





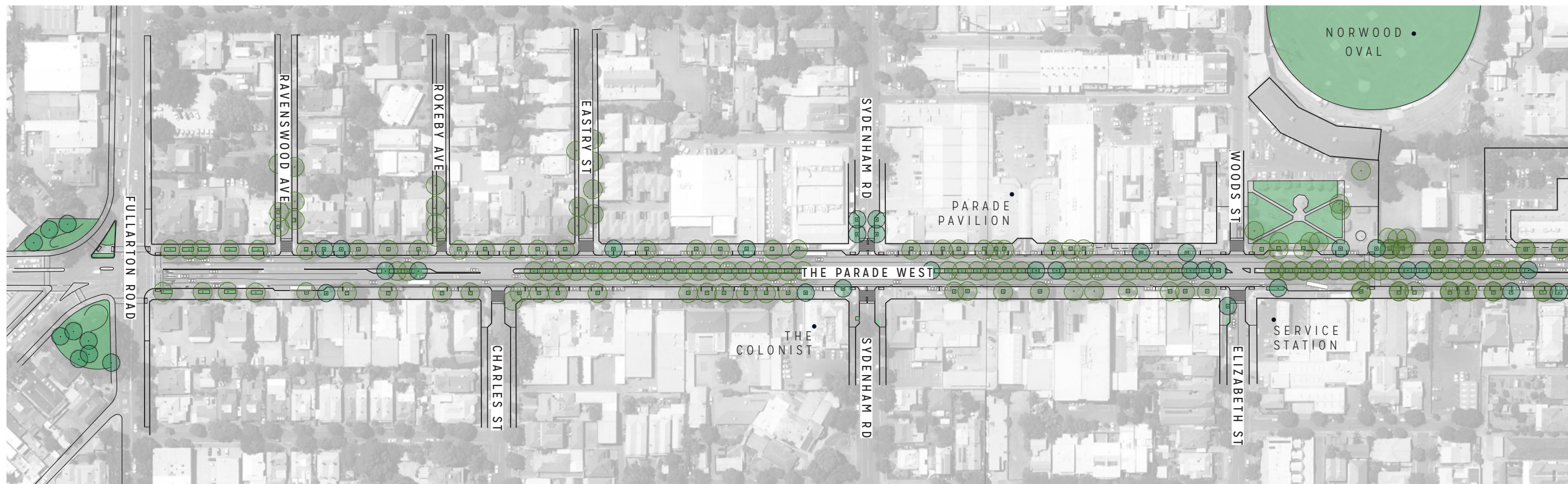
05

Masterplan

The Parade functions as both a destination and key link in Adelaide's eastern suburbs transport network. The Parade Masterplan accentuates the character and special qualities of the street, strengthening its role as a key destination for shopping, dining, entertainment, and community services and events. The Masterplan proposes re-paved and wider pedestrian footpaths, new lighting and furniture, public art and signage, additional street trees and landscaping.

The Parade: Zones

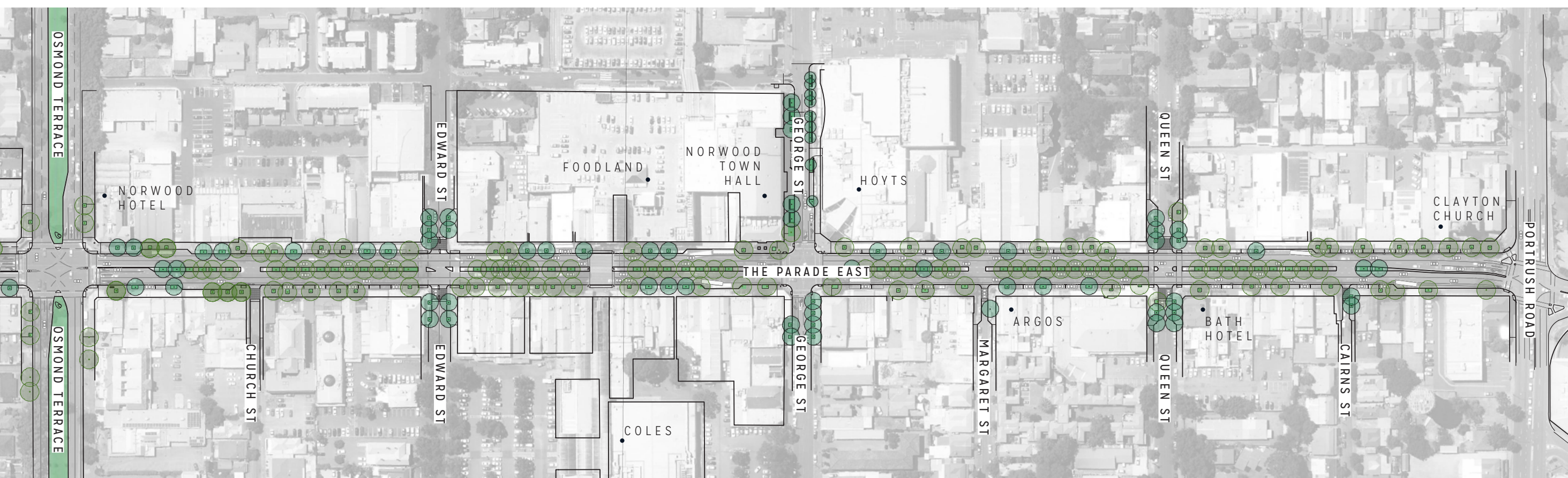
The built form and use of The Parade varies along its length. Three distinct zones are identified and described.



01 - The Parade West Fullarton Road to Osmond Terrace

The Parade West comprises mixed commercial and residential land uses. The Fullarton Road intersection signifies a change in character between the offset grid of Kent Town and the orthogonal grid of Norwood. In time, redevelopment of Kent Town and increased residential growth is likely to bring more people to The Parade to use its facilities and services. Between Sydenham Road and Osmond Terrace, commercial and retail uses are mixed with the recreational uses of the Norwood Oval and Memorial Garden.

Refer to pages 60 to 71



02 - The Parade 'Heart' Osmond Terrace to George Street

The Parade 'Heart' includes a concentration of retail, commercial and community uses. Norwood Mall and Norwood Place are major retail anchors which provide a large number of off-street car parking in addition to the Council's Webbe Street Car Park. Located at the corner of George Street, the Norwood Town Hall is a landmark, which provides an important reference point and strongly contributes to the identity of the street.

Refer to pages 72 to 77

03 - The Parade East George Street to Portrush Road

The Parade East complements the 'Heart', continuing the street's mix of retail, commercial, entertainment, recreation and community land uses. In time, redevelopment of commercial land with multi-storey apartments will increase the residential density along The Parade.

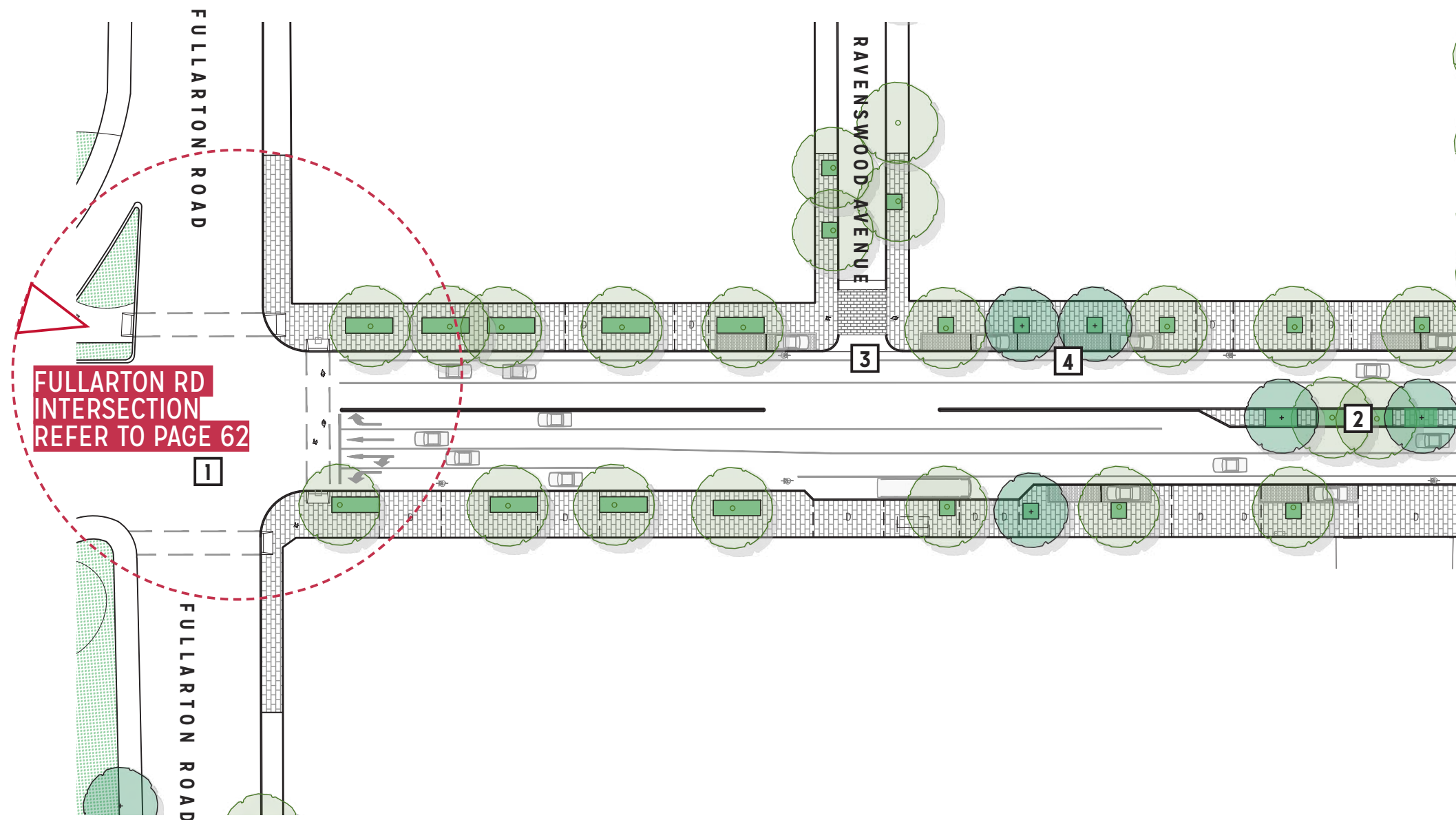
Refer to pages 78 to 83










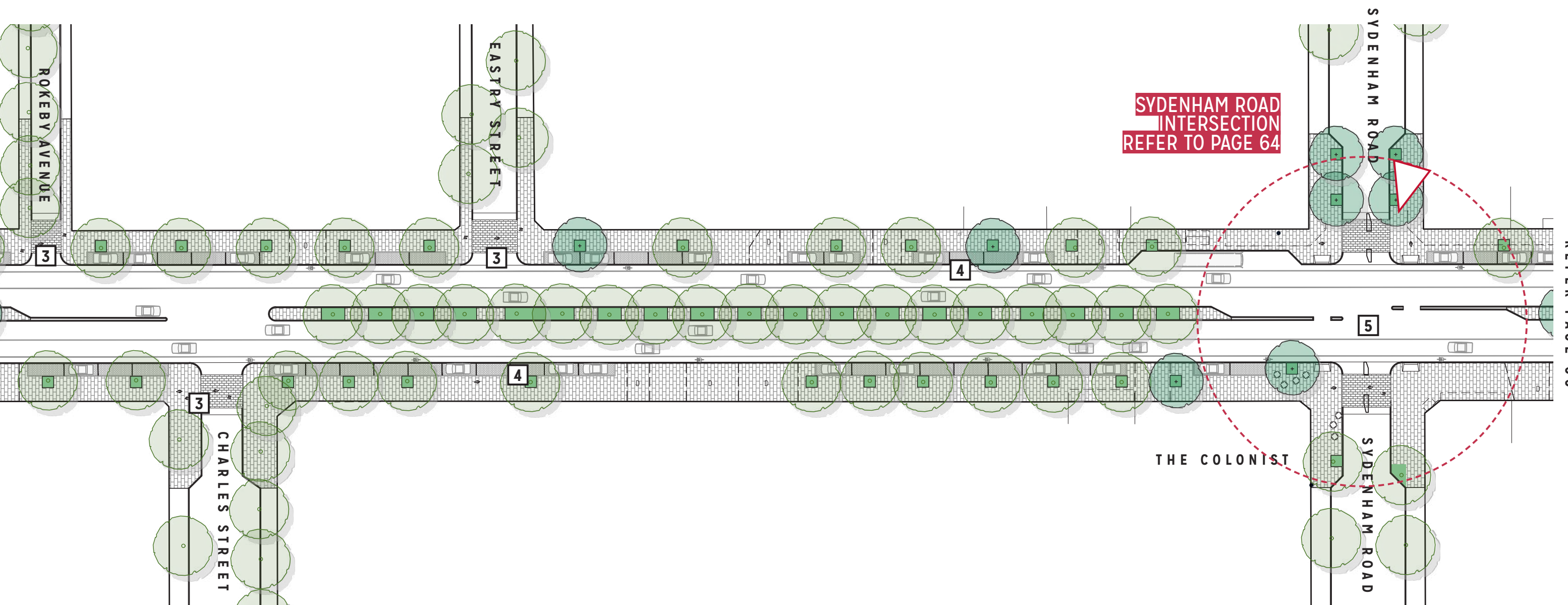
The Parade West

Key Elements

- 1 **Fullarton Road intersection**
 - The intersection geometry is improved to achieve safer pedestrian crossings, landscaping and other potential street entry statements.
- 2 **Treed median**
 - Additional street trees strengthen the visual enclosure of the street and improve amenity and comfort.
- 3 **Pedestrian friendly intersections**
 - Raised continuous footpaths at cross streets slow traffic and improve safety and access for pedestrians.
- 4 **On street parking / Verges**
 - Widened, paved footpaths with additional street trees and landscaping.
 - On street car parking and vehicle cross overs to access properties are maintained.
- 5 **Sydenham Road intersection**
 - Intersection is improved to achieve safer crossing for pedestrians and cyclists.
 - No right turns from Sydenham Rd onto The Parade.



- Existing tree 
- New tree 
- Pram ramp 
- Light signal 
- Pedestrian cross over 
- Planting/grass 
- Footpath paving 



REFER PAGE 66



The Parade West

Fullarton Road Intersection



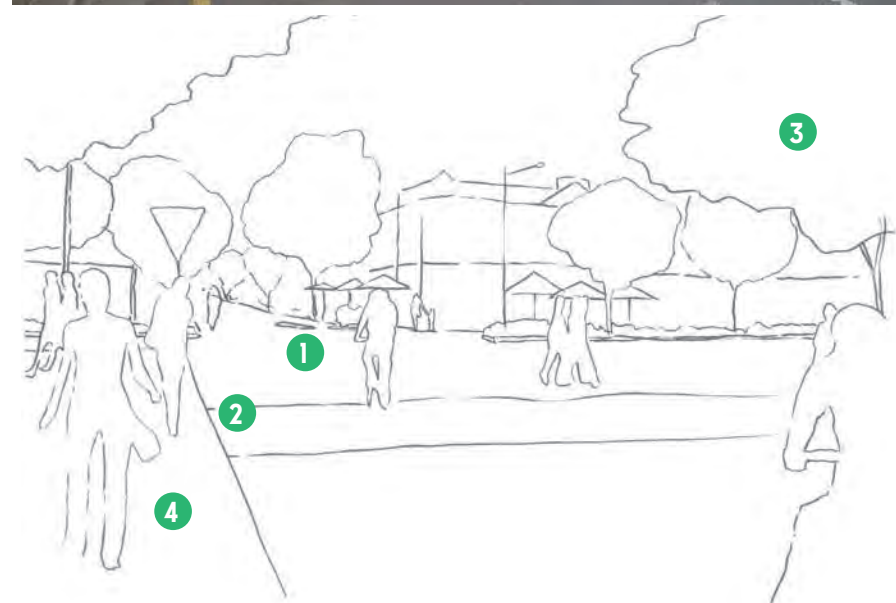
1. Landscaped median islands.
2. New street trees.
3. Extended verges and planting.
4. Existing road.
5. Entry statement (e.g. flagpoles).
6. Potential future under grounding.





Artist's Impression
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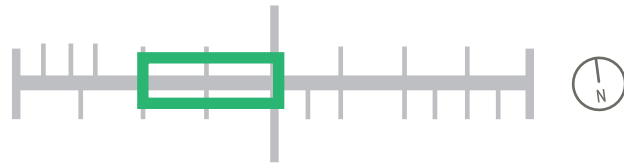


1. Safer crossing over The Parade for pedestrians and cyclists.
2. Continuous footpath - raised and paved.
3. Street trees.
4. Widened footpaths reducing entry speed of vehicles.



The Parade West

Sydenham Road Intersection



The Parade West (Continued)

Key Elements

1 Woods Street/Elizabeth Street intersection

- Pedestrian activated traffic signal crossing to improve access and safety. Exact location to be determined in consultation with DPTI.

2 Memorial Gardens

- The amenity and appearance of the Memorial Gardens is improved to coincide with improvements to the Norwood Oval.

3 Norwood Oval Redevelopment

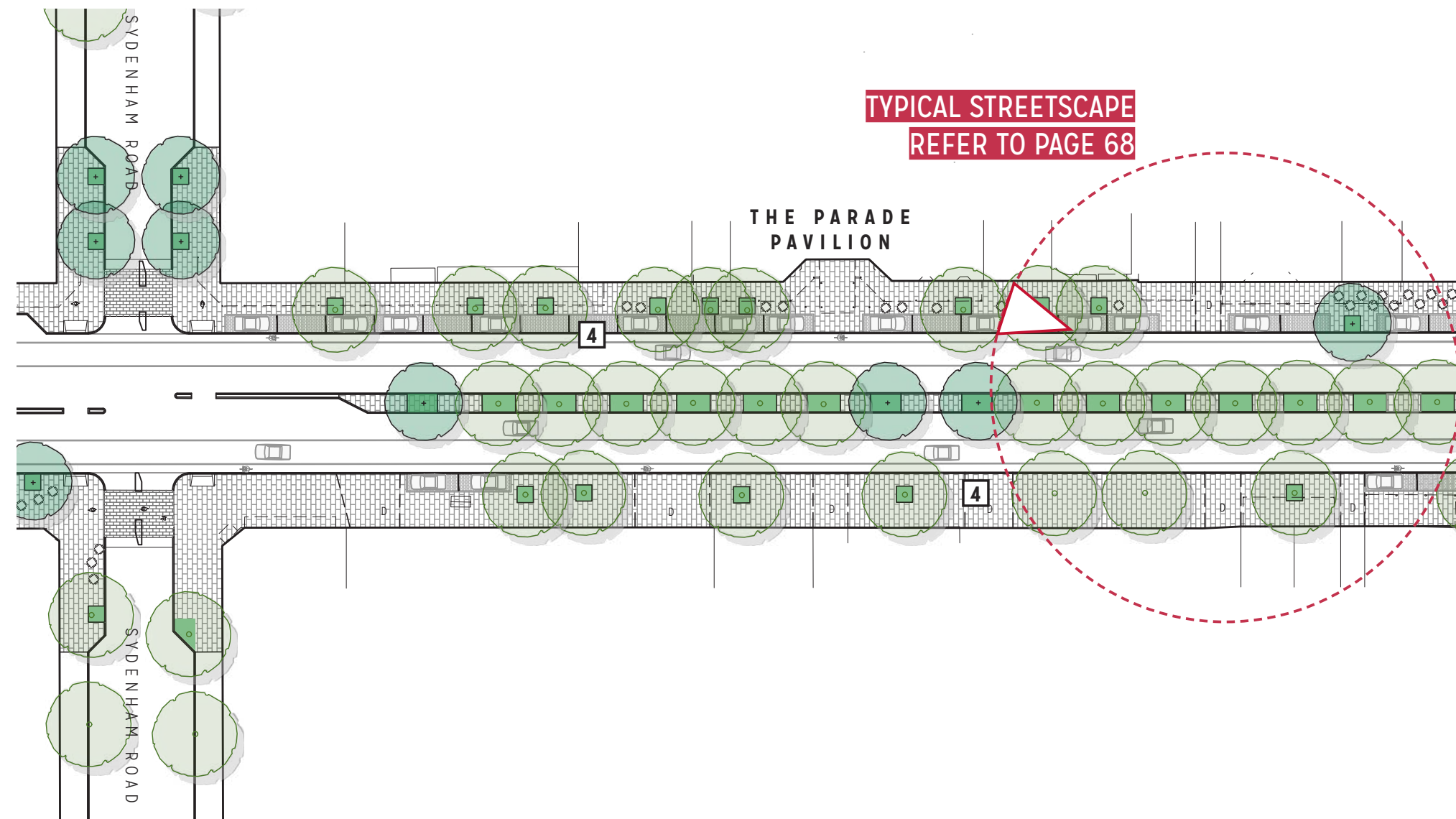
- Norwood Oval redevelopment incorporating new Clubrooms & Members Facilities, new Women's Facilities and Umpire Facilities and Forecourt Upgrade.
- Construction to commence in October 2018.
- New Facilities will substantially improve the quality and diversity of the facilities at the Norwood Oval that will meet both the needs and expectations of current and future users.

