

Issue —
Draft for Consultation

Date —
6 October 2017

Project —
17.001

DRAFT FOR CONSULTATION

Jetty Road Glenelg Masterplan

Design Summary Report

Prepared for City of Holdfast Bay

oxygen

Oxygen Pty Ltd
98-100 Halifax Street
Adelaide SA 5000

T +61 (08) 7324 9600
design@oxygen.net.au
oxygen.net.au



Issue —
Design Summary Report
Draft for Consultation

Revision —
06 October 2017

Authors —
O. Johnson
A. Game

Review —
T. Wright
J. Hayter

Prepared For —
City of Holdfast Bay

Overview

Jetty Road Now

Vision & Principles

The Jetty Road Template

Masterplan Zones

Zone 01 : Coast

Zone 02 : Core

Zone 3 : Gateway



Introduction

The Masterplan for Jetty Road is a planning and design framework that describes a vision for the street and provides a guide for future development over time. Jetty Road and its broader precinct is currently a focus for recreation, entertainment and business, working successfully as a high street that serves the local Glenelg community. It is also a major tourist destination in South Australia.

This Masterplan retains the distinctive character of Jetty Road, whilst proposing new ideas and improvements that contribute to the attractiveness and function of Jetty Road.

Overview

DRAFT FOR CONSULTATION

Strategic Approach

Council's intention through the preparation of the Masterplan for Jetty Road is to provide a planning framework that outlines a preferred future for Jetty Road. The intention is to build on the streets intrinsic character by increasing functionality, amenity and commercial opportunity.

Working in conjunction with the South Australian Government and through consultation with local businesses and the community, Council's intention is to articulate a multi-pronged strategy by prioritising the following:

- Revise the layout of the street to accommodate new uses, increase functionality, increase amenity, and achieve durability and flexibility to change over time.
- Increase public access and pedestrian use of the street.
- Reinforce Jetty Road's reputation as a primary tourist destination with vibrant public spaces.

Attractive and well-used places attract new uses and retain existing ones, in turn supporting investment. Reinforcing Jetty Road as a destination that functions well, will encourage further public and private investment to the benefit of local businesses, Holdfast Bay residents and tourists.



Character & sense of place

Character is influenced by many factors, including physical, cultural, social and economic layers. Maintaining character requires consideration of:

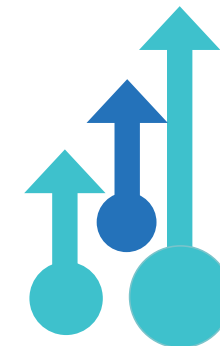
- collaborative action;
- long term vision;
- future heritage;
- reference to Glenelg as a 'place';
- an accessible, comfortable and vibrant environment; and
- a coastal destination.

Building on existing

Jetty Road contains many heritage buildings that celebrate the city's history and endeavour. New work proposals outlined in the Masterplan build on this heritage, protecting the past and building for the future.

'2030' Long term vision

The Masterplan is developed from a set of 'design principles' that establish a long term vision for Jetty Road.



Key Moves

The Masterplan is intentionally ambitious, outlining medium to long term aspirations for Jetty Road that reinvigorate the streets appearance and functions. In the shorter term, key moves are identified that drive transformation of the street.

Intentions for Transformation

The brief prepared by the City of Holdfast Bay Council sought to improve the functionality and amenity of the street whilst retaining its existing character. Council recognised a need for overall consistency along the length of Jetty Road, whilst recognising that the character will vary according to differing adjacent land uses along the length of the street.

The Masterplan

The Jetty Road Glenelg Masterplan comprises a set of principles, drawings, text and illustrations that illustrate the framework for future development of Jetty Road. It describes the desired character of the public spaces, including the footpaths and the general street cross section along the length of the street. The Masterplan also describes the types of activities intended to be accommodated, as well as the under-lying design structure of kerblines, intersections, street tree planting, lighting and furniture that contributes towards the quality and feel of the street. It is intended that the Masterplan helps the public visualise and for Council and the South Australian Government to plan and implement renewal.

Vision and Principles

Jetty Road is an important contributor to the popularity and vitality of Adelaide’s metropolitan coastline. Improvements outlined in The Masterplan seek to improve the function, amenity and safety of the street.

Sustainability and feasibility underpin the design. The public spaces comprising Jetty Road must still be wonderful places to be in for future generations in a world affected by climate and economic change.

The proposal must be feasible not only to build, but to maintain, particularly as the density of built form increases and more people use the street everyday.

Strategies

The Masterplan describes strategies on how the street works. The program for Jetty Road’s public spaces drives the design, realising spaces that meet the needs and expectations of many users.

Early implementation strategies reconfigure kerb lines and intersections to establish a long term structure and spatial arrangement of the street. New street trees reinforce the urban streetscape structure of Jetty Road, as well as increasing the amenity of the street for pedestrians.

Implementation of the Masterplan also sees new footpaths, lighting, street furniture, plazas and public art.

Implementation

Reconfiguring the street geometry and strengthening key public spaces are the first phase of implementation.

These works occur in conjunction with other adjacent works concerned with the side streets and pedestrian laneways running perpendicular to Jetty Road.

The Masterplan proposals have been tested against budgets for construction and maintenance with the goal of increasing the attractiveness of Jetty Road as a destination and catalyst for future private and public investment along and adjacent to the street.



New Gateways



Vibrant Laneways



Public plaza

Jetty Road Now

Legend - Existing

- Landmark
- Bus Stop
- Tram Stop
- Cycle way
- Public park
- Public Toilet
- Public/private off-street parking
- Existing on-street parking
- Existing side street parking





TORRENS SQUARE

AUGUSTA STREET

COLES

P

BAYSIDE VILLAGE

JETTY ROAD

ST ANDREWS
UNITING CHURCH

ST MARY'S
MEMEORIAL SCHOOL

GU FILMHOUSE

TELSTRA GLENELG
EXCHANGE

The Masterplan Vision

‘A community high street.’

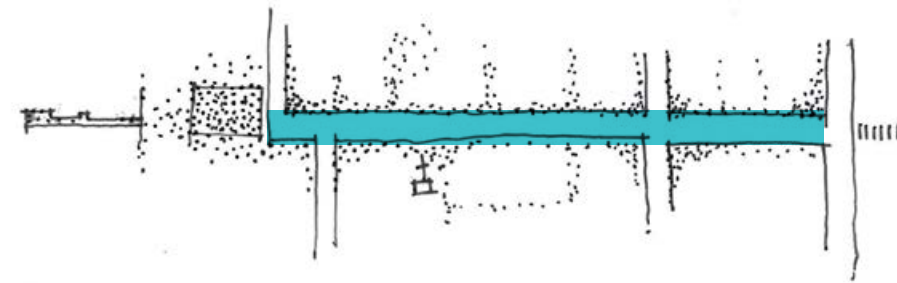
The Masterplan for Jetty Road is a planning and design framework that describes a vision for the street and provides a guide for future development over time. Jetty Road and its broader precinct is currently a focus for recreation, entertainment and business, working successfully as a high street that serves the local Glenelg community. It is also a major tourist destination in South Australia.

The aim of the Masterplan is to retain the distinctive character of Jetty Road, whilst proposing new ideas and improvements that contribute to the attractiveness and function of Jetty Road.

Principles

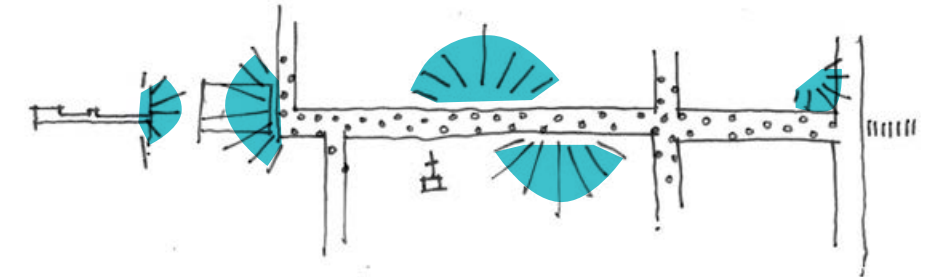
DRAFT FOR CONSULTATION

The primary structural elements on which the Masterplan is based are the 5 fundamental principles. The resolution of these element and their inter-relationship has led to an integrated and connected design outcome that will be socially and economically sustainable.



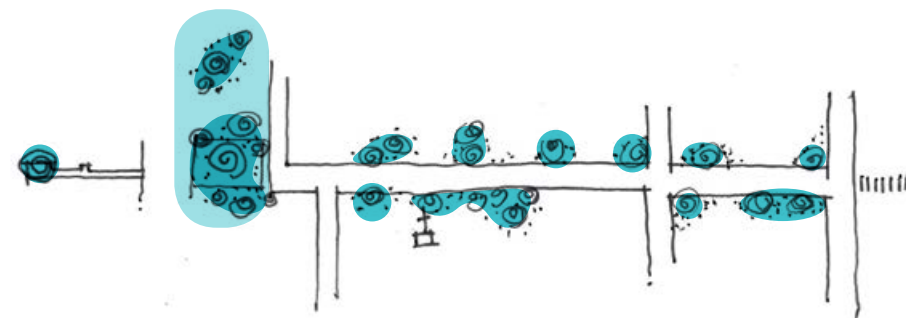
Pedestrian Scale

Repaved and wider footpaths increase pedestrian comfort and safety, and enable greater use of the public realm for outdoor dining and storefronts. The street is active and vibrant during the day and night.



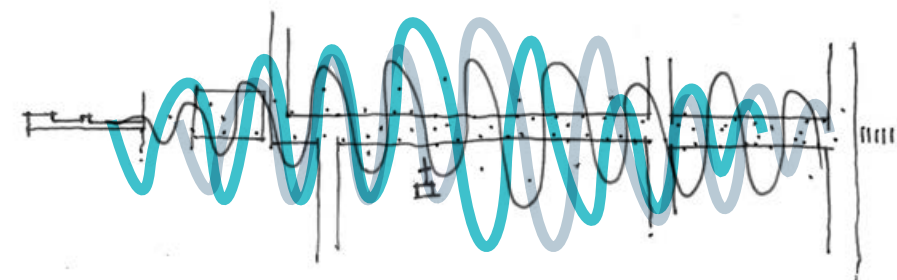
Connected Precincts

Comfortable and safe footpaths link destinations along the street and connect laneways and side streets that feed into the activity of the street. Wayfinding and signage strengthens legibility and orientation along the street.



