

THE PARADE MASTERPLAN

CONSULTATION SUMMARY REPORT

PHASE 02

JUNE 2018

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FRIDAY 23 JANUARY

oxigen



City of
Norwood
Payneham
& St Peters

THE PARADE MASTERPLAN
COMMUNITY CONSULTATION REPORT PHASE 02

PREPARED FOR



City of
**Norwood
Payneham
& St Peters**

PREPARED BY

oxigen

Landscape Architecture | Urban Design | Urban Planning

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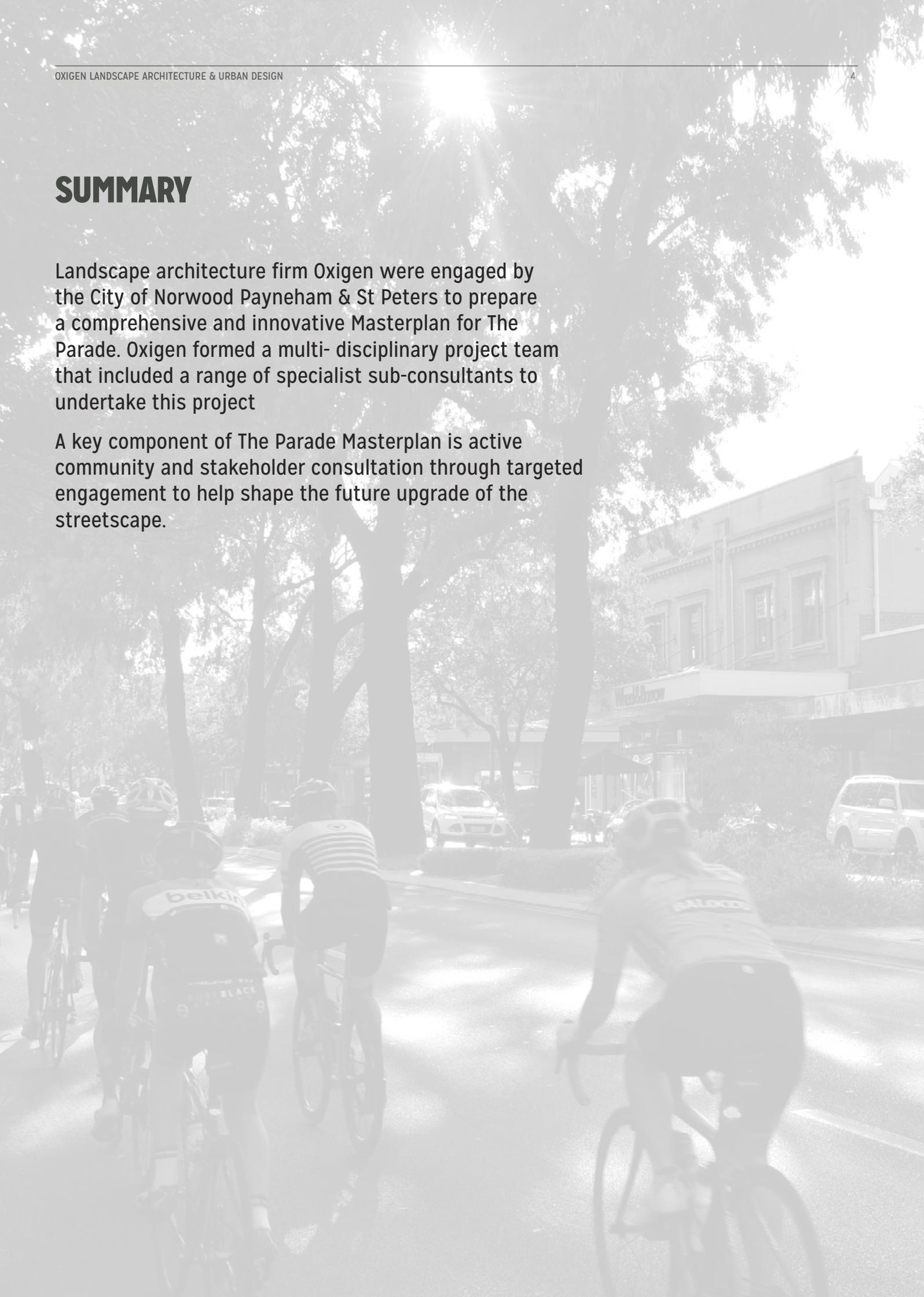
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SUMMARY

Landscape architecture firm Oxigen were engaged by the City of Norwood Payneham & St Peters to prepare a comprehensive and innovative Masterplan for The Parade. Oxigen formed a multi-disciplinary project team that included a range of specialist sub-consultants to undertake this project

A key component of The Parade Masterplan is active community and stakeholder consultation through targeted engagement to help shape the future upgrade of the streetscape.



The project team commenced the second phase of consultation on The Parade Masterplan project on 30 May 2018. This second phase of engagement on the project was undertaken with local residents, workers, business owners and visitors until formal completion of Phase 2 on 22 June 2018. Oxigen supported the Council with project planning, branding and subsequent implementation of the communication and engagement activities.

The focus of the Phase 2 community consultation was to show the community the draft concepts and design strategies, explain the concepts of the Masterplan and seek feedback on the proposed direction. Three information sessions were held between 14 and 16 June 2018 at the Norwood Town Hall, and an additional session at Norwood Oval during a football match on 16 June 2018. Over eighty people visited the information booth over the three days to find out more about the project and provide comments on the draft Concepts.

The questions that were asked during the Phase 2 consultation activities focused around the following themes:

1. Reducing The Parade's speed limit
2. Widening of footpaths
3. Extension of selected median strips at side streets
4. The Parade 'Heart' Concept
5. George Street Options

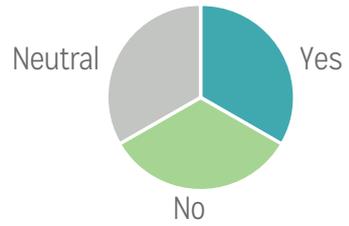
The survey and project website provided further context and explanation of the proposed changes through a number of Concept Plans, a copy of which is contained at the end of this report. Over this phase of community consultation, a total of 772 people visited the Phase 2 'Have Your Say' project website and 125 surveys were completed; either online through the project website or in hardcopy. A copy of the full survey is included at page 15 of this report, and a summary of the survey results for each question is summarised in the following section, shown as percentages of total survey responses received.

