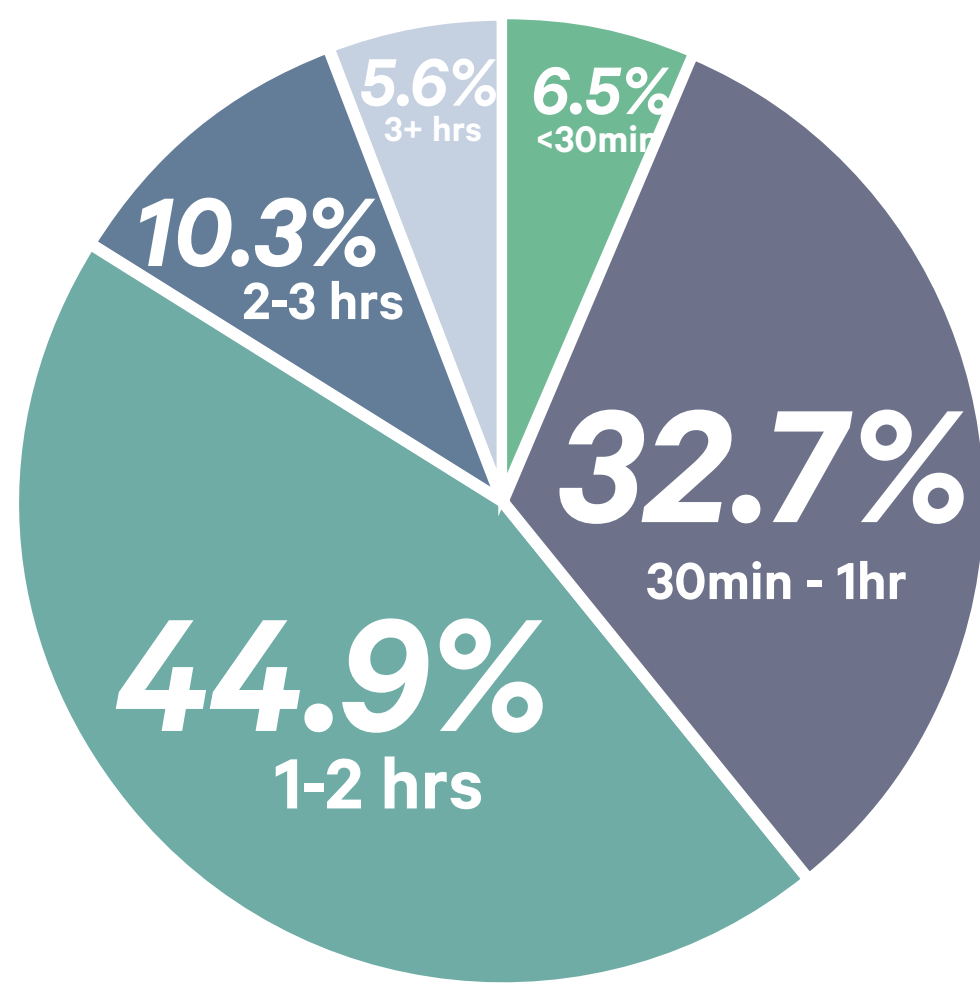


The Parade Redevelopment Process

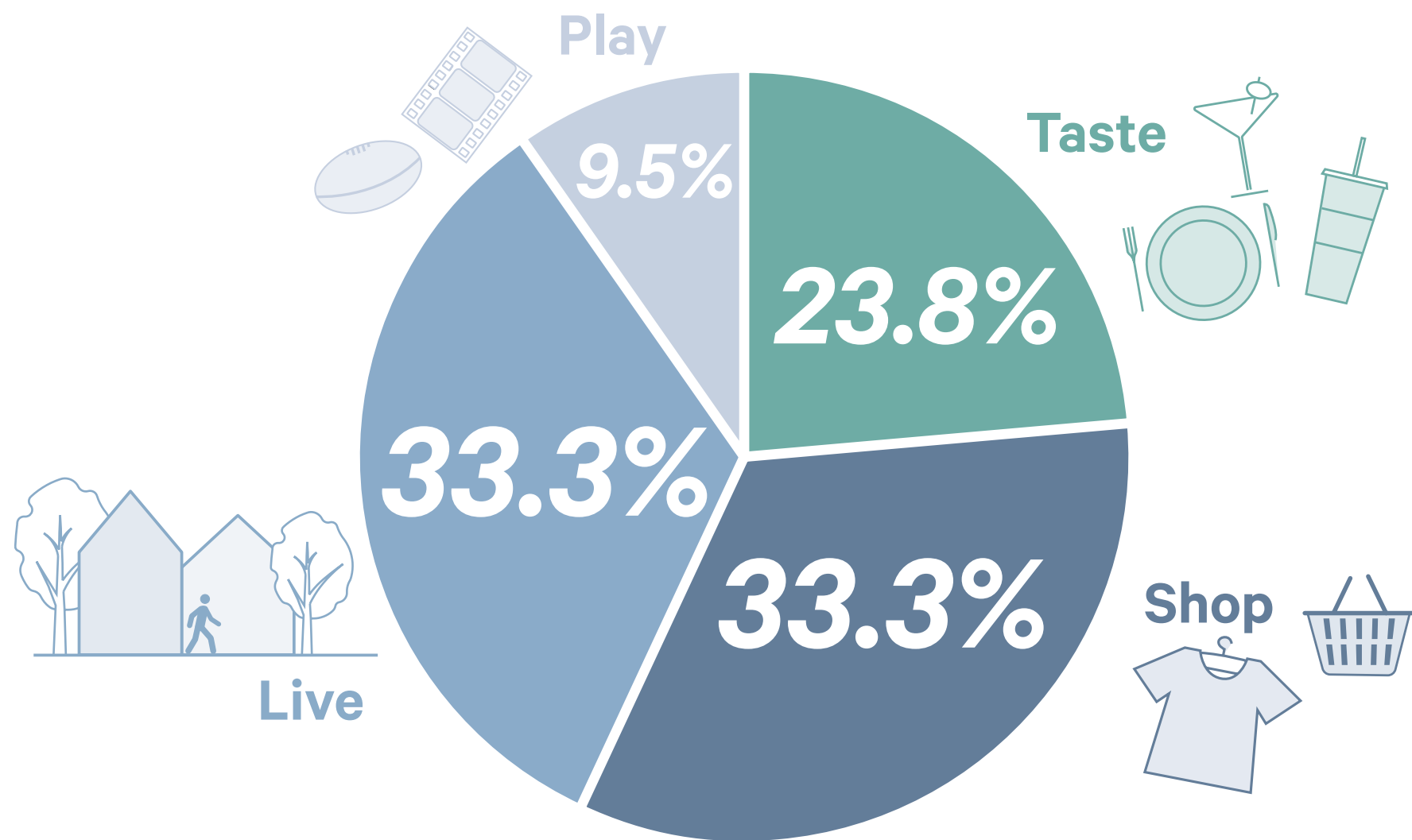


What you told us in 2016

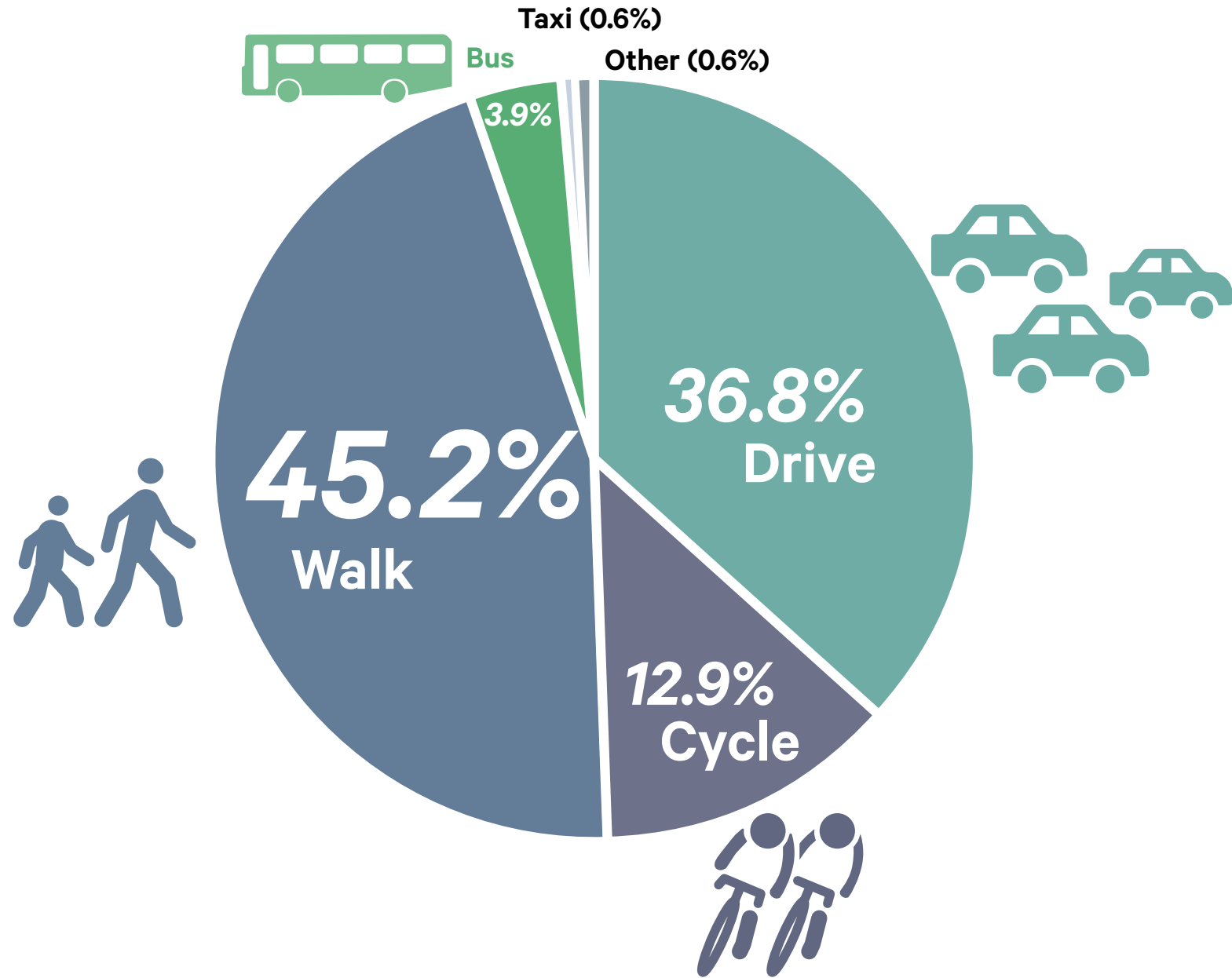
How long do you generally spend on The Parade?



