

# THE PARADE MASTERPLAN

## CONSULTATION SUMMARY REPORT

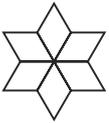
### STAGE 1

MAY 2016



THE PARADE MASTER PLAN  
**COMMUNITY CONSULTATION REPORT STAGE 1**

**PREPARED FOR**



City of  
**Norwood  
Payneham  
& St Peters**

**PREPARED BY**



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## EXECUTIVE SUMMARY

Landscape architecture firm Oxigen were engaged by Norwood Payneham St Peters Council 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, including community engagement consultancy Gould Thorpe Planning Pty Ltd (GTP).



Council commenced the first phase of community engagement (Stage 1) on The Parade Masterplan project on 21 January 2016. Oxigen and GTP supported Council with project planning and branding and subsequent implementation of the communication and engagement activities. This initial engagement on the project was undertaken with residents, workers, business owners and visitors until formal completion of Stage 1 on 19 February 2016, although community feedback continued to be registered until 6 March 2016.

The focus of the Stage 1 engagement process was to introduce the project, explain the role and purpose of a masterplan and seek initial feedback on the questions of:

1. What do people love about The Parade?
2. What changes would people make to The Parade?
3. What could be added to The Parade?

Between 21 January and 6 March 2016, a total of 805 visits to the project website - 'Planning The Parade: Have Your Say!' - were recorded, with 119 visitors participating in an engagement tool such as completing a survey, quick poll or contributing an idea to the 'brainstormers' page.

Also in this period, Council received 275 submissions, which included 245 online or hard copy surveys and 30 written submissions and letters. An analysis of this feedback provides the following snapshot:

### **What people love about The Parade**

- > People love the 'village' / 'cosmopolitan' feel and its vibrancy, community and casual atmosphere
- > The combination of small shops and numerous cafes mixed with a strong community feel are strong factors in what people believe make up The Parade
- > The trees are continually reiterated as the key element that 'binds' The Parade

### **Changes to The Parade**

- > Mixed support for the concept of a tram depending on tree removal
- > Safer and wider footpaths for accessibility, reduced congestion and more opportunities for public open space and seating
- > More intervention on commercial leasing to allow smaller boutique traders to establish with lower rents

### **Additions to improve The Parade**

- > Slower traffic speeds on The Parade with more pedestrian crossings and better traffic light synchronisation.
- > Bicycle infrastructure - more parking and designated bicycle lanes along The Parade rather than Beulah Road.
- > Enhancement of the streetscape; particularly through greenery.

Stage 2 community engagement will focus on more targeted and intensive consultation on the concept designs developed by the broader Oxigen project team. The designs will be used to generate interest and strong opinions on the project and the future range of potential directions for The Parade..



Tour Down Under Consultation | January 2016

# INTRODUCTION

Oxigen landscape architecture, with a multi-disciplinary sub-consultancy team, was commissioned by Council to prepare a comprehensive and integrated master plan for The Parade. The master plan will realise the potential of the street and public realm, build on the existing facilities and infrastructure provision already there, and open up new opportunities for public use and investment.

The objectives for the master plan are to future-proof the physical, economic and cultural integrity of The Parade, cognisant of proposals for light rail, and delivering a high quality public realm that focuses on providing an attractive, sustainable, connected and safe pedestrian and cycle friendly environment.

Council identified early in the project lifecycle that planning alone will not enable The Parade to grow and develop to its potential. A commitment to listening to the people that make The Parade and involving them in the development of a forward-thinking plan will allow the precinct to become an even more active place of meaning and connection that contributes towards the cultural, environmental and economic life of Norwood and metropolitan Adelaide.

With this framework in place, specialist engagement consultancy Gould Thorpe Planning were included in the project team to assist Council in the development and implementation of an innovative communication and engagement program. Stage 1 of the master plan therefore focussed on raising awareness of the project, explaining the role and scope of a master plan and providing various ways for people to tell Council what they liked, disliked and wanted to improve about their street and immediate precinct.

Council utilised its involvement in the Tour Down Under 2016 events on The Parade to kick start Stage 1 and undertake meaningful dialogue with the residents, workers, traders and visitors to the precinct. This was supplemented by the establishment of an interactive project website and targeted stakeholder engagement events to generate a deeper understanding of the priority changes, additions and ideas for The Parade over the next 30 years.

This early feedback will guide Oxigen and Council in the development of concept designs for The Parade and their subsequent consultation process to be undertaken in Stage 2. Completion of Stage 1 engagement activities has provided the project team with further insight into the tools and techniques that can be used to maximise the understanding and involvement of people who want to be involved in planning The Parade.

# METHODOLOGY

In defining the scope and objectives of the project, Council identified the need for assistance to design and implement an effective engagement strategy to draw out the ideas and aspirations of residents, workers, visitors, businesses, ratepayers and stakeholder organisations to shape a positive and vibrant future for The Parade.

The project team collaborated with Council staff, with input from elected members, to develop an effective community engagement program. The key components of the program included the:

- > development of a targeted community engagement strategy utilising an agreed mix of traditional and innovative tools and techniques
- > design of creative and innovative engagement activities to capture the interest, imagination and participation of community members and other key stakeholders
- > implementation of effective stakeholder and issues management processes
- > use of efficient data collection and issues management systems
- > provision of clear and concise reporting and evaluation.

This method was intended to facilitate the involvement of residents, visitors, students, government, business and non-government stakeholders in providing input to the preparation of the master plan. In doing so, the engagement program aimed to:

- > achieve a high level of community understanding of the masterplanning process and what can be achieved
- > facilitate awareness of the planning, urban design and transport issues that will shape the future of The Parade
- > encourage stakeholders and community members to put forward ideas; that builds relationships for ongoing involvement; and, achieve 'buy-in' from internal staff and Elected Members
- > maximise Council's understanding of community and stakeholder views, needs and aspirations; and
- > produce timely feedback that informs the staged development of the masterplan.