The Phase 3 community consultation will focus on the draft Masterplan which will be based on feedback received during both phases of consultation.

The draft Masterplan will represent the final Masterplan for The Parade, and will be used to inform the detail design and construction.

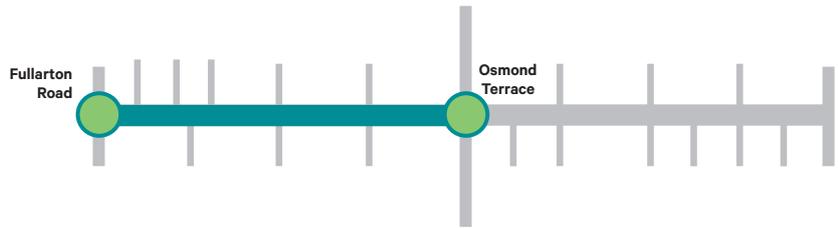
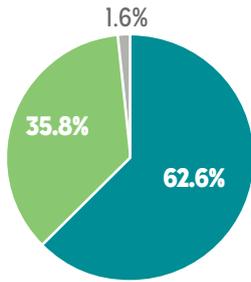
CONSULTATION FINDINGS

FEEDBACK FORM



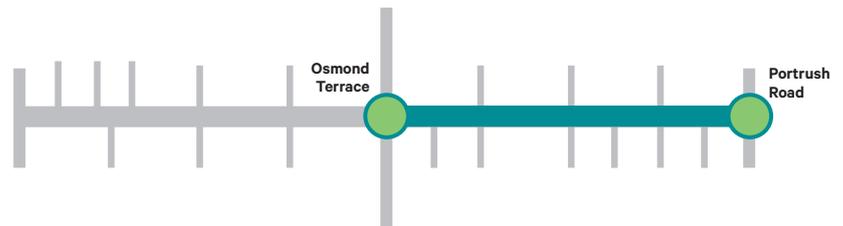
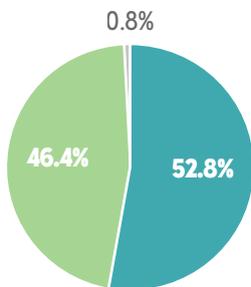
Question 1.a

Do you support reducing The Parade's speed limit to 50 km/h between Fullarton Road and Osmond Terrace?



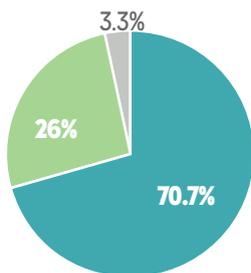
Question 1.b

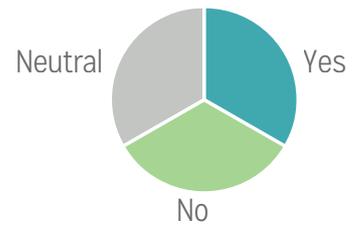
Do you support reducing The Parade's speed limit to 40 km/h between Osmond Terrace and Portrush Road?



Question 2

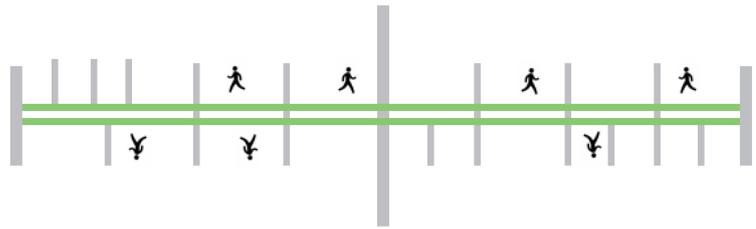
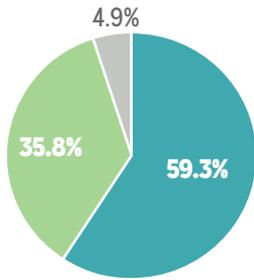
Do you support the retention of the existing bicycle lane between Fullarton Road and Osmond Terrace and a shared lane between Osmond Terrace and Portrush Road?





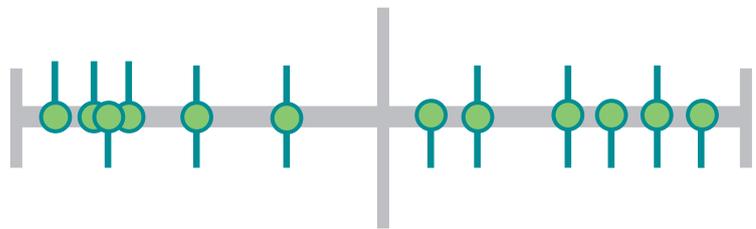
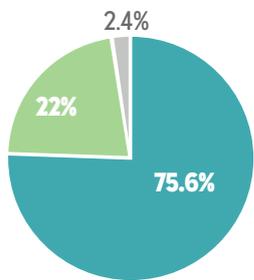
Question 3

Do you support widening The Parade footpaths from 4 metres to 6.5 metres to accommodate increased pedestrian movement and streetscape activities (e.g. outdoor dining)?



