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Jetty Road Glenelg Masterplan

Prepared for City of Holdfast Bay

oxygen

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Government of South Australia
Department of Planning,
Transport and Infrastructure



**JETTYRD
GLENELG**

Issue —
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Prepared For —
City of Holdfast Bay

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A statement from the City of Holdfast Bay



“The Masterplan provides a long term vision for Jetty Road reinforcing the precinct’s status as the State’s premier seaside destination.

The redevelopment of Jetty Road and the surrounds over the next 10 years will reinvigorate the precinct and enhance civic pride.

Enhancing the streetscape and public realm encourages investment and will strengthen the local economy by attracting and retaining quality businesses.”

Deputy Mayor, City of Holdfast Bay

Glenelg is undeniably Adelaide’s premier seaside destination - a unique location where community, visitors and tourists can experience family holidays, a day at the beach, fabulous shopping and dining experiences and the thrill of world class attractions and events.

The committee strives to preserve the uniqueness of our precinct while moving into the future with positive environmental strategies; new and vibrant community and major events; and a harnessing of the pride and ownership of the traders to deliver a clean, well-maintained precinct for all to enjoy.

Our vision is of a strolling precinct where you can explore, find hidden treasures, a unique gift or the latest fashion and enjoy upmarket cafés and fine dining, all while experiencing the sun, the sea and the fun of the beach. This is what makes the Jetty Road Glenelg experience so much more than a shopping mall.

“We are often guilty of taking for granted the treasure we have on our very doorstep.”

Mark Faulkner, Chair Jetty Road Mainstreet Management Committee



Jetty Road functions successfully as a ‘high street’, serving the local Glenelg community and those attracted to the street’s character and atmosphere.