# COMMUNITY ENGAGEMENT OVERVIEW

## Online Engagement

With the understanding that people are increasingly time-poor and seeking efficient and engaging means to contribute their ideas, Council's initial focus was on development of an online engagement portal through. The EngagementHQ platform developed by online engagement company Bang the Table was chosen to assist Council to maximise the reach of its communications materials and provide opportunities for online engagement with interested stakeholders on different aspects of the project.

The Parade Master Plan website ([www.haveyoursay.npsp.sa.gov.au](http://www.haveyoursay.npsp.sa.gov.au)) was established as the 'one-stop-shop' for information on the project, and went live immediately prior to the first face to face engagement events on the project - the staffed project display at the Tour Down Under 2016 street party and BUPA Challenge event. In addition to introducing the project and raising awareness of the branding, the website also hosted the online survey - the primary tool for collecting community information and feedback on the future of The Parade in Stage 1. The survey was used to collect simple demographic information as well as initial community feedback on The Parade, including likes, dislikes and opportunities for improvement.

The website also included a 'Big Ideas' brainstorming page that encouraged visitors to share their aspirations for what could be achieved on The Parade. Visitors were asked:

*What can we include in the Masterplan to make The Parade even better? Please share your ideas and vote for your favorite suggestions. Think big think bold! The most popular ideas will be investigated and if appropriate will be built into the Masterplan.*

The website also included a quick poll aimed at identifying the most loved aspects The Parade, asking visitors to choose from the following:

TASTE - A premier destination to taste and experience the many flavours of The Parade

STYLE - When it comes to quality, style, and the latest trends, The Parade has it all

SHOP - There is something for everybody on The Parade

LIVE - Life's everyday needs are easy on The Parade

PLAY - Day or night, there is always somewhere to play on The Parade

This was also supplemented by a social media campaign with Council's Facebook page directing people to the website and an Instagram photo competition developed to ask people to post images of the places they love on The Parade. Council's Parade website was also utilised to link to the master plan project.

## Project Branding

An easily recognisable brand and design for the project was seen as essential for raising awareness of the project and its importance to people who visit and value The Parade. 'Planning the Parade: Have Your Say!' was chosen as the overarching project brand to help engage community members throughout the various stages of development of the masterplan.

An example of the branding is shown below and was used on the website and all printed materials.



### **Communication Materials**

Council extended the reach of its online engagement by developing a printed version of the survey for people to complete at the face to face events or at home at their leisure. A project postcard was developed to raise awareness and promote the website.

Letters were also sent by Council to traders on The Parade and in the broader precinct encouraging them to participate in the face to face events, including the information session at the Traders Networking event.

**The project was also described in Council's Annual Report sent to all ratepayers.**

### **Community Events**

With Council already hosting the Tour Down Under 2016, this represented a unique opportunity to promote the project, give people an opportunity to ask questions of the project team and seek initial feedback. A staffed public display stand was provided at The Parade street party and BUPA Challenge events held on the 21 and 22 January 2016 respectively. Project team and Council staff members were on hand with large scale roll plans, project information and conceptual images to introduce the project and get people thinking about why they visit The Parade, what they like or dislike and what they would most like to change or add.

### **Key Stakeholder Consultation**

An information and engagement session for Parade Traders was held at their quarterly Networking Event on 17 February 2016. Traders have a different relationship with the Parade in comparison to residents, workers and visitors and this meeting represented a timely opportunity to provide targeted information and answer specific questions on business-related issues.

The team also focused on specific stakeholders that have a strong influence on The Parade. These included Foodland, Hoyts and Coles. The team has been communicating with these stakeholders and continue to do so through the project.

DPTI have also been engaged by Oxigen and Council to discuss the potentials of The Parade and what DPTI's intentions are into the future.

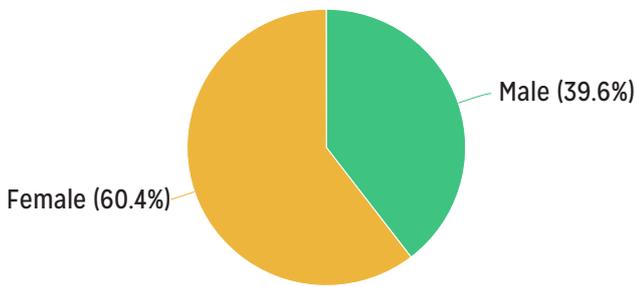
### **Schools Consultation**

All schools in the Council area were invited to participate in a targeted engagement activity on the master plan and 6 schools agreed to participate, nominating whole classes or student representatives to work with the project during April 2016. The intent of this engagement was to utilise the creativity and enthusiasm of primary school students in the future development of the street they already visit with their families and may continue to use into adulthood.

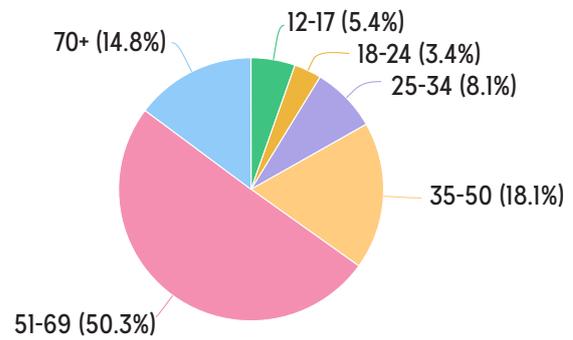
# SUMMARY OF FINDINGS

A summary of the demographic data and answers from the closed questions collected via the 245 online and hardcopy surveys is provided below.