4 Verges








- On street car parking, vehicle cross overs to access properties, bus stops and drop off areas are maintained.

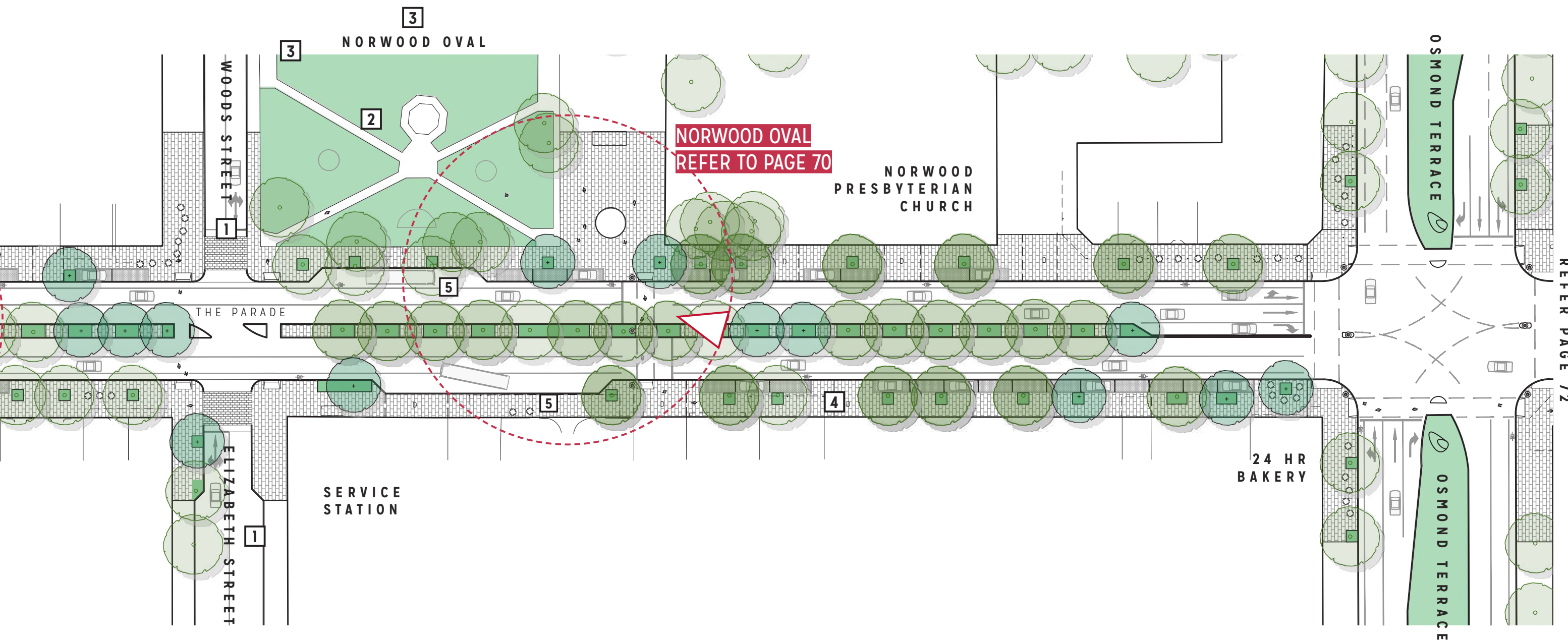
5 Re-located Bus stops

- Bus stops adjusted to suit local conditions. Ensure compliance with standards and DPTI requirements.



TYPICAL STREETSCAPE
REFER TO PAGE 68

- Existing tree 
- New tree 
- Pram ramp 
- Light signal 
- Pedestrian cross over 
- Planting/grass 
- Footpath paving 



REFER PAGE 72



The Parade West

Typical Streetscape



1. Extended footpath with new street trees and planting.
2. Ironbark median trees retained.
3. Enhanced median planting.
4. Separate cycle and vehicle lanes.
5. Potential medium density residential development in future, set back from The Parade.





Artist's Impression
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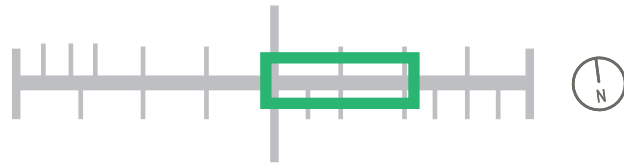


1. Signalised Pedestrian crossing at or adjacent to the Woods Street Intersection.
2. New verge street trees.
3. New street lighting.
4. Paved plaza.
5. New plaza pole top lights.
6. Existing bus stop and trees retained.



The Parade West

Norwood Oval 'Game Day'



The Parade 'Heart'

Key Elements

1 Osmond Terrace intersection

- The intersection amenity is improved to achieve safer pedestrian crossings through widened footpaths and medians to reduce crossing length and slow entering and exiting traffic.
- Retain existing right turn lanes.

2 Church Avenue intersection

- Provision is made for pedestrians and cyclists to cross The Parade more safely.

3 Edward Street intersection

- Reconfigured intersection to slow entering and exiting traffic.

4 Norwood Mall crossing

- The existing signalised pedestrian crossing at the Norwood Mall is retained.

5 Verges (Osmond Tce to Edward St)

- Existing on-site parking is maintained.
- The existing street trees are incorporated into the footpath.

6 Verges (Edward to George St)

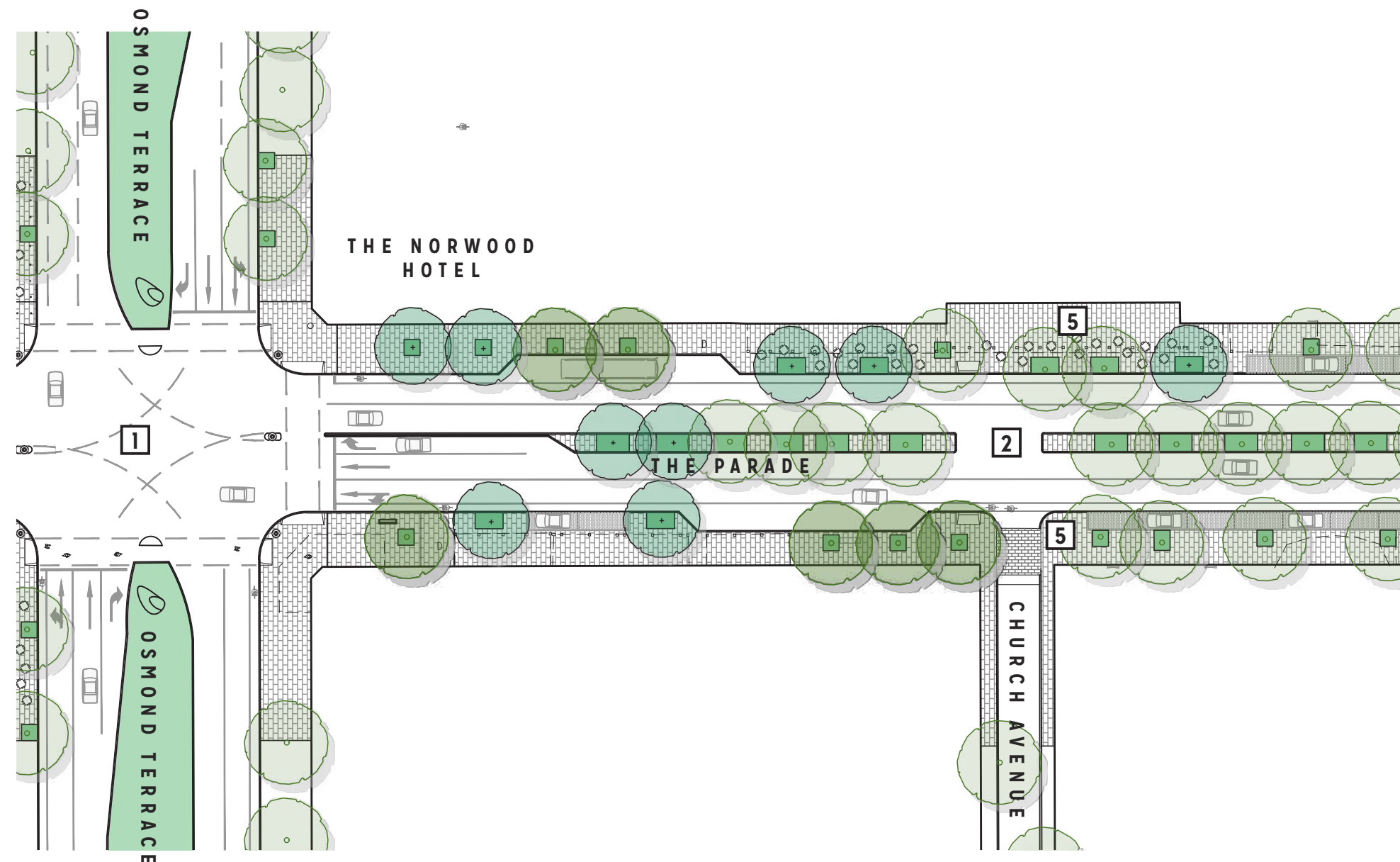
- Footpaths are widened between Edward and George Streets to improve pedestrian access and outdoor dining areas. On-street carparks are removed. Bus stops and some loading areas maintained.

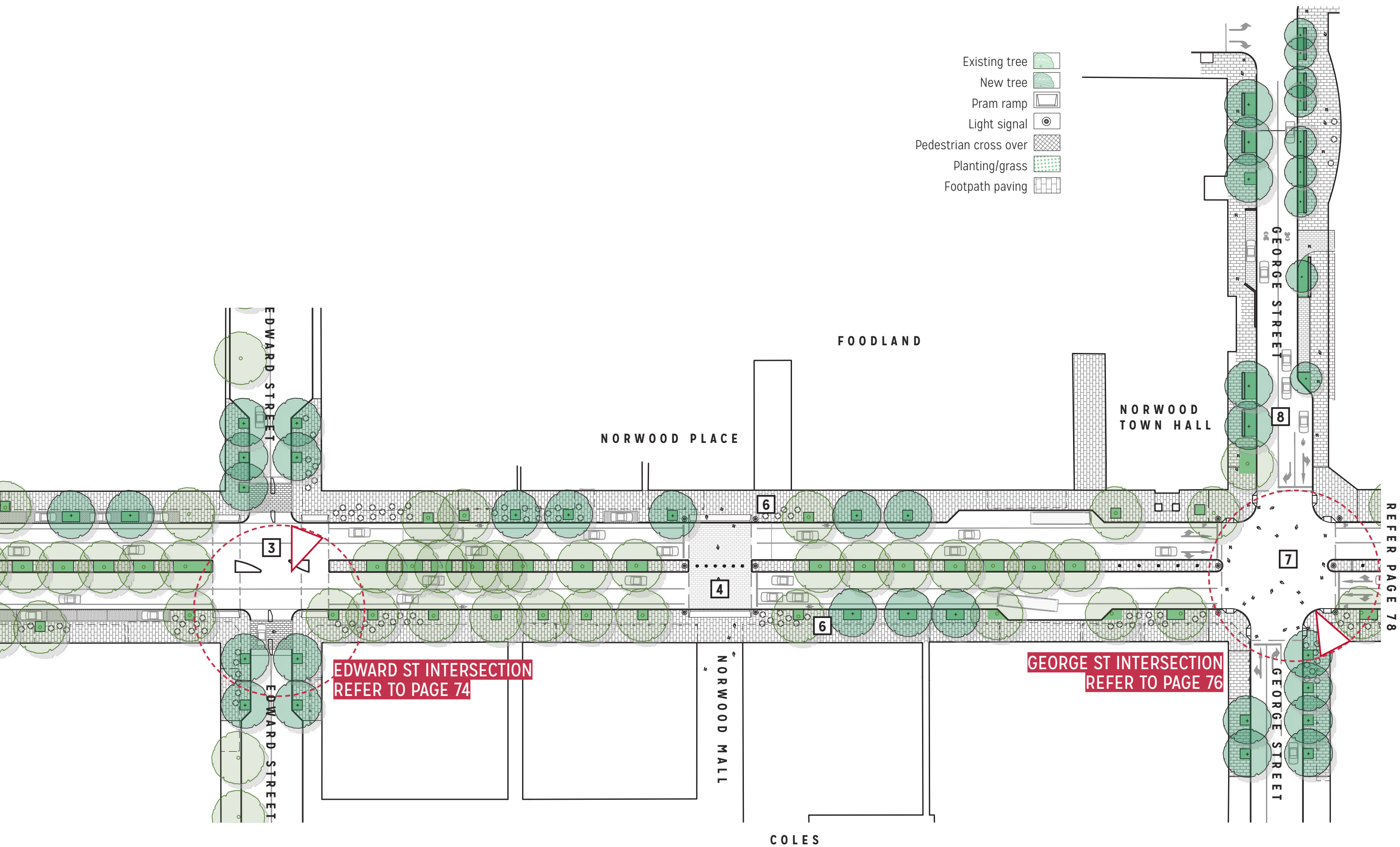
7 George Street intersection

- A 4-way pedestrian scramble crossing is installed to improve pedestrian movement and safety.
- Existing traffic movements are maintained.

8 George Street

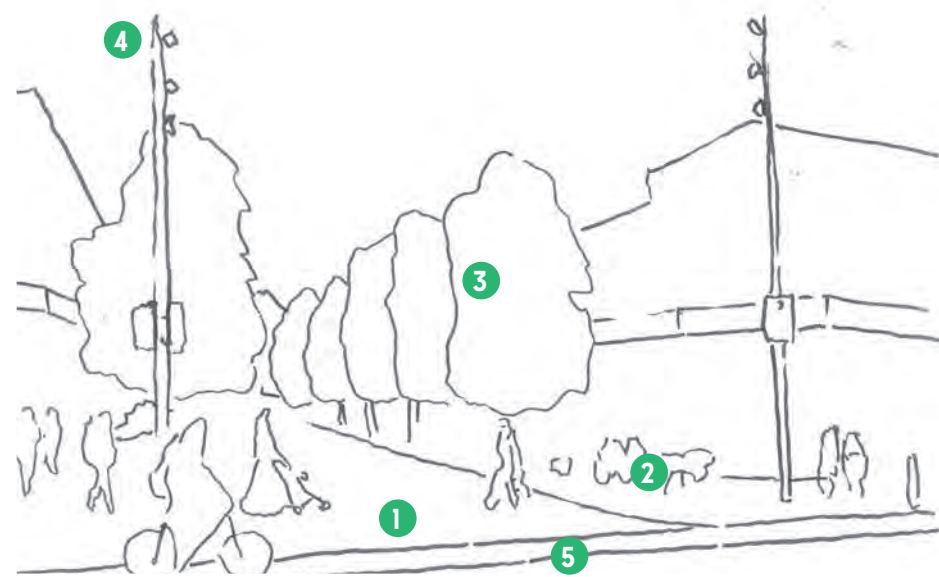
- On-street car parking is removed between The Parade and Webbe Street.
- Widened, paved footpaths with additional street tree planting and seating create a new community space adjacent the Norwood Town Hall.





Artist's impression
For illustrative purposes only





1. Continuous footpath, raised and paved over Edward Street.
2. Improved corner interface - more outdoor dining space.
3. Additional street trees.
4. Improved street lighting.
5. Separate cycle lanes.

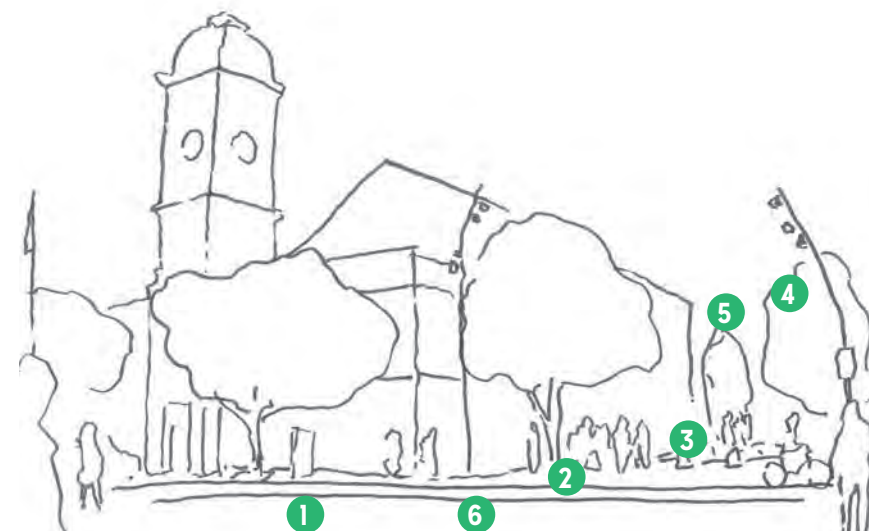


The Parade 'Heart'

Edward Street Intersection

Artist's Impression
For illustrative purposes only





1. Reconfigured intersection with pedestrian scramble crossing.
2. Widened footpath.
3. Outdoor furniture.
4. Improved lighting and traffic signals.
5. Additional street tree planting.
6. Separate cycle lanes.