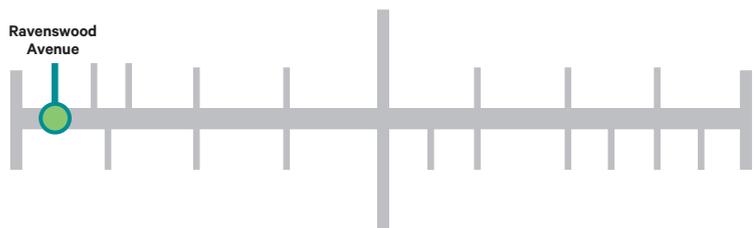
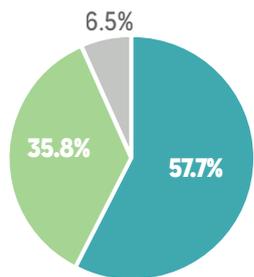
Question 4

Do you support sidestreet intersections (e.g. Edward Street) to be made more pedestrian friendly using continuous cross-overs? (i.e. raised crossings)



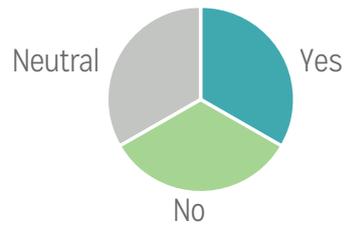
Question 5.a

Do you support an extended median strip at Ravenswood Avenue?



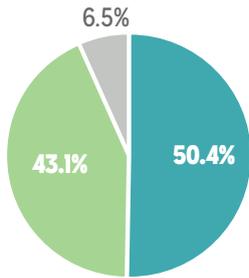
Note: For the purposes of this report the wording of the questions has been reduced. For a copy of the full survey, please refer to page xx.

CONSULTATION FINDINGS FEEDBACK FORM



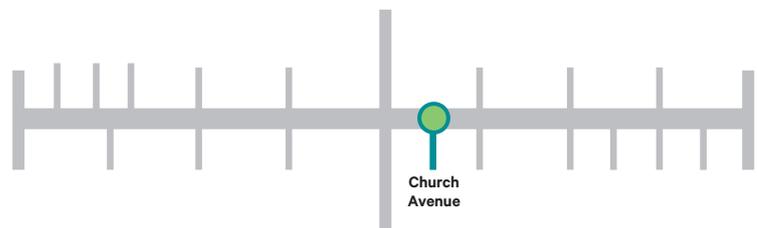
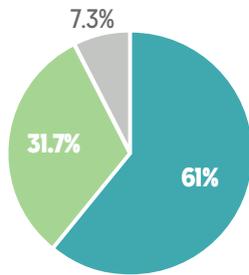
Question 5.b

Do you support an extended median strip at Sydenham Road?



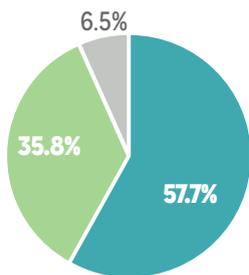
Question 5.c

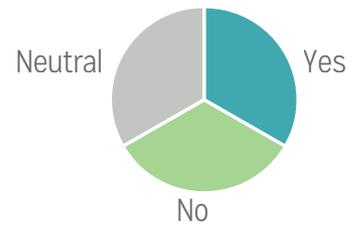
Do you support an extended median strip at Church Avenue?



Question 5.d

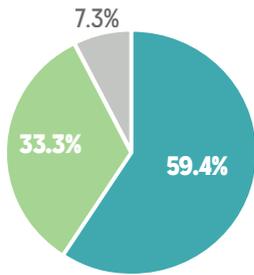
Do you support an extended median strip at Margaret Street?





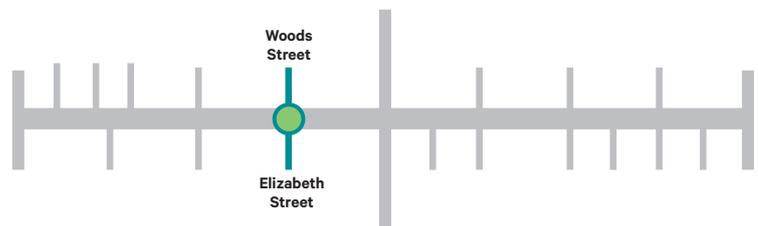
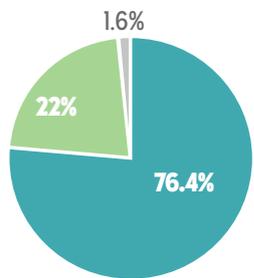
Question 5.e

Do you support an extended median strip at Cairns Street?



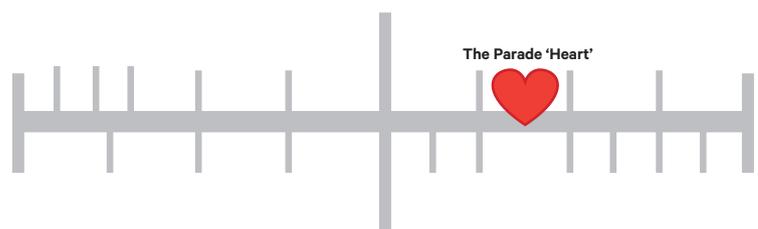
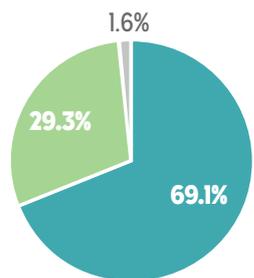
Question 6

Do you support a signalised pedestrian crossing at Woods Street / Elizabeth Street?



Question 7

Do you support The Parade 'Heart' Concept, which includes the removal of on-street car parking spaces between Edward Street and George Street?



