

Adelaide City centre



Relevant Targets

- 1 Target 1
- 2 Target 2
- 3 Target 3
- 4 Target 4
- 5 Target 5
- 6 Target 6

Reinforce and enhance Adelaide’s reputation as a liveable and vibrant place

The city is the heart of our state’s civic, cultural and commercial life and we aim to have more people living, working, visiting and investing there.

Creating liveable, vibrant, sustainable and accessible places is a key competitive advantage for attracting and retaining talented people and investment. We need to build on our significant international success to date.

Well planned growth will reinforce the unique qualities that make our city accessible, liveable and affordable. Trams will loop the CBD and link into inner-city suburbs. Pedestrian-friendly streets will support universal access and be walked safely any time, day and night. City squares and laneways will be alive with people of

all ages enjoying public art, live music and diverse opportunities for entertainment.

Enhancing our Park Lands will support the envisioned increased population and higher density living in the city by providing greater diversity in recreational, cultural and social activities. The Park Lands will also function as a key connection for walking and cycling routes.

Through revitalisation, the iconic Adelaide Riverbank will become home to world-class facilities and position the precinct as one of Adelaide’s premier destinations for recreation, sporting activities, learning, entertainment and culture. The area will be supported by improved pedestrian and cycle connections to better integrate it with the city and its surrounds.

The CBD will become carbon neutral and act as a showcase for the uptake of renewable and clean technologies, building on Adelaide’s reputation as a clean, green, prosperous and vibrant city.



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Policies

- P13.** Strengthen the primacy of the Adelaide City centre as the cultural, entertainment, tourism and economic focus of Greater Adelaide. Enhance its role as the centre for peak legal, financial and banking services, specialty health and medical services, higher education, the arts, and high-quality specialty retailers.
- P14.** Strengthen the overall built form of the city, which is characterised by a grid pattern of streets and squares, contrasting with the open space of the Park Lands.
- P15.** Deliver an overall city form that expresses taller buildings within the centre, lower buildings towards the southern residential precincts and some additional height along the terraces and around the four city squares.
- P16.** Reinforce key city boulevards, such as King William, Grote and Wakefield streets through taller, contemporary buildings that create a sense of entry and frame these important streets.
- P17.** Reinforce the special character of the main streets of Gouger, Hindley, Rundle and Hutt Streets through contextual design responses that increase activity and vibrancy while also preserving the elements that make these places special.
- P18.** Create vibrant and distinctive laneways, each with their own individual character, with small bars, restaurants, shops and cafes that contribute to city vibrancy.
- P19.** Reinforce the inner and outer built form edge of the Park Land terraces by encouraging quality medium to high-rise mixed-use developments that increase the diversity of housing while also contributing to, and activating, the public realm.
- P20.** Continue to develop the Riverbank Precinct as a world-renowned health, sporting, educational and biomedical precinct with strong connections to the city centre while reinforcing North Terrace as a premier cultural boulevard with a new vibrant public plaza that will be the heart of entertainment and cultural events.
- P21.** Increase the amount and diversity of residential accommodation in the city to support a variety of household types for a wide range of age and income groups, including students, professionals and the ageing.
- P22.** Sustain the heritage, character and scale of valued residential precincts (including North Adelaide and the south-east and south-west corners) with contextually appropriate development that contributes to the needs of our growing population and provides services to the community.
- P23.** Reinforce the role of the Park Lands as a major recreational, sporting, tourism, natural and open-space asset destination for the city and metropolitan Adelaide that connects the city to the suburbs.
- P24.** Enhance the city's street network to support the intensity and complexity of people movement, business and community activity, to provide great 'people places' befitting Adelaide's heart.



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Case Study: Bringing it all together – a Vibrant City

Good planning has an important role to play in shaping the urban form; however, when planning comes together with a range of other strategic initiatives real change can happen. Our city is an example of where policy, legislation, investment and place making have come together to bring about significant change.

In 2012, a new policy framework was introduced for the city. It was designed to stimulate investment and new housing; support infrastructure investment; generate jobs; and attract more people to live, work, spend time and invest in Adelaide. A Pre-lodgement and Design Review program was introduced in 2013 to work collaboratively with proponents

What's changed?