The Parade 'Heart'

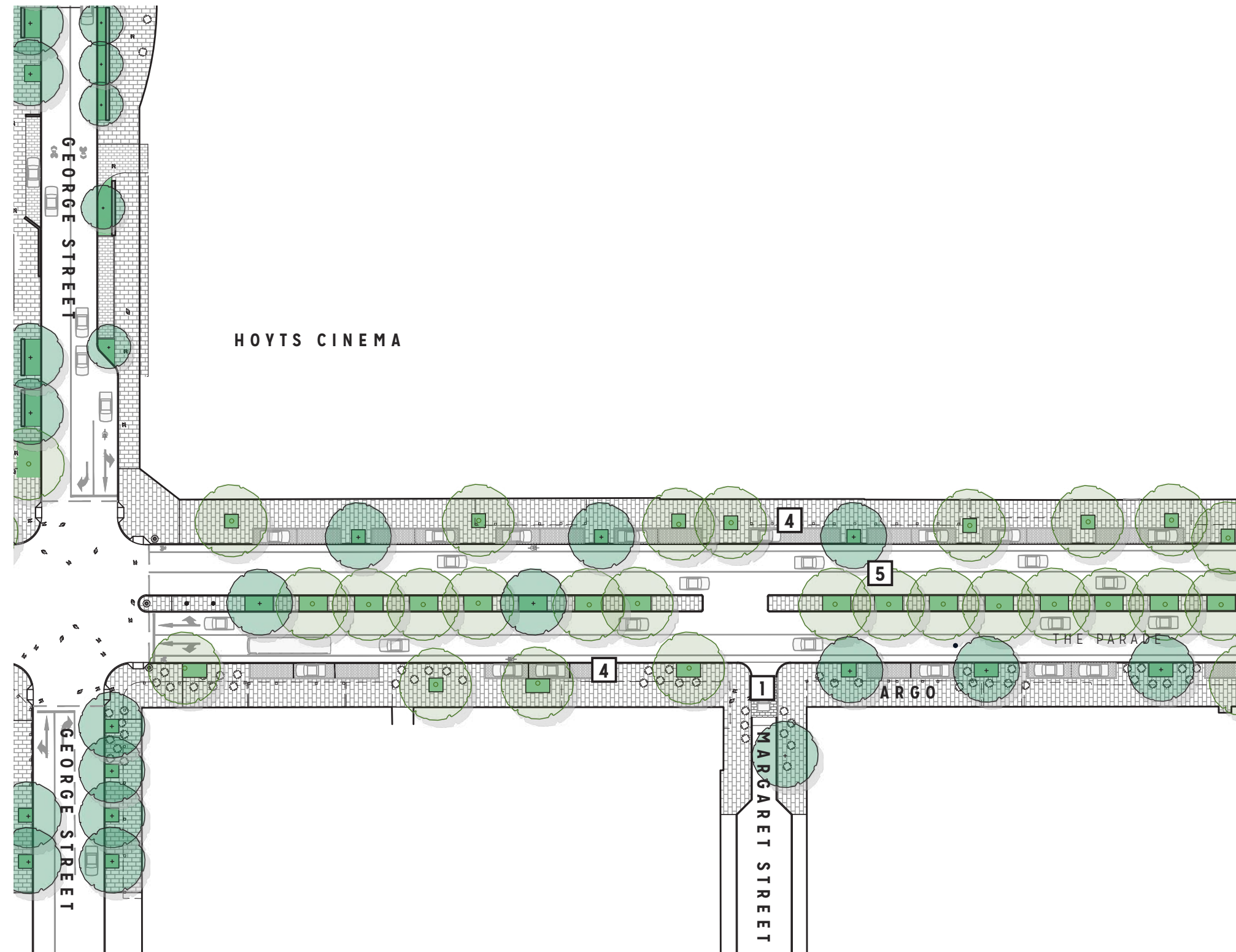
George Street Intersection










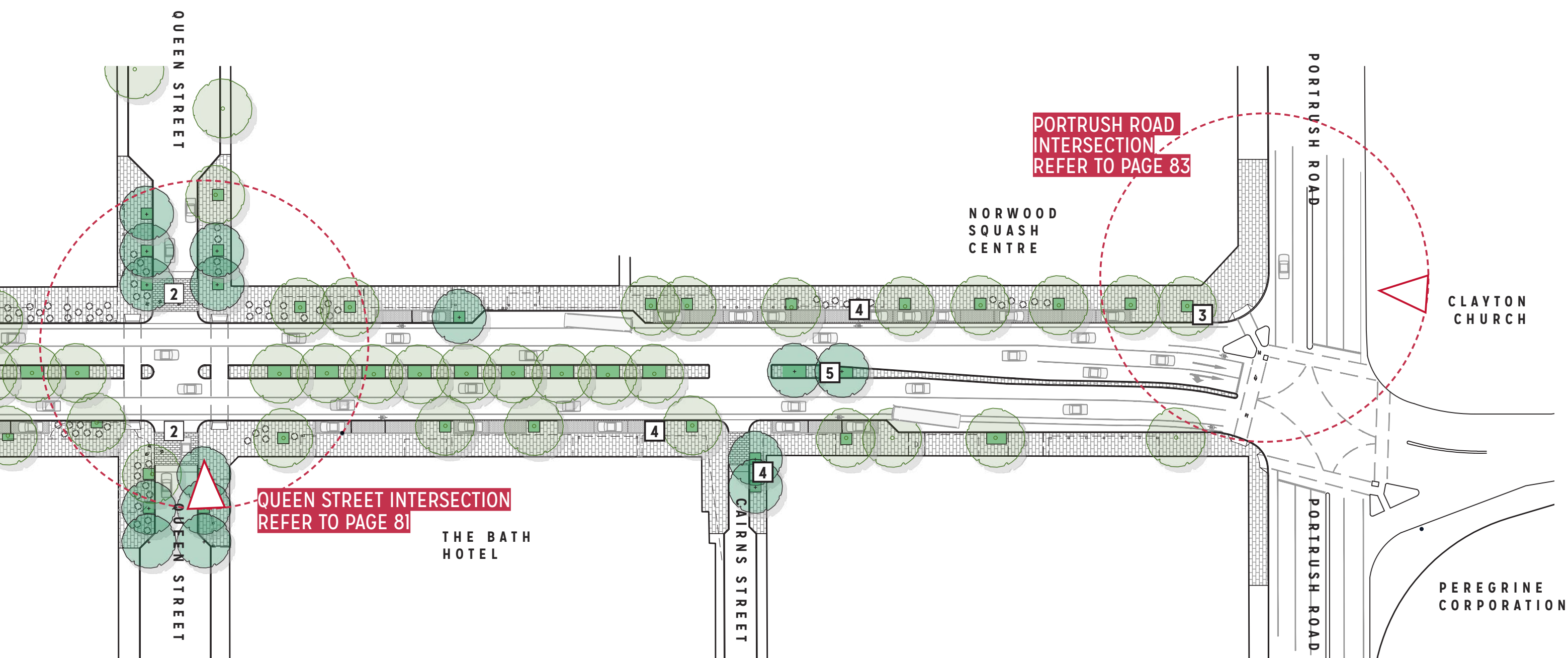
The Parade East

Key Elements

- 1 Pedestrian friendly intersections**
 - Raised continuous footpaths at cross streets slow traffic and improve safety and access for pedestrians.
- 2 Queen Street intersection**
 - Footpaths are widened at corners, removing on-street car parks adjacent the intersection to improve traffic safety.
 - Continuous footpaths - raised and paved. Additional street trees, garden beds and improved street lighting.
 - Investigate the installation of traffic lights at the intersection to improve safety (in consultation with DPTI).
- 3 Portrush Road intersection**
 - The vista looking east along The Parade toward Clayton Church is maintained.
 - Streetscape improvements to the entry of The Parade through additional flagpoles and extended footpaths and median.
- 4 Verges / On-street car parking**
 - Widened, paved footpaths with additional street trees and landscaping.
 - On-street car parking and vehicle cross overs to access properties are maintained.
- 5 Tree median**
 - Additional street trees strengthen the visual enclosure of the street and improve amenity and comfort.

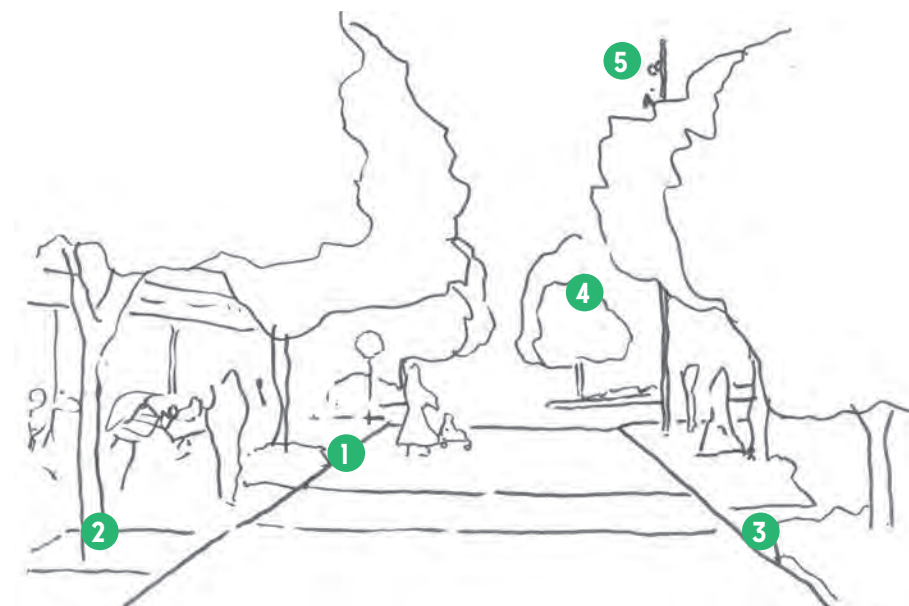


- Existing tree 
- New tree 
- Pram ramp 
- Light signal 
- Pedestrian cross over 
- Planting/grass 
- Footpath paving 



Artist's Impression
For illustrative purposes only





1. Continuous footpath - raised and paved.
2. Garden beds.
3. Widened footpaths on side streets.
4. Additional street trees.
5. Improved street lighting.

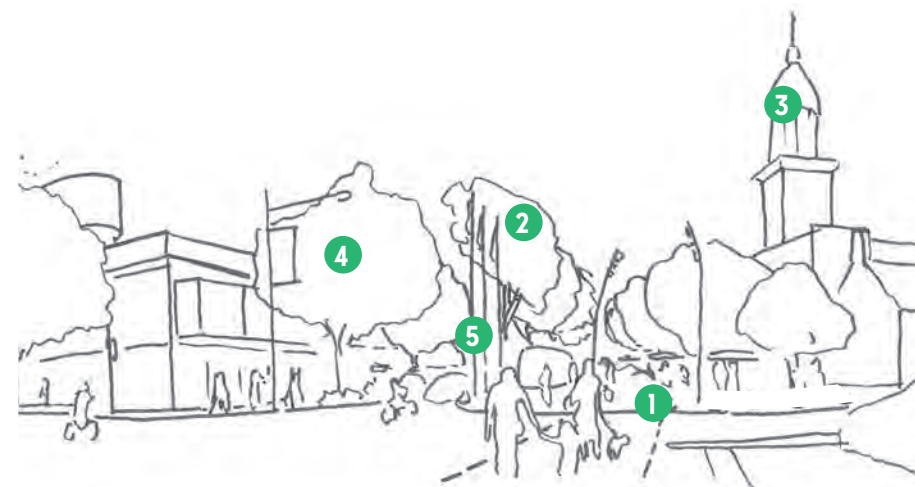


The Parade East

Queen Street Intersection

Artist's Impression
For illustrative purposes only





1. Intersection crossing safety improvements.
2. Median trees retained with additional trees planted.
3. View of Heritage buildings retained.
4. Additional verge street trees.
5. Entry statement (e.g. flag poles).



The Parade East

Portrush Road Intersection



INTERIOR OF VARIS GROCERY STORE THE PARADE NORWOOD -1990



06

Strategies

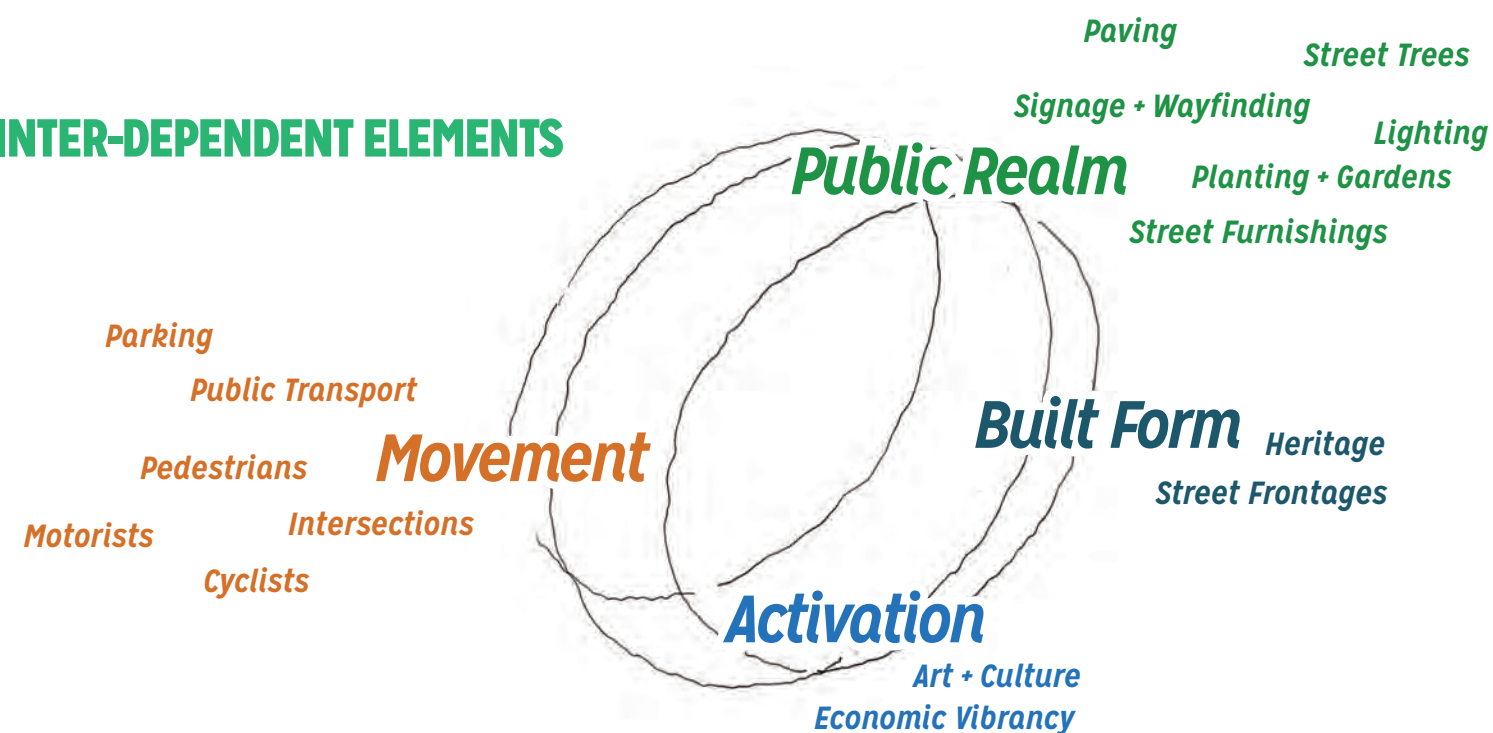
Movement
Public Realm
Activation
Built Form

Strategies For The Parade

OVERVIEW

The following strategies support implementation of The Parade Masterplan. The strategies are broadly grouped under movement, public realm, built form and events and activation. Whilst each strategy addresses an individual element comprising the Masterplan, they work together and are mutually inter-dependent.

INTER-DEPENDENT ELEMENTS



MOVEMENT

Movement influences the function and feel of The Parade. Pedestrians, cyclists and motorists share the street. Traffic speeds are reduced to 50 kph in The Parade West, and 40kph in The Parade 'Heart' and The Parade East, to improve safety for all users. Pedestrian movement across and along the street is made safer and easier by installing new crossings and continuous, paved footpaths at intersections. Public transport stops are improved for accessibility and convenience. The importance of The Parade to the metropolitan traffic network is also acknowledged and maintained.

The overall traffic and movement flows of The Parade will be reviewed in detail during Stage 2 - Detailed Design.

Pedestrians
Cyclists
Public Transport
Motorists
Parking
Intersections



PUBLIC REALM

A high quality public realm that is attractive, safe and comfortable to use is important to attracting people to shop, dine, work, live and play on The Parade. Each public realm element contributes to creating a vibrant, active street that supports businesses and community interactions.

Paving
Street Furnishings
Street Trees
Garden Beds
Signage & Wayfinding
Lighting



BUILT FORM

The Parade's built form reflects the function and appearance of the street. It has an impact on The Parade's scale and volume, level of activation and interaction and overall character. The Masterplan recognises in particular the heritage buildings fronting The Parade and their importance in reinforcing local character and identity, and in establishing an appropriate scale to future built form.

Future residential, commercial and retail development along The Parade will increase activation and use of the public realm. The Masterplan recognises that activities and functions along The Parade are likely to evolve over time in response to changing building uses and new development that occurs. The Norwood Oval and the Norwood Town Hall will maintain a high level of community activity independent of future changes along The Parade.

Built Form + Street Frontages
Heritage



EVENTS + ACTIVATION

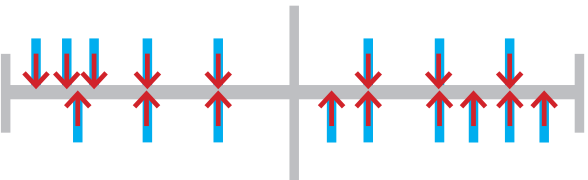
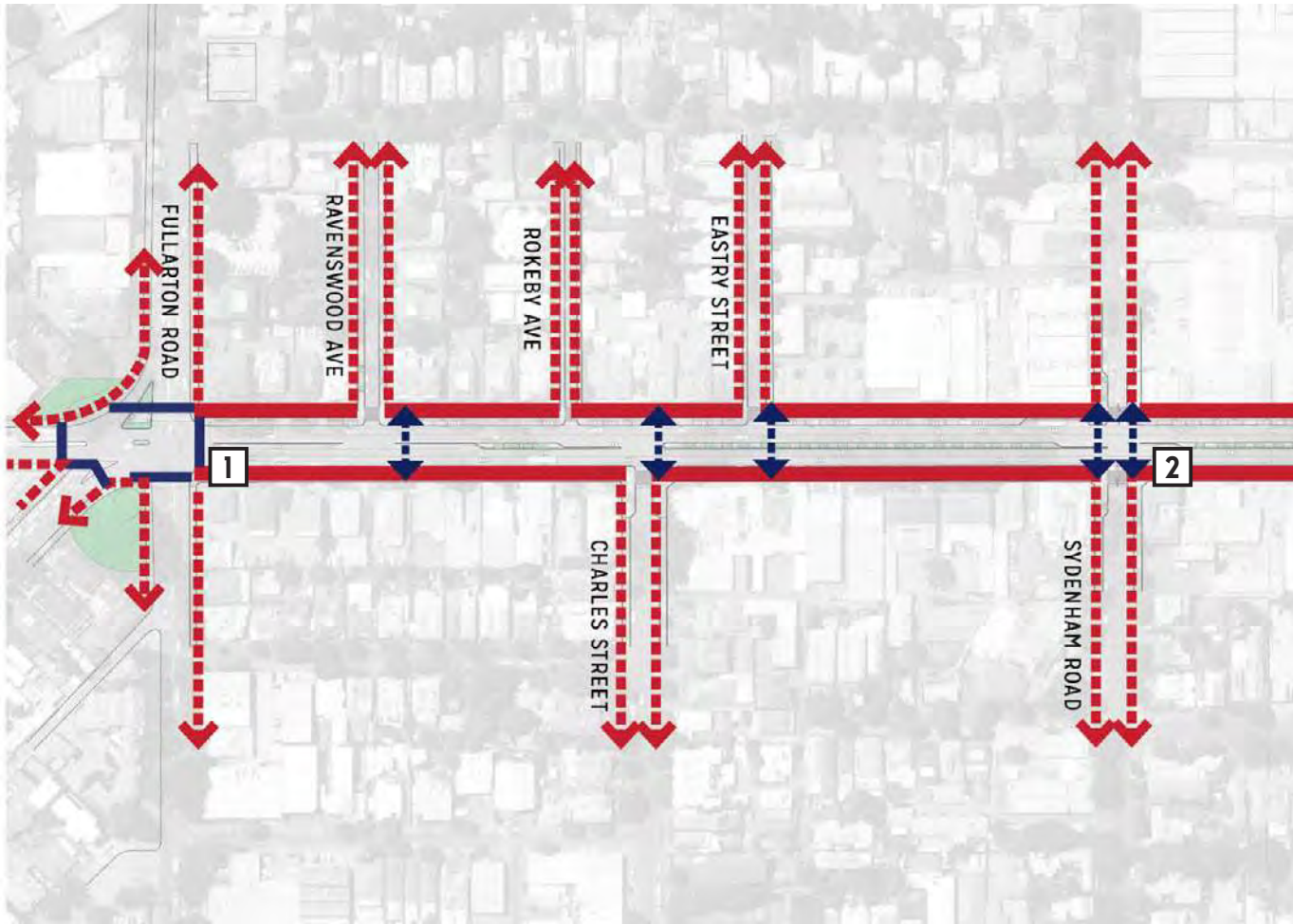
Along The Parade's length, there are varied levels of activity and a diversity of functions and users. The Masterplan identifies different zones of activity and aims to create an overall street that is linked and cohesive. Future development in residential, commercial and retail will bring a greater influx of activities to The Parade. The Masterplan takes into consideration an approach for accommodating a greater user base and the integration of large scale developments and their connection to the main street.