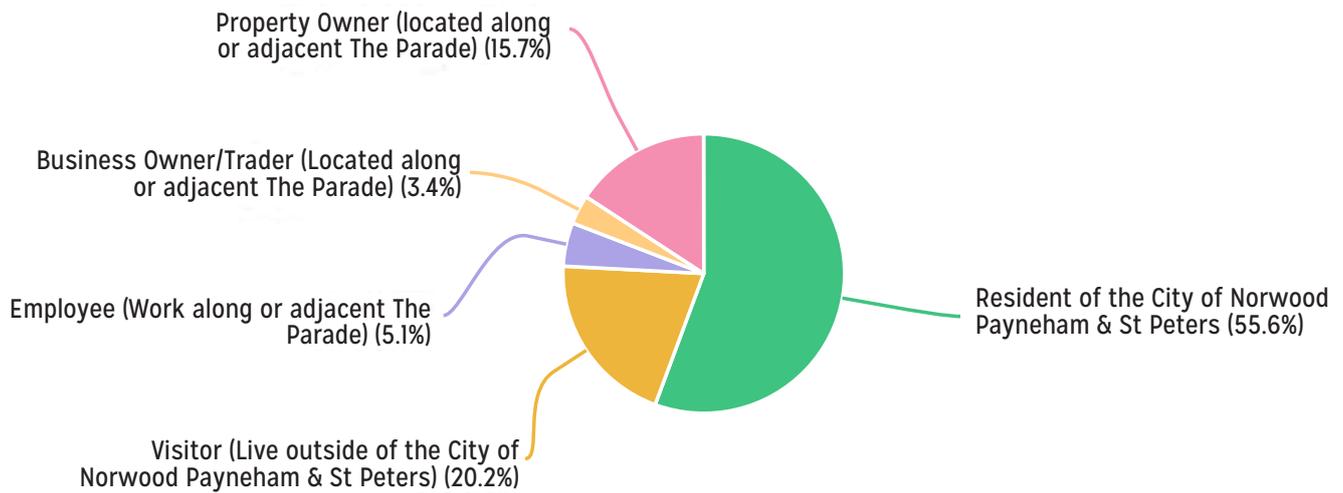
**Gender**



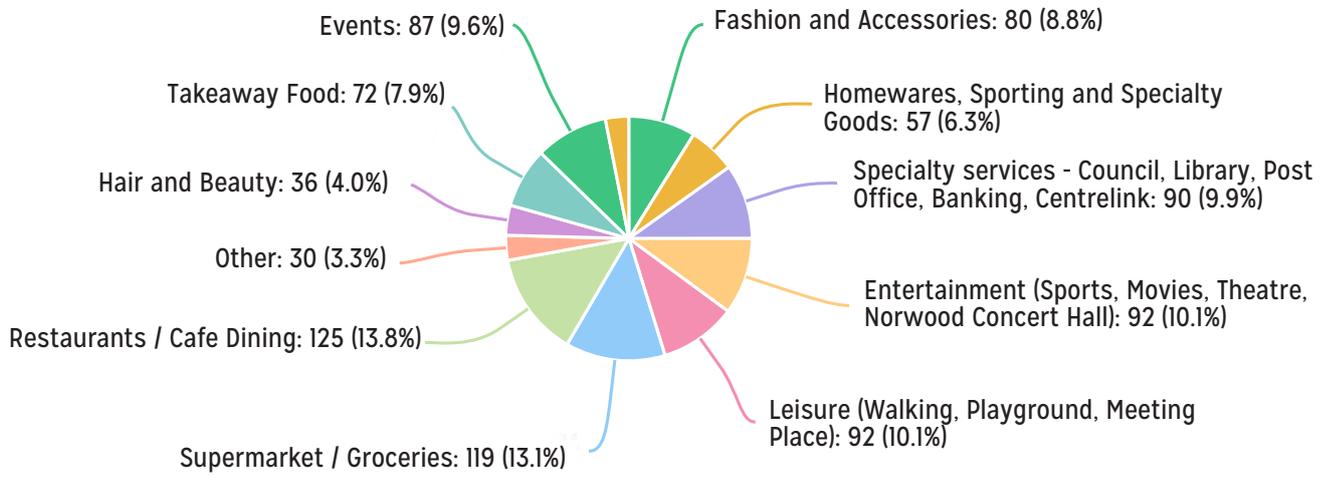
**Age Range**



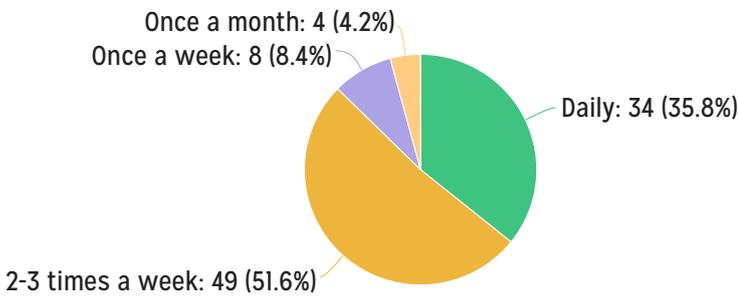
**Please tell us your association to The Parade?**



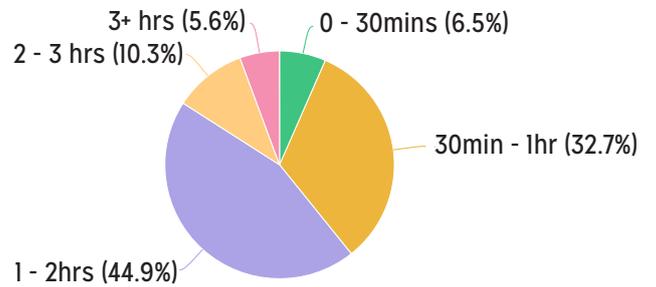
### Why do you come to The Parade?