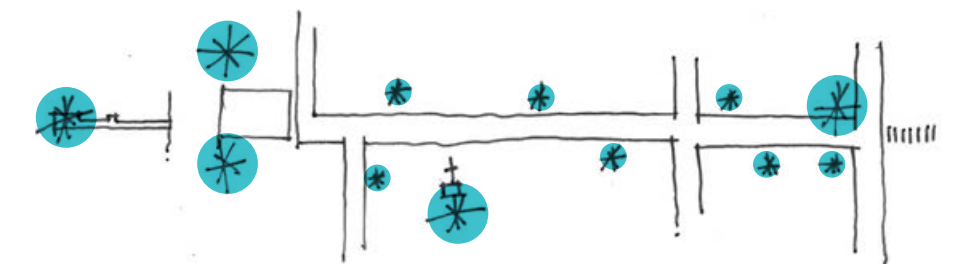
Street Vitality

Jetty Road has a vitality that celebrates the rich social and cultural life of Glenelg. Adjacent public buildings and businesses contribute to and share this energy.



Integrated Built Form

Jetty Road functions best as a mixed use zone. A mixture of local businesses, community spaces, civic buildings and residential buildings enrich the character of the street.



Landmarks

Heritage buildings and other iconic landmarks along the street are retained and protected from future built form that may diminish their stature.



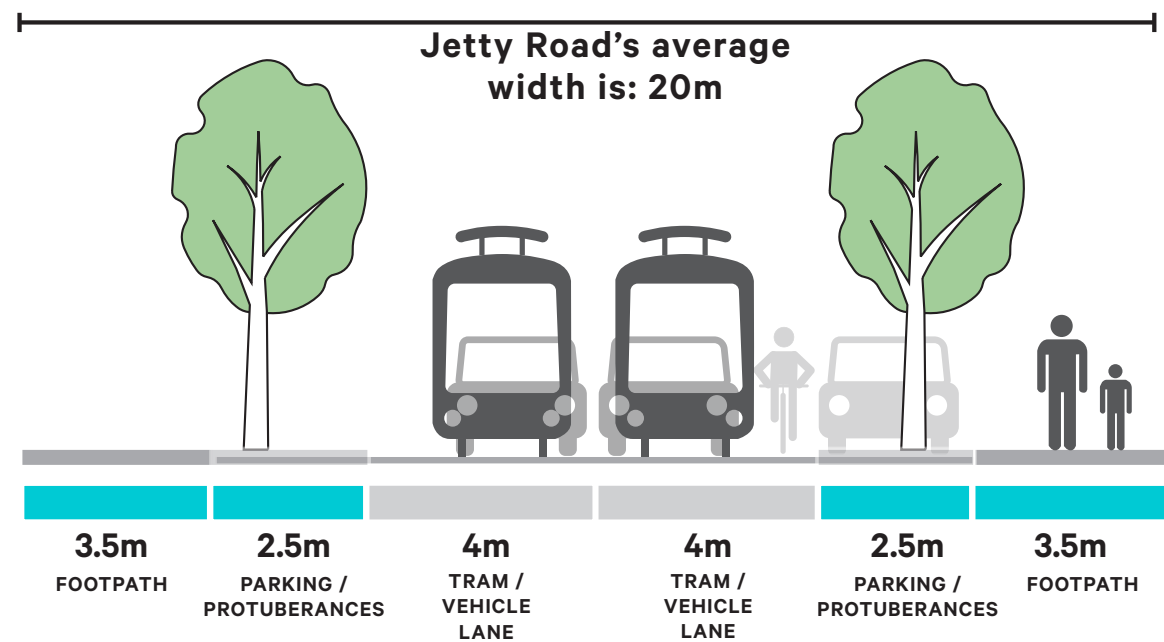
The Jetty Road Template

A street template is established to guide future improvements to the public realm. The template ensures consistency in design intent over the length of the street, whilst building in a degree of flexibility that allows for individual and changed circumstances.

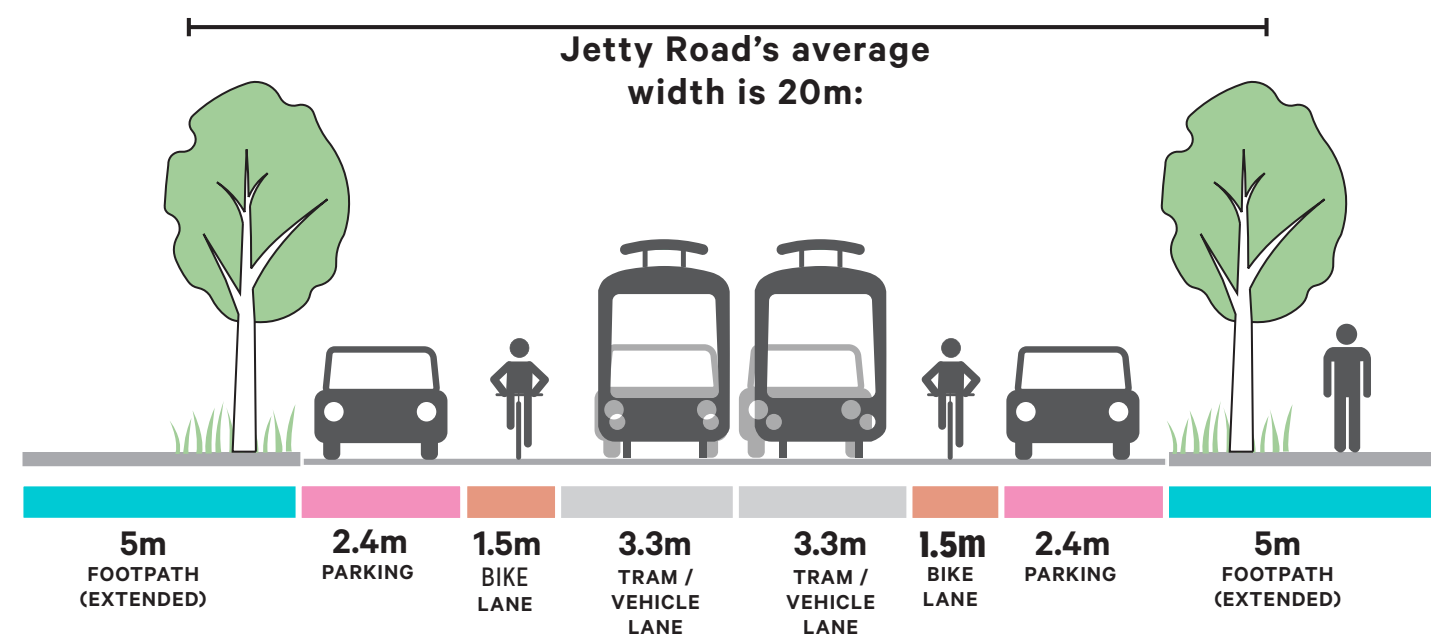
Street Composition

DRAFT FOR CONSULTATION

Jetty Road has an overall average width of 20m. In order to create a functional and an attractive streetscape, we need to juggle to various expectations with technical standards to achieve a safe and comfortable environment.



Existing



If we have all this we need 24.4m

Scenarios + Considerations

DRAFT FOR CONSULTATION

The Jetty Road template was developed after considering various scenarios. The benefits and issues associated with each are summarised below:

Transit Mall

Pedestrian and public transport only.



Benefits

- Pedestrianised environment
- Functional for street events when trams are not in use
- Iconic
- Improved tram movement

Issues

- Removal of vehicle corridor
- Side streets to be reconfigured to no through roads
- Traffic shifts to side streets
- Servicing to shopfronts
- Tram and pedestrian collision risk
- Reduced 24hr passive surveillance from vehicles
- North - south connectivity blocked
- Loss of car parking

Pedestrian & Cyclist Mall

Full closure to street with access to pedestrians and cyclists only



Benefits

- Strengthened green corridor
- Functional for street events
- Iconic
- Safe pedestrian environment
- Large open public space

Issues

- Significant length to function as a mall
- Side streets to be reconfigured to no through roads
- Large impact on public transport - shifted to adjacent corridors
- Reduced 24hr passive surveillance from vehicles
- North - south connectivity blocked
- High cost

One Way

Partial closure with one way vehicle traffic and existing tram movement



Benefits

- Pedestrianised environment
- Less traffic, more footpath space
- Expanded open public space
- Functional for street events
- Reduced vehicle traffic movements

Issues

- Confusion with traffic movement
- All traffic directed one-way
- Increased capacity on side streets
- North - south connectivity

Shared Slow Zone

A mixture of widened footpaths and an accessible traffic corridor



Benefits

- Pedestrianised environment
- Off-street car parks utilised to full potential
- Improved cyclist safety