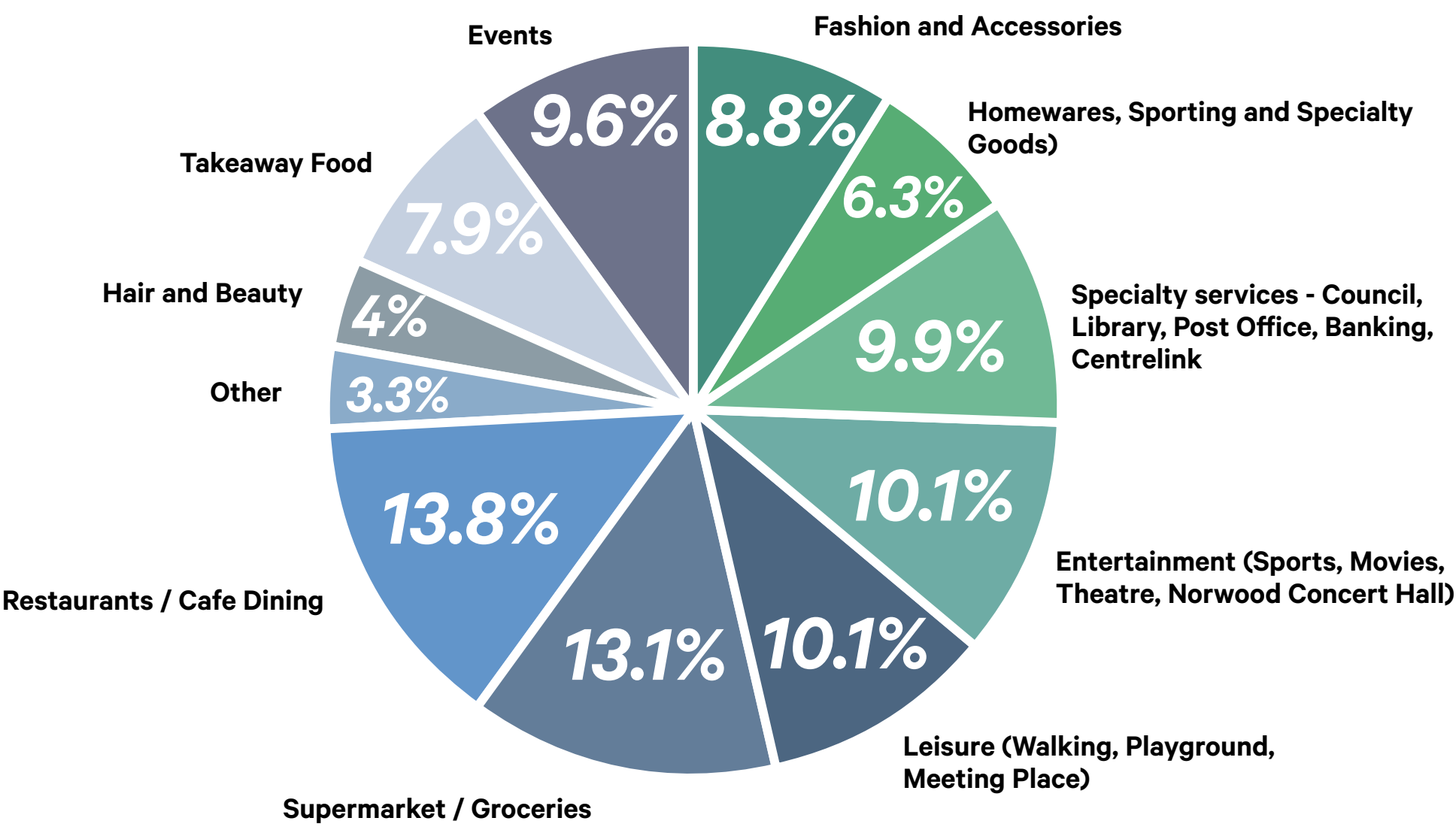
What do you love most about The Parade?



How do you travel to The Parade?



Why do you come to The Parade?



275 responses

“Reduce car flow and consolidate car parking”

“Improved integration of street art”

“After hours life needed - more bars and restaurants”

“More kids activities, events and festivals”

“Keep the shabby chic, cosmopolitan and European style”

“Maintain fine grain character with small shop frontages and mixture of building frontages”

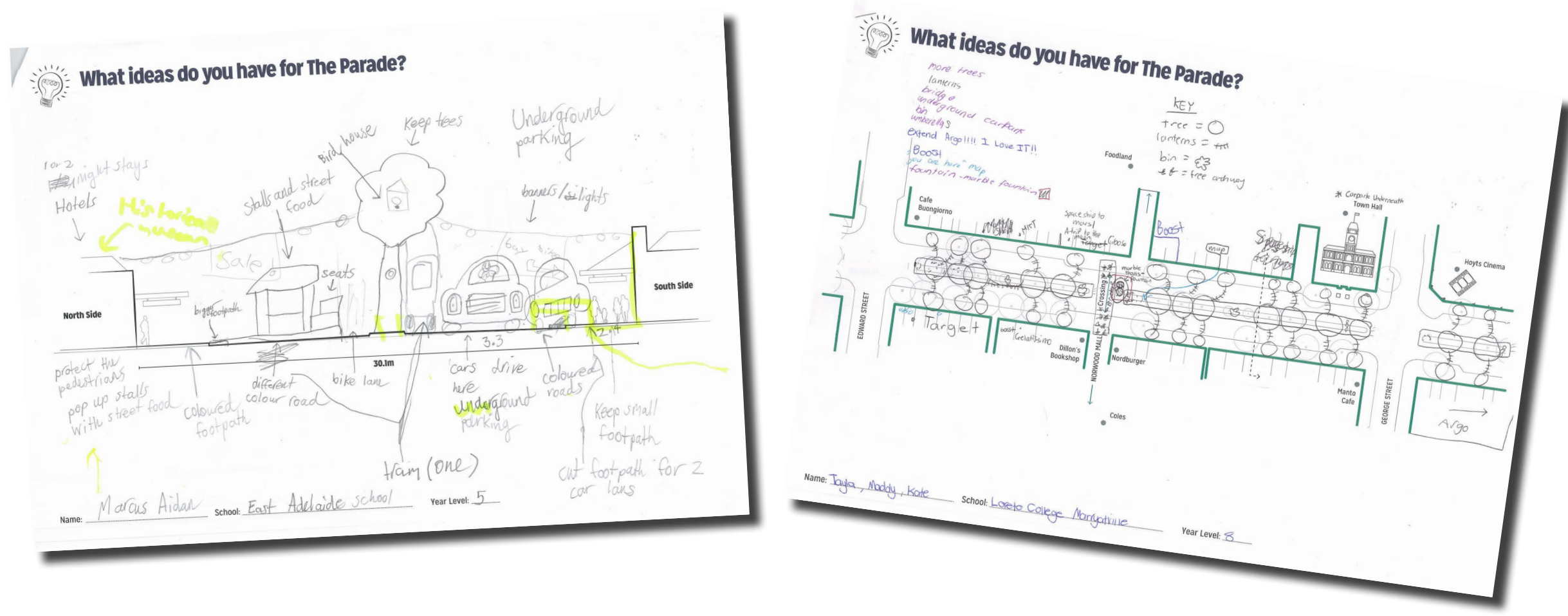
“Improved frontages to shopfronts with greater footpath space.”

“More public spaces”

“More people and less cars!”

220 students engaged

6 schools visited

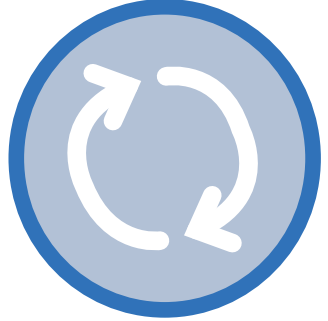


Your views on The Parade



What people **love**

- The 'village'/'cosmopolitan' feel and the vibrant and casual community atmosphere
- The combination of small shops and numerous cafés
- The trees, which create a strong 'binding' for the entire street



What people would **change**

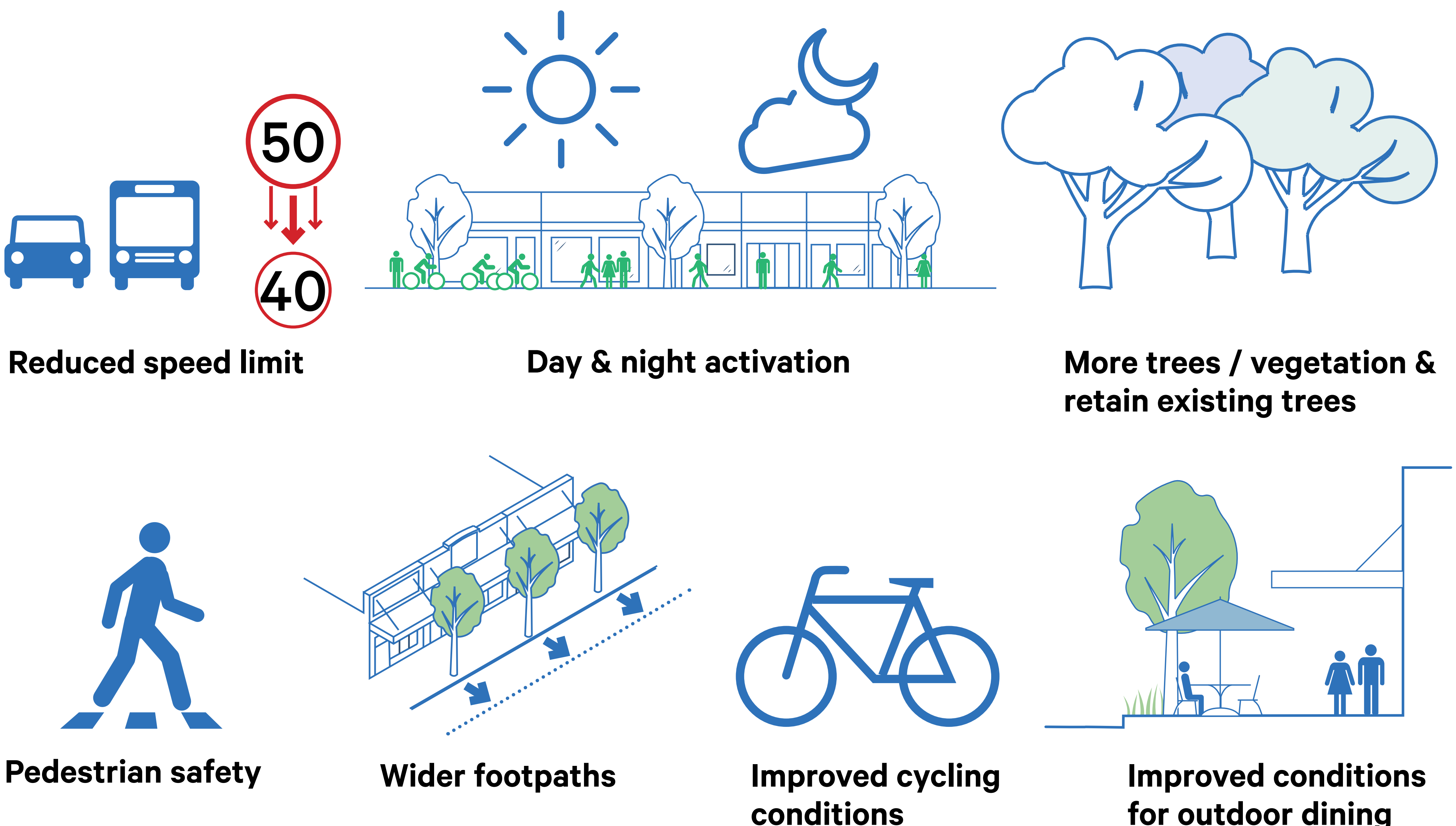
- Decrease traffic speeds and improve pedestrian crossings for safety
- Widen footpaths for improved access and space for seating
- Better synchronise traffic lights for improved traffic flow