Economic Vibrancy
Art & Culture

Pedestrians

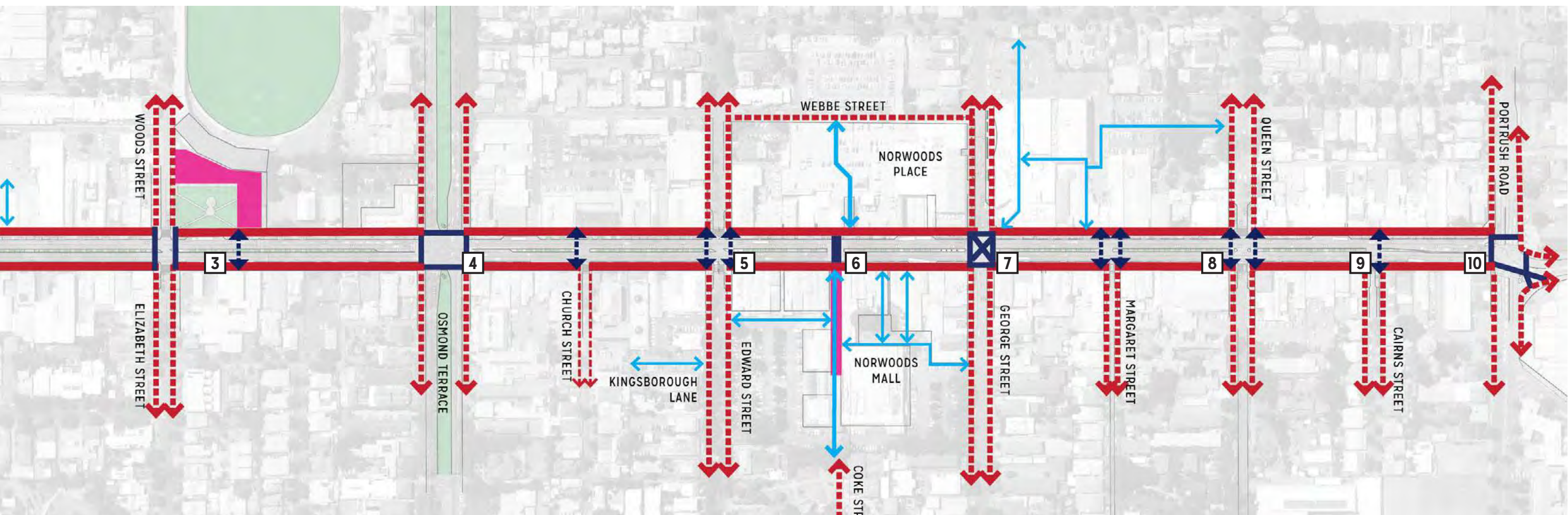
The implementation of The Parade Masterplan will enable safe and comfortable pedestrian movement along the street. Footpaths are wide and protected both visually and physically by raised kerbs and a line of trees running along the length of The Parade. Continuous footpaths at side streets improve pedestrian movement and strengthen the urban feel of the street.

Pedestrian footpaths use high quality paving materials and are levelled, sized and textured to assist pedestrian movement and to meet accessibility codes. Pedestrian amenity is enhanced by shade from the street trees and high quality furnishings.



SIDE STREET ACCESS

Side streets along The Parade offer entry ways for pedestrians and contribute to the function and amenity of The Parade. Continuous, paved footpaths are provided across side street intersections. Side street footpaths are locally widened near intersections and include new street tree planting and furniture.



1 Fullarton Road

- Entry gateway to The Parade
- Pedestrian and cyclist safety priority.

2 Sydenham Road

- Improved conditions to provide safer pedestrian and cycle crossings on The Parade.

3 Woods Street / Elizabeth Street

- New signalised pedestrian crossing (north-south) over The Parade.
- Woods Street is reconstructed at footpath level adjacent the Memorial Garden to create a paved street/plaza.

4 Osmond Terrace

- Intersection geometry improved for better pedestrian movement.

5 Edward Street

- Improved pedestrian crossing (north-south and east-west).

6 Norwood Mall

- Signalised pedestrian crossing (north-south) maintained.

7 George Street

- Signalised pedestrian scramble crossing (all directions).

8 Queen Street

- Maintain pedestrian crossing (north-south)

9 Cairns Street

- Pedestrian crossing with median refuge.

10 Portrush Road

- Entry Gateway to The Parade

MOVEMENT STRATEGIES

Cyclists

The Masterplan aligns cycling with the broader Norwood Payneham & St Peters Citywide Cycling Plan (December 2013).

Beulah Road and William Street are designated as the primary 'bicycle boulevards', accommodating east-west commuter and recreational cyclists. North-south cycle movement is accommodated along Sydenham Road, Osmond Terrace and George Street with dedicated cycle lanes linking to The Parade.

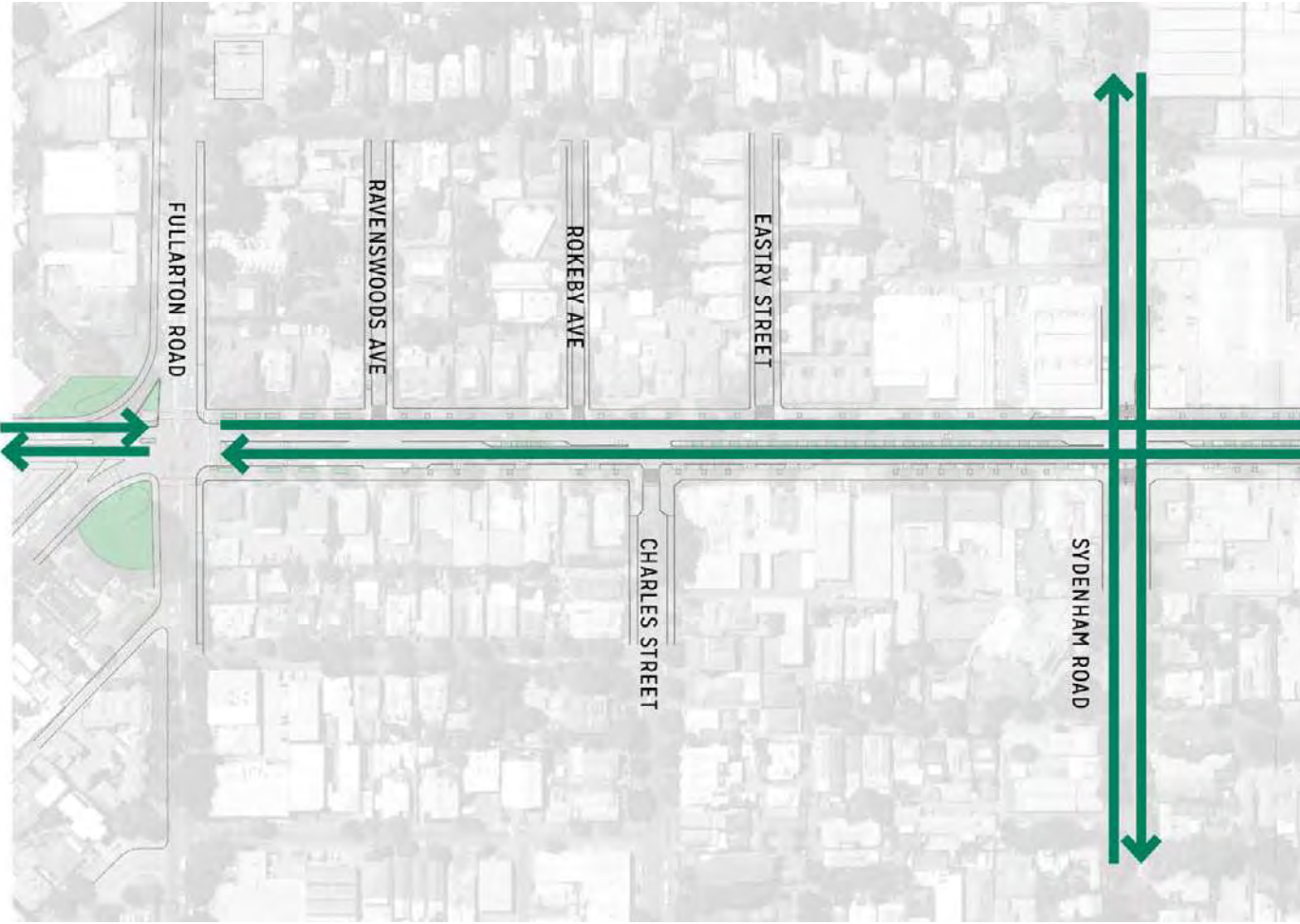
A dedicated bicycle lane is currently provided in The Parade West, and could be extended along the full length of The Parade provided that there is adequate space to accommodate a door zone buffer adjacent to on-street parking. Combined with slower speed limits, cyclists will be able to safely share the roadway with vehicles and pedestrians.

At various nodes along The Parade, bike parking areas are provided. A bike hire/share station could be located in The Parade 'Heart', e.g. in George Street adjacent the Norwood Town Hall. More bike stations could be located along The Parade to suit popularity of use.

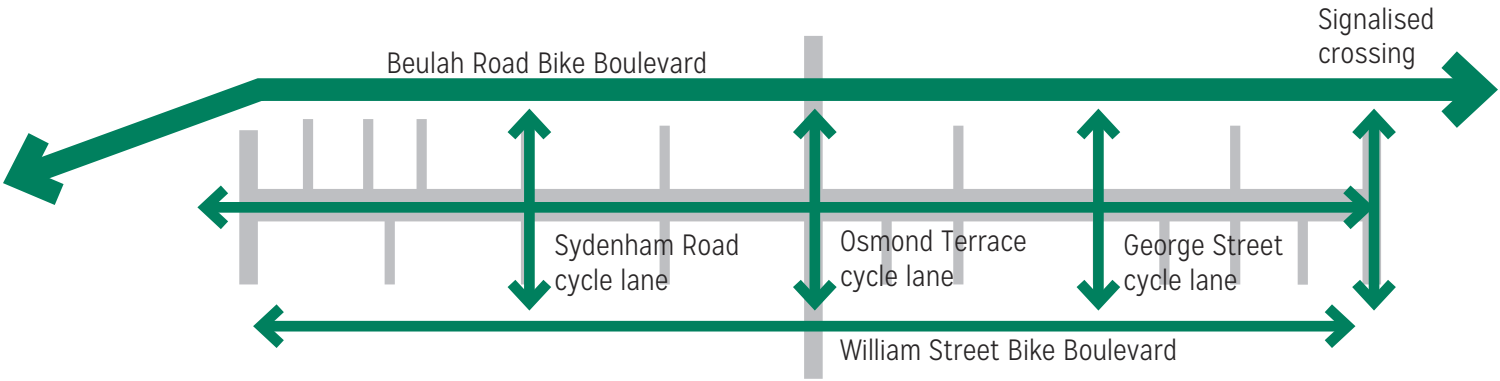
LEGEND

 On-road dedicated cycle lane / Shared street

 Shared Cycle Hub Facilities



BROADER DESIGNATED CYCLE CORRIDORS





1. Beulah Road Bicycle Boulevard
2. Cycle share facilities introduced
3. Cycle taxis could be introduced to The Parade

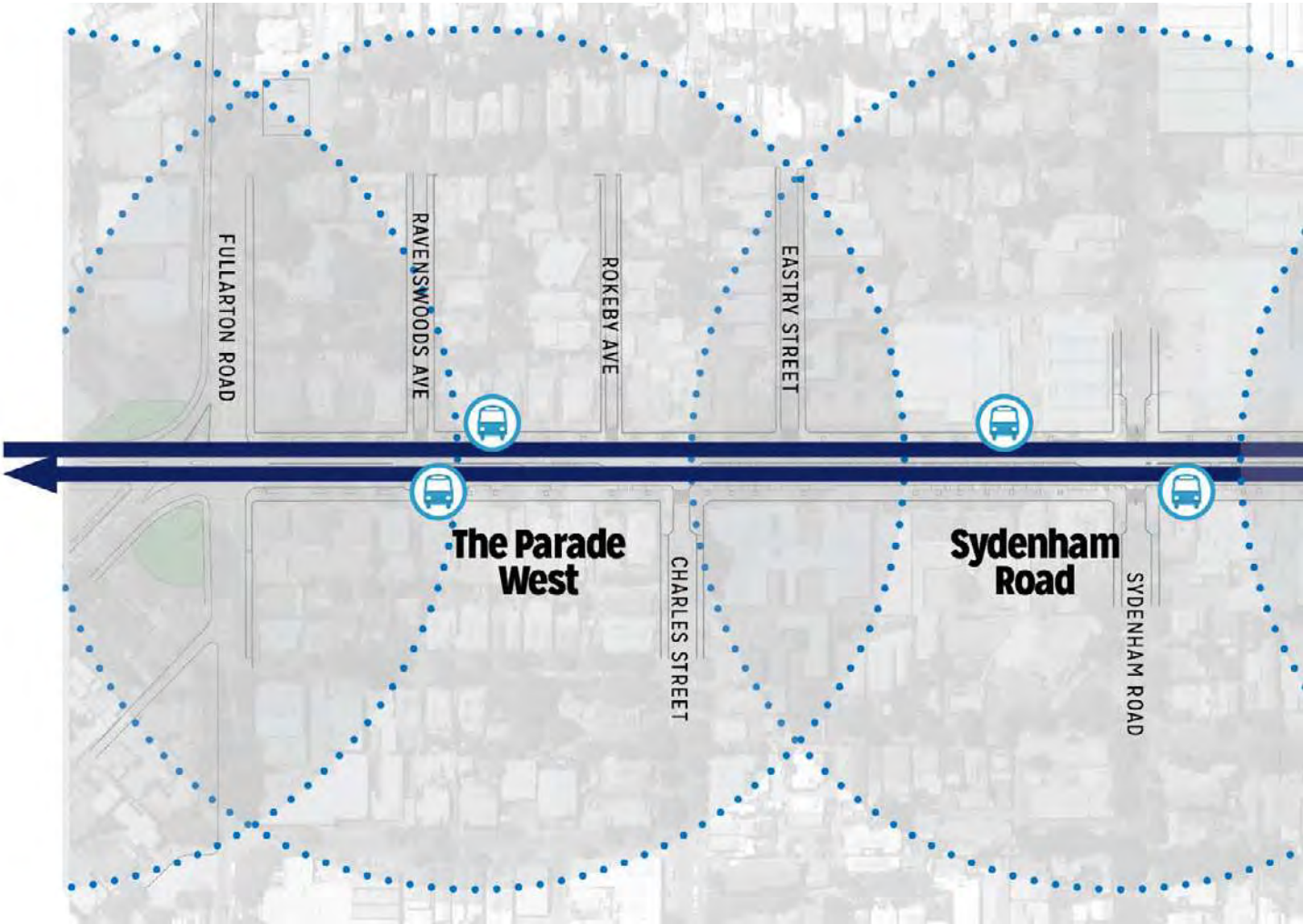
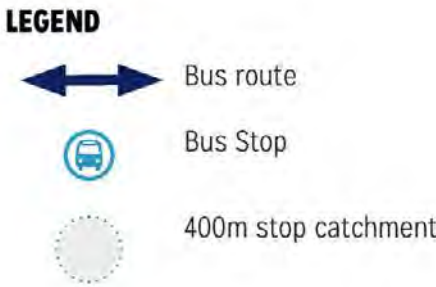
Public Transport

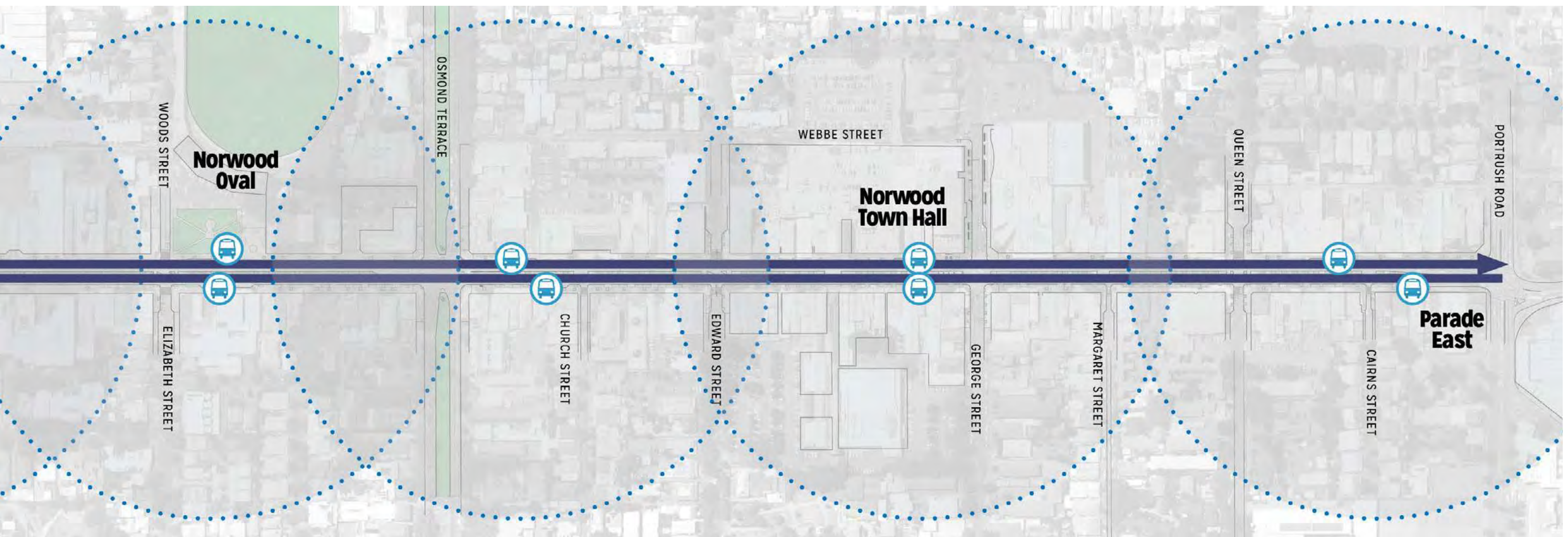
PUBLIC TRANSPORT CONNECTIONS

The Parade remains an important public transport route within the eastern Adelaide metropolitan network. Public transport plays a key role in the successful functioning of The Parade. The traffic arrangement along The Parade encourage access by bus, including provision of accessible bus stops and pick-up/drop-off areas for taxis and ride-share vehicles, such as Uber and Lyft.

BUS STOPS

Bus stops are located in conjunction with existing and new signalised intersections. Bus stop positions will be coordinated to maximise the overall effectiveness of buses and other public transport, as well as the safety and convenience of users.





Taxi



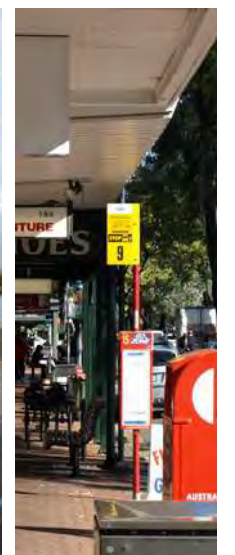
Alternate transport modes



Ride-sharing



Existing bus routes on The Parade



MOVEMENT STRATEGIES

Motorists

ROAD DESIGN CONTRIBUTING TO THE PUBLIC REALM

The Parade Masterplan accommodates the movements of all users - motorists, cyclists, pedestrians and public transport. The road design for vehicles is balanced with the elevated importance of pedestrian movement. Improved intersection and mid-block arrangements assist with pedestrians crossing the street and maintaining safe traffic speeds.