Issues

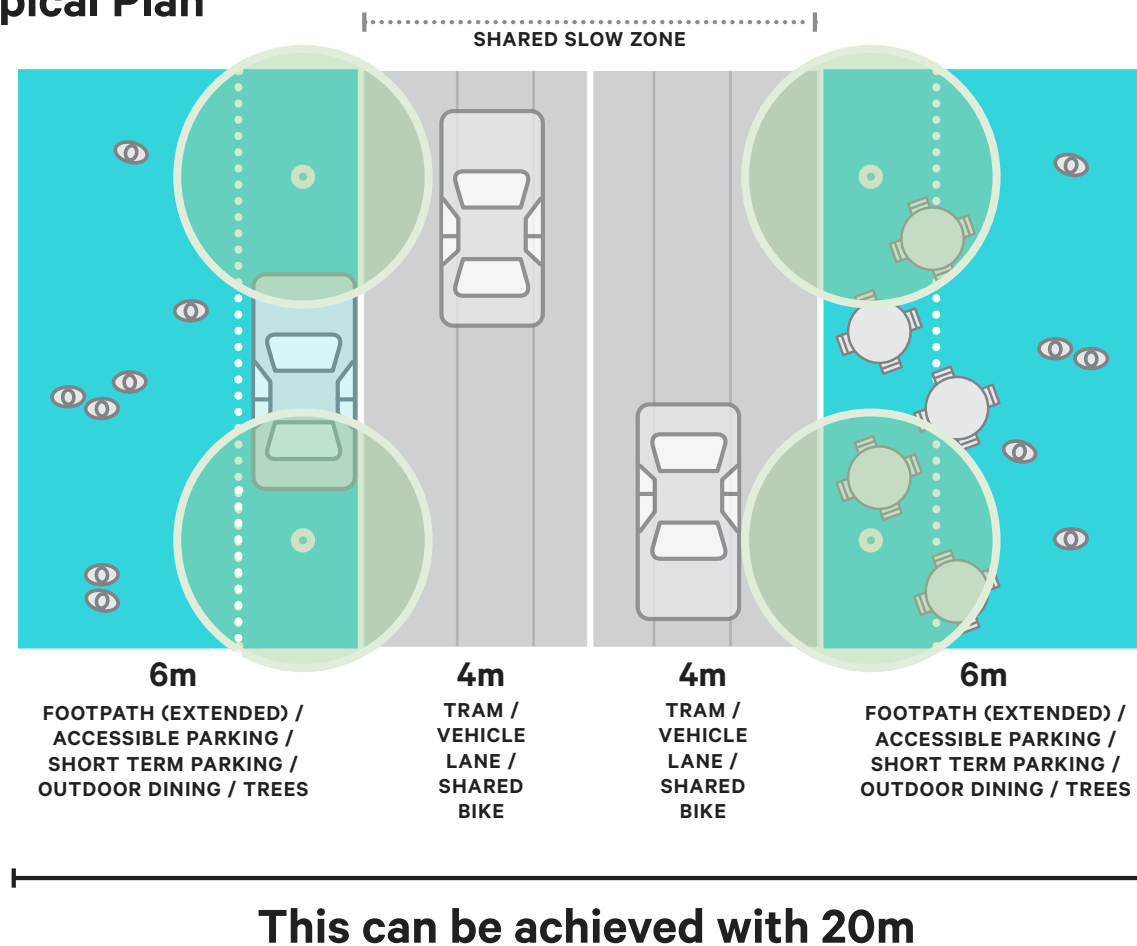
- Reduced on-street car parking
- Vehicles adapting to a slow speed traffic environment
- No designated bike lanes

The Jetty Road Template

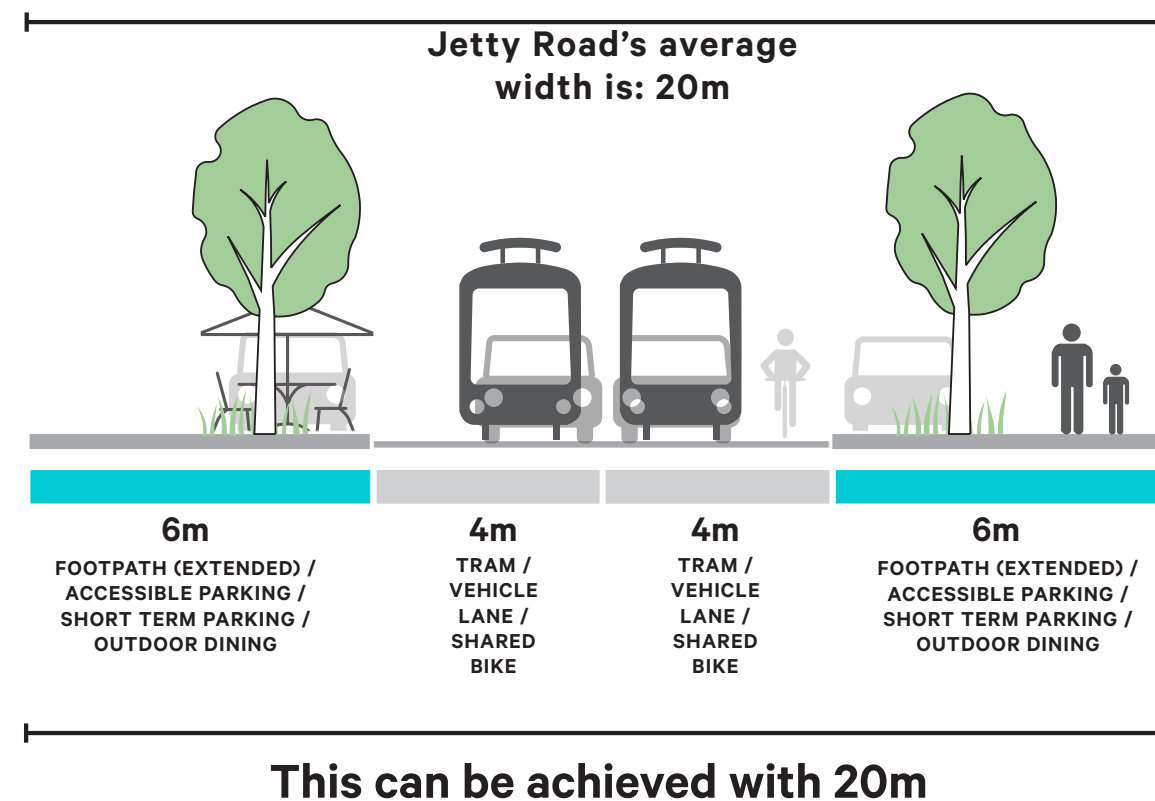
DRAFT FOR CONSULTATION

The proposed Jetty Road template juggles the interests of pedestrians, cyclists, vehicles, and on-street carparking, accessible carparking and trams.

Typical Plan

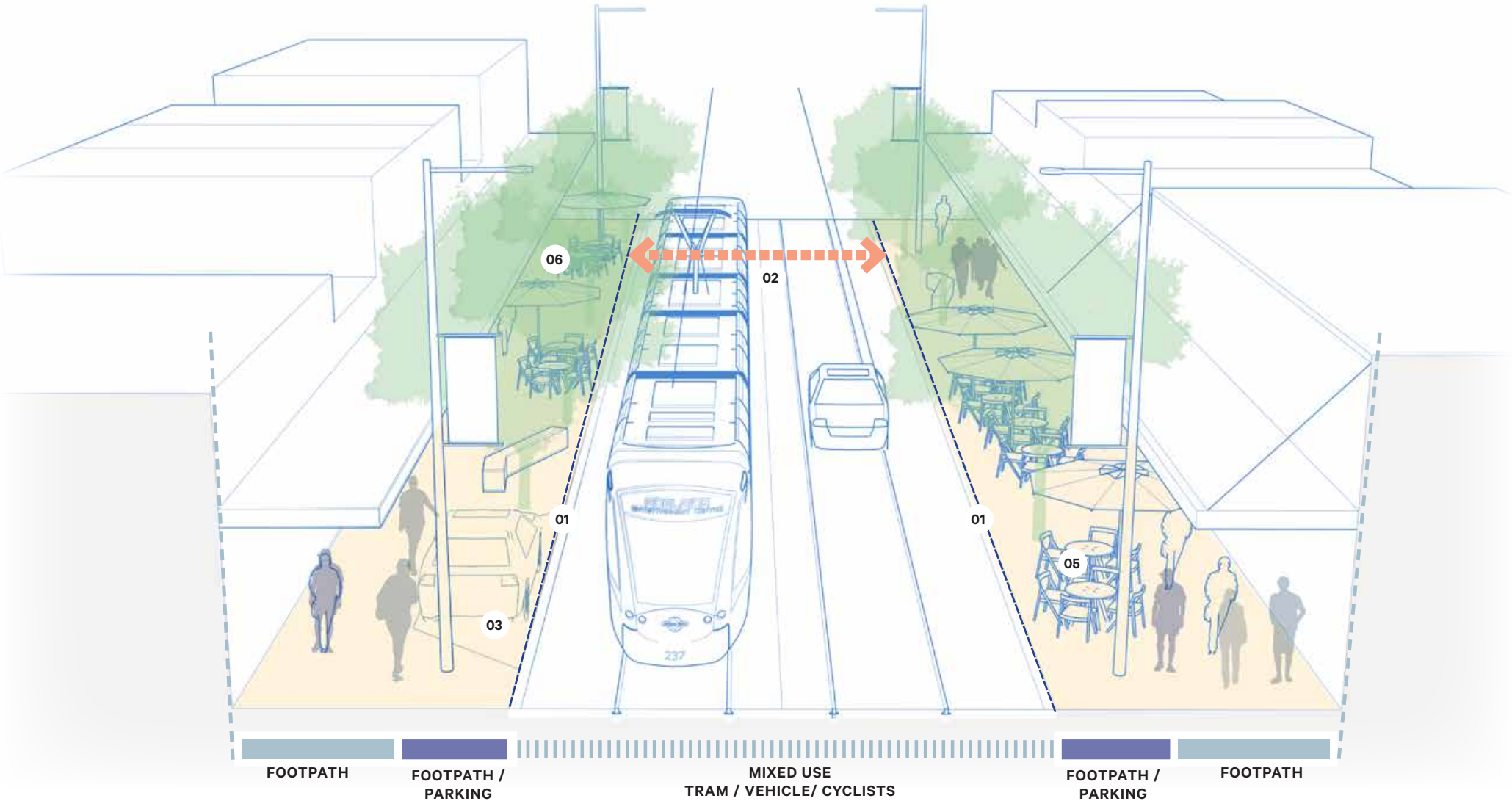


Typical Section



Key features

- 01 Extended kerb alignment, providing wider footpaths
- 02 Improved pedestrian safety crossing Jetty Road.
- 03 On-street parking. Paved and flush with pedestrian paving with roll over kerb.
- 04 Raised and continuous footpaths at side streets giving priority to pedestrians and reducing vehicle entry speeds.
- 05 Designated outdoor dining / alfresco areas - reduced congestion along pedestrian thoroughfare
- 06 Strengthened line of street trees. New plantings with improved growing conditions.



*template varies dependent on location e.g intersections and pedestrian cross overs

*Car park locations are indicative. Refer to page 82 for detailed carparking strategies.

Carparking

DRAFT FOR CONSULTATION

Objective:

Carparking is balanced between catering for a pedestrian focused environment whilst still offering sufficient numbers of readily accessible carparking.