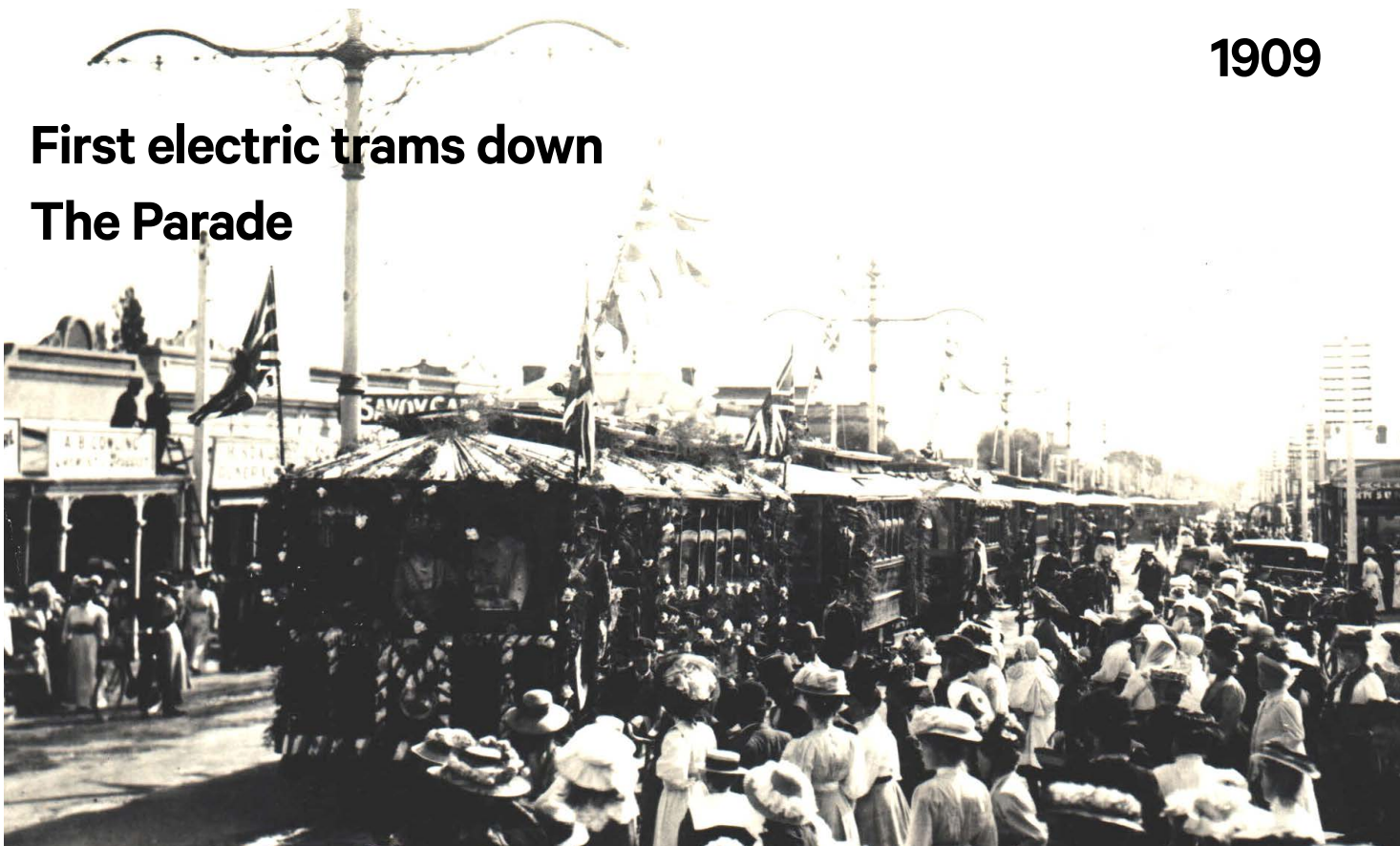
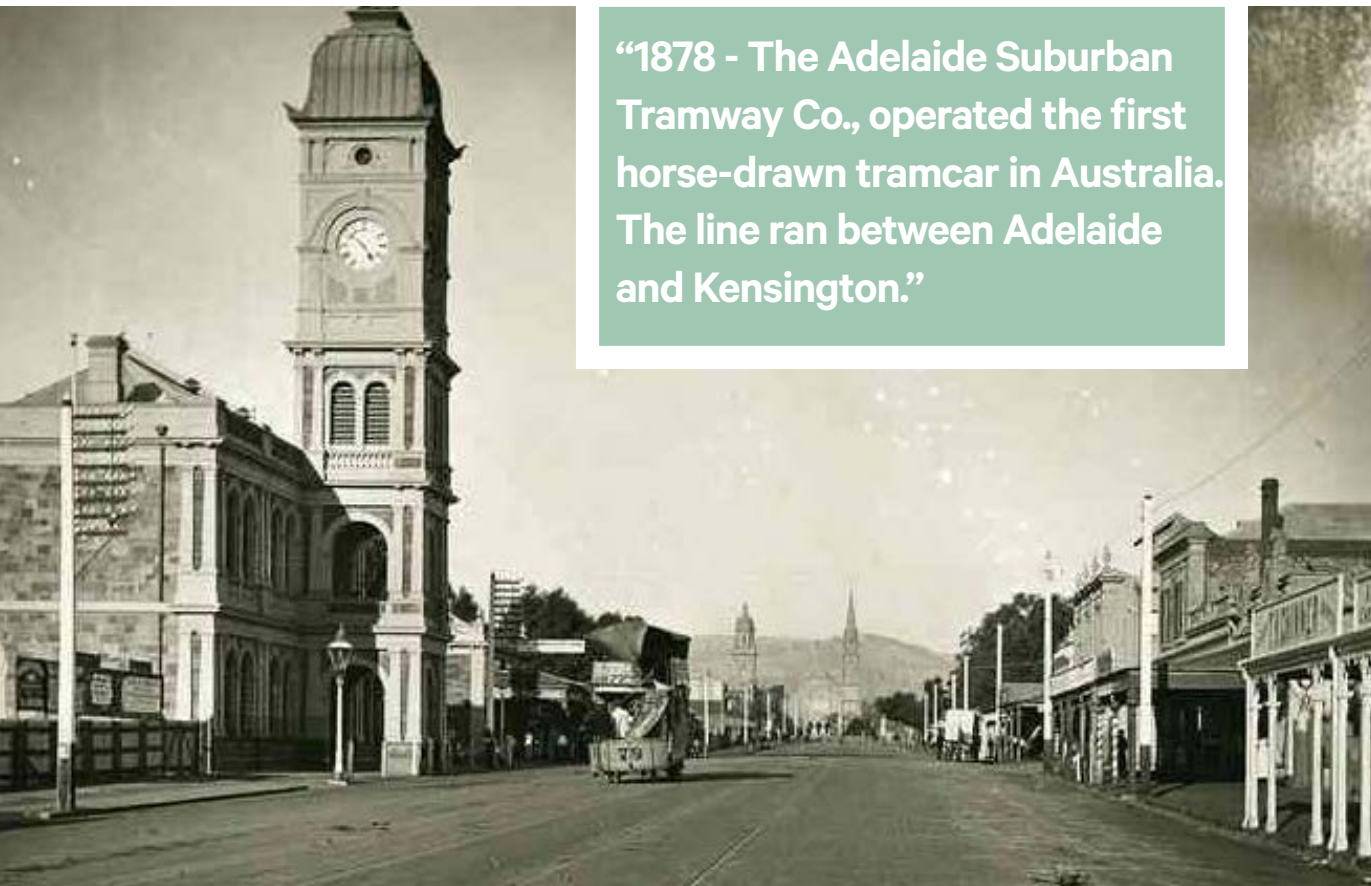
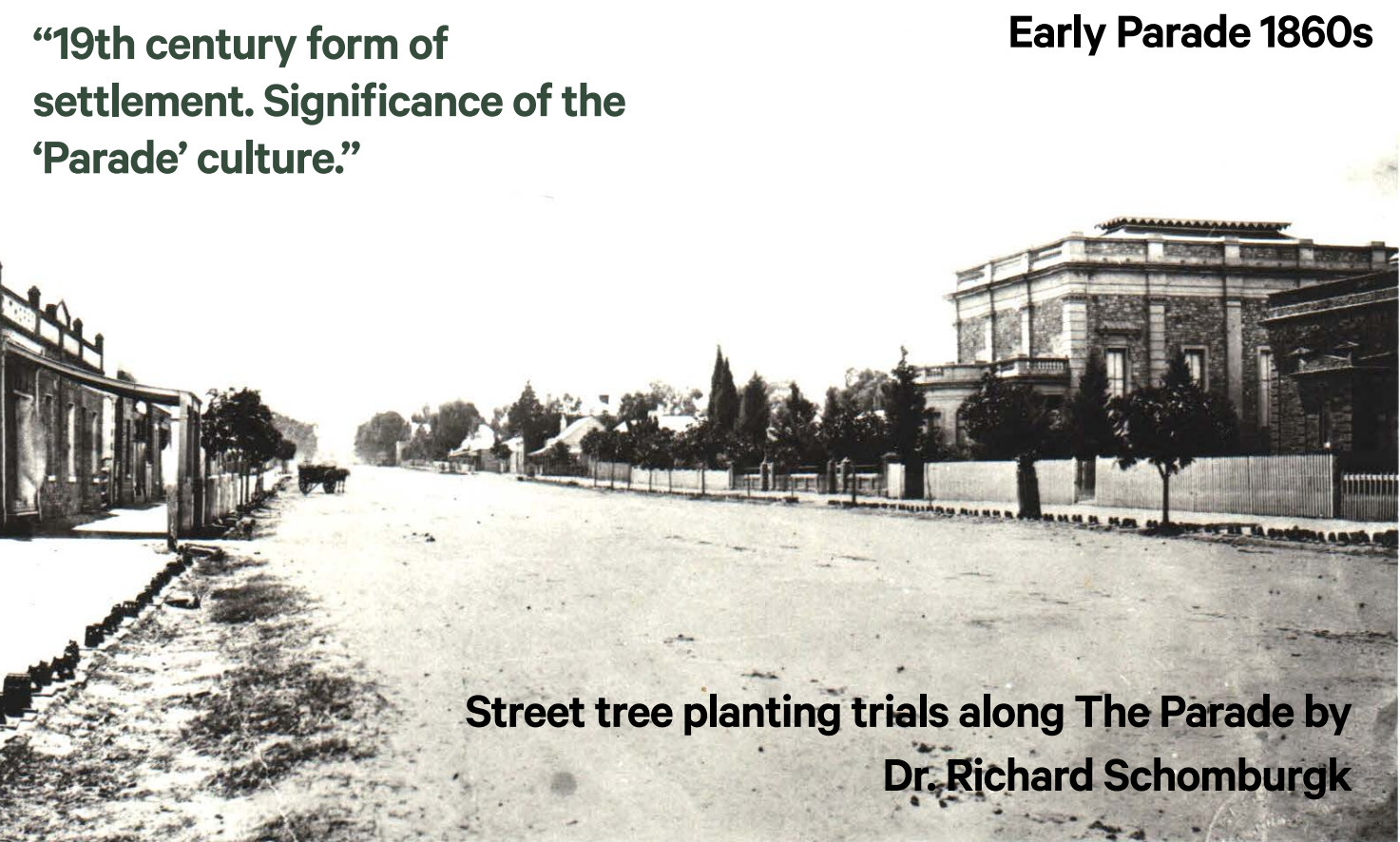
What people would **add**

- A tram, so long as the existing trees remain
- More bike parking and designated bicycle lanes
- More greenery (e.g. street trees, median and verge landscaping)

What you asked for...