THE PARADE CONFIGURATION

To increase road safety and improve the pedestrian environment, the Masterplan proposes reducing the speed along The Parade to 50kph in the western half and to 40kph in the eastern half. This will create a safer, lower speed environment for both vehicles and pedestrians. Additionally, other proposed changes to support these improvements include:

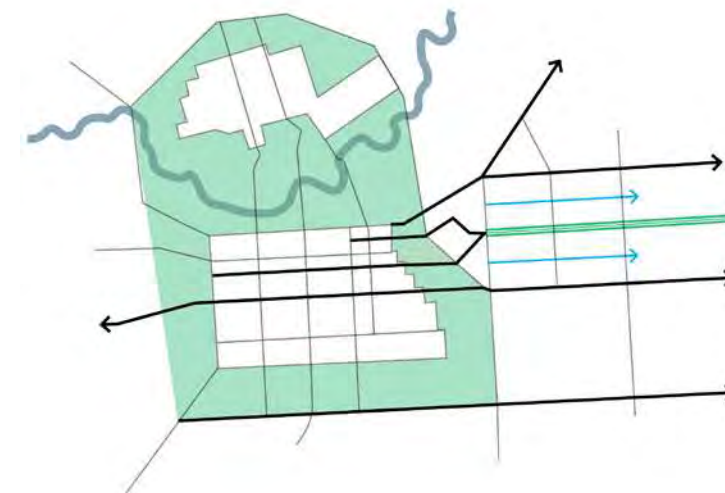
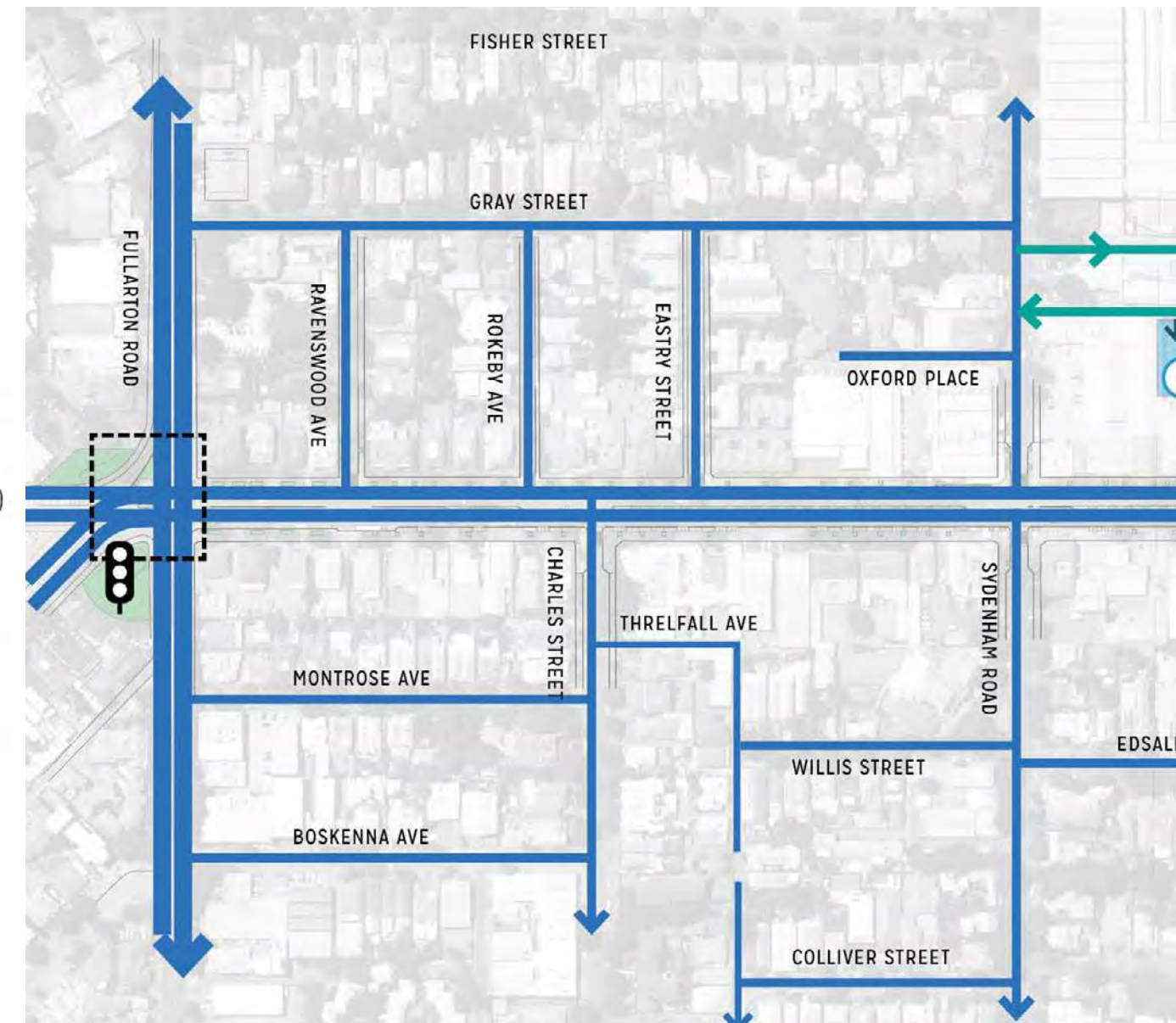
- Closing mid-block median U-turn openings.
- Removing the left turn slip lanes and replacing them with shared left and through lanes.
- Ensuring tightened geometry of kerb returns to achieve a more urban feel at intersections.
- Adding a new signalised pedestrian crossing at the Woods and Elizabeth Streets intersection adjacent Norwood Oval.

KERBLINES

A constant central median width is achieved along The Parade. A new consistent kerb alignment is proposed to differentiate between pedestrian and vehicle zones and reinforce an urban character to the street.

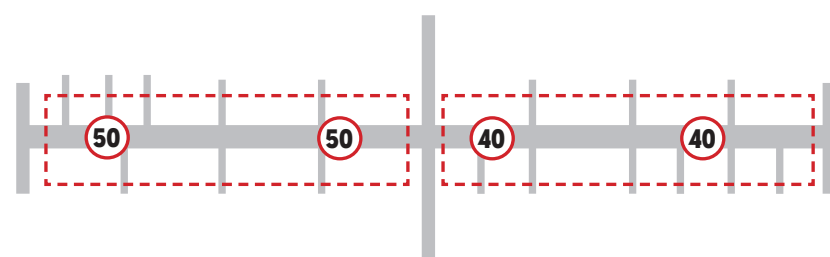
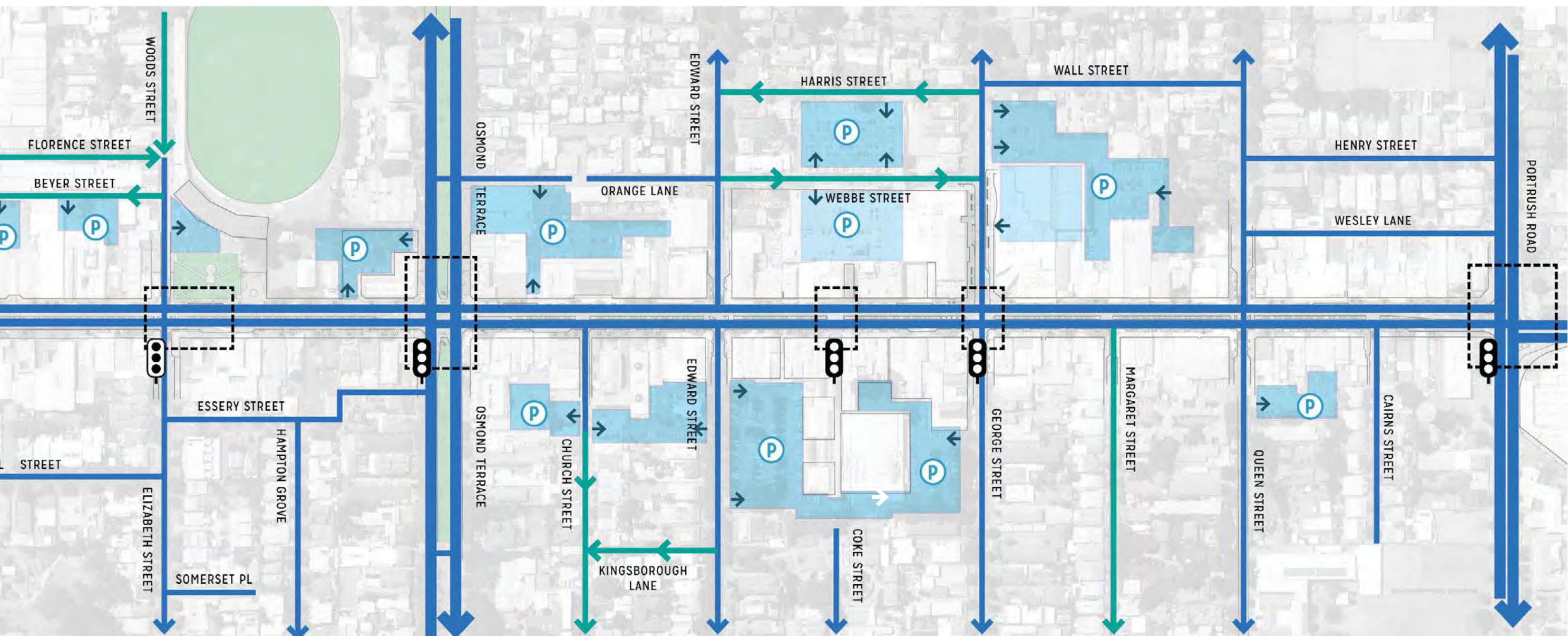
LEGEND

-  Primary movement corridor (main street)
-  Secondary movement corridor (side street)
-  One way movement
-  Existing signalised Intersection (Refer Intersections page 98)
-  Proposed signalised intersection (Refer Intersections page 98)
-  Off-street carparking
-  Entry to major off-street parking
-  Major intersection



FILTERING TRAFFIC

The Parade remains an important road connecting Adelaide's eastern suburbs and the CBD, working with Kensington and Magill Roads to accommodate commuter and destination traffic.



SLOW SPEED CORRIDOR

By reducing traffic speeds to 50km (west of Osmond Terrace) and 40km (east of Osmond Terrace), pedestrian safety and the streets function as a shopping and civic destination is improved.

SERVICE ACCESS

Service access to businesses along The Parade is maintained and relocated where necessary between Edward and George Streets within The Parade 'Heart'. At present, businesses are serviced mostly from the rear minimising vehicle and pedestrian conflicts and ensuring a safe, comfortable and attractive footpath faces The Parade.




Importantly, vehicle cross overs are minimised in the eastern half of The Parade between Osmond Terrace and Portrush Road. A greater number of vehicle cross overs exist in the western section of The Parade between Osmond Terrace and Fullarton Road. The Masterplan supports replacing direct vehicle access from The Parade as businesses change, new land uses replace the existing and other opportunities arise.

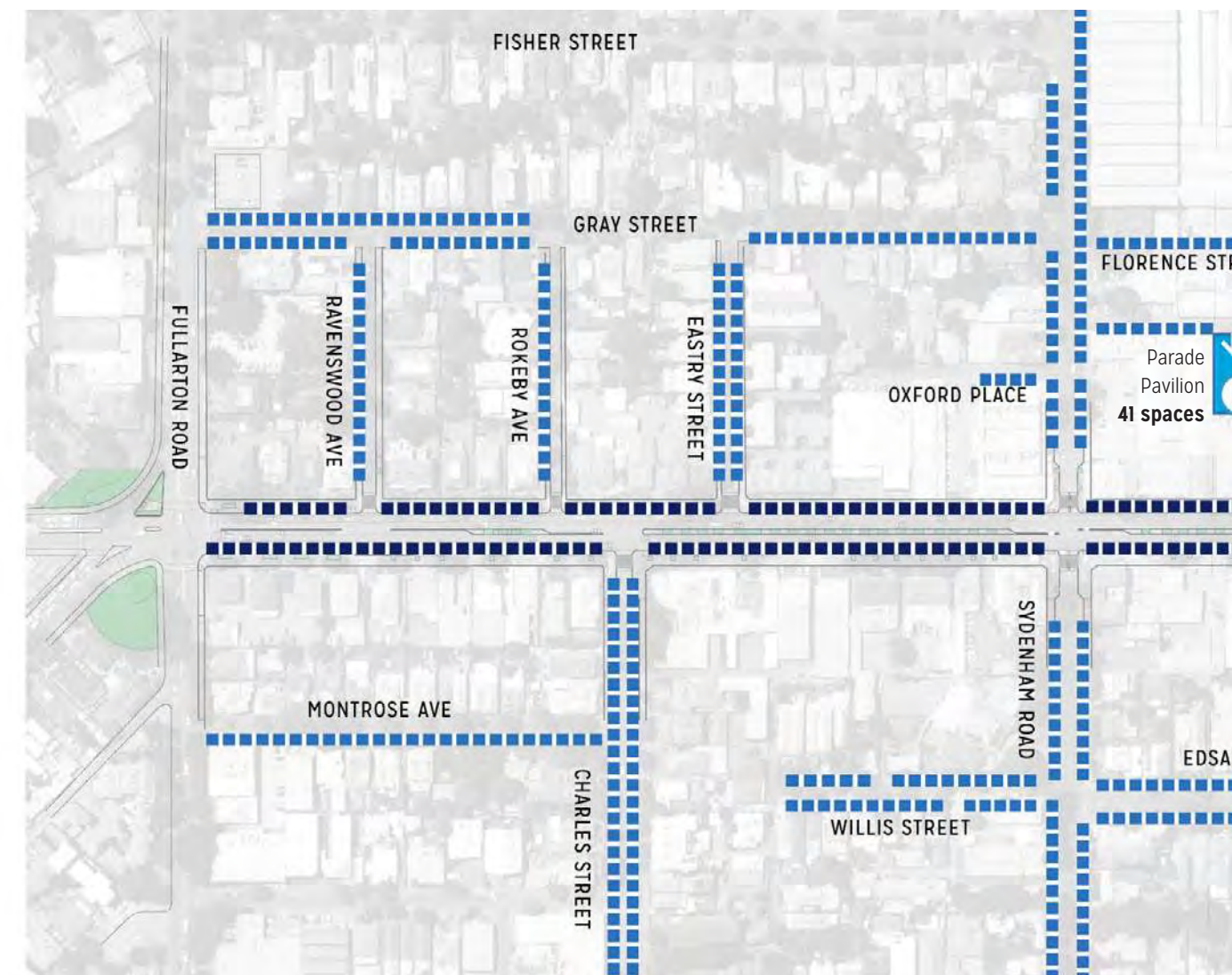
Parking

To support the increasing demand for car parks within The Parade precinct, the Council will continue to investigate additional parking opportunities and implement, where appropriate and possible.

- 6-7 x loading zone spaces
- 11 x 30 minute parking spaces
- 2 x 'no parking' spaces
- 3 x Taxi zone spaces
- 2 x bus stop zones

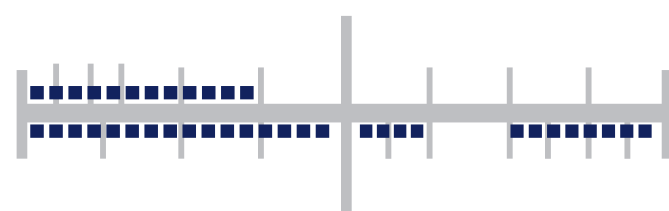
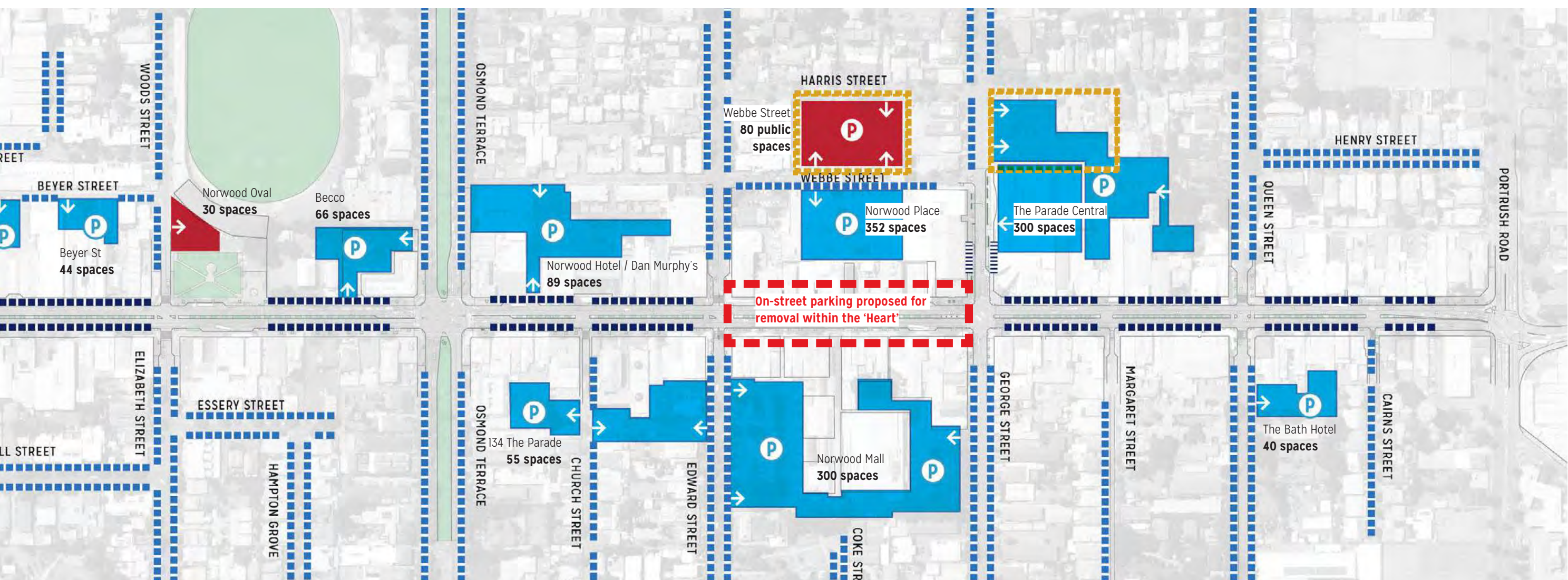
LEGEND

- On-street parking on The Parade
- Side street parking managed and consolidated
- ||||||| Loading / drop-off only
-  Privately owned off-street parking
-  Council owned off-street parking
-  Known possible future multi-storey parking expansion



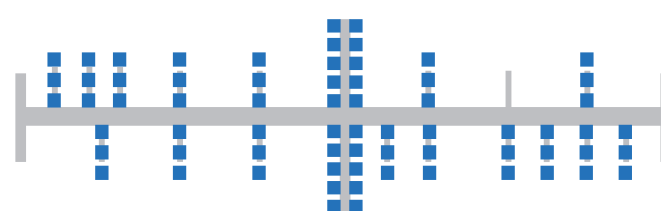
The diagram illustrates a street layout with several key features labeled:

- Paved parking bays:** Indicated by a blue-shaded area on the left side of the road.
- Rollover kerb:** A red line marking the edge of the paved parking bays.
- Running lane:** The central road area where a car is shown driving.
- Promenade:** The area on the right side of the road, featuring a tree and a person walking.



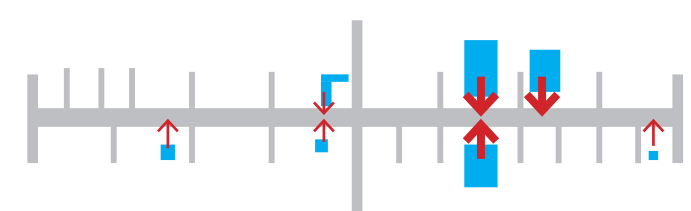
ON-STREET PARKING

On-street parking is integrated into the overall streetscape and fits between bus stops, taxi ranks, intersections and driveways where possible. It is indicated through contrasting paving and bollards. Rollover kerbs provide vehicle accessibility whilst still allowing for a flush footpath and straight kerb line.



SIDE STREET PARKING

Improvements to footpaths, intersections, lighting and street trees improve the function of side streets as places to park and service The Parade. Existing parking will be maintained.



REAR ACCESS & MULTI STOREY PARKING

The precinct's current parking arrangement works effectively where car parking is catered for 'behind' The Parade. Pedestrians then access The Parade through malls, buildings, streets and lanes. This approach is reinforced as multi-storey carparking 'behind' The Parade in key development sites is envisaged to reduce the need for parking on The Parade, resulting in a less cluttered, and less vehicle dominant street.

Intersections

INTERSECTIONS

Intersections along The Parade establish the structure and spatial arrangement of the street. Through the Masterplan, the existing configuration of the street, the intersections and the traffic flow has been reviewed to improve pedestrian and vehicle safety, as well as provide the opportunity for additional tree planting and landscaping within the central median. The proposed changes are outlined below.