1,214

total on-street car park spaces around Jetty Road

Source: Frank Slow and Assoc. 2017

Approximately 35%
of on-street carparks removed

37

carparks proposed for consolidation

09

**new on-street car parks added on Waterloo Street
(converted to one-way)**

Strategies:

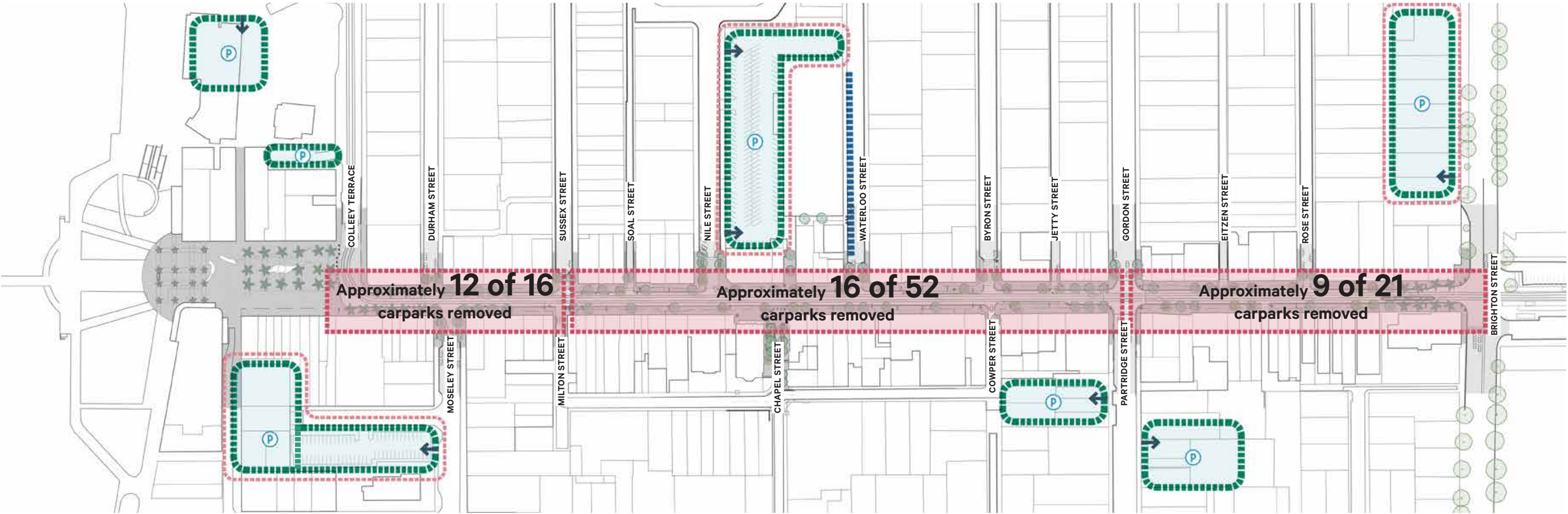
Current parking is unsuccessful in catering for the influx of vehicles to Jetty Road, through both on and off street carparking. Current over surplus of off-street carparking is under utilised. In achieving a destination street that caters for these users, car parking must be legible and readily accessible.

Key moves:

- 1 — Off-street carparks are promoted through digital signage and interactive phone applications.
- 2 — Off-street carparks are easily accessible and do not obstruct traffic.
- 3 — On-street carparks are consolidated to areas of key priority. These areas will be finalised through the design development and consultation stages of streetscape works.

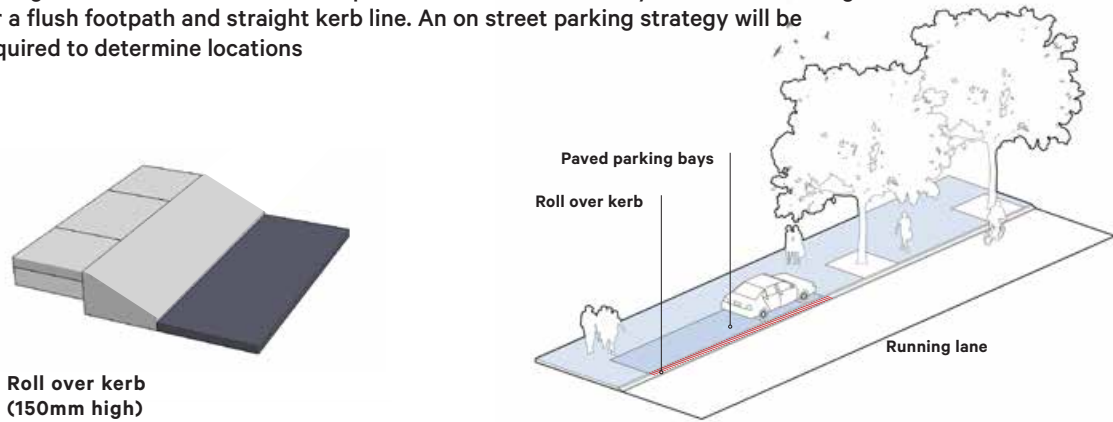


1 Existing off-street parking
2 Jetty Road West



Typical on-street parking arrangement

On-street parking is integrated into the overall streetscape and fits between tram stops, intersections and driveways where possible. It is indicated through contrasting paving and bollards. Roll over kerbs provide vehicle accessibility whilst still allowing for a flush footpath and straight kerb line. An on street parking strategy will be required to determine locations

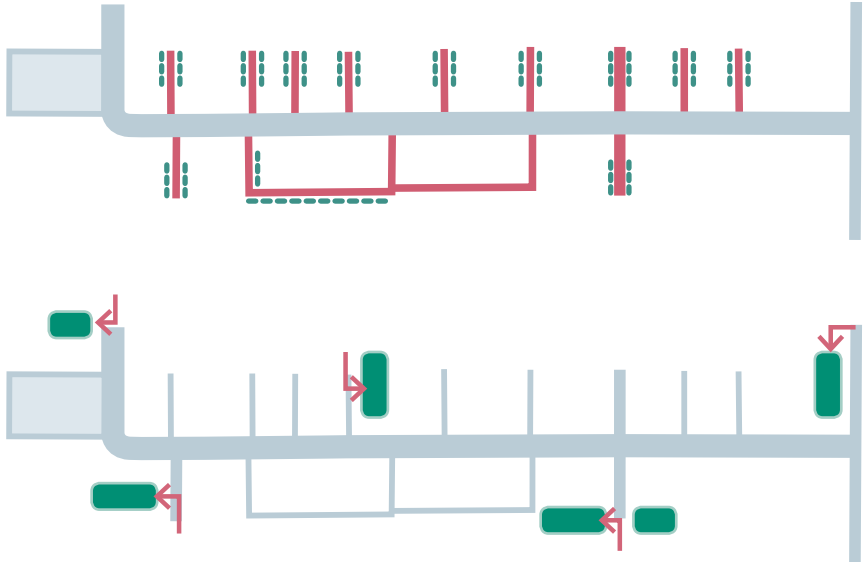


Side street parking

Improvements to footpaths, intersections, lighting and street trees improve the function of side streets as places to park and service Jetty Road precinct. A range of parking types are accommodated. Longer term parking will be provided for residents and event days, whilst day to day parking will be short term.

Rear access & multi storey parking

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



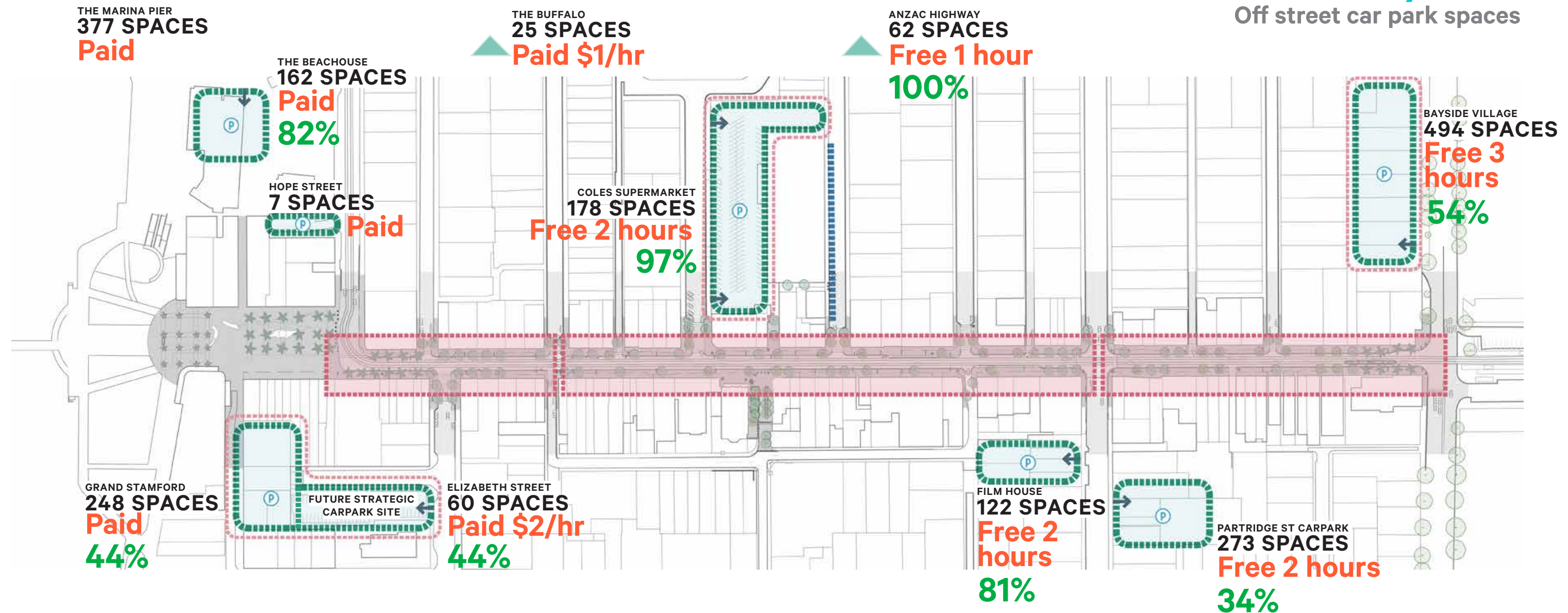
Carparking

DRAFT FOR CONSULTATION

Off-street carpark

1,983

Off street car park spaces



Capacity % full in
Summer on Sundays
(off-street)

At peak summer periods only **69%**
of all off-street carpark were utilised

Source: Frank Siow and Assoc. 2017

Case Studies

Heart Foundation

Good for Business Report



- A high proportion of all retail expenditure comes from local residents and workers that can easily walk or ride.
- Pedestrian friendly streets have led to more retail sales, more people shopping locally, revitalisation of areas, new businesses and higher land value.
- Space allocated to bicycle parking can produce much higher levels of retail spend than the same space devoted to car parking.
- Car parking is of less significance to local retail activity than is often thought. Space for people on foot is a more significant attribute.
- In some cases, patrons arriving by foot and bicycle visit Main Streets the most often and spend the most money per month.
- Retail vitality would be best served by traffic restraint, public transport improvements, and a range of measures to improve the walking and cycling environment.