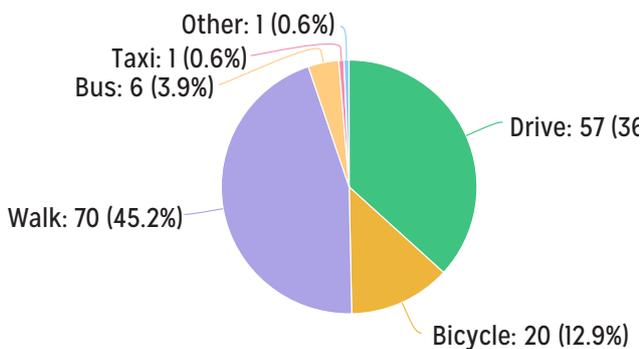
### How often do you visit The Parade?



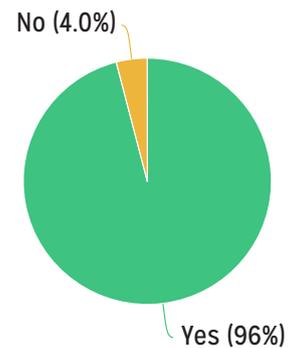
### How long do you generally spend on The Parade?



### How do you travel to The Parade?



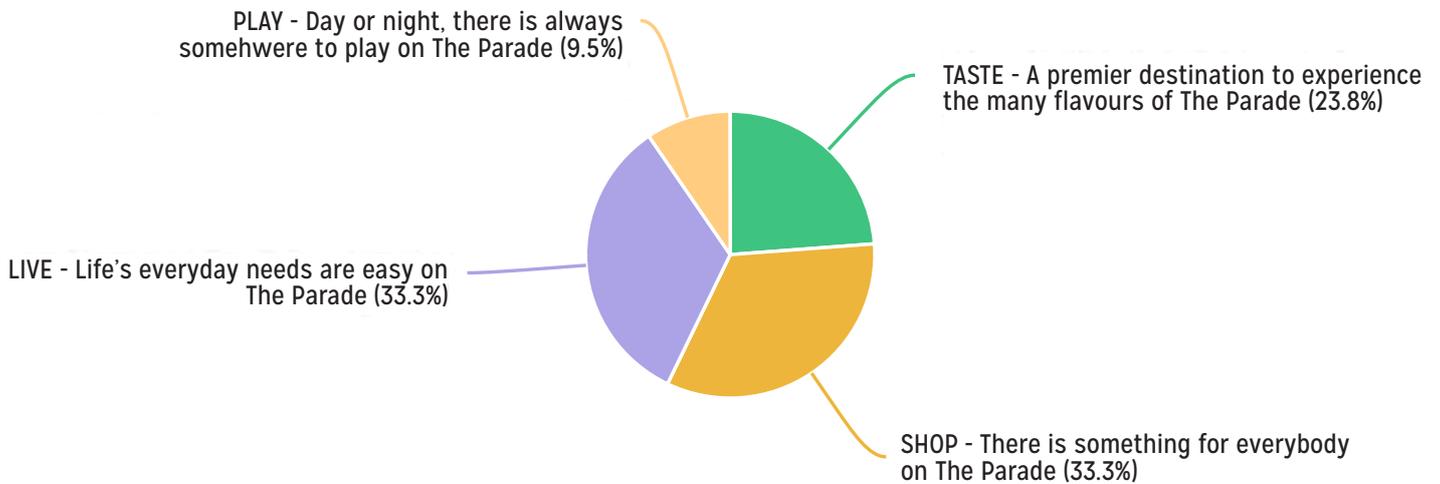
### Would you like to be notified of future opportunities to comment on The Parade Masterplan as it develops?



## Online Engagement

The Parade Masterplan website contained several interactive tools for visitors to participate in if they chose. The results from the Quick Poll and Brainstormer tools are outlined below.

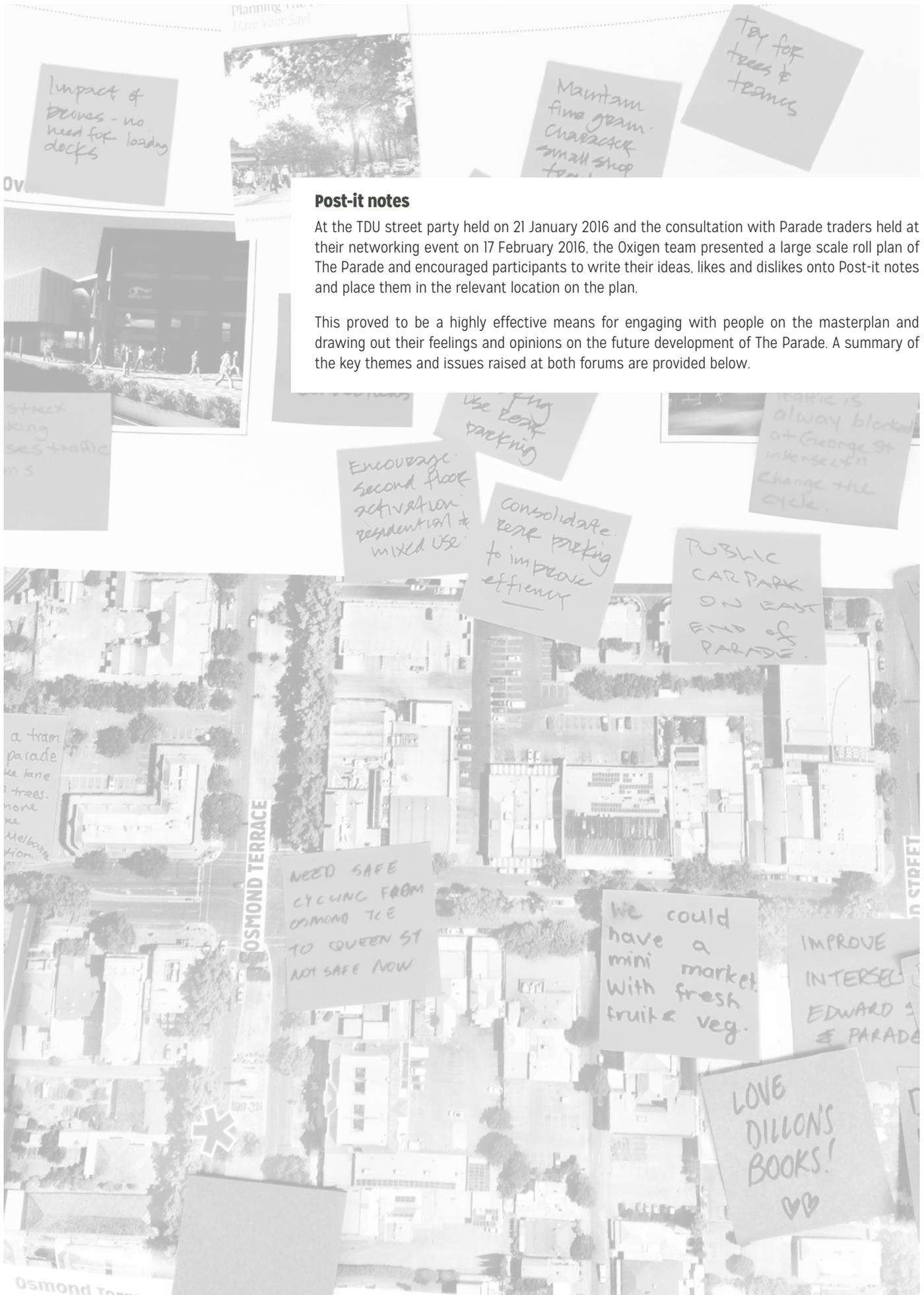
### What do you love most about The Parade?