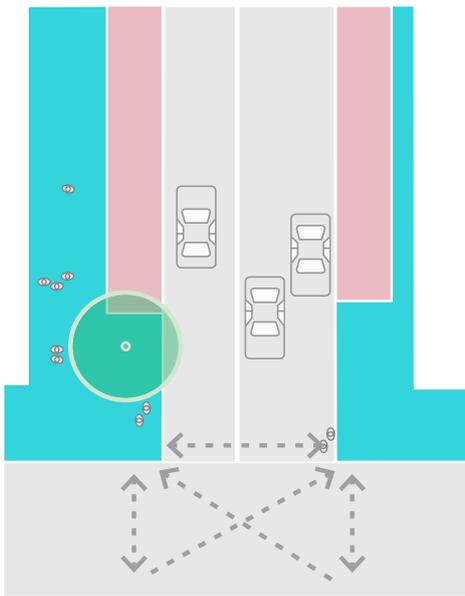
CONSULTATION FINDINGS

FEEDBACK FORM

Question 8

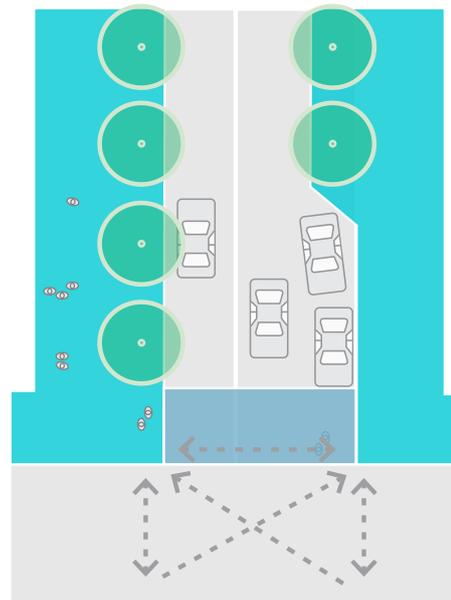
Which Option do you support for George Street?

Option 1

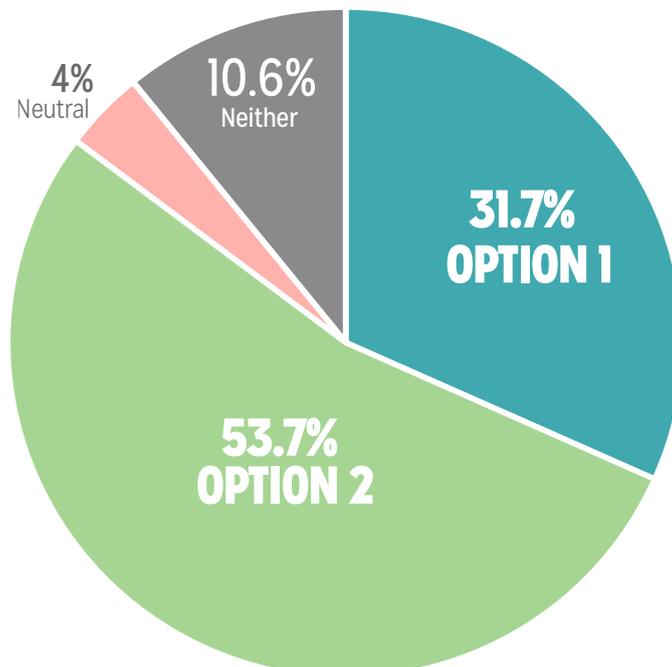


Maintain existing conditions with minor modifications

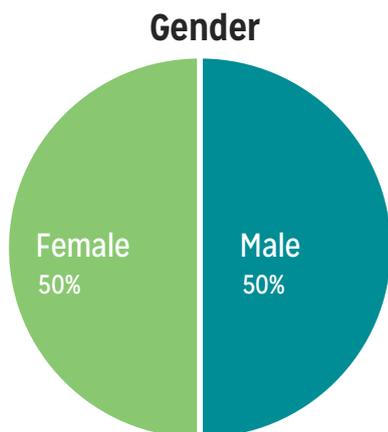
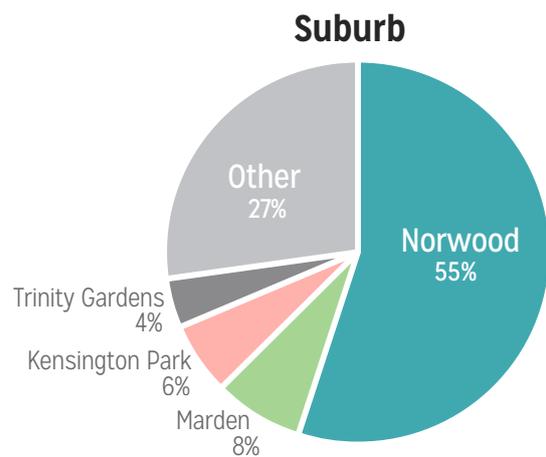
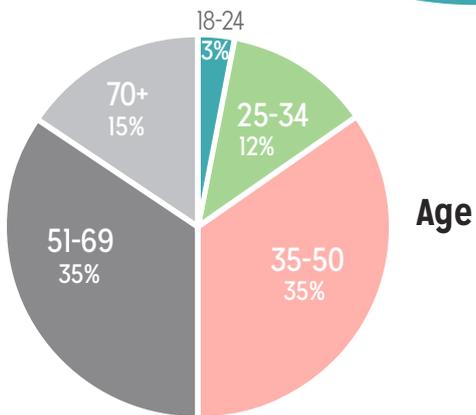
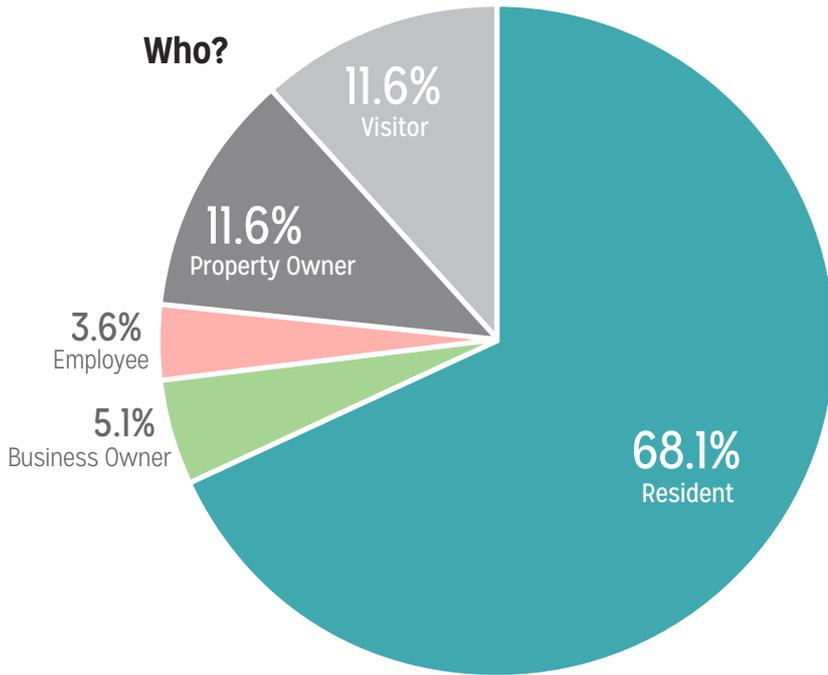
Option 2



Removes on-street parking between The Parade and Webbe Street, widened footpaths, new street trees and a continuous cross overs.