History of The Parade



The rise of the motor vehicle during the 1940s signalled the end of the tram era.



1880s - introduction of street trees within the central median - current ironbark trees that are on The Parade today.

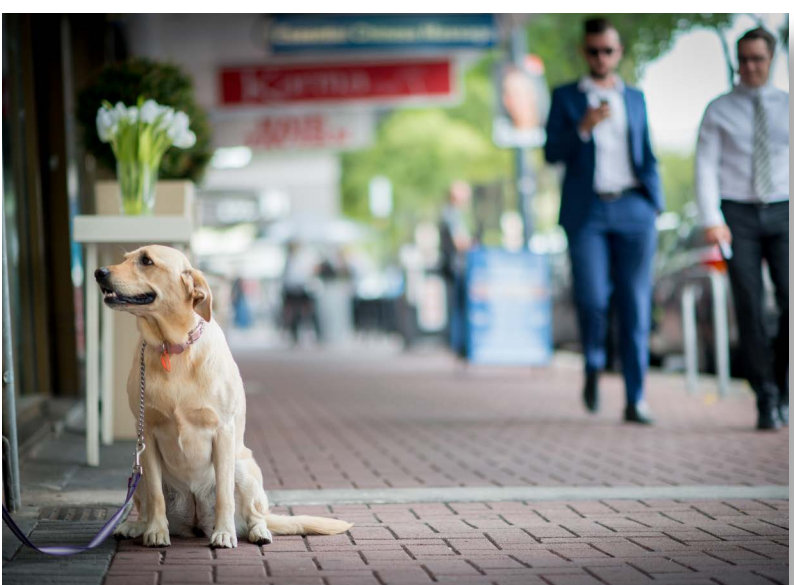
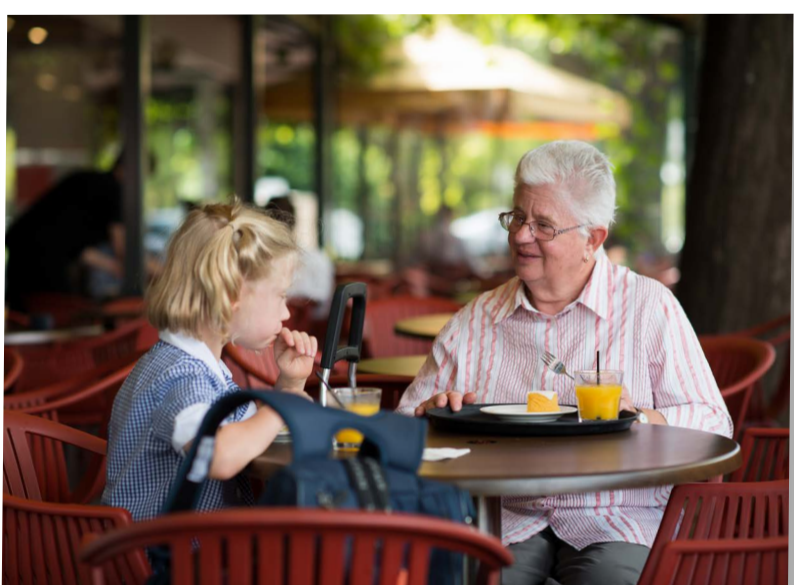
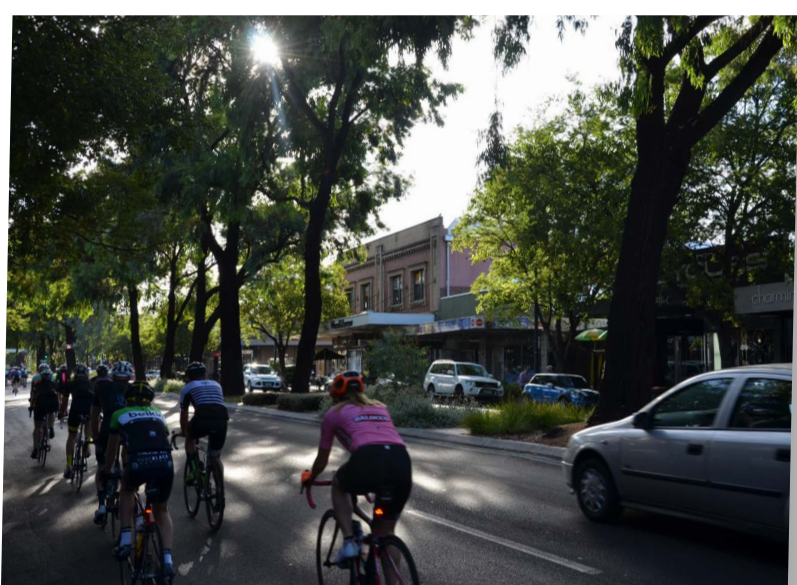


1999 - Vari's Grocer
Local traders have become the essence of what The Parade is known and loved for.

“the village quality”

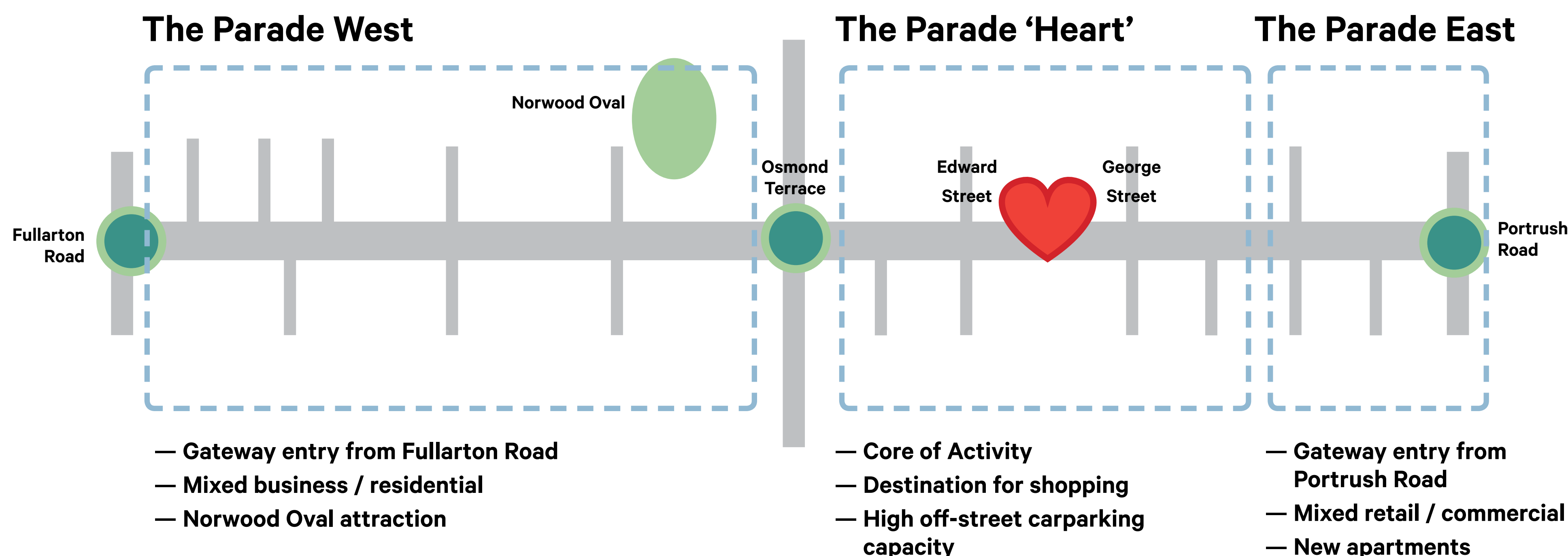


The Parade’s unique ‘sense of place’ and character is built around the village atmosphere that celebrates local identity. The Masterplan must ensure that we preserve what makes The Parade special and what locals value about The Parade - this is its character - its ‘sense of place’. Understanding this ‘sense of place’ defines what must be protected and enhanced as The Parade evolves.



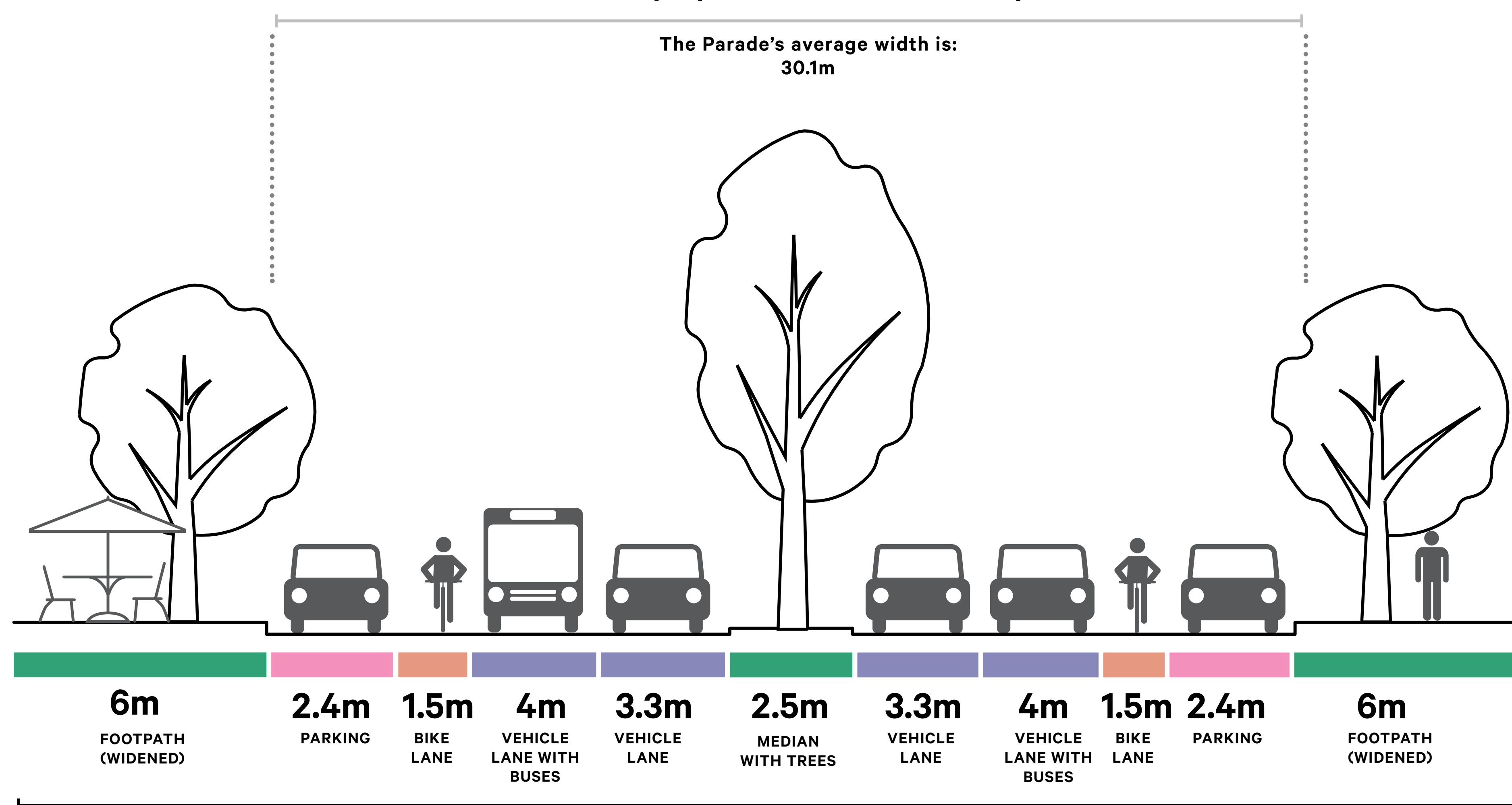
The Parade's Zones

The Parade's built form and use varies along its length. Three distinct zones have been identified: The Parade West, The Parade Heart and The Parade East. Each zone reflects the concentration of existing and future uses and their role in the success of the street.