### Brainstormer: wouldn't it be great if...

A range of suggestions for The Parade were proposed by the 12 respondents to this questions and a summary of key themes is provided below:

1. George Street and The Parade intersection safety improvements
2. Footpath accessibility
3. Pop up art galleries in under-utilised spaces
4. Improve aesthetics of The Parade
5. Hold small markets on weekends, eg fashion, design or fresh produce stalls
6. Create a European-style plaza
7. Create safe crossing refuges on The Parade for pedestrians with prams/wheelchairs
8. Keep trees and provide a tram but remove vehicles from The Parade

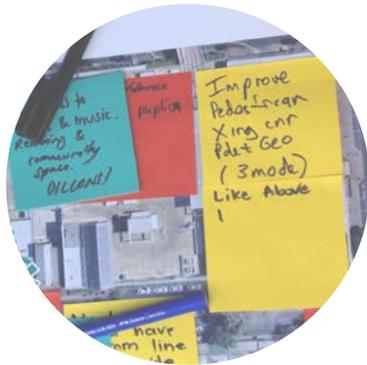


**Post-it notes**

At the TDU street party held on 21 January 2016 and the consultation with Parade traders held at their networking event on 17 February 2016, the Oxigen team presented a large scale roll plan of The Parade and encouraged participants to write their ideas, likes and dislikes onto Post-it notes and place them in the relevant location on the plan.

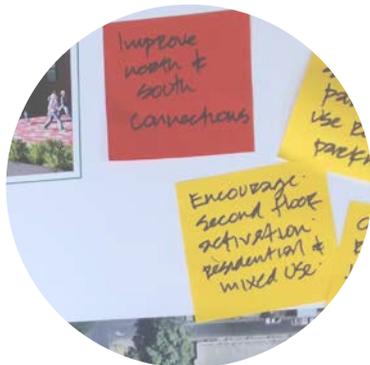
This proved to be a highly effective means for engaging with people on the masterplan and drawing out their feelings and opinions on the future development of The Parade. A summary of the key themes and issues raised at both forums are provided below.

**Community Responses**



Themes	Key Issues
<b>Traffic</b>	<p>Reduce car flow – consider no cars and a tram down The Parade with a bike lane and lots of trees</p> <p>The Parade/George Street intersection is dangerous and needs no right turn</p> <p>Consolidate parking at rear of The Parade to improve efficiency</p> <p>Need safe cycling from Osmond Terrace to Queen Street</p>
<b>Streetscape</b>	<p>More public places to sit in a pleasant, green environment</p> <p>More bike racks needed but footpaths are too congested at present</p> <p>More street art needed, as well as places for young people</p> <p>Road pavement needs repair due to tree roots</p> <p>Temporary open space for public events that allows community flexibility</p>
<b>Side Streets</b>	<p>A 'scatter' pedestrian crossing is needed at the George Street intersection for safety</p> <p>George Street is ideal for a green space between Council and the theatre</p> <p>Improve intersection at Edward Street – dangerous for pedestrians, cyclists and vehicles</p>
<b>Culture</b>	<p>Keep the shabby chic, cosmopolitan and European style</p> <p>More kids' activities, events and festivals</p> <p>More diverse restaurants needed</p> <p>Conserve 'new' heritage</p> <p>Bring back the Adelaide fashion festival</p>
<b>Urban Development</b>	<p>High density very close to The Parade is good. Encourage second floor activation residential and mixed use. Allow higher densities in southern section and enable mixed use</p> <p>Maintain fine grain character –with small shop frontages and mixture of building types</p> <p>Kent Town residential development will generate demand for shops but this area needs to better connect the CBD to The Parade</p>