INTERSECTION IMPROVEMENTS

The Masterplan describes how the geometry of some intersections along The Parade can be redesigned to improve pedestrian crossings, traffic efficiency and safety. The following changes will be incorporated where appropriate into the existing intersections:





- Increased length and continuity of the central median by removing U-turn breaks in the median.
- Continuous footpaths along the entire length of The Parade (where possible, subject to further stormwater design assessment).
- Removal and replacement of some left turn slip lanes to improve pedestrian access and safety, and increase tree planting.

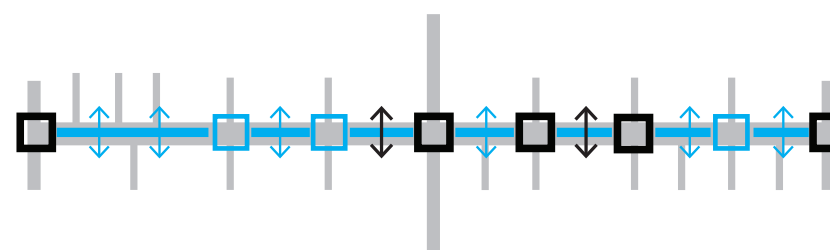
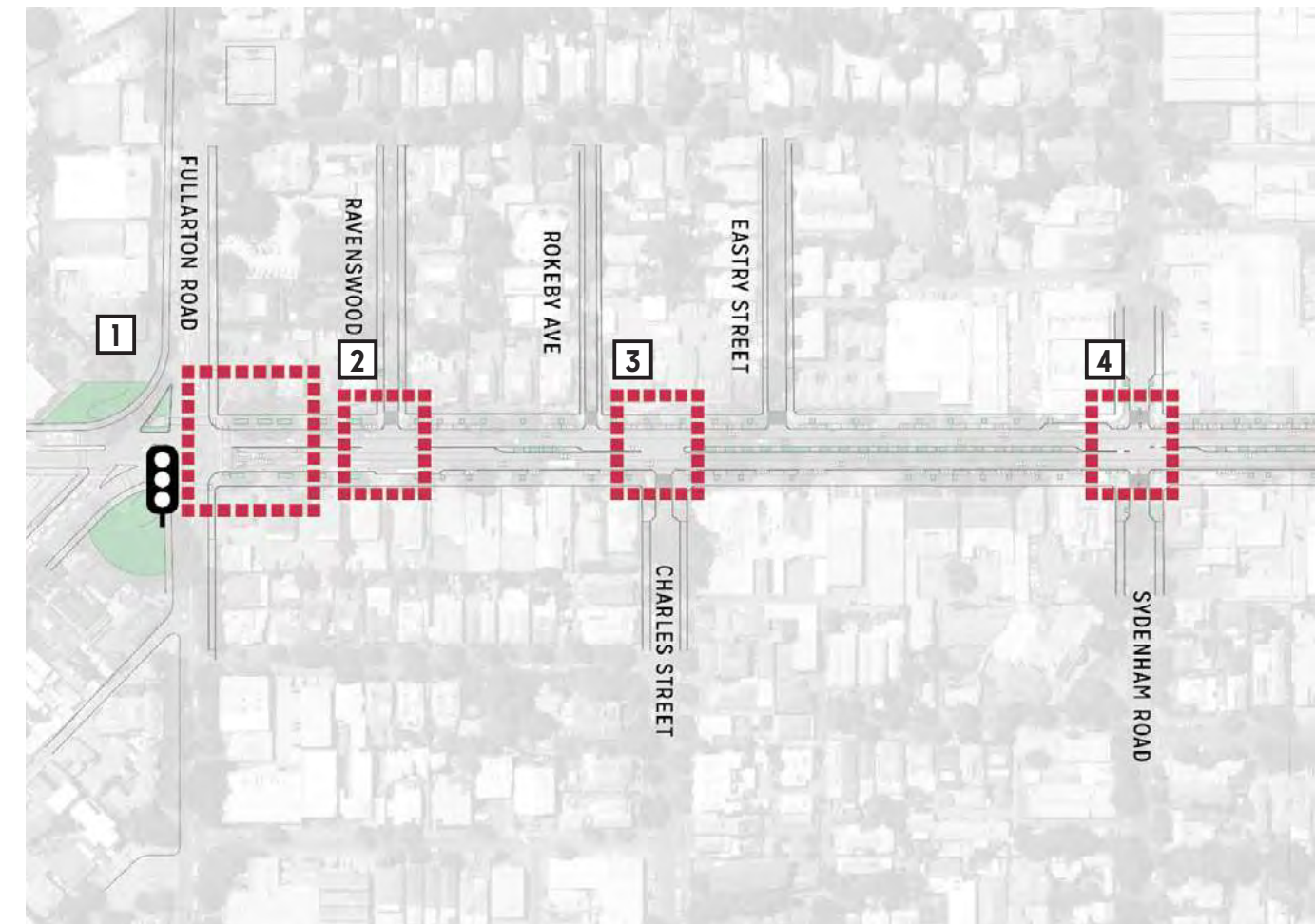
TRAFFIC SIGNAL PHASING

The preparation of the Masterplan has provided the opportunity to evaluate current traffic signal phasing, in order to improve traffic flow and safety on The Parade. Suggested traffic signal improvements include:

- Signals are configured to give priority to through traffic on The Parade.
- Right turn movements are sensor controlled in the median storage areas.
- Pedestrian movements are permitted across side streets whilst through traffic has a green light.
- Phasing of the signals is variable to suit the different peak traffic volumes and their travel direction.

LEGEND

-  Improved/reconfigured intersection - refer schedule
-  Existing signalised intersection retained
-  New signalised intersection
-  Dedicated/signalised pedestrian crossing



CONSOLIDATION OF TRAFFIC MOVEMENT

The existing intersections will be improved to create a more direct, legible, safe and consistent movement flow for vehicles, pedestrians and cyclists as shown in the above diagram. This will also allow for some additional tree planting and landscaping within the median strip.

1 Fullarton Road

- Current intersection arrangement maintained.
- Landscaping to create an entry statement.

2 Ravenswood Avenue

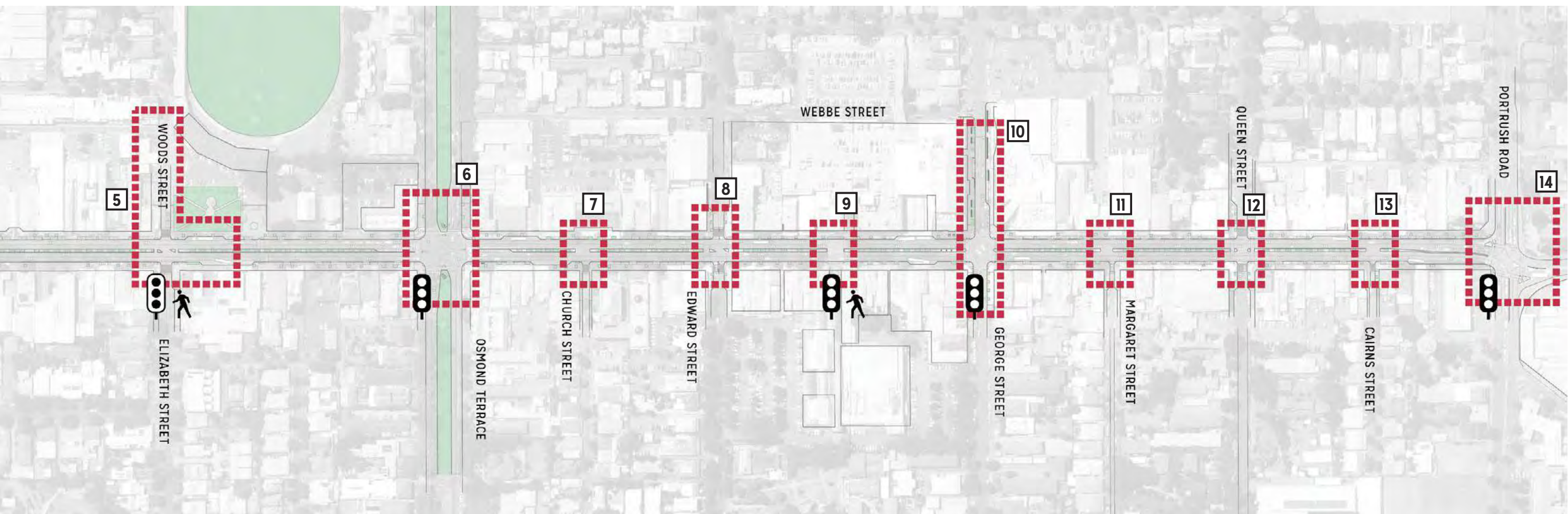
- All current traffic movements maintained.

3 Charles Street

- All current traffic movements maintained.

4 Sydenham Road

- Improved openings for safer pedestrian and cyclist crossing.



5 Woods Street / Elizabeth Street

- Possible removal of right turn into Woods Street.
- Remove on-street parking along the western side of Woods Street.
- Integration with future Norwood Oval redevelopment.
- Signalised pedestrian crossing across The Parade.

6 Osmond Terrace

- All right-hand turn lanes maintained.
- Remove on-street car parking within 20m of intersection.
- Widen footpaths, and establish additional trees and landscaping.

7 Church Avenue

- All current traffic movements maintained.

8 Edward Street

- Edward Street side street footpaths widened.

9 Norwood Mall Crossing

- Existing signalised pedestrian crossing retained.

10 George Street

- Scramble crossing, in discussions with DPTI.
- Car parking consolidated in George Street (north side) with new loading / drop-off zones included on both sides.
- Designated left turn lane onto The Parade from George Street (north and south).

11 Margaret Street

- All current traffic movements maintained.

12 Queen Street

- Consolidation of 5 x 45 / 60 degree angle car parks to improve safety of the intersection.
- Queen Street side street footpaths widened.

13 Cairns Street

- All current traffic movements maintained.

14 Portrush Road

- Maintain existing traffic movements in all directions.
- Remove on-street car parking within 20m of intersection for traffic safety and efficiency.

Paving

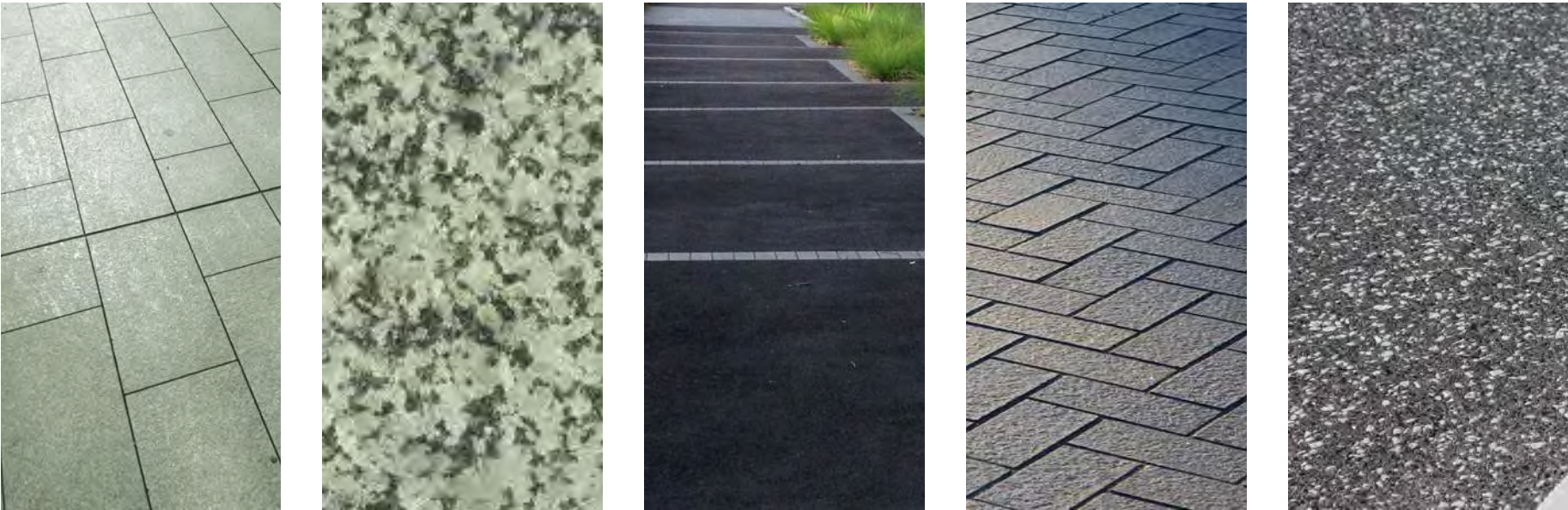
Paving and surface materials have been chosen to reinforce a sense of place that is both distinctive and representative 'of South Australia'.

The Parade's main promenades will be paved with an Australian-sourced natural stone paver sized to reflect aesthetics and use. Typically, pavers are large in size (e.g 800x400mm) laid perpendicular to the line of The Parade. Smaller format pavers and smooth-faced cobbles are used to mark areas for gathering, seating or adjacent to public art and fountains.

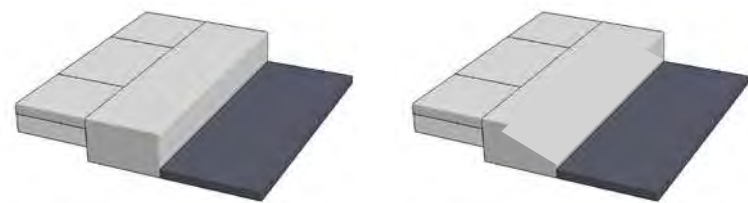
Footpath paving surfaces are attractive, hard-wearing and easily cleaned, but also comfortably and safely traversed by pedestrians, wheelchair users, stroller and cyclists. Where the pavers are traversed by vehicles and cycles, they are laid on a reinforced concrete base. In other locations where paving is only traversed by pedestrians, pavers are laid on a sand and rubble base for cost effectiveness.

Kerbs are wide in profile and either natural stone or concrete with a black oxide.

PAVING EXAMPLES



KERBS

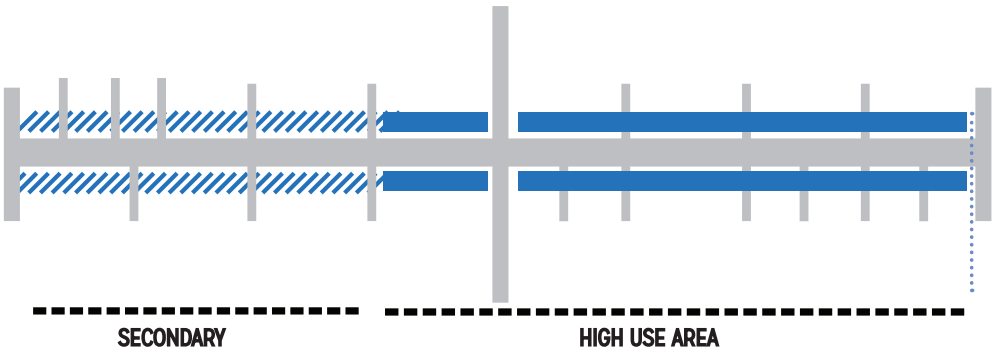


WIDE UPRIGHT KERBS

ROLLOVER KERB

APPLICATION

High quality paving material (e.g. stone) is used throughout the high pedestrian use areas of The Parade. In secondary use areas, high quality materials are used in a considered way (e.g. paving bands, header courses) to ensure design consistency within the street. However, more economic materials (e.g. asphalt or concrete pavers) are primarily used.



Street Furnishings

FURNITURE

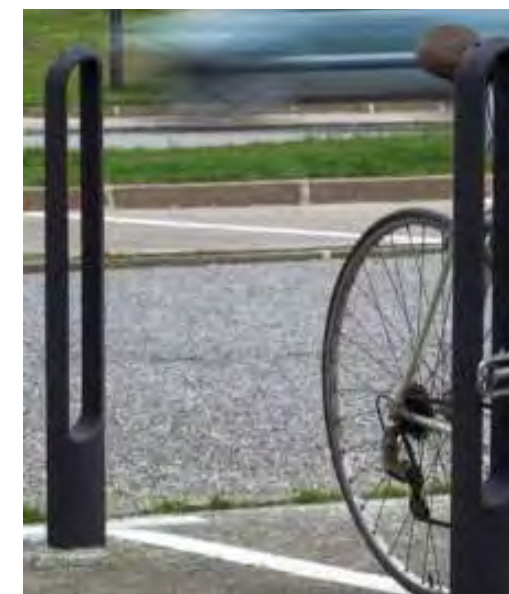
A suite of contemporary, robust furnishings and their arrangement is an integral component of a well-designed and well-maintained public domain. Elements are chosen to define a consistent and distinctive character for The Parade that is both functional and attractive.

Well-designed and located furniture makes a critical contribution to the comfort and enjoyment of public places, helping to reinforce the character and feel of The Parade. Furniture must also be highly functional in terms of maintenance, being robust, durable, easily cleaned and utilising components that are able to be replaced cost effectively.

All of the street furnishings are functional and either selected from a manufacturer's standard range or custom designed as part of the overall public realm design for The Parade. Low walls often double as benches providing informal, comfortable seating along and marking the edges to the promenades. Most, if not all, of these have backs and armrests. Signage and wayfinding is distinctive to The Parade with colours and fonts being straightforward and legible in their messaging, contributing towards the overall character of the street. Drinking fountains, cycle racks and rubbish bins are chosen for value, robustness and trim which distinguishes them to The Parade.

Materials and finishes are selected for their enduring and robust qualities.

FURNISHINGS PALETTE



Street Trees

The Parade Masterplan adopts a long term view that establishes a planting character intended to be sustainable in the long term. Street trees play an important role in defining what The Parade is known and loved for. One of the objectives of the Masterplan is to strengthen the street by having healthy and attractive street trees.

OVER ARCHING PLANTING STRATEGIES:

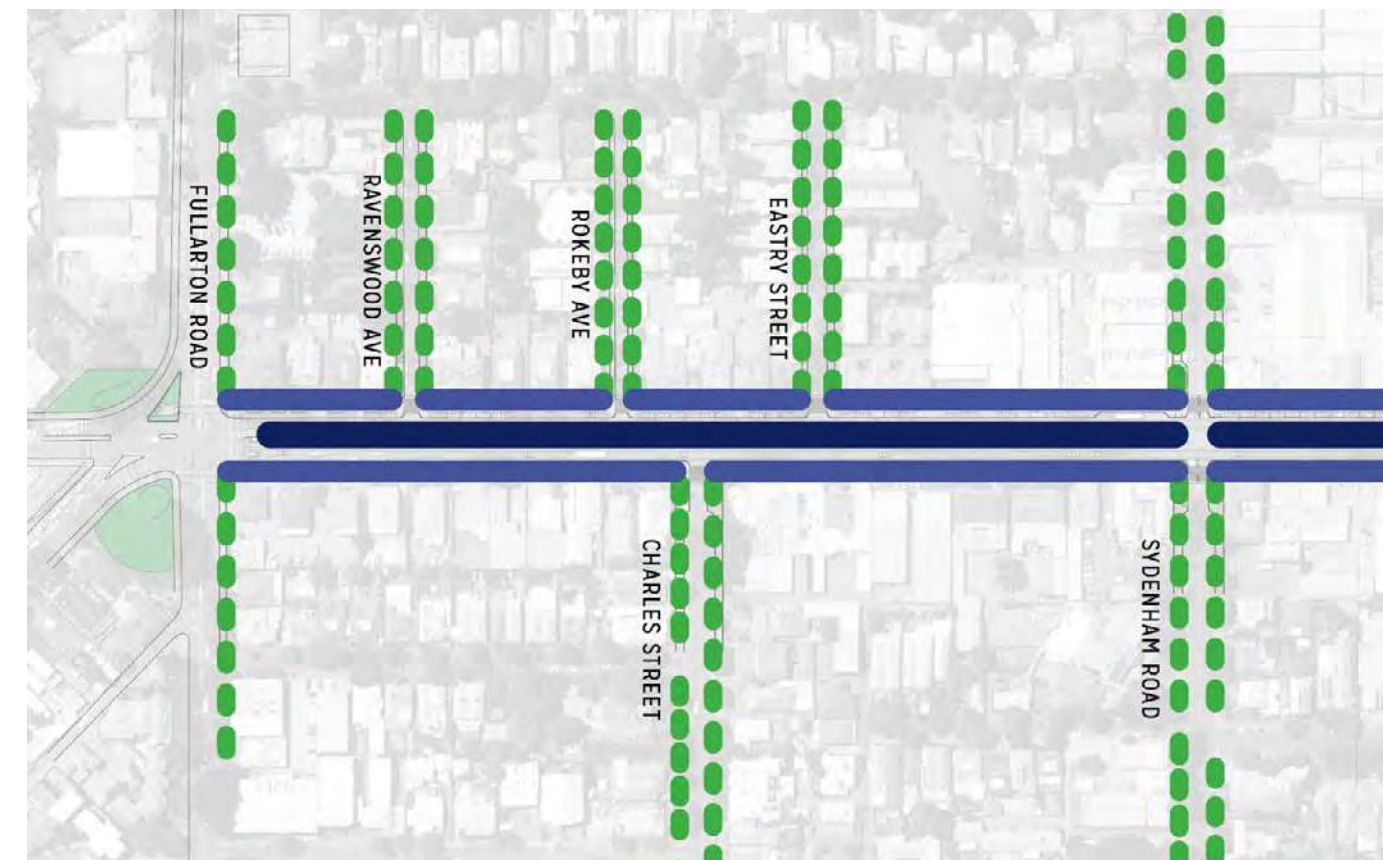
- Retain existing trees of value, supplementing these with new trees to replace trees that are in ill health or not long-lived.
- Plant for the future – species are chosen that are very long-lived.
- Make connections with adjacent open spaces and side streets to enhance pedestrian experience and character of key connections to The Parade.
- Plant trees in scale with The Parade's corridor and height of adjacent buildings.
- Use light and shade with deciduous and evergreen trees to vary the diversity and experience along the various character areas along its length.
- Provide a high quality growing environment.
- Select species with proven urban performance that will contribute to the development of a unique and iconic streetscape.