Street Composition

The Parade has an overall average width of approximately 30 metres. The limited amount of road space means that not everything can be accommodated, this is why we need to balance expectations with requirements to create both a functional and attractive streetscape. The comments received through the Phase 1 consultation, and the review of the functional requirements for The Parade have been used as the basis to prioritise the various functions and elements that are proposed in the draft Concepts.

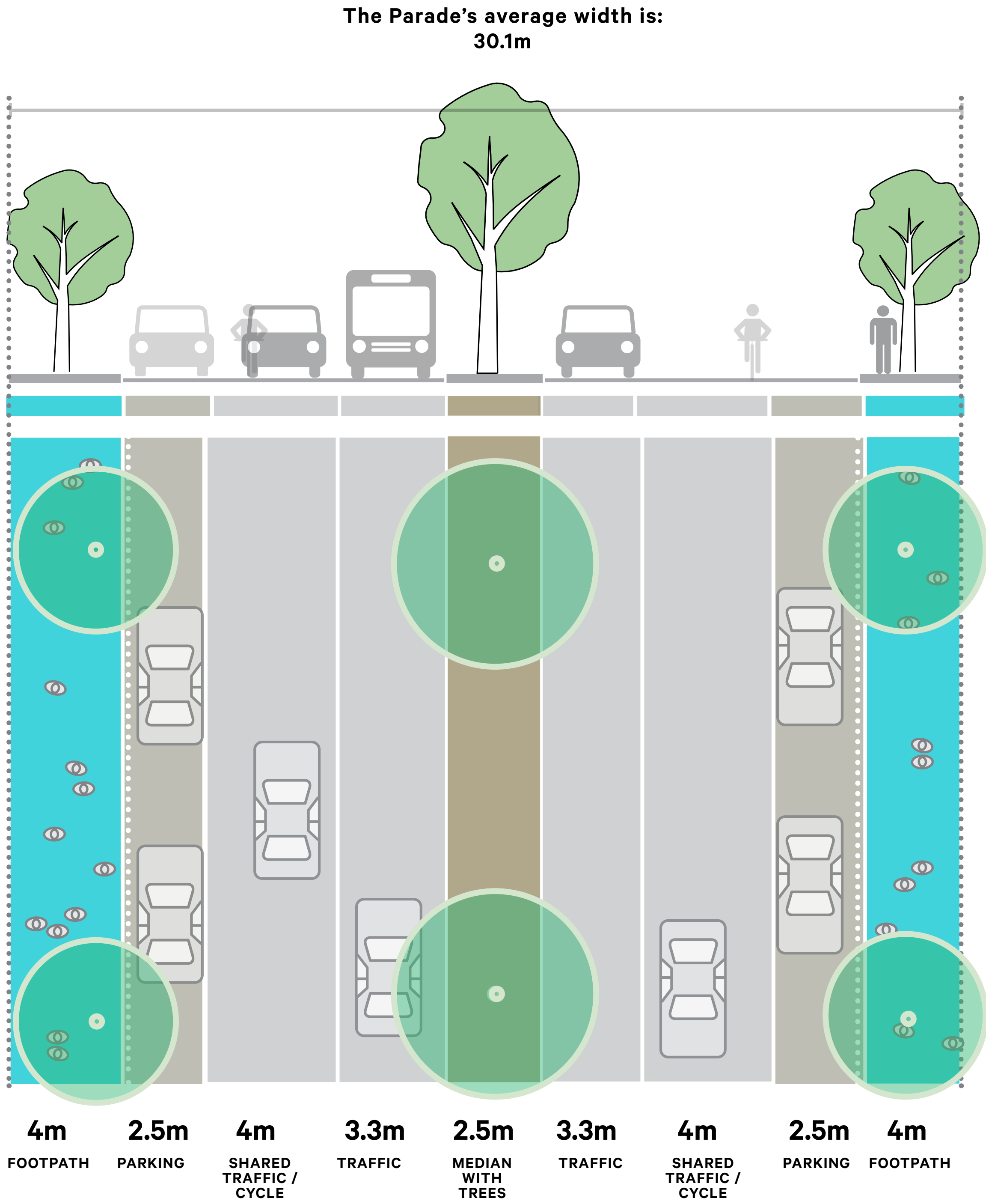


To achieve all this, The Parade would need to be 36.9m wide.

The Parade East

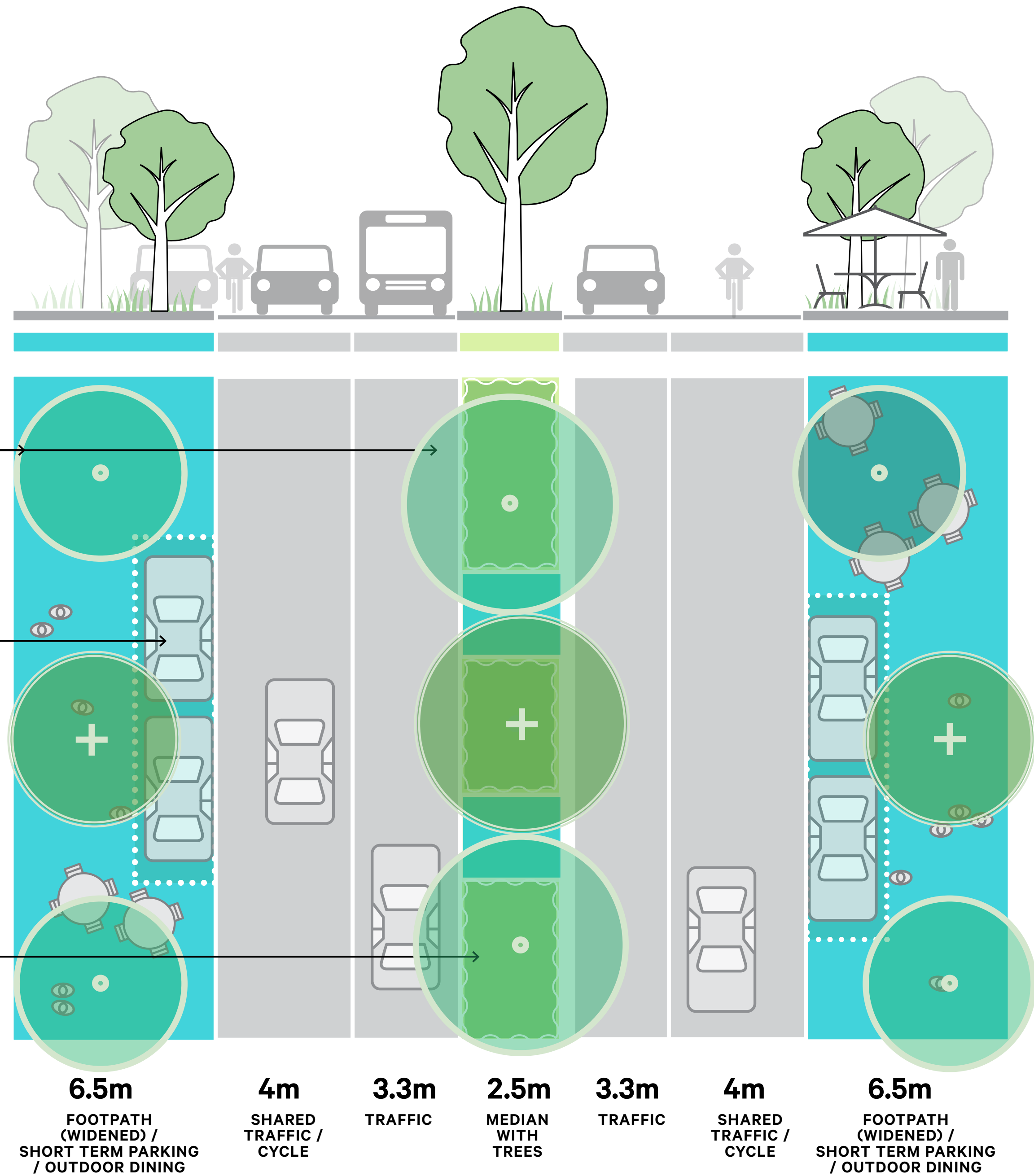
The East Zone of The Parade complements the ‘Heart’ with an inviting and attractive streetscape that is more pedestrian and cyclist friendly and aesthetically pleasant. This zone is proposed to have widened footpaths and more street tree planting which will result in greater activation of the street, whilst supporting increased high density residential development in future.