**Traders' Responses**



Themes	Key Issues
<b>Parking</b>	<p>Need more car parking facilities – build a multi-storey car park.</p> <p>Increase parking limits to 3 hours or remove all together - 2 hour limit is not enough</p> <p>Underground car parking would be great at Norwood Football Club.</p>
<b>Streetscape</b>	<p>Do not touch the median trees and provide more greenery and seating on footpaths</p> <p>Provide sites or support for stages or performance areas at every intersection to enable street parties and events</p> <p>Tram on one side of the road, two lanes only; one each way. Extend width of footpath side to tram, allowing for more cafes spaces etc.</p> <p>Electric car charging station and bike amenities.</p>
<b>Culture</b>	<p>As per the Tour Down Under. Encourage a bike precinct to the area.</p> <p>After hours life – bars / restaurants</p> <p>More designated areas for buskers</p>
<b>Urban Development</b>	<p>Keep the character / ambience of The Parade – NO HI-RISE</p> <p>The car parks must be much larger with shops and accommodation above</p> <p>Support galleries and art spaces.</p> <p>Shared development shopfronts with apartments at rear.</p> <p>Have more development at Western end – multi-level commercial and residential.</p>

# RECOMMENDATIONS

The Stage 1 engagement process successfully raised the profile of the project and Council's intentions to develop a long term plan for the development of The Parade. The establishment and promotion of the website, communication materials and engagement with key stakeholder groups has raised interest levels and pre-empted the more detailed consultation to be delivered on the concept designs for Stage 2.

## Suggestions for Stage 2 Consultation

To maximise the reach and effectiveness of Stage 2 community engagement on the concept designs for the masterplan, the following recommendations are proposed for further discussion with Council:

### 1. Online engagement

- > maximise the EngagementHQ functionality of the website to enable interaction with the concept designs, including specific surveys/polls on particular aspects of the designs
- > utilise images and videos/animations of the concept designs on social media (Facebook, Instagram) and online (Parade website and YouTube) to generate excitement and interest and drive people to the website
- > identify opportunities to link to other websites and social media from aligned stakeholders, eg Business SA, Renewal SA, Glam Adelaide, Sensational Adelaide

### 2. Communications

- > Support Council with suitable content to maximise media exposure of the proposed plans for The Parade, including paper and online media, using media releases and kits, interviews with the project team and editorials
- > Prepare engaging and stimulating written materials for promotion of the concept designs and the Stage 2 engagement period including:
  - display posters and eye-catching open day display materials
  - letters to ratepayers
  - footpath stickers
  - concept design fact/idea sheets
  - street banners and tree posters
- > Utilise expertise of Convergen and Oxigen to develop high impact video and animations that capture the key concept designs, or specific aspects of them, and reference the issues/likes/dislikes raised by stakeholders during Stage 1. These materials should be used to explain the detail of a particular design and show stakeholders how The Parade as they know it could change.
- > Ensure communications materials do not simply focus on trams vs trees as this argument has the potential to overshadow the variety of other equally important aspects of The Parade's future development, including medium density mixed use developments, redesigned car parking, enhanced cycle ways, increased entertainment and cultural opportunities, improved pedestrian accessibility and new green and public open spaces.

### **3. Engagement**

- > Given the different views held by different groups of stakeholders - including traders versus residents versus visitors - continue to provide opportunities for these groups to engage separately with the project team to ensure their ideas and issues receive sufficient consideration.
- > Stage 2 provides an excellent opportunity to hold one or more large scale community open days where people of all ages and backgrounds can meet the project team, learn about the concept designs, ask questions and submit their preferences or alternative proposals. These events should utilise a mix of paper and electronic materials and be supported by large numbers of Council and project team staff to allow participants to actively engage and give informed feedback.

# APPENDICES



Survey Form pl



The City of Norwood Payneham & St Peters is developing a Masterplan for The Parade, Norwood, which will guide the development of this significant mainstreet precinct.

You are invited to provide your ideas and opinions on the existing condition and appeal of The Parade, as well as how it could be redeveloped in the Masterplan.

Please use this questionnaire to provide your thoughts.

**First Name** (Required)

**Surname** (Required)

**Suburb** (Required)

**Gender** (Choose any one option) (Required)

- Male
- Female

**Age Range** (Choose any one option) (Required)

- 12-17
- 18-24
- 25-34
- 35-50
- 51-69
- 70+

**Please tell us your association to The Parade?** (Choose all that apply) (Required)

- 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)

**Email** (Required)

**Survey Form p2**



**1. What do you love most about The Parade?** (Required)

**2. Why do you come to The Parade?** (Choose all that apply) (Required)

- Fashion and Accessories
- Hair and Beauty
- Homewares, Sporting and Specialty Goods
- Health and Fitness
- Specialty services (including Council, Library, Post Office, Banking, Centrelink)
- Entertainment (Sports, Movies, Theatre, Norwood Concert Hall)
- Leisure (Walking, Playground, Meeting Place)
- Supermarket / Groceries
- Restaurants / Cafe Dining
- Takeaway Food
- Events
- Other

Answer this question only if you have chosen "Other"

**Please describe what other reasons attract you to The Parade**

**3. What is your favourite place on The Parade?** (Required)

**4. How often do you visit The Parade?** (Choose any one option) (Required)

- Daily
- 2-3 times a week
- Once a week
- Once a month
- Once a year

Survey Form p3



**5. How long do you generally spend on The Parade per visit?** (Choose all that apply) (Required)

- 0 - 30mins
- 30 - 1hr
- 1 - 2hrs
- 2 - 3hrs
- 3+hrs

**6. How do you usually get to The Parade?** (Choose all that apply) (Required)

- Drive
- Bicycle
- Walk
- Bus
- Taxi
- Other

Answer this question only if you have chosen "Other"

**Please confirm what other means you get to The Parade**

**7. What would you change about The Parade to make it better?** (Required)

**8. What would you add to The Parade to improve it?** (Required)

Consultation Communication Boards



# Planning The Parade

## Have Your Say!

The Parade is planning its future and we need your input. The development of a Masterplan for The Parade is beginning and there will be numerous stages of community consultation where you can voice your opinion and provide feedback on the progress of the design framework for the redevelopment of this significant mainstreet precinct.