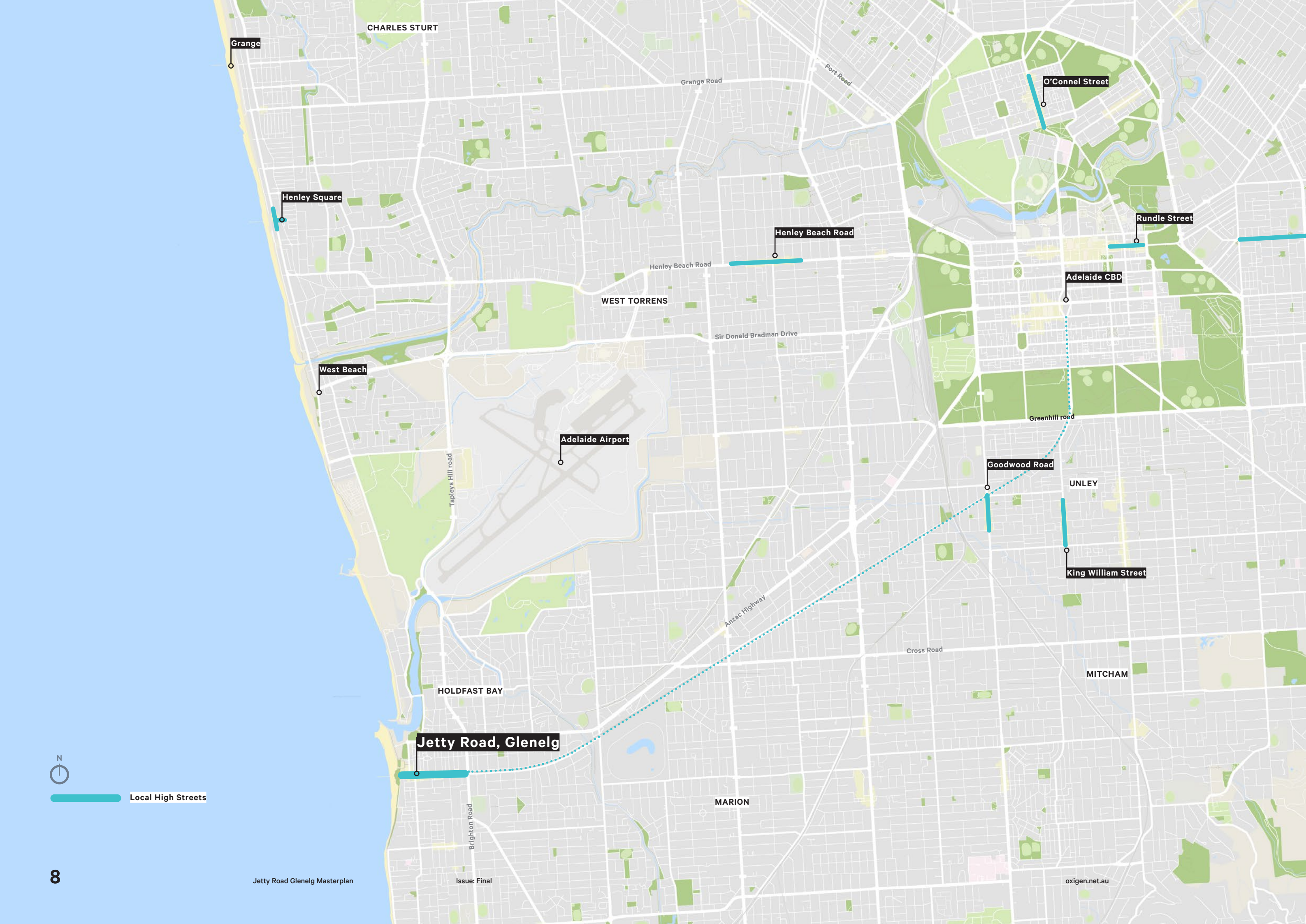




Introduction

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.



Local High Streets

Introduction

700m in length
20m average width

In 2016
over **1 million**
people made day trips to Glenelg

 **25min**

 **35min**

 **38min**

 **2hrs 10min**

Approximate travel times from the Adelaide CBD to Jetty Road Glenelg.

Jetty Road runs for 700m between Brighton Road and Moseley Square. The street's cross section is shared between footpaths, parallel parking and one lane of traffic each way. The vehicle zone is also shared by the Adelaide - Glenelg tram which runs along the centre of the street with an up and down track.

Land uses along Jetty Road are mixed commercial and retail uses attracting tourists and providing facilities and services for Holdfast Bay residents. The street is mostly busy during summer, with large crowds attracted to Jetty Road's shopping, cafés, restaurants and Glenelg Beach, particularly at weekends.

Whilst Glenelg as a whole is a popular destination, Jetty Road itself suffers from over-crowding in summer, particularly at its western end, with functional and 'safety concerns' associated with the mix of pedestrians, cycles, vehicles and trams.

To many, the public realm that comprises of street's footpaths, signage, public art, street trees and furniture is 'tired' and requiring a re-think and improvement for function and aesthetics.



Elements of Jetty Road Glenelg



Overview

Strategic Approach

Our 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, our 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

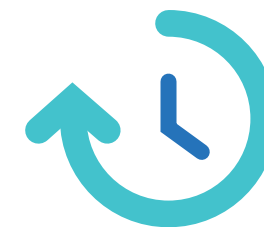
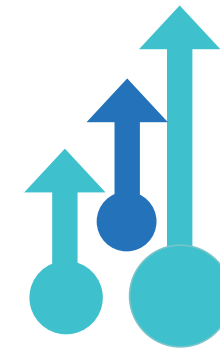
Character is influenced by many factors, including physical, cultural, social and economic layers. Maintaining character requires consideration of:

- 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. 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.

Longevity

Future proofing and the longevity of Jetty Road must be ensured. From material selection to design proposals all elements consider how the street must cater and endure for its users well into the future.

Intentions for Transformation

The brief prepared by the City of Holdfast Bay Council, seeks to improve the functionality and amenity of the street whilst retaining its existing character. We 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 kerb lines, intersections, street tree planting, lighting and furniture that contributes towards the quality and feel of the street. The intention of the Masterplan is to assist Council and the SA Government to visualise the streetscape upgrades and plan for implementation.

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 of Jetty Road must still be wonderful places to be in for future generations, especially 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 will see 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

The character behind Jetty Road Glenelg has evolved over time: these layers of history and endeavour are still evident in the buildings and types of uses currently found along Jetty Road.

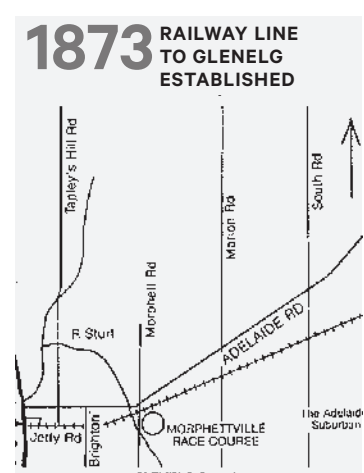




Change over time

Jetty Road has evolved over a period of 120 years to be one of South Australia's, and Adelaide's, most important tourist destinations and important locations in South Australia's history. At the same time, Jetty Road serves the local Holdfast Bay community, offering facilities and services to an increasing residential population.