SUCCESSIONAL PLANTING, ACTIVE MONITORING & MANAGEMENT

The central median trees, *Eucalyptus Sideroxylon*, are managed through successional planting. These trees are a key element of the leafy 'Parade experience', creating a cohesive and unifying planting framework along the whole of its length. With an urban life expectancy of approximately 40 years until they pose potential safety risks, these trees will be actively monitored on a regular basis to gauge their health and risk level to the public. This will guide tree replacement as necessary.

LEGEND

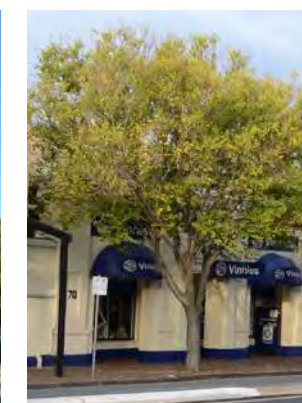
- Central median trees
- Parade West verge planting
- Parade Heart and East verge planting
- Side street planting



CORRIDOR TREES



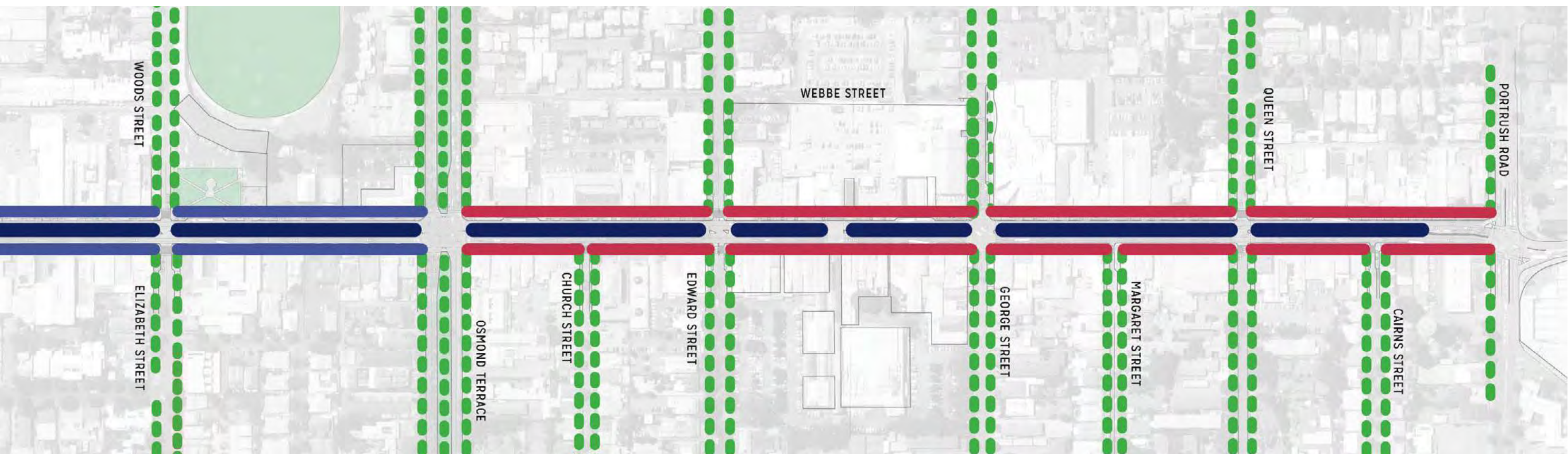
Eucalyptus Sideroxylon
Ironbark and
Eucalyptus crebra
Narrow-Leaved Ironbark
These trees line the central median of The Parade along the whole of its length.



Celtis Laevigata
Hackberry
These trees infill the existing verges along The Parade East. These trees successfully grow along The Parade currently.



Quercus Cerris
Tureky Oak
These trees provide a new layer of diversity and line the verge along The Parade West.



SIDE STREET / GATEWAY TREES



Platanus Occidentalis
Plane Tree

Dominant street tree on Osmond Terrace.



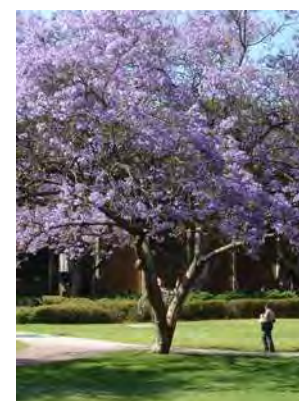
Celtis Laevigata
Hackberry

A verge tree that successfully grows along The Parade currently.



Lagerstroemia Natchez
Crepe Myrtle

Positioned on the corners of side streets to enhance the corner interface and use colour to distinguish intersection entry ways.



Jacaranda Mimosifolia
Jacaranda

Positioned on the corners or to line side streets to enhance the approaches to The Parade.



Ulmus Parvifolia
Chinese Elm

Positioned on the corners or to line side streets to enhance the approaches to The Parade.



Quercus Cerris
Turkey Oak

Positioned to line side streets to enhance the approaches to The Parade. Also suitable within open spaces such as the Norwood Oval Precinct

A new layer of tree planting to the side streets to build on and infill the existing street trees. This enhances the overall 'leafy' street character and provides more attractive connections to and from The Parade including improved shade for footpaths and parking.

A new backdrop of coloured foliage trees planted within the Fullarton Road Memorial Park distinguishes the gateway to The Parade from the west.

Garden Beds

The framework of the planting scheme for The Parade is a core selection of low shrubs, grasses and groundcovers that are selected to thrive in the eastern suburb's climatic conditions and soils, are easy to maintain, and have a sense of formality appropriate to the streetscape. This formal style reinforces the importance of the The Parade as a destination and civic space.

Plant species selection is based on environmental conditions and the overall design intent for The Parade to celebrate the seasonality of species, their rich and varied potential for use in Adelaide, and the pleasant attractiveness that gardens provide in urban places. Overall, the planting mixes are diverse and are mixed in with other species to form seasonal interest and textures. The combination of planting palettes are a unifying element that also considers the transition between the various zones along The Parade. Plant species selection takes into account microclimatic conditions including shading from street trees and buildings, as well as being suitable to grow in high use public areas and adjacent to the road to assure long term plant health.



PLANT SPECIES

The following species list is proposed as a base palette for plant species selection. This species list is not exclusive, and a wider palette of species will be identified during the detailed design phase.

GROUNDCOVERS

Banksia integrifolia 'Roller Coaster'
Grevillea 'Ginger Gem'
Myoporum parvifolium
Rosmarinus officinalis 'Prostratus'
Trachelospermum jasminoides

GRASSES / SEDGES

Carex Tereticaulis
Clivia miniata
Cyperus gymnocaulos
Dianella 'Little Jess'
Ficinia nodosa

Imperata cylindrica 'Rubra' Dwarf
Lomandra 'Tanika'
Liriope 'Green Giant'
Pennisetum 'Nafray' - Sterile

SHRUBS

Cycad revoluta
Echium candicans (dark pink form)
Eremophila roseworthy
Grevillea obtusifolia 'Gin Gin Gem'
Hebe 'Blue Gem'
Helichrysum petiolare
Polypodium sp.

Rhaphiolepis 'Oriental Pearl'
Scaevola 'Purple Fusion'
Syzigium australe
Westringia fruticosa 'Smokey'
Westringia mundi
Yucca elephantites
Zamia furfuracea
Zebrina pendula

Signage & Wayfinding

An easy to use, integrated suite of street signage is included to improve street function, vitality and legibility.

Integrated signage throughout the main street and side streets enhances awareness of events, activities, facilities, heritage significance and cultural values, reinforcing through image, The Parade's distinctive sense of identity.

A co-ordinated wayfinding strategy provides directional guidance throughout the public realm to locate community facilities, businesses and other destinations. It is concerned with the experience of using The Parade and ensuring people feel safe and comfortable moving through and along it.

Wayfinding and messaging is achieved not only by signage, but also through consideration of built form, street hierarchy, lighting, landscaping, furniture and public art: that is, the integrated design of the public realm.

STREET SIGNAGE & WAYFINDING

Signage with built in flexibility enables changeable information that can evolve as the street does. Built in flexibility allows signage to be fully interchangeable and incorporate Council's branding and marketing objectives for The Parade that have already been developed, and will continue to evolve overtime.

Street signage is coordinated with all other public realm elements including lighting, furniture and public art, and consolidated to avoid visual clutter.

Site signage and wayfinding has continuity and consistency with the overall public realm design approach to materials and place-making.

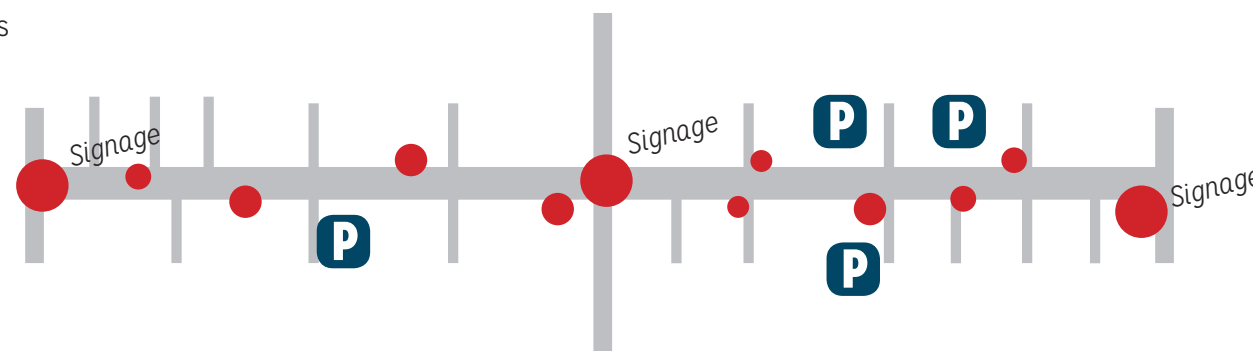
A DIGITAL STREET

With a greater focus toward digital technology, wayfinding can be integrated into The Parade to provide a system that is flexible and unintrusive to the street interface.



A COORDINATED APPROACH

A consistent language of wayfinding that is iconic to The Parade



Lighting

CONSISTENT TYPOLOGY

The Parade Masterplan outlines a comprehensive redevelopment of the public realm that incorporates paving, street furniture and lighting. Improved lighting extends use of public space with increases safety, comfort and amenity.

The lighting plan establishes a consistent rhythm of street lighting spaced with street trees. There is a conscious effort to correlate lighting treatments with the character of the different sections of The Parade, their uses and experiences.

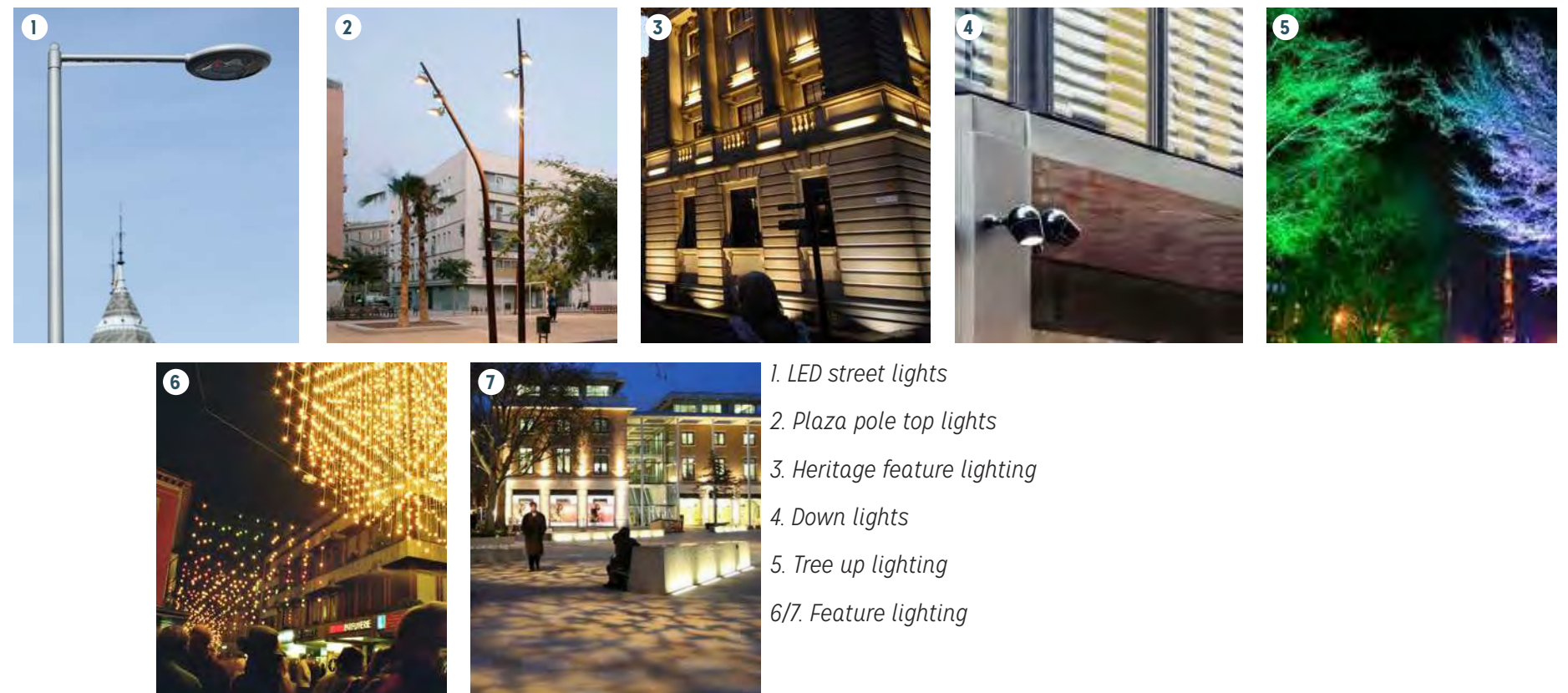
The design of the street lights and poles borrows from the other streets in the Adelaide CBD like North Terrace, but in an aesthetically simplified, more cost effective way. Both poles and luminaires are standard supplied products. Lamps utilise highly efficient LED technology and produces a warm white light of a colour temperature in the range of 3,200 – 4,000 degrees Kelvin.

Footpaths are further illuminated by separate luminaires mounted on the back of the street light poles at a height of 6.0m.

A layer of feature lighting accentuates special areas and elements along The Parade including key heritage buildings.

INTEGRATED INFRASTRUCTURE

Smartpoles are used where poles are required and allows for lighting and other infrastructure to be integrated into one unit. Thus providing a single multifunctional unit for signage, lighting, signalling and overhead wires if required.



1. LED street lights
2. Plaza pole top lights
3. Heritage feature lighting
4. Down lights
5. Tree up lighting
- 6/7. Feature lighting



**STREET CORRIDOR LIGHTING
ARRANGEMENT**

Street

Contemporary LED street lighting will line The Parade. Banner flags and pendant lighting will be integrated into the pole system.

Trees

Side trees and median street trees to have featured lighting. Festive lighting to be integrated seasonally.

Heritage

Heritage building to be architecturally lit to become feature buildings along The Parade at night.

Space

Public spaces and concentration points are to be provided with feature spotlighting, to provide additional light for users, providing safer public spaces for interactive at night.

Feature

Decorative and ornamental lighting to be used in high activation areas. In particular pedestrian corridors, laneways and malls.

Festive

In areas such as George St, lighting installations can be integrated seasonally for festive occasions such as Easter and Christmas.

BUILT FORM STRATEGIES

Built Form & Street Frontages

The Parade benefits from a relatively continuous built form, particularly in the eastern section between Osmond Terrace and Portrush Road. A continuous edge of building facades provides a density and variety of use that helps to activate The Parade and contributes towards its success as a retail, commercial and civic destination, as well as a desirable place to 'hang out'.

New development should ensure that floor levels and external elements, such as the placement of verandahs, are reflective of the adjoining developments, to provide a level of visual consistency along the street. Verandahs and the use of outdoor blinds and screens should not detract from the visual amenity of the street, nor should they provide any obstacle to the flow of pedestrian movement.

New development should not detract from The Parade's significant heritage places, and rather celebrate the strong existing character.

All development should address the street by providing active uses on the ground floor. Where opportunities exist between buildings, these spaces should be used as mini plazas with kiosks, locations for food carts, bicycle stations or bicycle racks, public art or opportunities for pocket gardens. New buildings facing the street should be designed to active the spaces fronting the street by providing a high level of amenity for pedestrians and cyclists accessing these buildings.

Typical section of The Parade outlining built development set backs.