### what makes the parade?

The Parade is made up of numerous elements which create the character of what The Parade is known for. If you think there is something else which you see in The Parade make sure to let us know, either by putting a post it on the aerial board or talking to a member of the Project Team.



street life

The Parade is known for its vibrant street life, with a mix of cafes, bars, and restaurants. This is a key element of its character and should be maintained and enhanced.



shopping

The Parade is known for its vibrant shopping scene, with a mix of independent retailers and chain stores. This is a key element of its character and should be maintained and enhanced.



cultural identity

The Parade is known for its vibrant cultural identity, with a mix of historic buildings and modern architecture. This is a key element of its character and should be maintained and enhanced.



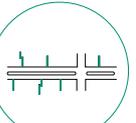
entertainment

The Parade is known for its vibrant entertainment scene, with a mix of independent retailers and chain stores. This is a key element of its character and should be maintained and enhanced.



streetscape

The Parade is known for its vibrant streetscape, with a mix of historic buildings and modern architecture. This is a key element of its character and should be maintained and enhanced.



connections

The Parade is known for its vibrant connections, with a mix of historic buildings and modern architecture. This is a key element of its character and should be maintained and enhanced.

### future 'place' qualities

There are numerous examples of streets across Australia that have enhanced their street life and quality, whilst still retaining their original cultural identity and historical values. Two prominent examples are:

George Street | Sydney



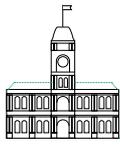
Chapel Street | Melbourne



### future possibilities



'Post-it' Long Plot Board



# Planning The Parade: Have Your Say!



context



study area

### elements of the parade...



street life



entertainment



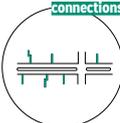
accessibility +  
movement



streetscape



shopping



connections



cultural identity

### history

With a rich culture and history, The Parade plays a key role to the cultural and civic heart of the City and eastern suburbs.





### current





## consultation steps...

Planning alone will not make The Parade sing! A commitment to community involvement and response will allow The Parade to become an even more active place of meaning and connection that contributes towards the cultural environment and economic life of Norwood and more broadly the City of Norwood Pyneham & St Peters and metropolitan Adelaide.

The Parade Masterplan aims to engage with all users that interact with The Parade. There is a high level of community consultation involved in creating a new plan for The Parade. Community consultation has been broken down into three key steps where you can become apart of the planning process and state your views on how The Parade should be transformed.

#### 01 PHASE 01 Initial Consultation

4 week consultation period

- Totipot Norwood Street Party - Stage 4 Parade Start
- Stakeholder engagement
- Targeted consultation with children
- Presentation to Elected Members



#### Outcomes:

- Gain broad understanding of the Parade's identity and appeal from different user groups, business owners, residents and visitors
- Explore the Community's future aspirations for The Parade
- Identify strengths and weaknesses of The Parade
- Establish a common vision for The Parade Masterplan

#### 02 PHASE 02 Consultation on Draft Concepts

4 week consultation period

- Key stakeholder engagement
- Review feedback and refine concepts
- Presentation of feedback and recommendations to Elected Members

#### Outcomes:

- Identify specific opportunities and issues in greater detail
- Identify key priority areas
- Develop a draft vision and concepts for The Parade taking into consideration first stage of consultation
- Gain further input from key stakeholders, traders and businesses on the vision for The Parade
- Test the draft vision and concepts with the Community and refine them accordingly

#### 03 PHASE 03 Consultation on Draft Masterplan

4 week consultation period

- Review feedback and Masterplan

#### Outcomes:

- Collaborative vision and design direction for The Parade
- Develop an implementation strategy for The Parade, which includes priority areas and long term implementation recommendations

### The Parade Masterplan

The Masterplan for The Parade will realise the potential of the street and public realm, building on the existing facilities and infrastructure provisions already there and opens up new opportunities for public use and investment.



## you post it!

LIKE

SUGGESTION

IMPROVE / DISLIKE



Norwood Oval



Norwood Place



Norwood Town Hall



Boys Cinema Complex



Norwood Squash Centre



Diamond Terrace



Coke Park



Norwood Mall



Argo cafe





## Letter to Traders

File Number: S.03309 / S.03308  
Enquiries To: Keke Michalos  
Direct Telephone: 8366 4509

29 January 2016

Dear Parade Business / Property Owner

### PLANNING THE PARADE: HAVE YOUR SAY!

The Council has commenced the process of developing a Masterplan for The Parade, Norwood, which will guide the redevelopment of this significant mainstreet precinct.

The primary objective of the Masterplan is to provide the design framework for the Council to deliver a high quality public realm that meets the needs of the increasing number of people that will live, work and visit The Parade.

The Council has appointed Oxigen as the lead consultant to deliver The Parade Masterplan. Oxigen is supported by an Adelaide-based team of sub-consultants providing expertise in a range of fields including engineering, traffic planning, architecture, urban design, community engagement, arboriculture and place activation.

#### WHAT IS A MASTERPLAN?

A Masterplan is a strategic document that outlines a long term vision to guide the future development or redevelopment of a particular area. It does not contain detailed design but simply sets out the intentions for a particular precinct or area (in this case The Parade) and how the Council proposes to redevelop it in the future.

In developing a Masterplan a number of issues are taken into consideration to understand the current and future needs of a precinct including (but not limited to) the history and identity of the area, the existing building stock and proposed scale of redevelopment, traffic, parking, public transport, pedestrian movement and safety, streetscape presentation, infrastructure requirements and activation.

#### WHY DOES THE PARADE NEED A MASTERPLAN?

The Parade Masterplan is necessary because the last major upgrade to The Parade occurred over 20 years ago. Since that time, The Parade has experienced a significant increase in popularity, resulting in The Parade now being recognised not only as the economic, cultural and civic heart of both the City of Norwood Payneham & St Peters and the eastern suburbs, but also as one of the State's Premier Mainstreets.