Survey Respondents demographic breakdown



CONSULTATION FINDINGS

FEEDBACK FORM

Comments provided have been summarised below:



“Sydneyham would need a cyclist refuge. This would improve its safety a lot”

“The Parade should be all about people, losing a few car parks is nothing in comparison to making a place we really want to come and visit.”



“It makes sense to enforce a 40km/h speed limit between Osmond Terrace and Portrush Road”

“Removing cars, encouraging and protecting alternate form of transport should be the priority if we are interested in designing a future friendly precinct”

“I am in favour of any proposal that improves safety for pedestrians and cyclists”

“Please keep the street trees down the middle of The Parade”

“Do not change speed limits”

“Bike lane is still quite narrow, given there seems to be no buffer from parked cars”

“I do not support the removal of car parking spaces from this area”

“Great Idea!”

“Any measure which elevated the safety of pedestrians and cyclists is important for the future of our precinct”



“Increasing greenery, encouraging walking and furthering dining capabilities is better.”

“The Parade is an essential access road from the City to the Eastern suburbs”

“I think 50km/h is a safe speed given the quality of the roads”

“Parking is already difficult on The Parade. Makes no sense to reduce parking”



“If you are encouraging cycling, remember we need plenty of bike parking posts/stations. How about under cover bike parking in the George St car park?”

“The scramble-crossing idea is brilliant, and would love to see that incorporated”

“It’s good to see the Parade Masterplan is taking shape. This should bring more people into the area to enjoy the shops, cafes/lifestyle and provide residential housing access to this fabulous suburb. More development needs to be encouraged, especially along the Parade West to bring it into the 21st Century”

“Looks good!”

“Scramble crossing is a must!”

“Let’s turn The Parade into Adelaide’s Lygon St (Melbourne)”

“I love it looking prettier but you need to address more parking.”

COMMUNITY ENGAGEMENT SUMMARY

The table below summarises the written responses received during Phase 2 of community consultation. All responses have been read, noted and are broadly included within the table. A copy of all survey responses will be included in the 17 July 2018 Council meeting report.

Theme	Issue	Action
Carparking	<ul style="list-style-type: none"> > Parking availability is already considered to be an issue by many respondents. > Concerns with removing on street parking. > Concerns with removing on street parking along side streets. 	<ul style="list-style-type: none"> > The Masterplan proposes a holistic carparking strategy, including better wayfinding and signage for off-street parking. > The proposed street template allows for flexibility between carparking and increased footpath width. > The intention is to target The Parade Heart (George-Edward) for initial parking reductions, with 11 spaces proposed to be removed. > Any on-street parking reductions will be staged over a number of years. > Investigate additional off-street parking possibilities.
Street Crossing & Safety	<ul style="list-style-type: none"> > Traffic along The Parade is too busy and fast. > Pedestrians feel unsafe crossing the road. > High volume of traffic along side streets during school pick up/drop off. > Section between The Parade and Beulah Road is often used as 'speed track'. 	<ul style="list-style-type: none"> > Proposed traffic calming strategies to be incorporated. > New signalised intersections for key pedestrian crossing points proposed. > Propose traffic lights to work together to improve flow of traffic and flow of pedestrian movements. > Proposed 'thresholds' to all side street crossings allowing greater priority for pedestrians. > Proposed reduction in speed limit between Fullarton Road and Osmond Terrace. > Proposed scramble crossing for George Street.
General Streetscape	<ul style="list-style-type: none"> > Some buildings in poor condition. > Concerns over proposed development and height. > Desire to protect existing heritage buildings. 	<ul style="list-style-type: none"> > By upgrading the public realm, this encourages the up-keep and presentation of the street facades. > The Masterplan includes recommendations for proposed building heights and massing. Solar access to the street is considered a priority. > Retention of existing character and heritage buildings is encouraged.
Trees	<ul style="list-style-type: none"> > Some parts of The Parade not 'green' enough. > Desire for more trees and not to lose any existing trees, especially within the central median. 	<ul style="list-style-type: none"> > The intention is to maintain as many existing trees as possible. Only trees that pose significant safety concerns are proposed for removal. > Additional street trees proposed along the entire length of The Parade. > Additional garden beds proposed.
Bike Lanes	<ul style="list-style-type: none"> > Concern that there are no designated bike lanes on The Parade East. > Feel unsafe riding along The Parade. > Parked car doors can be dangerous. > Some opposition to the inclusion of bike lanes generally. 	<ul style="list-style-type: none"> > The Masterplan seeks to promote Beulah Road and William Street as safe alternate bike routes. > Proposed slower traffic speeds will improve safety for cyclists. > There is not enough room to include a new complying bike lane along The Parade East, it is proposed that a shared lane is investigated. > The proposed Masterplan includes designated bike lanes along The Parade West. > The Masterplan seeks to balance the needs of a variety of road users.
Lighting	<ul style="list-style-type: none"> > The Parade looks dark and unwelcoming in the evening. > Poor night lighting. 	<ul style="list-style-type: none"> > Proposed new lighting for the entire length of The Parade with additional feature and amenity lighting a key focus points (eg Heritage buildings and high pedestrian areas).