Existing Street



Future Street

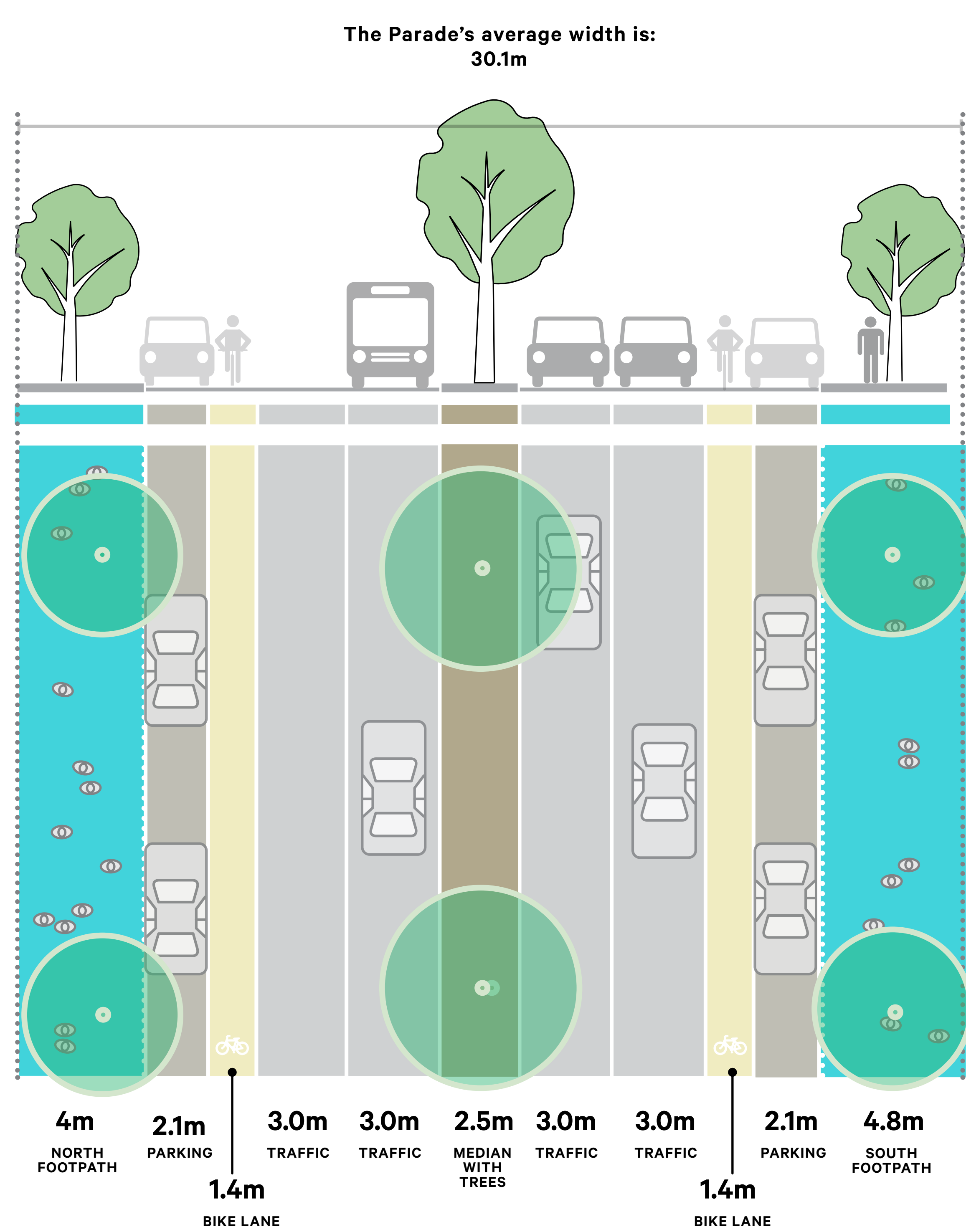
- Maintain existing street trees and infill with additional trees as part of ongoing succession planting.
- Mixed use footpath with on-street carparking, additional outdoor dining & pedestrian movement.
- Improved median amenity, with low planting and additional trees.



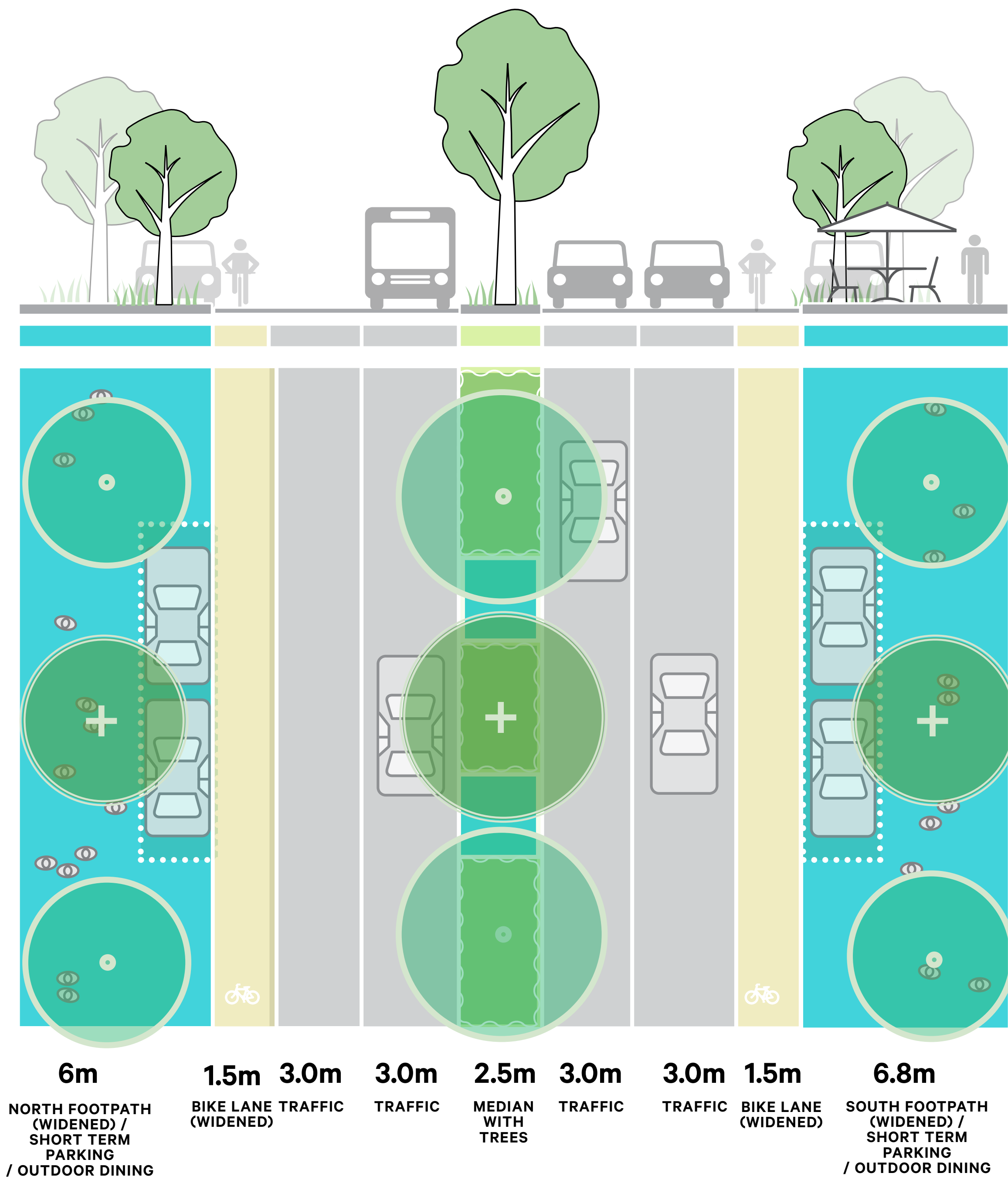
The Parade West

The West Zone of The Parade complements the ‘Heart’ with an inviting and attractive streetscape that is more pedestrian and cyclist friendly and aesthetically pleasant. This zone is proposed to have widened footpaths and more street tree planting which will result in greater activation of the street, whilst supporting increased high density residential development in future. The potential to reduce vehicle speeds to 50 km/h will help to improve safety for all road users. Cyclists will be encouraged to utilise the Beulah Road Bicycle Boulevard that is parallel to The Parade.

Existing Street



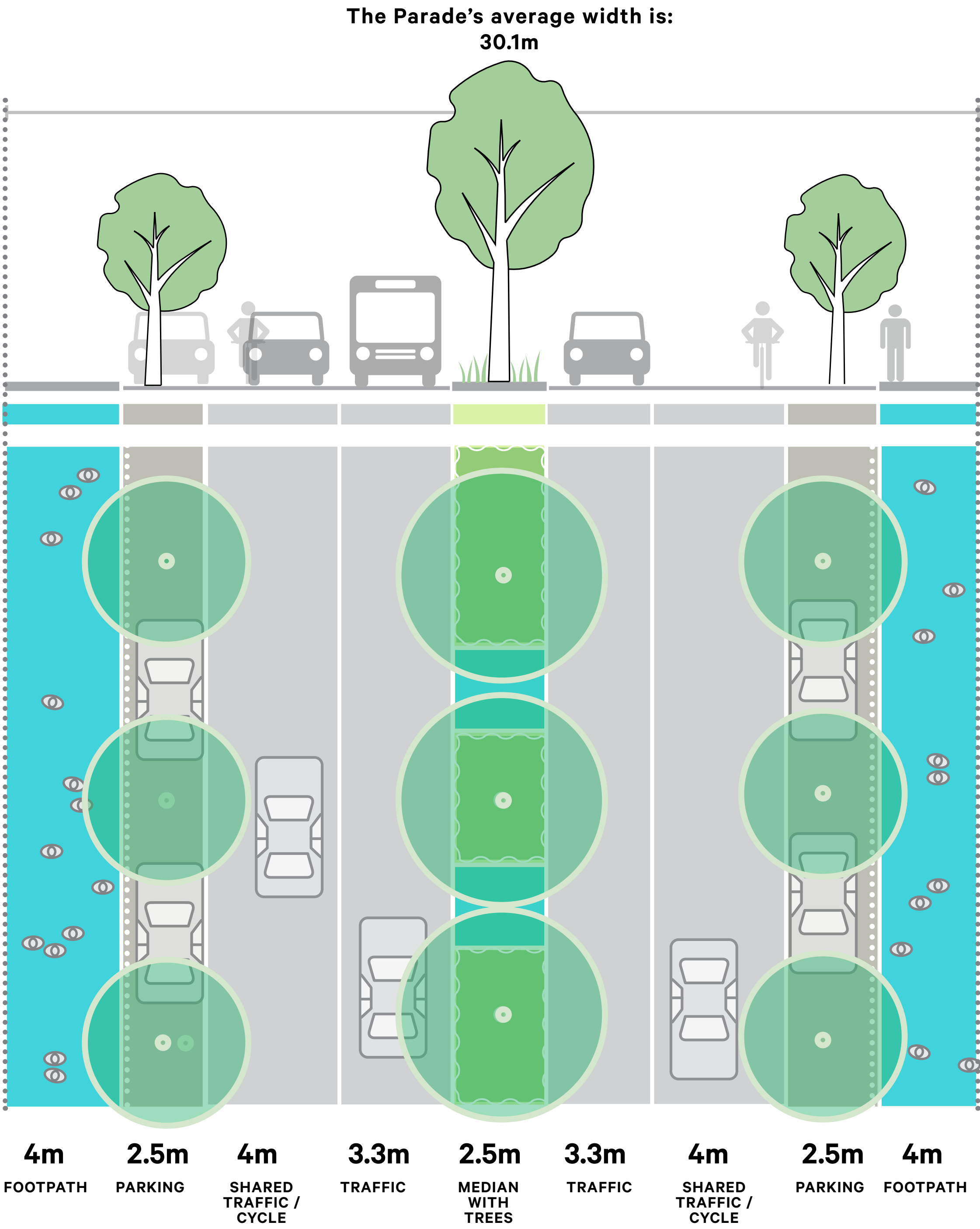
Future Street



The Parade ‘Heart’

The Parade ‘Heart’ (Osmond Terrace to Queen Street) experiences the highest number of daily visitors. In recognition of this, the Masterplan aims to improve pedestrian access, safety and amenity. Between Edward and George Streets, on-street car parking is proposed to be removed to create a pedestrian-focussed streetscape. The wider footpaths and increased street tree planting in this zone will provide more space for outdoor dining and shopfront activation, which will complement the higher density residential development in the future and the historic character of our existing cherished buildings.