The key findings of this research are that:

- High street **visitors tend to walk or catch public transport**, while visitors to Plaza's and shopping centres tend to drive to those centres.
- High Street **visitors are more willing to lose car parking spaces** to accommodate streetscape improvements than visitors to centres.
- Business respondents tended to **overestimate car-based travel and underestimate walking** and public transport use amongst visitors.

- This study reaffirms in an Australian context the **overemphasis placed on car travel and parking** by business respondents compared to shoppers.
- In Lygon Street, Melbourne, it was found that each m² of space allocated to bicycles generates \$31 per hour, whereas 1 car space produced \$27/hr retail spend, but 6 bike spaces replacing the car space would produce **\$97/hr in retail spend**.

Why consolidate parking?

- **achieve tree planting**
- **improved pedestrian environment - wider footpaths & additional outdoor dining locations**
- **economic benefits to retail environments - slower speed**

People that walk and cycle spend money. +

Locally-owned businesses thrive in densely-built, walkable communities, and are more likely to stock local products, support other local businesses.

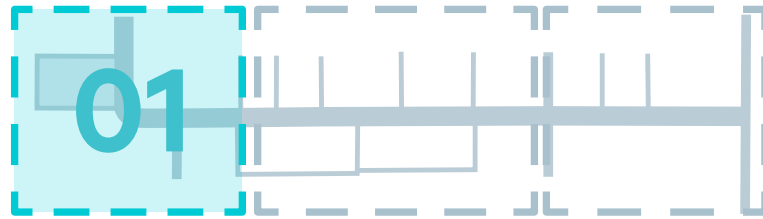
American Independent Business Alliance:
Multiplier effect, quoted in Walk Boston,
Good walking is good business 2003.



The Masterplan

**The Jetty Road Masterplan
describes a number of key moves
that can be implemented in one
project or in stages.**





Key Moves

01 Moseley Square

- Continue streetscape improvements west of the Moseley Street intersections into Colley Terrace, including wider footpaths, street trees, re-aligned kerb lines, new street furniture and lighting.

02 Durham Street

- Partial closure with local vehicle access only to Durham street at its southern end - maintain service and vehicle access to properties on both sides of the street accessed from the north.

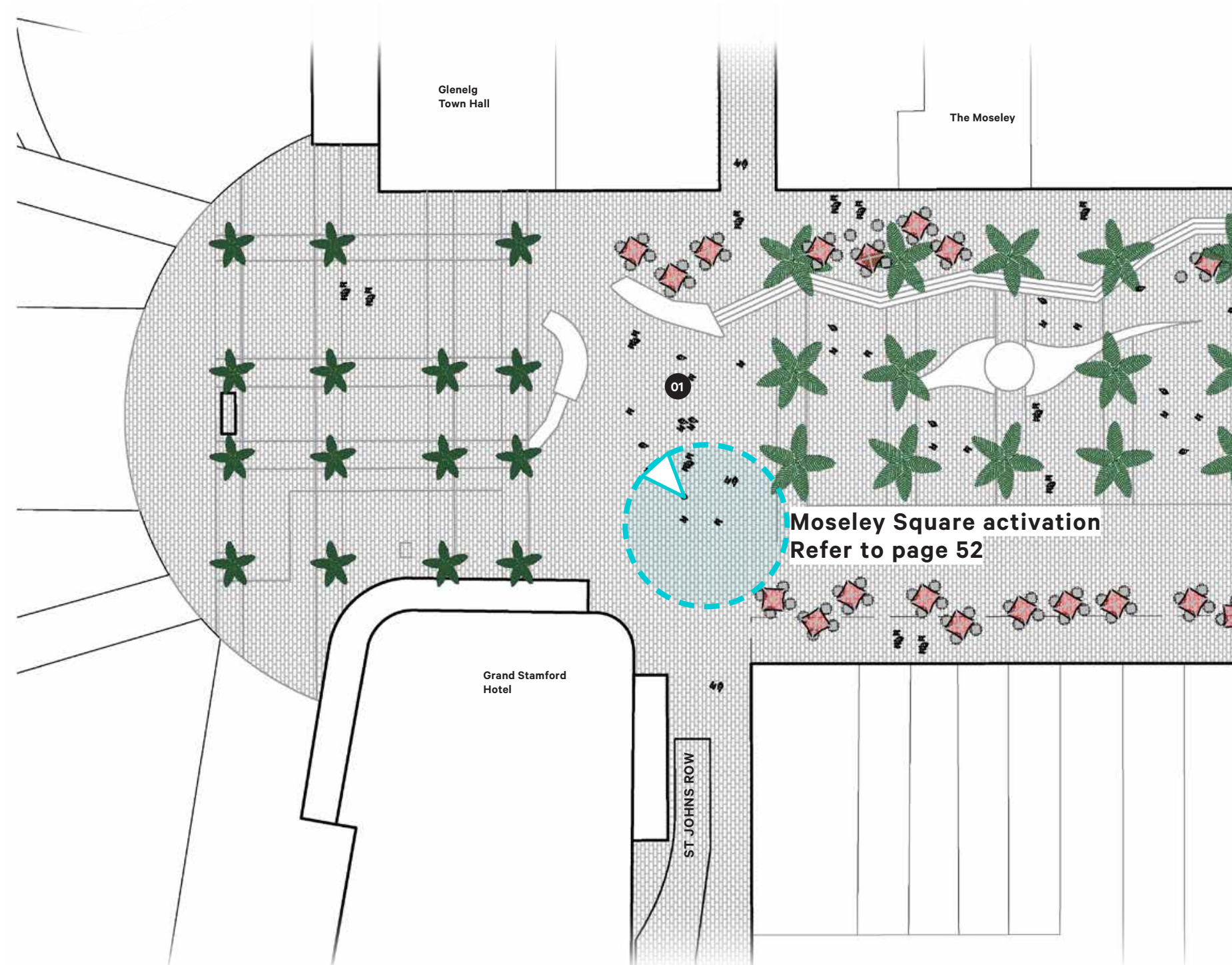
03 Moseley Street

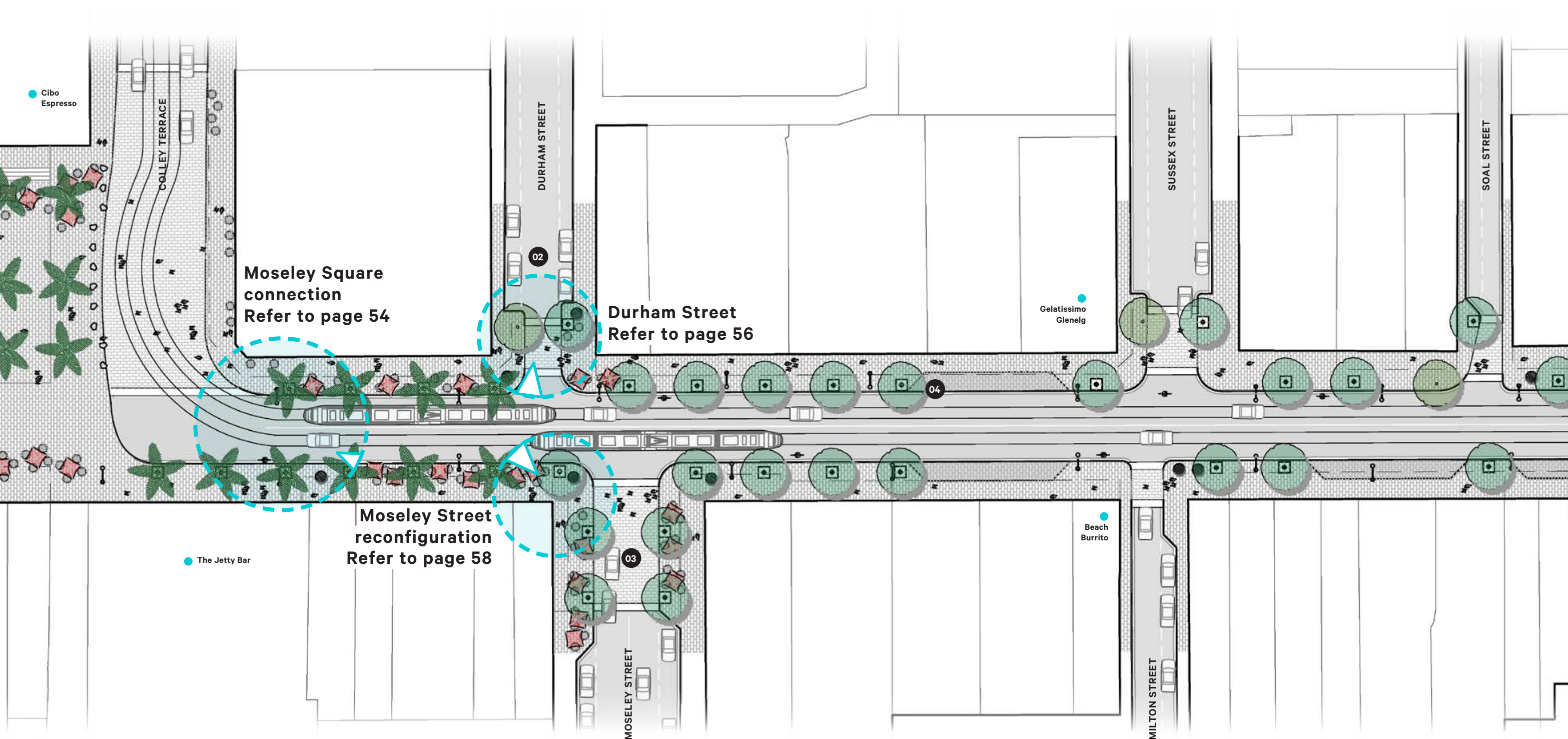
- Provide a continuous footpath along Jetty Road, effectively reducing the distance for pedestrians to cross by removing the left hand turn from Moseley Street and two loading zones on the eastern side.