OVERALL FINDINGS

The focus of the Phase 2 community consultation for the upgrade of The Parade was to introduce the initial concepts and seek feedback on the direction the Masterplan is proposing. The Phase 2 community consultation process engaged the community and key stakeholders with a package of initial concepts that reflected feedback that was collated from Phase 1 of the project. This level of engagement allowed the community to track the progress of the Masterplan and gain an understanding of how their Phase 1 feedback was interpreted and acknowledged in developing the initial concepts.

Through multiple open engagement sessions, and the 'Have Your Say' Council website an analysis of the feedback provides the following support for:

- Slowing traffic speeds and an improved pedestrian focused environment.
- Extended footpaths to improve pedestrian conditions + safety.
- Reconfiguration of key intersections and median vehicle cross-overs
- George Street concept design with minor improvements proposed in option 2.
- A safer cycling environment

Phase 3 of consultation with the community will allow for comment on the draft Masterplan. This will encase all feedback that has been collated to date from both Phase 1 and Phase 2 of the project. The community will be able to review the proposed Masterplan for the entire length of The Parade, which will be used to inform detail design and later, staged construction of the proposed upgrades. Phase 3 of consultation with the community will commence on 25 July 2018, and conclude 17 August 2018.

CONSULTATION MATERIAL PHASE 2 SURVEY



Have Your Say!

Planning The Parade: Phase 2




The Parade Masterplan – Phase 2 community consultation

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 by completing this survey.

Copies of the draft Concepts are available for viewing at the front counter or online.

Consultation closes at 5.00pm on Friday 22 June 2018.

Once you have completed this survey, please return it to one of our Libraries or to the Council Offices at the Norwood Town Hall, 175 The Parade, Norwood SA.

For more information about The Parade Masterplan project:

Visit the website: <https://haveyoursay.npsp.sa.gov.au/>

Or contact: **Keke Michalos,**
 Manager, Economic Development & Strategic Projects
 Phone: 8366 4506
 Email: townhall@npsp.sa.gov.au

SURVEY QUESTIONS

1. The Parade's speed limit between Fullarton Road and Osmond Terrace is currently 60 km/h and between Osmond Terrace and Portrush Road is 50 km/h. Reduced speed limits will improve the safety of all street users (i.e. pedestrians, cyclists and drivers).

a) Do you support reducing The Parade's speed limit to 50 km/h between Fullarton Road and Osmond Terrace?

Yes No

b) Do you support reducing The Parade's speed limit to 40 km/h between Osmond Terrace and Portrush Road?

Yes No

Comments

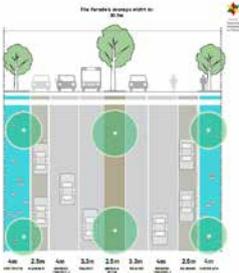
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 Website www.npsp.sa.gov.au



2. A dedicated bicycle lane is included in the draft Concept for The Parade West (Fullarton Road to Osmond Terrace). Similar to current conditions, a dedicated bicycle lane is not proposed between Osmond Terrace and Portrush Road. In The Parade 'Heart' and East Zones, cyclists can travel along The Parade by using a 4 metre wide shared traffic lane. Cyclists will also be encouraged to utilise the Beulah Road Bicycle Boulevard that runs parallel to The Parade. See images below.

The Parade East

The East Zone of The Parade complements the 'Heart' with an existing and attractive streetscape that is more pedestrian and cyclist friendly and aesthetically pleasing. 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.

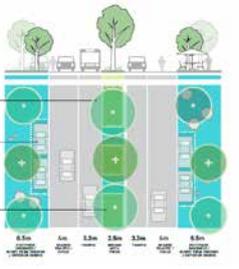


Future Street

Widened existing 4m footpath and 4m wide additional zone for all-weather parking.

Widened footpath with more street trees and additional planting.

Proposed 4m wide shared lane for walking and cycling.



The Parade West

The West Zone of The Parade complements the 'street' with an exciting and attractive streetscape that is more pedestrian and cyclist friendly and aesthetically pleasing. This zone is proposed to have widened footpaths and more street tree planting which will create a greater activation of the street, whilst supporting increased high density residential development on blocks. The potential to reduce vehicle speeds to 30 km/h will help to improve safety for all road users. Cyclists will be encouraged to utilize the Parallel Road. Bicycle treatment that is possible in The Parade.

Existing Street

Future Street

Do you support this?

Yes No

Comments

3. Widening The Parade footpaths from 4 metres to 6.5 metres would accommodate increased pedestrian movement and streetscape activities (e.g. outdoor dining).

Do you support this?

Yes No

Comments

4. Side street intersections (e.g. Edward Street, Queen Street and Sydenham Road) are proposed to be made more pedestrian friendly using continuous cross-overs (i.e. raised road crossings).

Side Street Intersections

Improved pedestrian safety and movement better activation of The Parade and its side streets.

Intersection improvements are proposed to ensure improved safety for pedestrians and allowing vehicle traffic, parking and cycling side streets.

Existing Intersection

Future Intersection

EDWARD STREET
Partial elevations of available street

Do you support this?

Yes No

Comments

5. One of the ideas being considered is the extension of The Parade's median strip at some side street intersections to create safer pedestrian and cyclist crossings and provide space for new street trees and landscaping. Extending the median strip would eliminate right hand turns into, or out of, the side streets listed below.

a) Do you support an extended median strip at Ravenswood Avenue?

Yes No

b) Do you support an extended median strip at Sydenham Road?

Yes No

c) Do you support an extended median strip at Church Avenue?

Yes No

d) Do you support an extended median strip at Margaret Street?

Yes No

e) Do you support an extended median strip at Cairns Street?

Yes No

Comments

6. The Norwood Oval is a venue for community and sporting events which attract a large number of visitors. A signalised crossing (similar to the Norwood Mall crossing between Edward and George Streets) could be considered for the Woods Street/Elizabeth Street intersection to improve pedestrian safety when crossing The Parade to the Norwood Oval.

Do you support a signalised pedestrian crossing at Woods Street / Elizabeth Street?