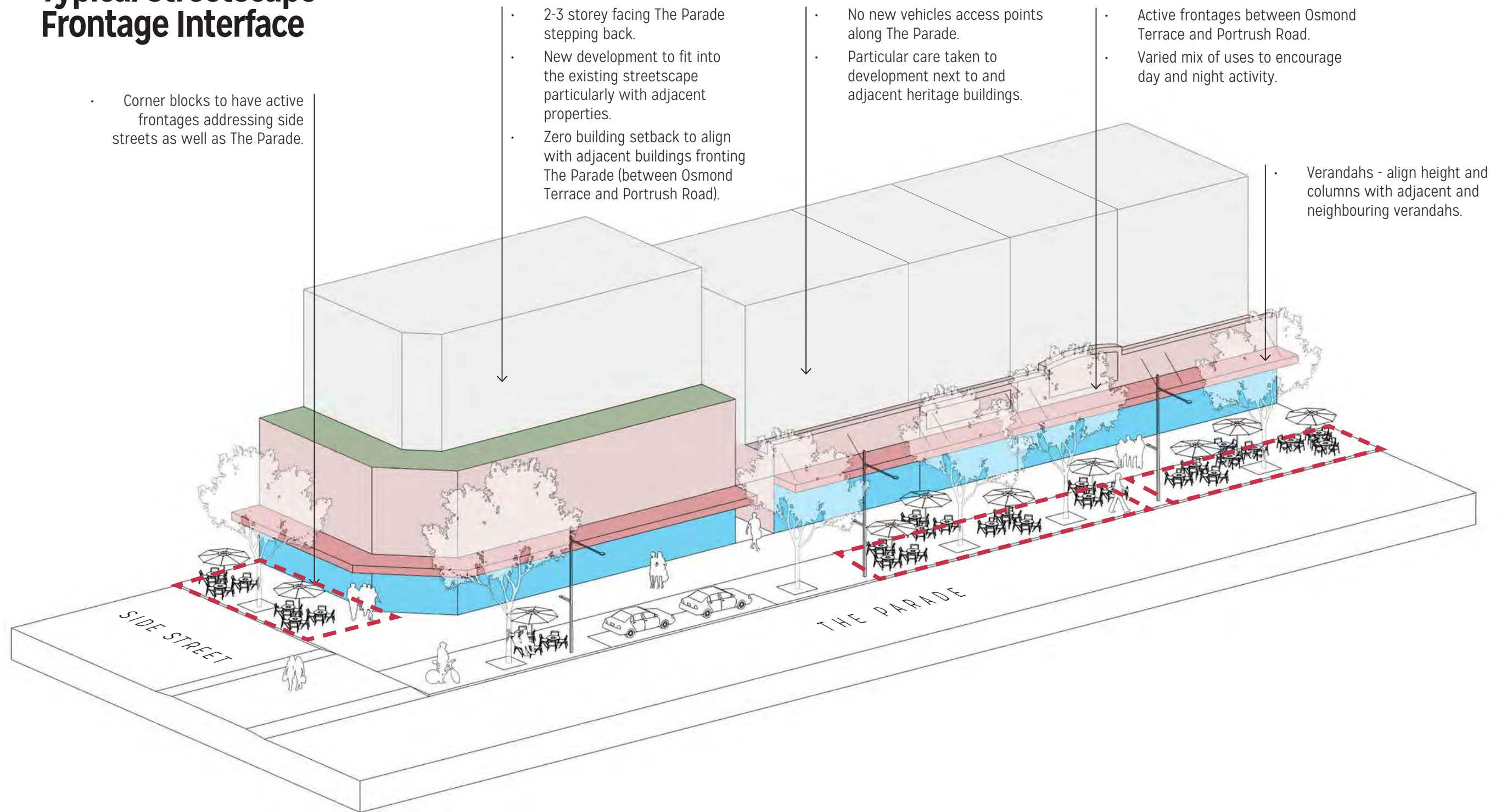


The Parade Active Frontages + known developments



- 1. Example of a Heritage building located in The Parade West
- 2. Zero lot lines east
- 3. Corner block interface
- 4. Verandahs
- 5. Open frontages
- 6. Integrated and contextual signage

Typical Streetscape Frontage Interface



Heritage

One of the most visible and attractive characteristics of The Parade is its unique physical representation of early settlement in South Australia, some of which dates back to the early 1850's.

Incorporated into the built form of The Parade is the unique built heritage and concentration of State and Local Heritage places, with some buildings dating back to the early 1850's. One such building is the Norwood Town Hall, which was the first Town Hall in Australia built in 1883 and acts as a key anchor within the streetscape. Other examples of the iconic built heritage include The Colonist, the Norwood Institute (Norwood Library), the Norwood Hotel, the Bath Hotel and the Methodist Church building.

These surviving reminders of our history help to define The Parade's character and ambience, which sets it apart from other mainstreets and shopping districts.

This strong history, coupled with the retention of exemplar heritage buildings and the infill of new contemporary buildings contributes to the unique character of The Parade, which the Masterplan seeks to retain and enhance through the proposed streetscape upgrades.



**Norwood Town Hall, which was
the first Town Hall in Australia -
built in 1883**





ACTIVATION STRATEGIES

Economic Vibrancy

Located less than 1km east of the Central Business District, The Parade, Norwood, is the economic, cultural and civic heart of both the City of Norwood Payneham & St Peters and the eastern suburbs. At 1.6 kms in length, The Parade spans from Fullarton Road through to Portrush Road.

Renowned for its café culture and importance as a major retail and commercial precinct, as well as a destination, The Parade offers a vast selection of shops and restaurants, and two main retail anchors, the Norwood Place Shopping Centre and the Norwood Mall Shopping Centre. In addition to its retail role, The Parade also accommodates a significant number of non-retail commercial services; ranging from the Hoyts Cinema, to office buildings and a large number of medical consulting rooms and professional services. The iconic Norwood Oval (Coopers Stadium), which is home to the Norwood Football Club, is also located on The Parade, near the intersection of Osmond Terrace. Located on the corner of George Street are the Norwood Concert Hall and the Norwood Town Hall.

In addition to its retail and commercial activities, The Parade is also home to major events such as the Fashion on Parade, the Tour Down Under and the much loved Norwood Christmas Pageant. Over the years it has also played host to a number of other events, including the well-known Norwood Food Wine & Music Festival.

The Parade Masterplan supports increased footpath activation and liveliness through a mix of uses including outdoor dining, footpath trading, artwork incorporated into the public realm and public seating. New offerings to the street should complement existing uses and provide both day time and night time activation.

Through the provision of widened footpaths and well defined outdoor dining and footpath trading spaces, The Parade will deliver a better streetside interface that works effectively for pedestrians, diners and shoppers.

To continue to be economically vibrant, The Parade needs to be:

ACTIVE DAY & NIGHT

A place that can transform from a convenience hub and casual dining destination during the day to an active spot for dinner and drinks come nightfall. Activation should be encouraged through a great food offering, staggered operational hours and calendar of events.

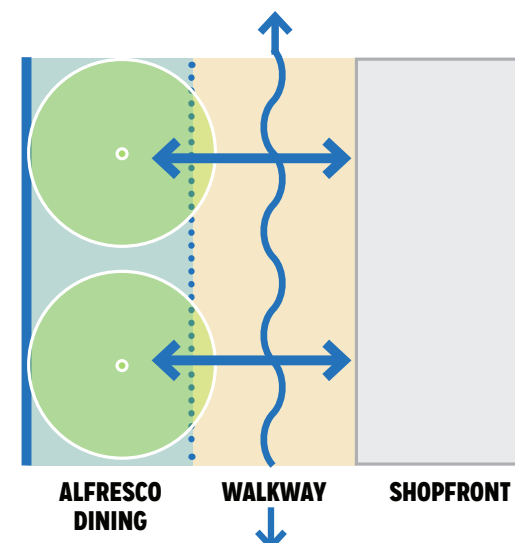
CONNECTED & CONVENIENT

The Parade should be a convenient place to visit, whether you are walking from the surrounding area, hopping off the bus or arriving by car. The reduced traffic speeds will improve the pedestrian experience and encourage people to stroll through the precinct, taking moments to stop and appreciate the great retail offer and strong community spirit.

DESTINATIONAL & LOCAL

The rich history and cultural offering along The Parade makes it a destination, both for the local community and visitors. Great local traders, a fantastic offering of multi-cultural restaurants, eateries and an attractive streetscape will enhance its reputation as a 'must visit' destination.

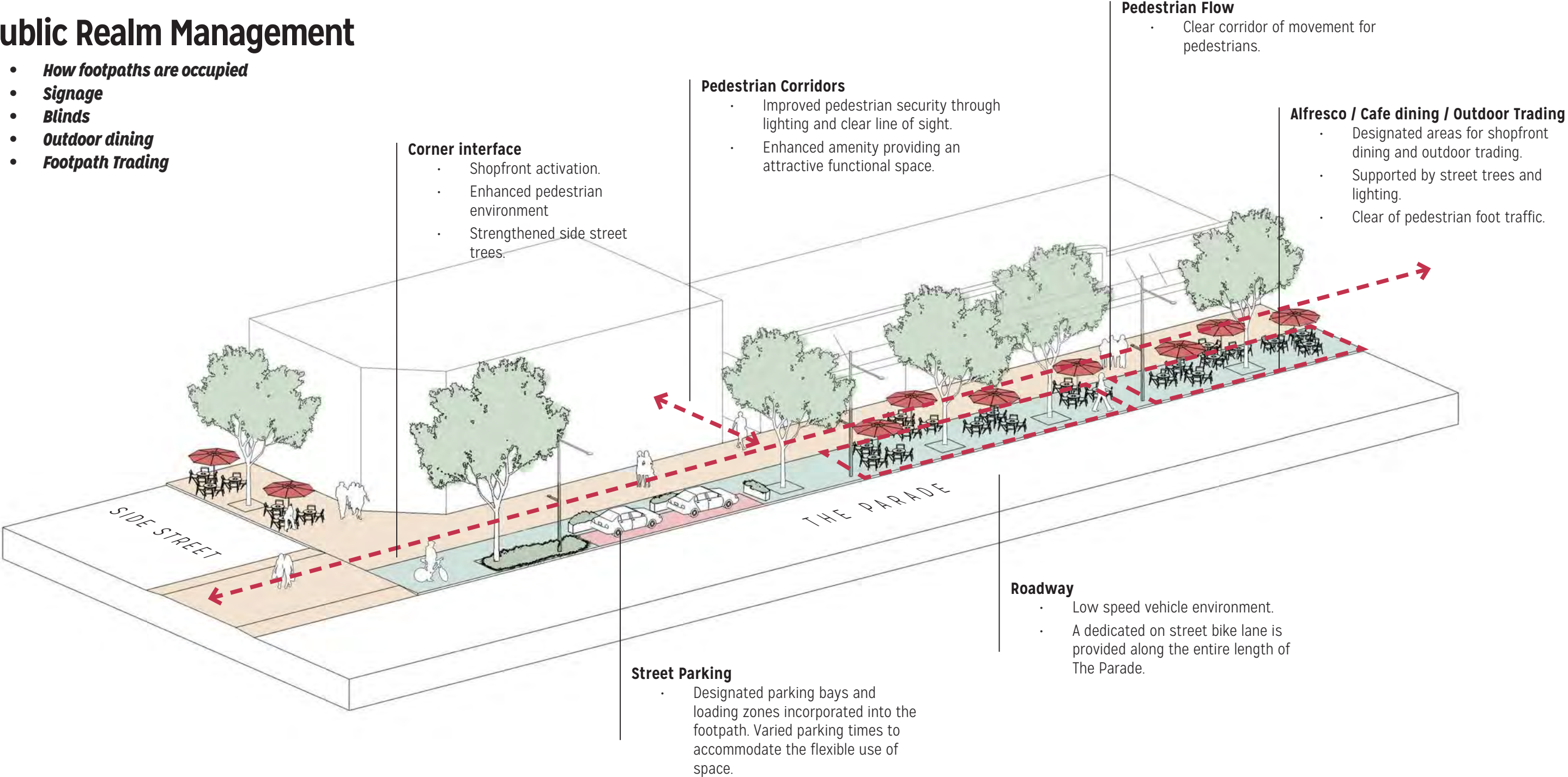
ALFRESCO DINING AND FOOTPATH TRADING



Examples of active and vibrant streets

Public Realm Management

- *How footpaths are occupied*
- *Signage*
- *Blinds*
- *Outdoor dining*
- *Footpath Trading*



ACTIVATION STRATEGIES

Art & Culture

The Parade is a place which is known, liked and used by both local residents and visitors. As such, the main street occupies a unique place in the life of the City - a focus for recreation and festivals, but also a place that recognises the City's culture and physical character.

A key intention of the Masterplan is to articulate the many layers of activation and history. The Masterplan reinforces the role of the The Parade as a widely engaging place that is a 'destination' for the social and recreational 'village' life of Norwood as well as visitors to the City of Norwood Payneham & St Peters.

Strategies to further enhance the art and cultural elements of The Parade include:

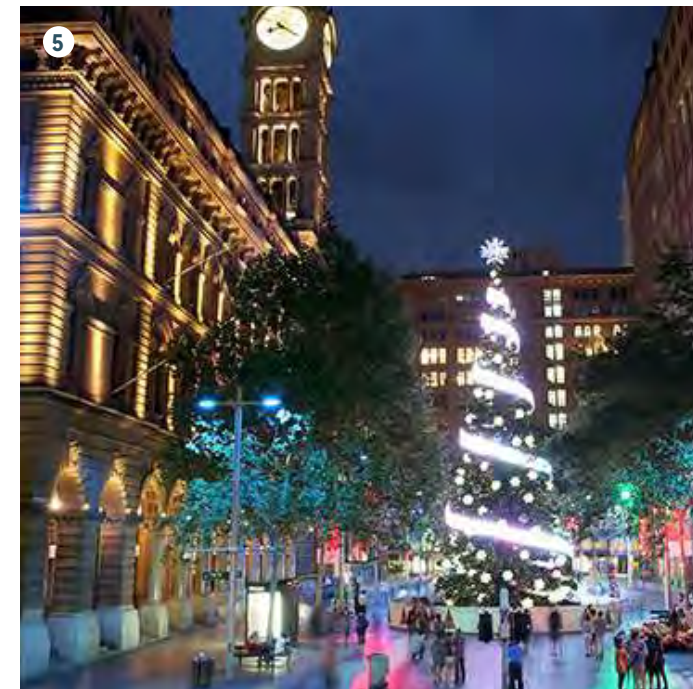
PUBLIC ART

Public art contributes towards cultural expression and legibility in the public realm and is a powerful contributor to the civic importance of The Parade. The Parade Template provides the planning framework into which public art fits - programmed events, festivals and performance, exhibitions, permanent and temporary artworks, performance art, memorials and commemoration. To maintain the overall integrity and status of The Parade, no single installation takes precedence over the street's landscape structure or dominates over others. Public art is chosen for its cultural interest and quality.

MEMORIALS AND COMMEMORATION

The existing memorials and commemorative trees and plaques are carefully incorporated within the Masterplan. These items are valued for their contribution both as collective cultural memory and as destinations for visitation.

The Parade's cultural walk is a key element in guiding people through the districts history and culture. Existing commemorative plates are to be integrated within the the new streetscape.



1. Fashion on Parade
2. Public art installations
3. Norwood street party
4. Supporting local arts & crafts
5. Season street installations
6. Street events

7. Cultural heritage walk
8. Brick + Mortar Creative Retail Hub
9. Lighting installations

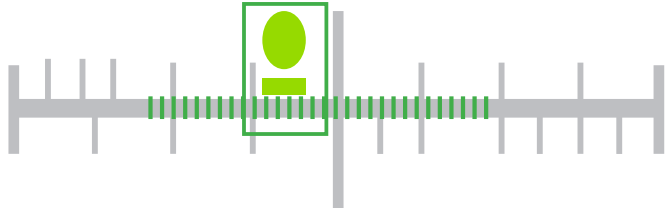
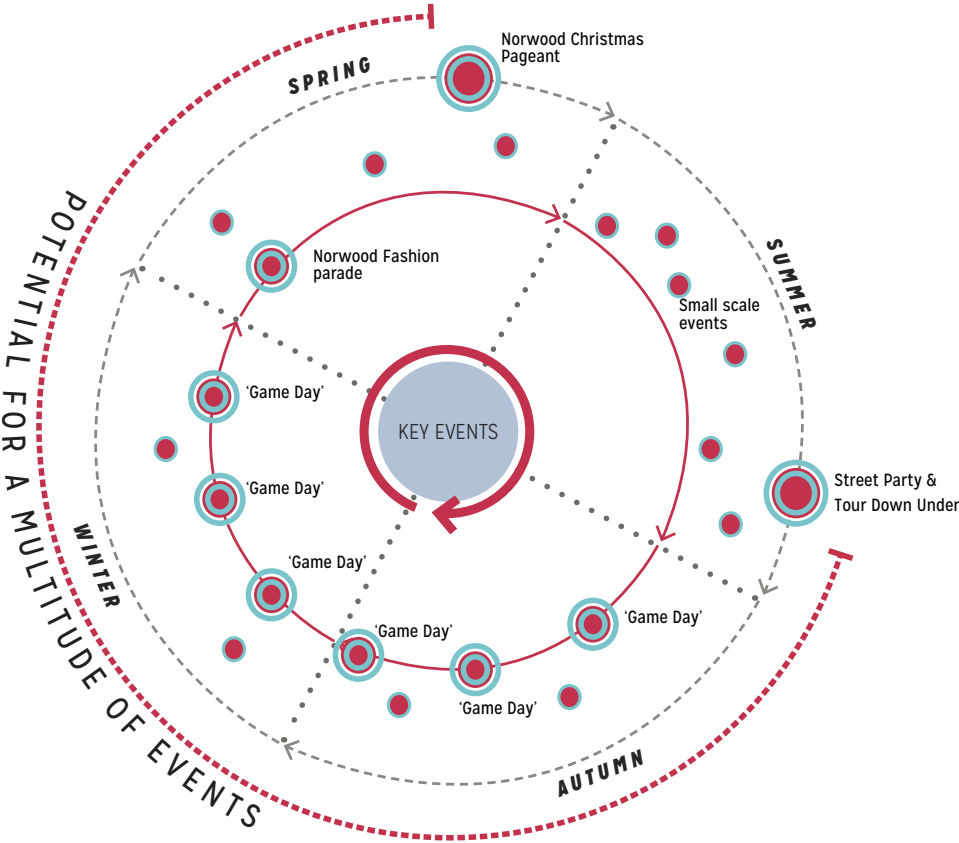
CREATIVE OPPORTUNITIES

The Masterplan proposes a spatial organisation that is suited to the inclusion of programmed events, festivals and performances, exhibitions, permanent and temporary artworks, performance art, memorials and commemoration.

One of the benefits of this framework is to create a flexibility that accommodates existing installations and events within the overall landscape, whilst also allowing for future unplanned initiatives to be added without compromising the overall spatial arrangement and use. A variable suite of places is created within a controlled field of creative endeavour and opportunity. The intention is to avoid individual artworks 'floating' in space, ungrounded to the broader streetscape and overall connections of the The Parade.

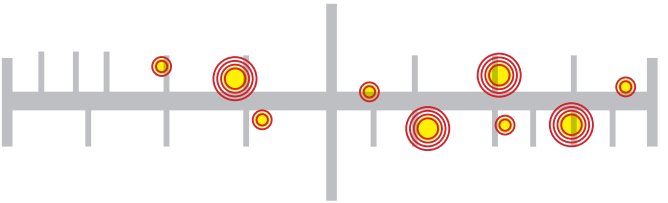
ONGOING CULTURAL PROGRAMMING

Responsibility for on-going cultural programming within The Parade sits with the Norwood Payneham & St Peters Council. By establishing a matrix of flexible spaces and programming opportunities, the Masterplan ensures a wide diversity of involvement that will invigorate the main street, providing the memories and stories that make places memorable.



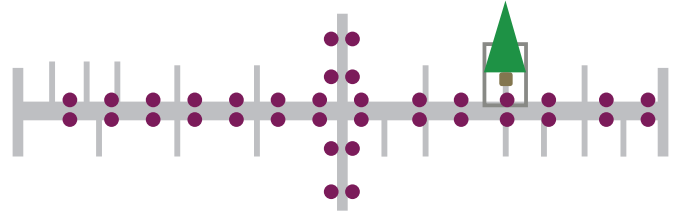
'GAMEDAY'

Norwood Oval becomes its own precinct of activation through game days and other oval activities. Whilst this area is not always busy, the oval is a centrepiece to The Parade's intensity and life.



SMALLER EVENTS

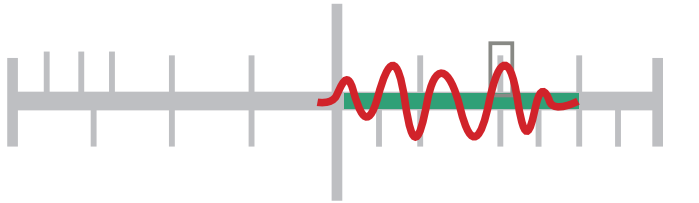
Smaller levels of activation provide The Parade with a constant revolvment of events and destinations. Smaller events are more flexible with their location and require less infrastructure and costs to deliver.



EXHIBITION & CIVIC ACTIVITIES

Utilising the George Street forecourt as an extension of the Norwood Town Hall will create an entrance to this historic building and provide the community with a public space, which features seating, trees and landscaping.

A consistent style of festive decorations lining The Parade, should be used to create a festive feel throughout the seasons and activate the street.



STREET PARTY

The Parade is renowned for its successful street parties. Road closures along The Parade allows tenants to spill out onto the street to create a transformed space that draws people from across Adelaide.



1. Norwood street party
2. Norwood Oval 'Game Day'
3. Tour Down Under Stage start