04 Verges

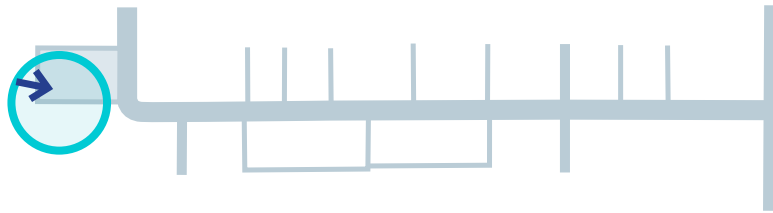
- Generally extend the kerbs on both sides of Jetty Road removing on-street carparking and loading zones. Position new loading zones in side streets.

Legend





*Car park locations are indicative. Refer to page 82 for detailed carparking strategies.



Moseley Square

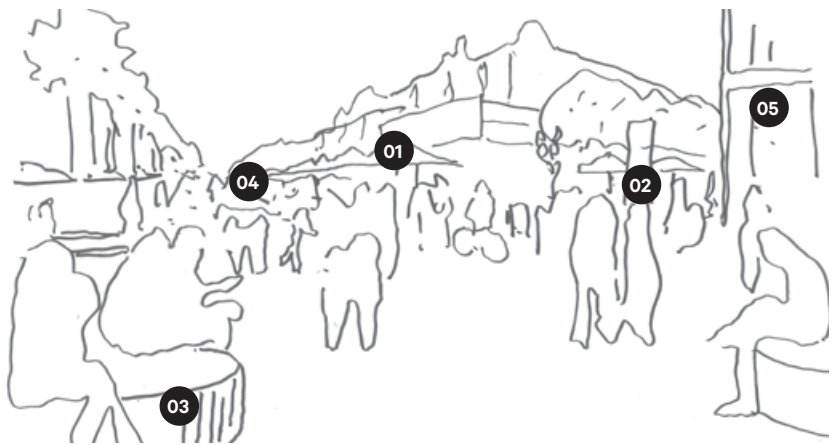


Moseley Square existing (2017)

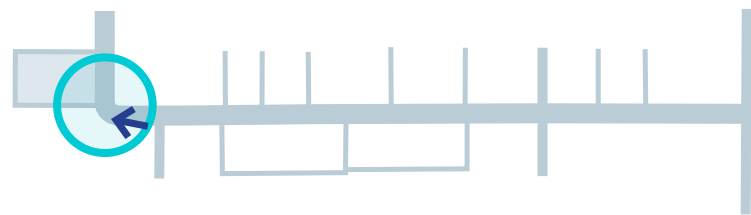




The rejuvenation of Moseley Square offering a high quality public realm. Improved edge activation, linkages and a high level of amenity creates a world class space.



- 1 Active building interface
- 2 Activated laneways
- 3 Public seating
- 4 Tram relocated
- 5 Feature lighting

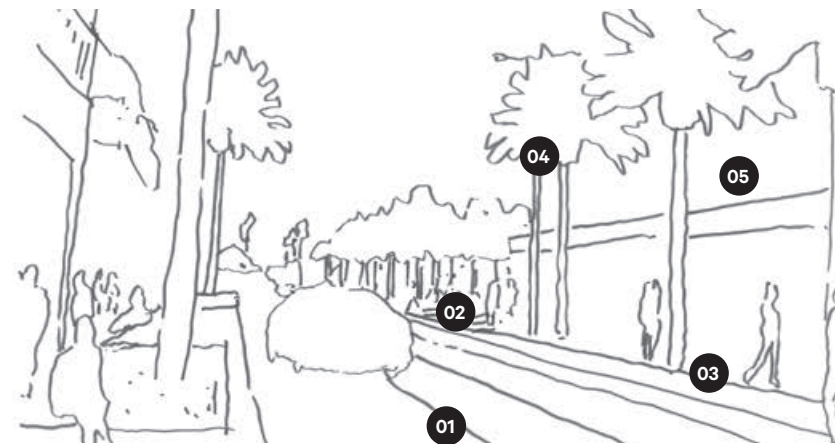


Moseley Square & Colley Terrace

Safer pedestrian connectivity bewteen Moseley Square and Jetty Road and a visual connection binding the street and foreshore into one.



Jetty Road west / Colley Terrace (2017)



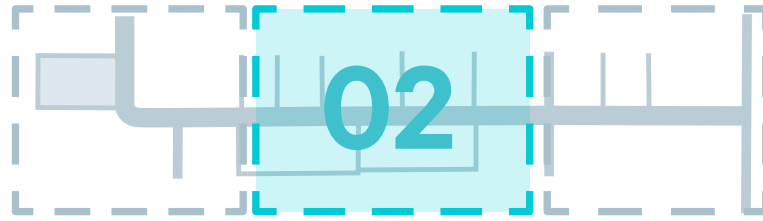
- 1 Concrete road surface
- 2 Paved pedestrian connection to Moseley Sq.
- 3 Extended kerbs and wider footpaths
- 4 Iconic tree planting
- 5 Future development