Yes No

Comments

7. The Parade between George and Edward Streets has a high number of daily visitors and a high number of off-street car parks (e.g. Webbe Street, Parade Central, Norwood Mall, and Norwood Place). In order to create a more pedestrian focussed streetscape in this highly used area, on-street car parking spaces (excluding loading spaces and bus zones) are proposed to be removed from both sides of The Parade between George Street and Edward Street.

The Parade 'Heart'

The Parade 'Heart' (Central Terrace to Queen Street) experiences the highest number of daily visitors. In recognition of this, the Master Plan 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 street-cape. The wider footpaths and increased street tree planting in this zone will provide more space for outdoor dining and alfresco seating, which will complement the higher density residential developments in the future and the historic character of non-working churches buildings.

Existing Street

Future Street

Do you support this?

Yes No

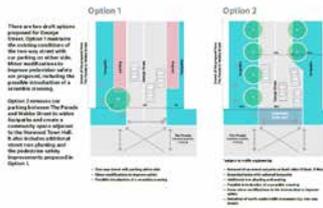
Comments

8. There are two (2) draft options proposed for George Street:

- Option 1 maintains the existing conditions of the two-way street with car parking on both sides. Minor modifications to improve pedestrian safety are proposed, including the possible introduction of a scramble crossing at The Parade intersection.
- Option 2 removes on-street 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 new street tree planting, a continuous cross-over and the possible introduction of a scramble crossing at The Parade intersection.

Please see image over the page.

George Street



Which option do you support for George Street??

Option 1 Option 2 Neither

Comments

9. Do you have any additional feedback that you would like to provide on The Parade Masterplan draft Concepts? If yes, please provide your comments in the space below.

Comments

About you

We want to know more about the people who have taken the time to respond to this survey.

First name _____

Surname _____

Residential postcode _____

Gender Male Female

Age (please select age range)

- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+

Please tell us about your connection to The Parade (choose all that apply)

- Resident of the City of Norwood Payneham & St Peters
- Visitor (Live outside of the City of Norwood Payneham & St Peters)
- Employee (Work along or adjacent The Parade)
- Business Owner / Trader (Located along or adjacent The Parade)
- Property Owner (Located along or adjacent The Parade)

Keep in touch

To stay up to date about the Council's programs, services, events and initiatives, provide your email address to sign up to our new bi-monthly eNewsletter, *Your NPSP*.

I would like to receive the Council's eNewsletter:

Yes

Email _____

All comments that are received during Phase 2 of the consultation will be reviewed and considered by the Council in the coming months.

Thank you for taking the time to complete this survey.



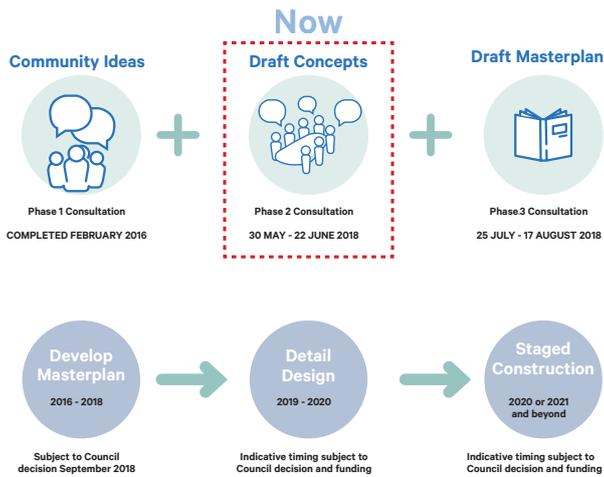
STAGE 2 MATERIAL & DISPLAY BOARDS

The Parade Masterplan

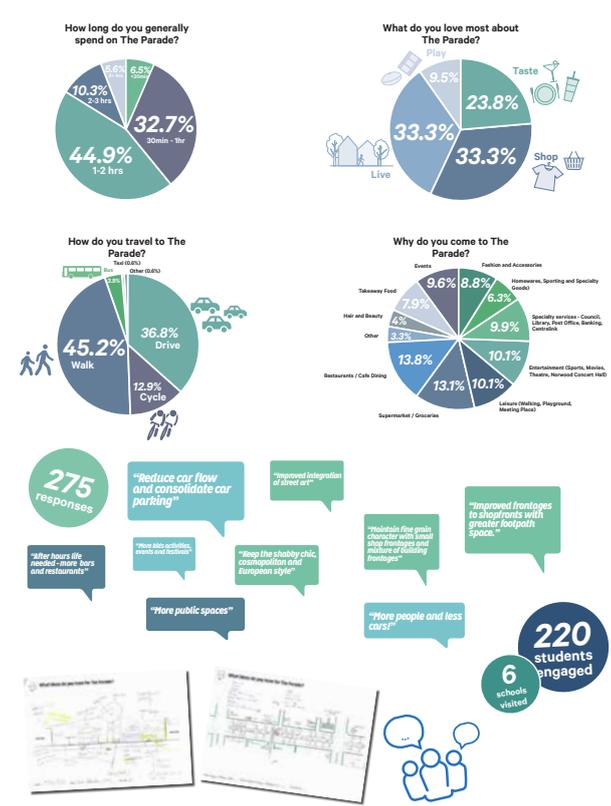
HAVE YOUR SAY!
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The Parade Redevelopment Process



What you told us in 2016



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

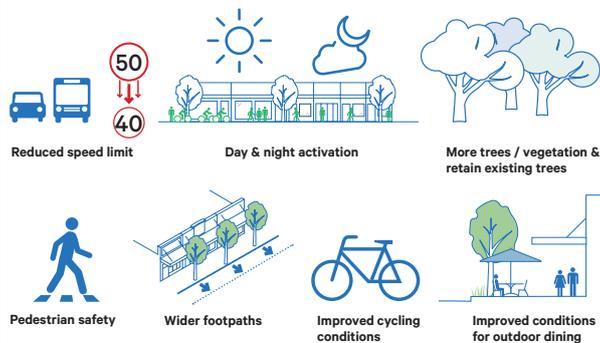
- Decrease traffic speeds and improve pedestrian crossings for safety
- Widen footpaths for improved access and space for seating
- Better synchronise traffic lights for improved traffic flow



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)

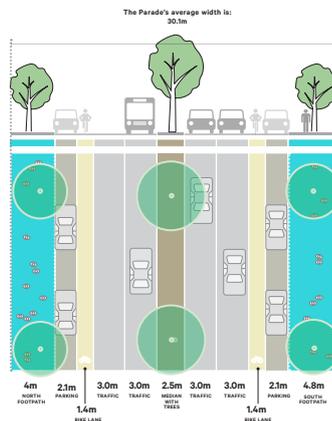
What you asked for...