However, over time, The Parade's infrastructure has aged and the existing condition of some sections of the Precinct have become tired or no longer suit their function. In order to maintain The Parade's identity, appeal and popularity, the Council is developing a Masterplan, which will contain a long term vision and design framework, that meets the contemporary needs of businesses, residents and visitors, to direct the future redevelopment of this significant mainstreet.

#### HOW LONG WILL IT TAKE TO COMPLETE THE MASTERPLAN PROCESS?

The Parade Masterplan Project commenced on Thursday 21 January 2016, and it is anticipated that the final Masterplan will be presented to the Council for approval by early October 2016.



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**STAGE 1 CONSULTATION – NOW OPEN:**

Stage 1 of The Parade Masterplan Project, involves the Council consulting with the community to find out what they love about The Parade and what they would like considered as part of the overall scope of The Parade Masterplan Project.

This consultation commenced on **Thursday 21 January 2016** and will conclude on **Friday 19 February 2016**. The Council is facilitating consultation through a number of initiatives, including an online survey which is available to business / property owners to provide their feedback and other stakeholders including residents and visitors.

**HAVE YOUR SAY:**

As a major stakeholder of The Parade, you are encouraged to do the following:

- Visit The Parade Masterplan website [www.haveyoursay.npsp.sa.gov.au](http://www.haveyoursay.npsp.sa.gov.au) and complete the online survey;
- Encourage surrounding business / property owners to visit the website and also complete the survey;
- Encourage your customers, employees, local residents, family & friends to visit the website and also complete the survey;
- Attend the next Norwood Parade Precinct Committee (NPPC) Networking Event – **Wednesday 17 February 2016** (see enclosed invitation).

**HOW WILL MY COMMENTS BE USED IN THE MASTERPLAN?**

Community feedback is critical to the development of a successful Masterplan. For this reason the Council has identified three key stages throughout the life of the Project to engage the community in the development of The Masterplan.

**Stage 1:** Initial consultation - provides the Community with the opportunity to tell the Council what they love about The Parade as well as share ideas for its future;

**Stage 2:** Test preliminary design concepts - the community is given the opportunity to comment on designs that have been developed in response to the feedback received in Stage 1; and

**Stage 3:** Review of the Draft Masterplan - the community will have the opportunity to review the long term recommendations and priorities for the Precinct.

**WHAT WILL HAPPEN ONCE THE MASTERPLAN IS COMPLETE?**

Once the Masterplan is endorsed (by the Council), it will be used to source funding to enable its implementation. Once funding is secured, detailed design will need to be prepared to enable the Council to proceed to construction.

Implementation of the Masterplan will be a major long-term commitment for the Council and for this reason will most likely be undertaken through a number of stages.

**MORE INFORMATION**

If you have any questions, or would like to discuss any aspect of The Parade Masterplan Project in more detail, please feel free to contact Keke Michalos, Acting Manager, Economic Development & Strategic Projects on 8366 4509, or by email [kmichalos@npsp.sa.gov.au](mailto:kmichalos@npsp.sa.gov.au)

Yours sincerely,



Monique Warren  
**ECONOMIC DEVELOPMENT COORDINATOR**



## Letter to Schools

File Number: S.03309 / S.03308

Enquiries To: Keke Michalos

Direct Telephone: 8366 4509

24 February 2016

Name

School

Address

Suburb SA 0000

Dear Name

PLANNING THE PARADE: HAVE YOUR SAY!

CONSULTATION WITH CHILDREN & YOUNG PEOPLE

I am pleased to advise that in January 2016, the Council commenced the process of developing a Masterplan for The Parade to guide the redevelopment of this significant mainstreet precinct.

The primary objective of the Masterplan is to provide the design framework for the Council to deliver a high quality public realm that focuses on providing an attractive, accessible, sustainable, connected and safe pedestrian and cycle friendly environment, as well as identify public transport opportunities (ie Light Rail) that support the needs of the increasing number of people that will live, work and visit The Parade.

The Parade Masterplan Project is a significant Council initiative, which will recognise, manage and further enhance The Parade's strong 'sense of place' and its distinctive cultural, social and economic importance to the City of Norwood Payneham & St Peters and more broadly, the greater Adelaide Metropolitan Area.

The Parade Masterplan encompasses the whole of The Parade, between Fullarton Road and Portrush Road and includes all of the key pedestrian and road networks that connect with The Parade.

As the first step in this Project, the Council is undertaking Consultation with the community and key stakeholders to identify what they love about The Parade and what they would like considered as part of the overall scope of The Parade Masterplan Project.

As part of this process the Council is very keen to capture the views and ideas of children and young people from primary and secondary schools located within the City of Norwood Payneham & St Peters.

As a school within the Council Area, you are invited to participate in this exciting strategic planning exercise. It is anticipated that this interactive strategic planning exercise with schools will be held in early April 2016, and will be scheduled at a time that is convenient for both the school and the Council.

Unfortunately, given the large number of students at each school it is not possible to have all students participate in this exercise, however the Council would welcome either a class, year level or group of students from across the school to participate in this activity.

To assist you in considering this opportunity and determining how your school can participate, a sheet of frequently asked questions has been attached to this letter.

If you have any questions in relation to the proposed strategic planning exercise with your school, or would like to discuss any aspect of The Parade Masterplan Project in more detail, please feel free to contact Keke Michalos, Acting Manager, Economic Development & Strategic Projects on 8366 4509, or by email [kmichalos@npsp.sa.gov.au](mailto:kmichalos@npsp.sa.gov.au).

If your school would like to participate in this exciting Project, please advise Keke Michalos by Friday 4 March 2016.

On behalf of the Council, I thank you for taking the time to consider this opportunity and look forward to working with your school community.

Yours sincerely

Robert Bria

MAYOR

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