Existing Street

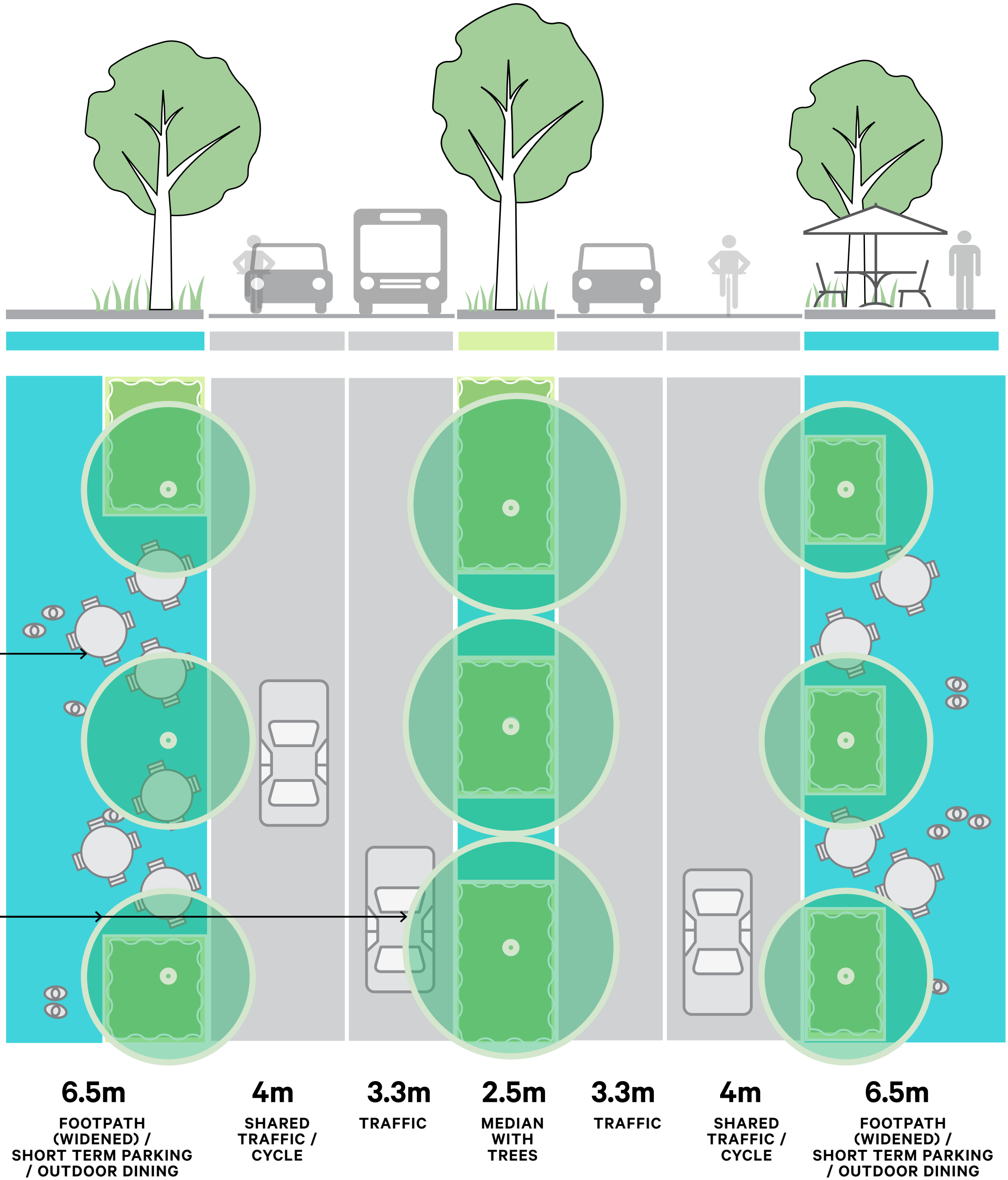


Future Street

(George to Edward only)
On-street car parking is proposed to be removed between George Street and Edward Street only. All other sections of The Parade ‘Heart’ are proposed to reflect the potential street conditions of The Parade East.

Widened footpath to cater for additional outdoor dining & pedestrian movement.

Maintain existing street trees and infill with additional trees as part of ongoing succession planting.





POTENTIAL FUTURE DEVELOPMENT

CENTRAL MEDIAN TREES

INFILL TREE PLANTING

PEDESTRIAN ENVIRONMENT

THE PARADE 'HEART'

ARTIST IMPRESSION OF FUTURE STREET



THE PARADE EAST AND WEST

ARTIST IMPRESSION OF FUTURE STREET

POTENTIAL FUTURE DEVELOPMENT

ADDITIONAL MEDIAN PLANTING

ON-STREET CARPARKING IN HIGH PRIORITY ZONES

WIDENED FOOTPATHS FOR BETTER PEDESTRIAN MOVEMENT AND OUTDOOR DINING OPPORTUNITIES

SHARED TRAFFIC LANE FOR CYCLISTS AND MOTORISTS

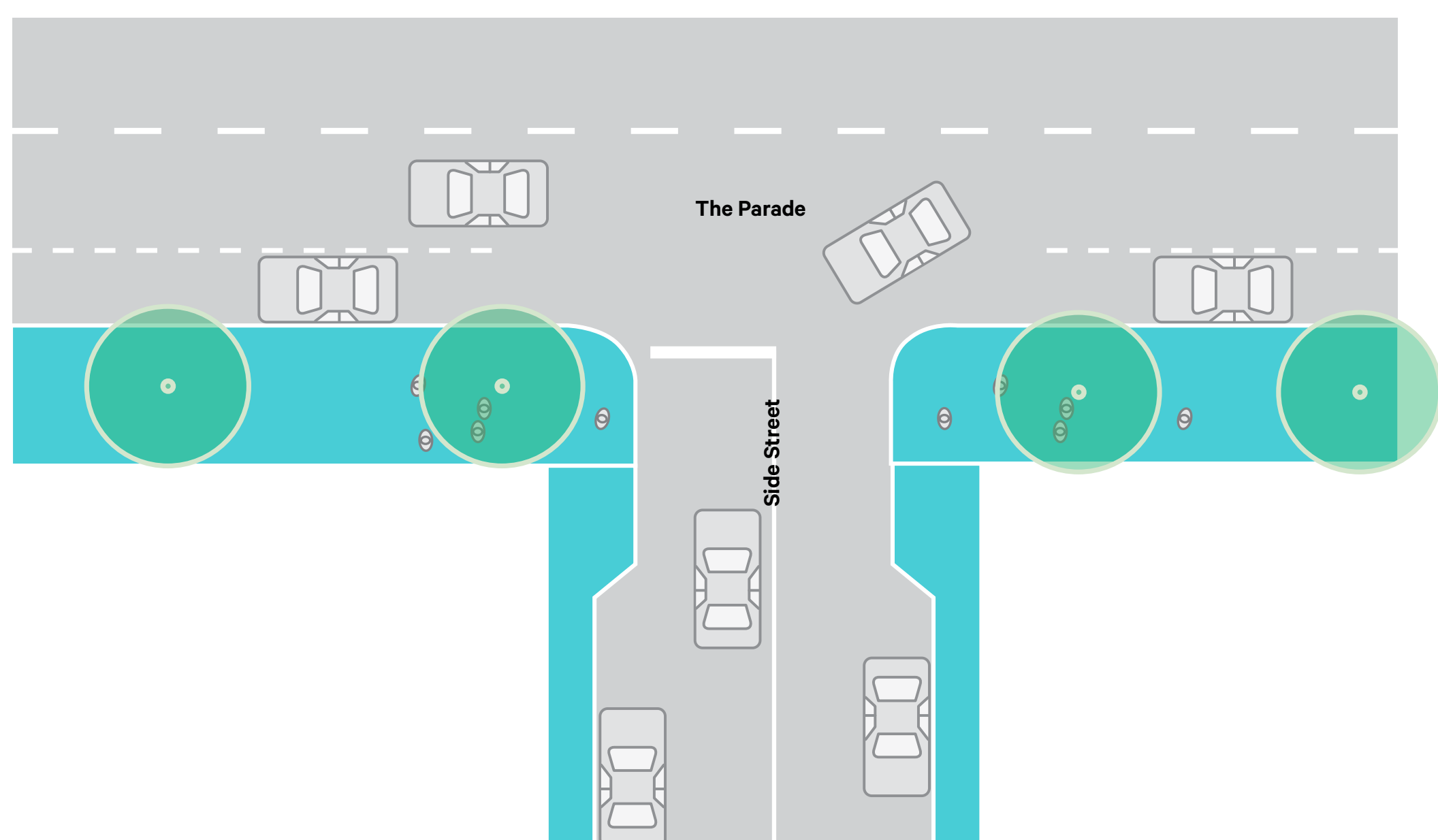
ADDITIONAL TREE AND GARDEN BED PLANTING

Side Street Intersections

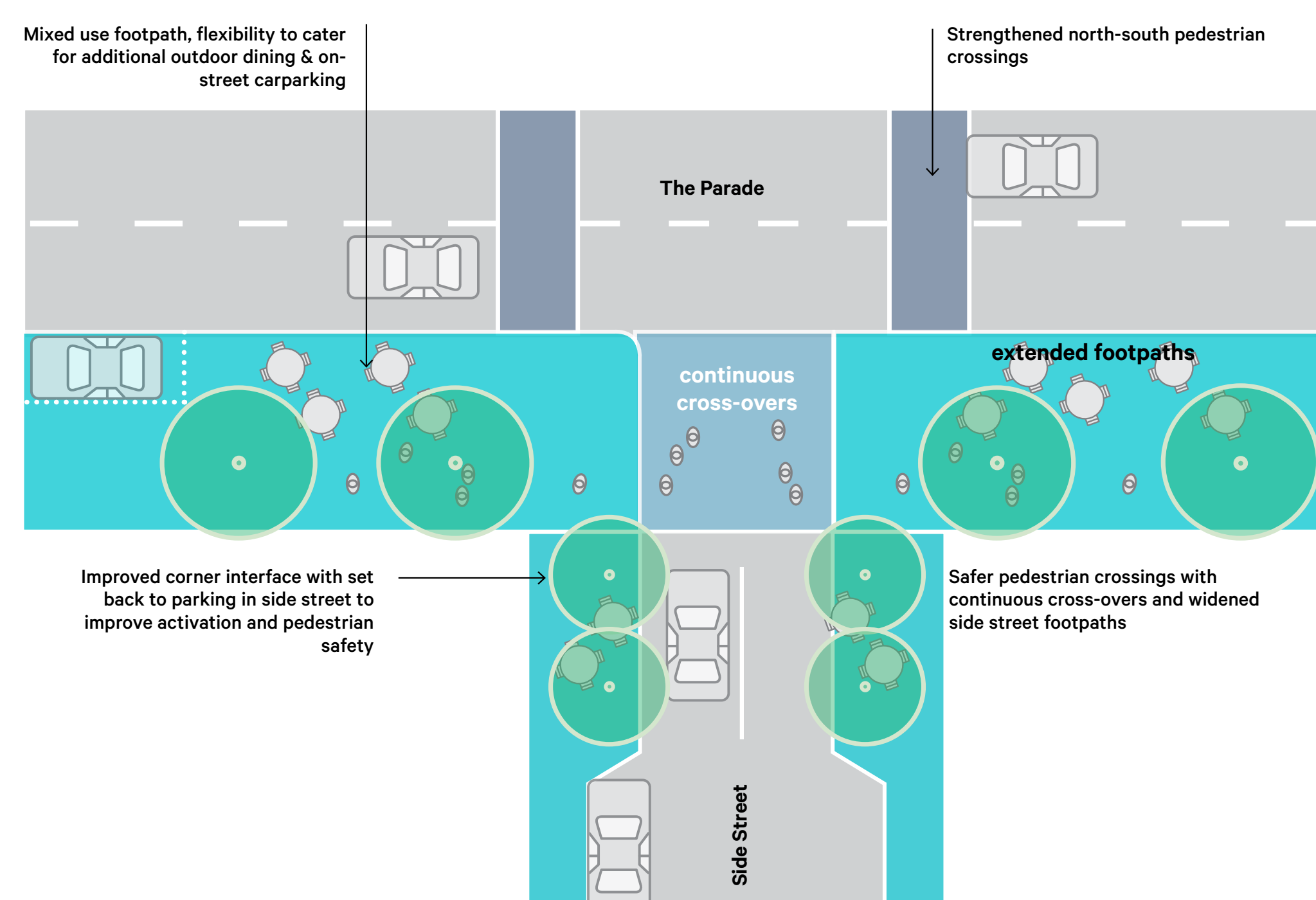
Improved pedestrian friendly environments will encourage better activation of The Parade and its side streets.