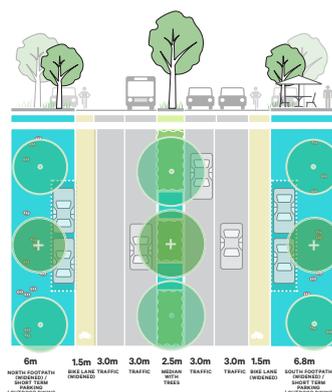
The Parade West

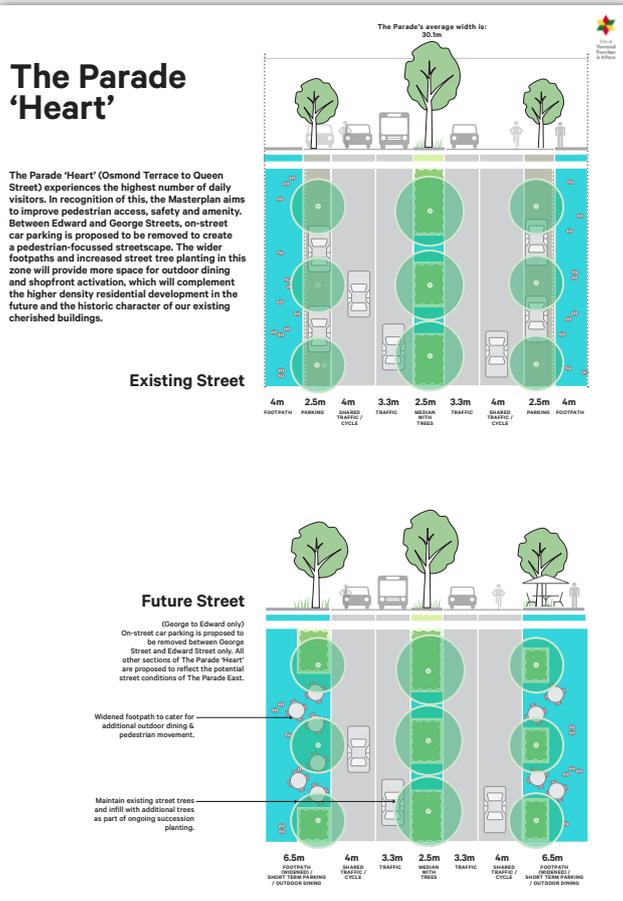
The West Zone of The Parade complements the 'Heart' with an inviting and attractive streetscape that is more pedestrian and cyclist friendly and aesthetically pleasant. This zone is proposed to have widened footpaths and more street tree planting which will result in greater activation of the street, 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





History of The Parade

“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.

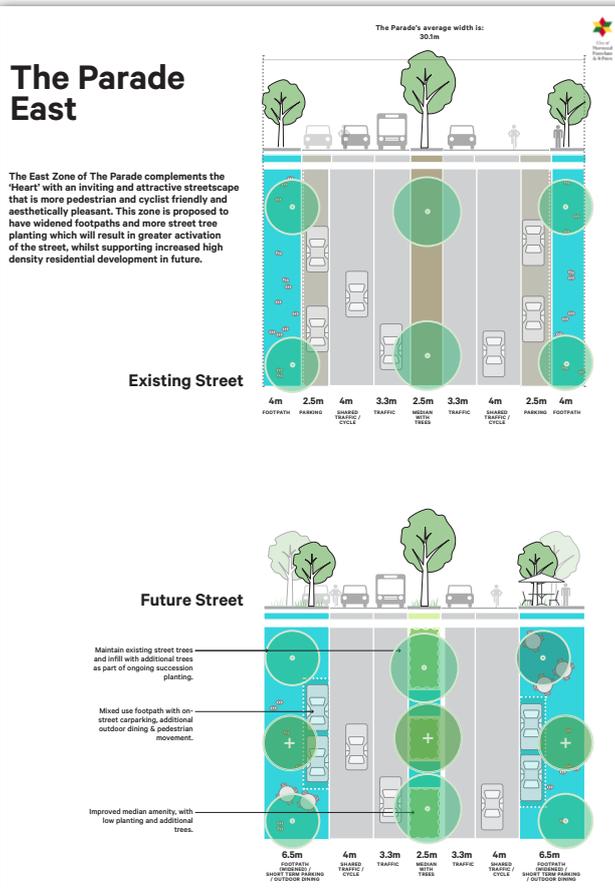
- The Parade West:**
 - Gateway entry from Fullarton Road
 - Mixed business / residential
 - Norwood Oval attraction
- The Parade 'Heart':**
 - Core of Activity
 - Destination for shopping
 - High off-street carparking capacity
- The Parade East:**
 - Gateway entry from Portrush Road
 - Mixed retail / commercial
 - New apartments

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.

The Parade's average width is: 30.0m

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





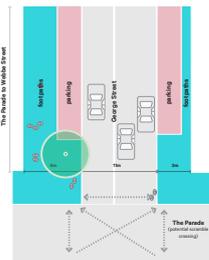
George Street



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.

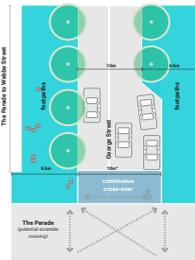
Option 2 removes car parking between The Parade and Webbe Street to widen footpaths and create a community space adjacent to the Norwood Town Hall. It also includes additional street tree planting and the pedestrian safety improvements proposed in Option 1.

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 car parks 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)



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