Core

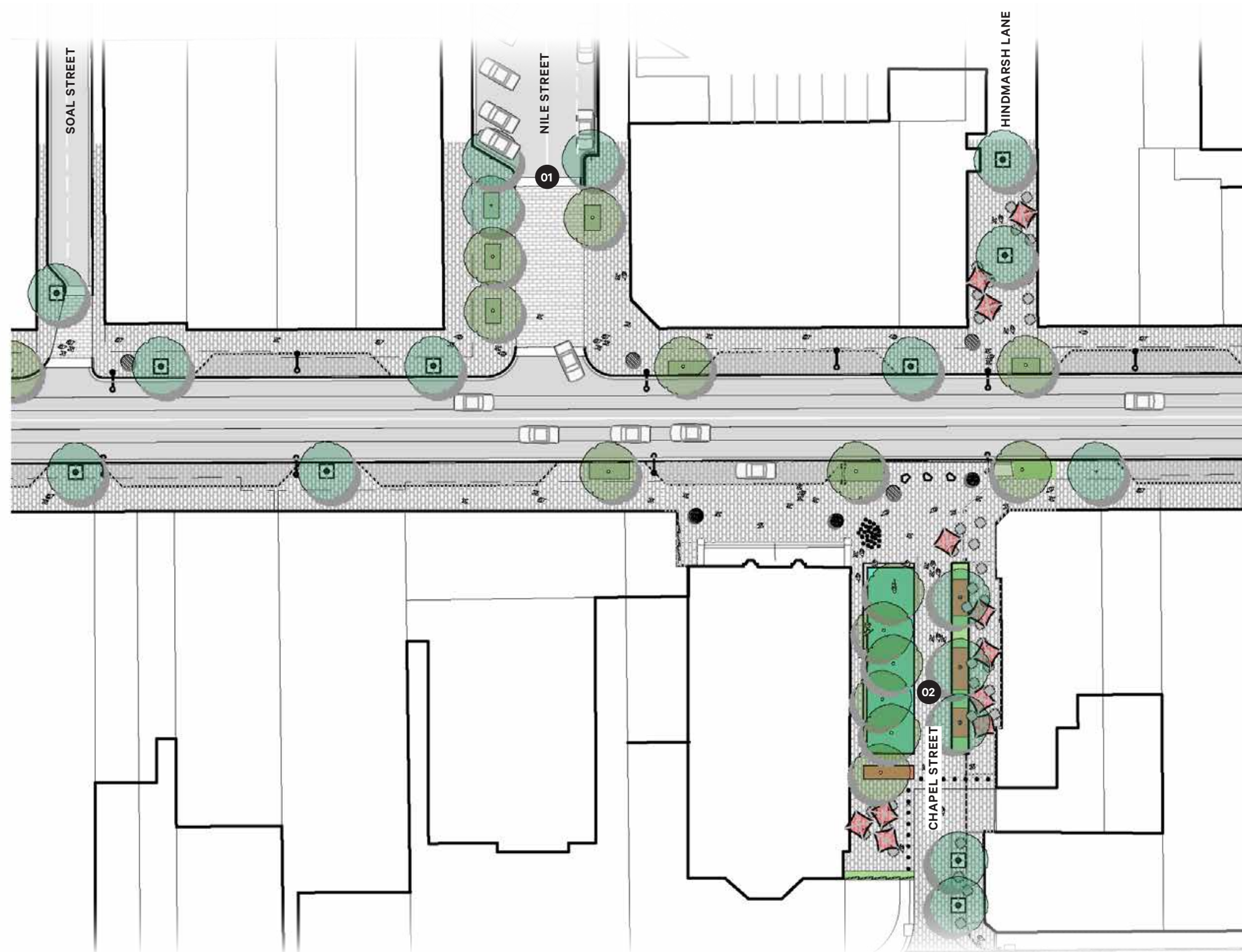
DRAFT FOR CONSULTATION

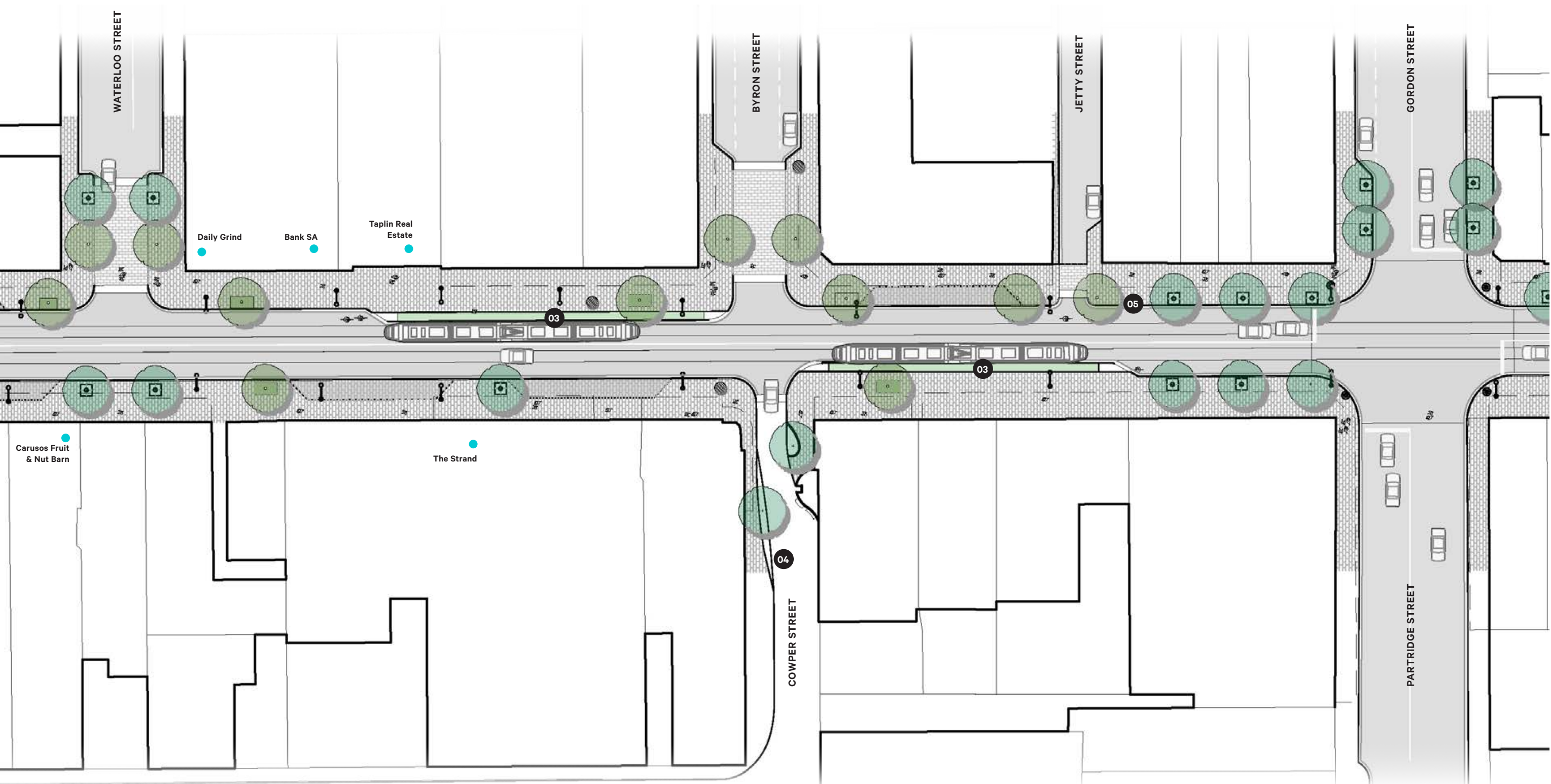


Key Moves

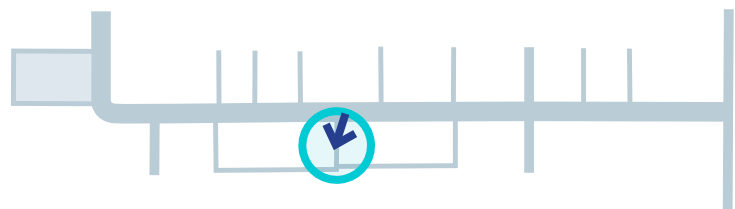
- 01 Nile Street**
 - Greater connection from Jetty Road to Nile Street for pedestrians, catering for potential future development along the street.
- 02 Chapel Street Plaza**
 - Reinforces the streets role through a publicly accessible civic space, offering a new central heart to the main street.
- 03 Tram Stop 16**
 - Reconfigured tram stop platforms to both north and south sides of Jetty Road. Accommodates for cyclists safely whilst still functioning for pedestrians boarding.
- 04 Cowper Street**
 - Reconfigured intersection to provide improved pedestrian safety and a improved corner interface with expanded foot paths for shopfronts and cafés.
- 05 Verges**
 - Extended kerbs and footpath with improved paving and strengthened street tree planting creating a pedestrianised environment that is accommodating and functional.

Legend



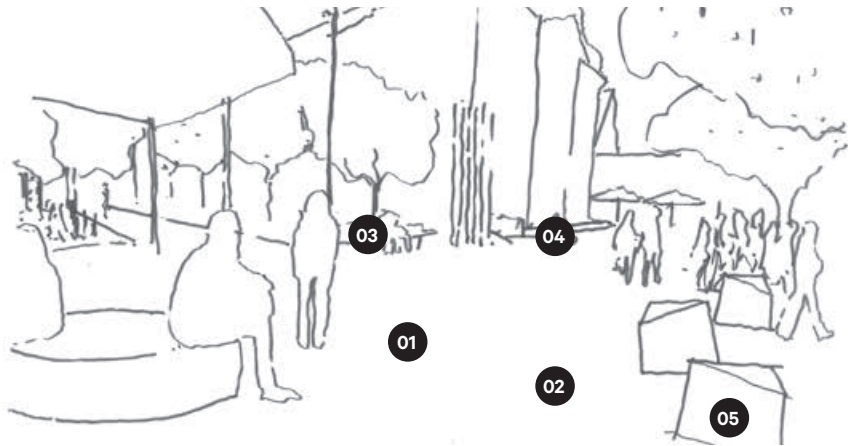


*Car park locations are indicative. Refer to page 82 for detailed carparking strategies.



Chapel Street



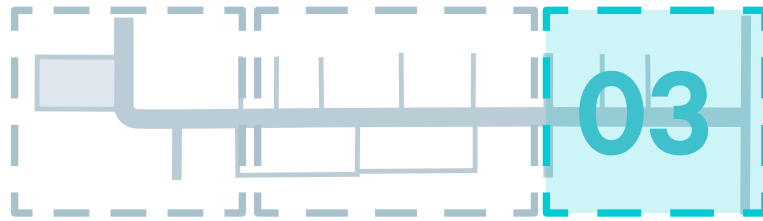


- 1 Chapel Street closure
- 2 New natural stone paving
- 3 Central public lawn
- 4 Public art integration
- 5 Jetty Road bollards (furniture design suite)