Intersection improvements are proposed to ensure improved safety for pedestrians and slowing vehicle traffic entering and exiting side streets.

Existing Intersection



Future Intersection



NORWOOD OVAL

ARTIST IMPRESSION OF FUTURE STREET

NEW AMENITY LIGHTING,
IMPROVING SAFETY AT NIGHT
AND ENCOURAGING NIGHT TIME
ACTIVATION

FUTURE UPGRADES TO
NORWOOD OVAL

WIDENED FOOTPATHS AND
ENTRY PLAZA TO NORWOOD OVAL
PROVIDING IMPROVED MATCH
DAY USE

SAFER PEDESTRIAN CROSSINGS
AND SLOWING VEHICLE SPEEDS

**NEW AMENITY LIGHTING,
IMPROVING SAFETY AT NIGHT
AND ENCOURAGING NIGHT TIME
ACTIVATION**

FUTURE UPGRADES TO NORWOOD OVAL

WIDENED FOOTPATHS AND ENTRY PLAZA TO NORWOOD OVAL PROVIDING IMPROVED MATCH DAY USE

SAFER PEDESTRIAN CROSSINGS AND SLOWING VEHICLE SPEEDS

[illegible]

**IMPROVED STREET TREE
PLANTING CONDITIONS
PROVIDING LONGER LIFE SPANS**



ADDITIONAL MEDIAN PLANTING

**EXTENDED MEDIAN WITH
OPENINGS FOR SAFER
CYCLIST AND PEDESTRIAN
CROSSINGS**

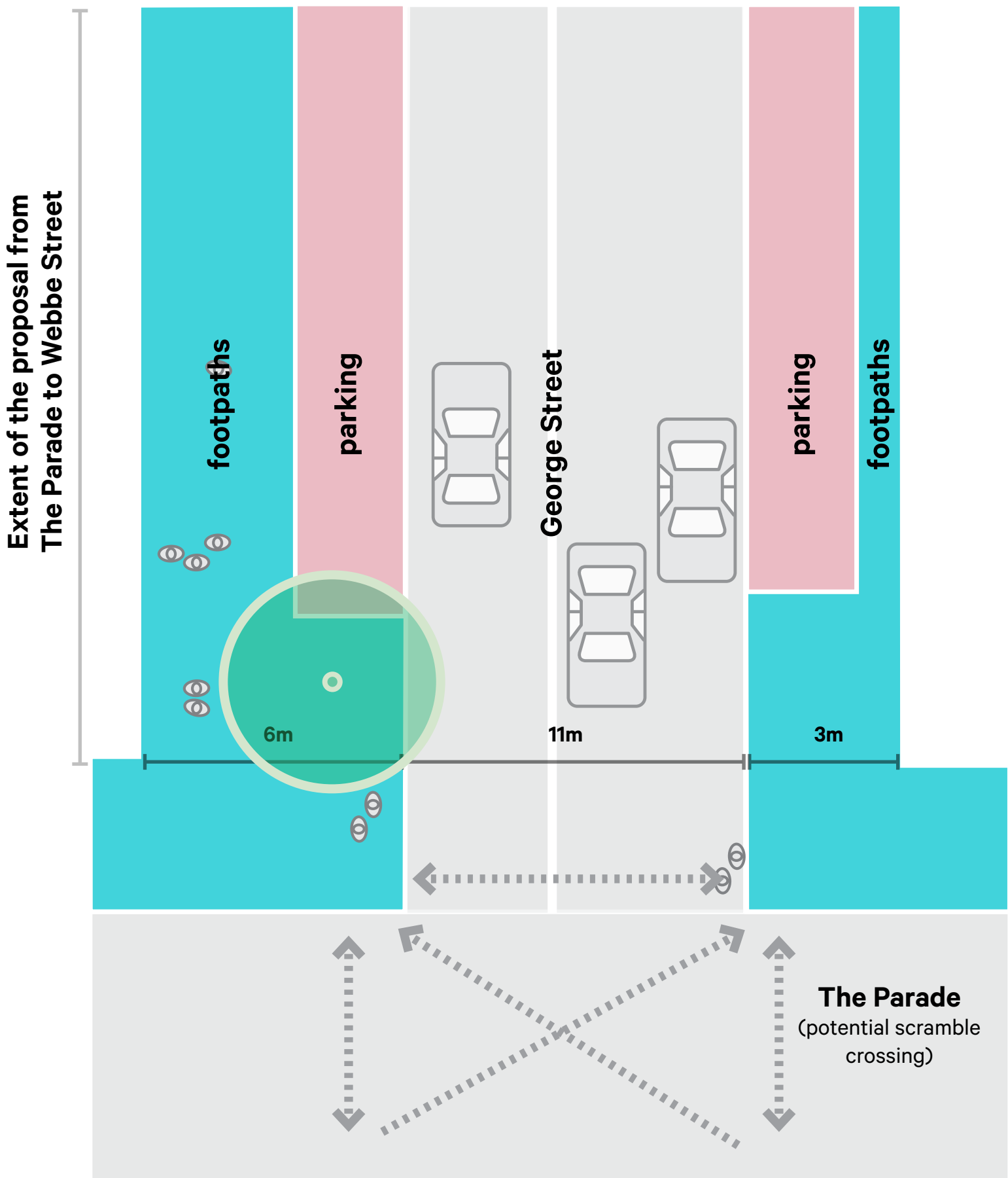
IMPROVED NORTH-SOUTH CYCLE CORRIDOR CONNECTION

George Street

Option 1

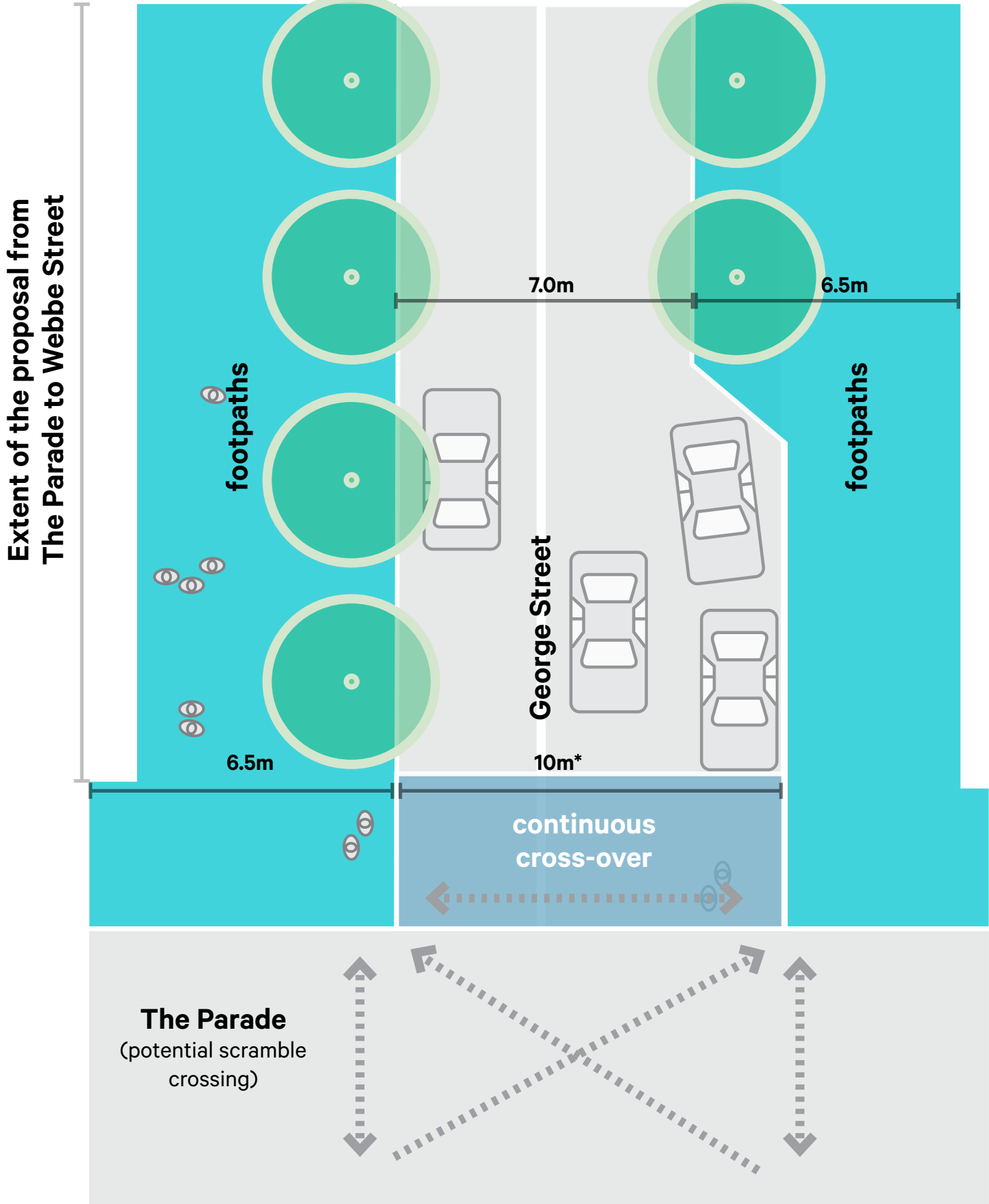
There are two draft options proposed for George Street. Option 1 maintains the existing conditions of the two-way street with car parking on either side. Minor modifications to improve pedestrian safety are proposed, including the possible introduction of a scramble crossing.

Option 2 removes car parking between The Parade and Webbe Street to widen footpaths and create a community space adjacent to the Norwood Town Hall. It also includes additional street tree planting and the pedestrian safety improvements proposed in Option 1.



- Two-way street with parking either side
- Minor modifications to improve safety
- Possible introduction of a scramble crossing

Option 2



*subject to traffic engineering

- Removal of on-street carparks on both sides (9 East, 9 West)
- Extended kerbs with widened footpaths
- Additional tree planting and seating
- Possible introduction of a scramble crossing
- Some minor modifications to the intersection to improve safety
- Retention of north-south traffic movement (i.e. two-way street)



ARTIST IMPRESSION OF OPTION 2