South Australia's small venue liquor license has rejuvenated a number of city laneways and a nationally recognised small bar scene has been established in the CBD. Since the new licenses were introduced in April 2013, and with the aid of a case management service, 70 new businesses have opened, equating to over \$70 million in capital investment and over 800 new jobs. Peel Street has transformed from a primarily vacant through road to Adelaide's hottest new 'eat street', with twelve small venues and an thirteenth to open in the street

to get the best planning and design outcomes and to provide more certainty to developers.

The new planning reform program has been supported by significant investment in infrastructure projects such as the new Royal Adelaide Hospital, the Adelaide Oval, the Convention Centre, the South Australian Health and Medical Research Institute, and the revitalisation of Festival Plaza. At the same time, the small venue liquor licence has been successfully introduced. Stamp duty concessions for off-the-plan sales have also contributed to significant growth in development applications which is now starting to translate into increasing building activity.

before the end of 2017. Bank Street has also been transformed, with foot traffic from the redeveloped Adelaide Oval using this laneway on game days (averaging 21,000 people).

The redeveloped Adelaide Oval and Riverbank Precinct are encouraging private investment, construction and flow-on hospitality jobs. The Adelaide Oval redevelopment is expected to generate upwards of \$111 million in economic activity per year and create 405 new full-time jobs*. The Blue Hive event space has reinvigorated

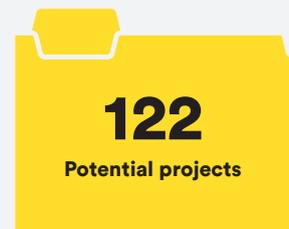
the previously underutilised Riverbank Promenade, hosting more than 66 events for approximately 45,000 people and giving 200 businesses a chance to showcase their products and services.**

Private sector investment is also on the increase. Apartment sales are up and so is construction in the residential market. The city skyline is changing with a number of new projects transforming the built environment of North Terrace and South Terrace.

Planning reforms introduced in:



Unlocked more than:



To the value of:



* As of June 2016.

** Information supplied by Renewal SA (2013 to 2015).



Case Study: City streets and laneways upgrade – Market to Riverbank Link

The Government of South Australia and Adelaide City Council have committed to a joint investment of \$14.6 million to transform the network of small streets and laneways between the Riverbank and the Adelaide Central Market to increase local business activity and make the route an enjoyable experience for both pedestrians and cyclists.

This partnership arose from the successful Leigh Street demonstration project launched in July 2012 as part of the government's Vibrant City agenda, with the support of Adelaide City Council.

The upgrade project encompasses Bank Street, Leigh Street, Topham Mall, Bentham Street and Pitt Street and will create an exciting and vibrant pedestrian and cycling connection between the Central Market and the Riverbank for the 15,000 people who pass through these laneways daily. An inclusive place making process was also undertaken by the City of Adelaide for Topham Mall/Bentham Street/Pitt Street during 2015/2016.

The 'Market to Riverbank Link' will eventually feature upgraded intersections, new paving, lighting, trees, landscaping, street furniture and public art. Capital works are expected to start in 2017 and be completed in 2018.



Conceptual illustration only

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Making it happen - the planning system

In the short term

- A7.** Introduce appropriate zoning for the old Royal Adelaide Hospital site that stimulates investment in the east end of Adelaide, grows the city population, and ensures an appropriate interface with the Adelaide Botanic Gardens.
- A8.** Prepare a master plan/framework for the remainder of the biomedical precinct to guide future investment, ensure legible connections are identified and maintained, and provide a quality public realm.
- A9.** Deliver demonstration projects in the Park Lands that help create a liveable city, provide for a range of activities and link the city to the suburbs.

In the medium term

- A10.** Deliver the remaining stages of the North Terrace Master Plan with priority on the western end to service the increased population generated by the biomedical precinct, reinforce its status as Adelaide's premier cultural boulevard, and provide a consistent link between the significant cultural, educational and institutional facilities located along the terrace.

Other key levers to unlock opportunity

- **Deliver public realm improvements**
State Government to redevelop Festival Plaza to make it an engaging and accessible space for all to enjoy.
- **Prioritise street improvements**
Increase greening and encourage walking and cycling to support active travel choices and enrich people's city experience, in line with Council's Smart Move Strategy and its Adelaide Design Manual.
- **Deliver streetscape improvements**
State Government and Adelaide City Council to invest \$14.6 million to create a high quality pedestrian link from the Riverbank to Adelaide Central Markets (through landscaping, more outdoor dining, and street furniture).
- **City of Adelaide Strategic Plan 2016-2020**
Support transformation of the city's economy and experience through innovation and smart technology.