**A central civic space, offering
a destination, a heart and a
local community hub.**

Gateway

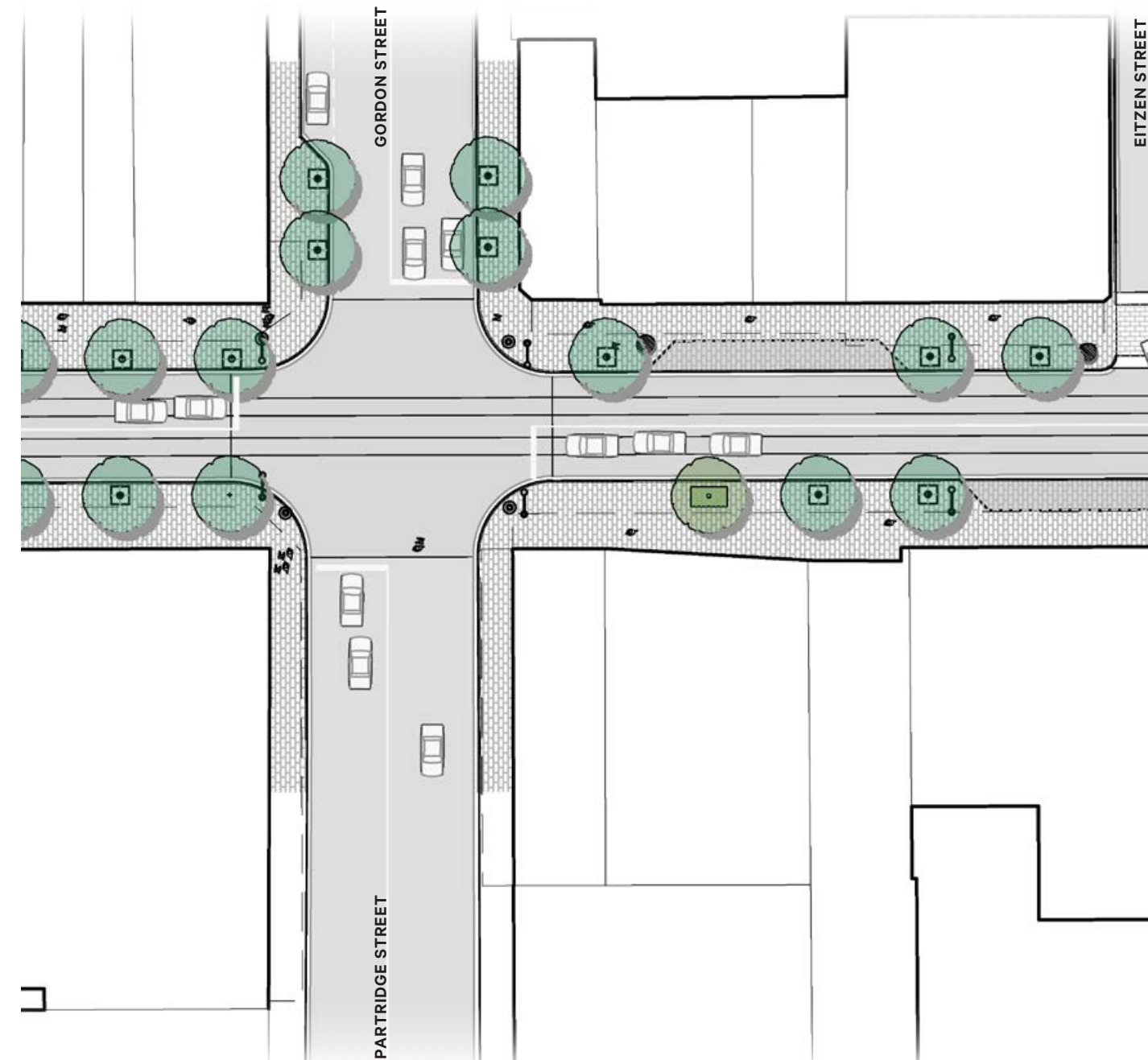
DRAFT FOR CONSULTATION

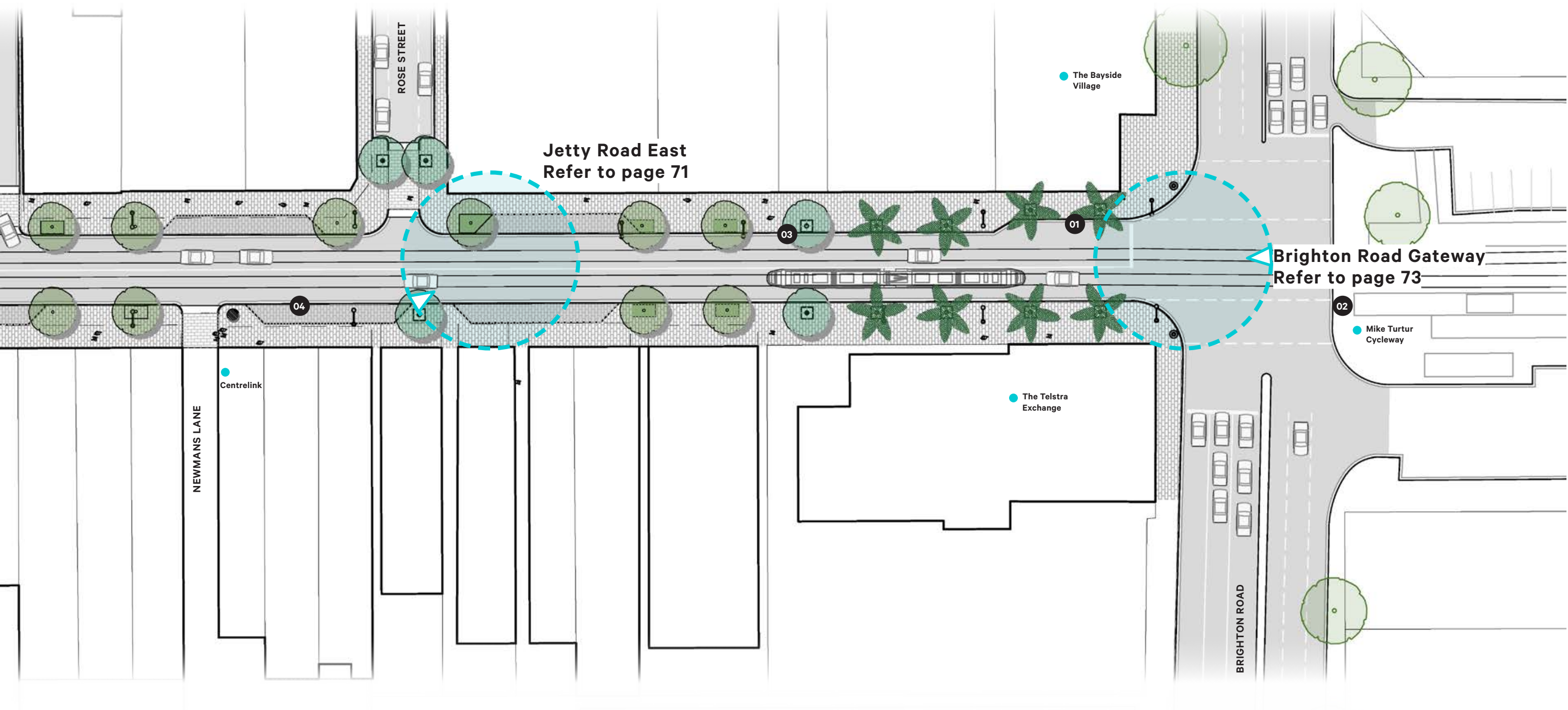


Key Moves

- 01 Gateway**
 - Redefining a visual identity to the eastern gateway to Jetty Road. Iconic street tree planting and improved connection provides an active entry.
- 02 Cyclist Safety**
 - Connections to the Mike Turtur Cycleway are improved through clear wayfinding and safer crossings at Brighton Road
- 03 Tree Planting**
 - Strengthened tree planting, defining a green corridor to the main street.
- 04 Verges**
 - Extended kerbs and footpath with improved paving and strengthened street tree planting creating a pedestrianised environment that is accommodating and functional.

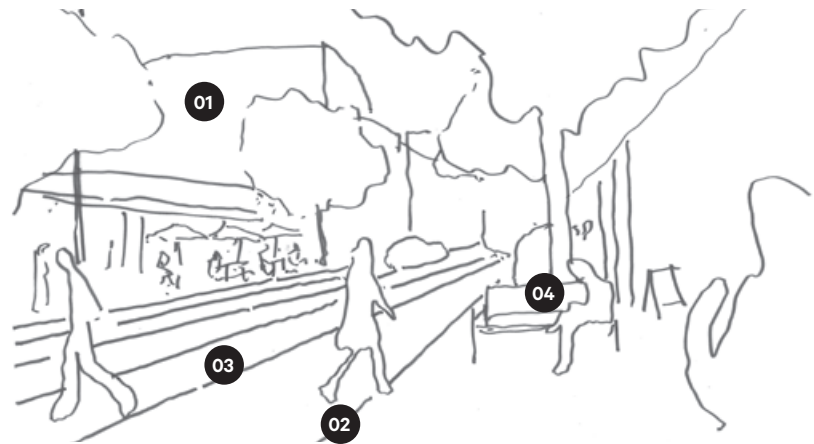
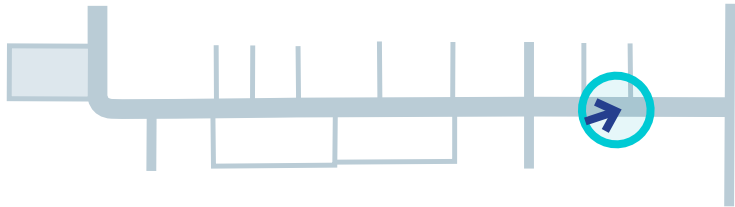
Legend





*Car park locations are indicative. Refer to page 82 for detailed carparking strategies.

Jetty Road East

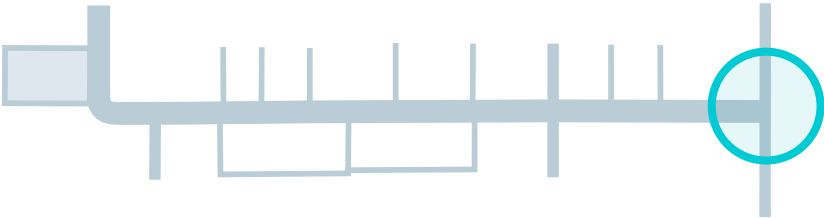


- 1 Future development
- 2 Extended Kerbs
- 3 Slow speed vehicle environment
- 4 Street furniture and new street trees



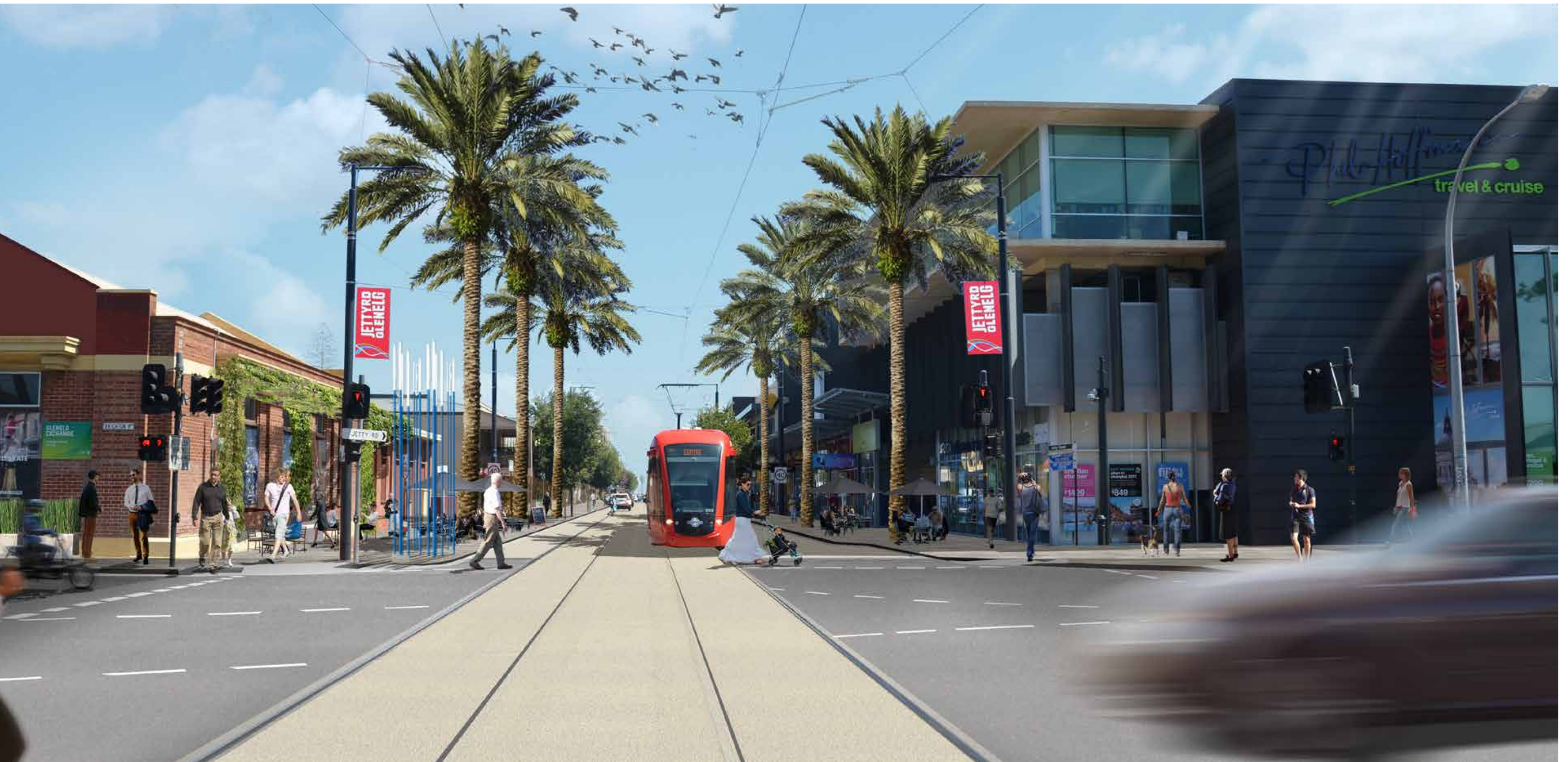


Brighton Road Gateway



- 1 Improved connectivity
- 2 Iconic corner interface
- 3 Entry statement landmarks
- 4 Strengthened promenade





An aerial photograph of a coastal area. On the left is a body of water with a greenish tint. A narrow strip of land separates the water from a large, sandy beach on the right. The beach has some darker patches and a small red building. The sky is not visible.

oxygen[®]

People, nature and space.

Oxygen Pty Ltd
98-100 Halifax Street
Adelaide SA 5000

T +61 (08) 7324 9600
design@oxygen.net.au
oxygen.net.au