Change over time





MOSELEY SQUARE
LOOK WEST
1936



1950



1981 CORNER OF
COLLEY TERRACE



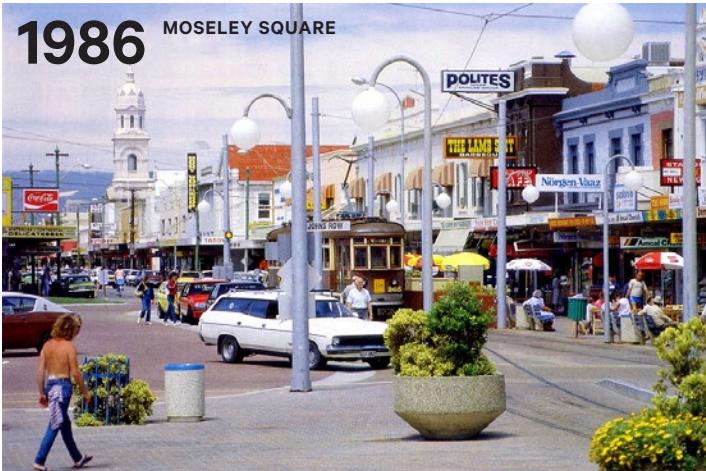
NEW STAMFORD
GRAND BUILT IN
MOSELEY SQUARE
1990



1937 JETTY ROAD
LOOKING EAST



1979 GLENELG TRAMS
GOLDEN JUBILEE



1986 MOSELEY SQUARE



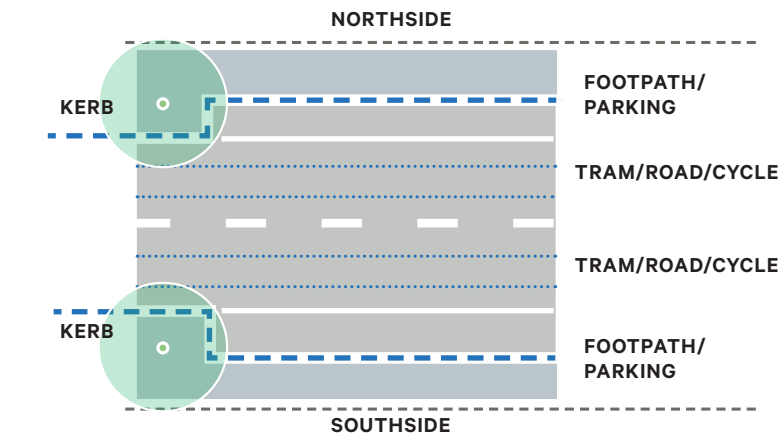
2018

Jetty Road Existing

Existing Streetscape

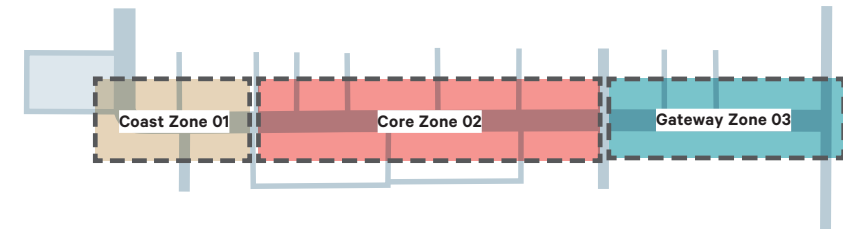
A major objective of the Jetty Road Masterplan is to upgrade the function and amenity of the street, replacing aging assets and improve the attractiveness of the street and adjacent precincts.

The mix of pedestrians, cycles, vehicles, on-street parallel parking and loading zones, and trams often results in congestion, particularly during summer. Whilst footpaths are generally wide enough, they are sometimes constricted by the location and abundance of street furniture including bollards, bench seats and an array of signage. There is minimal room left for outdoor dining and where it occurs, this can create bottlenecks for pedestrians. Footpath protuberances provide some respite, but mainly function as cross-over points or locations for lighting and street trees.



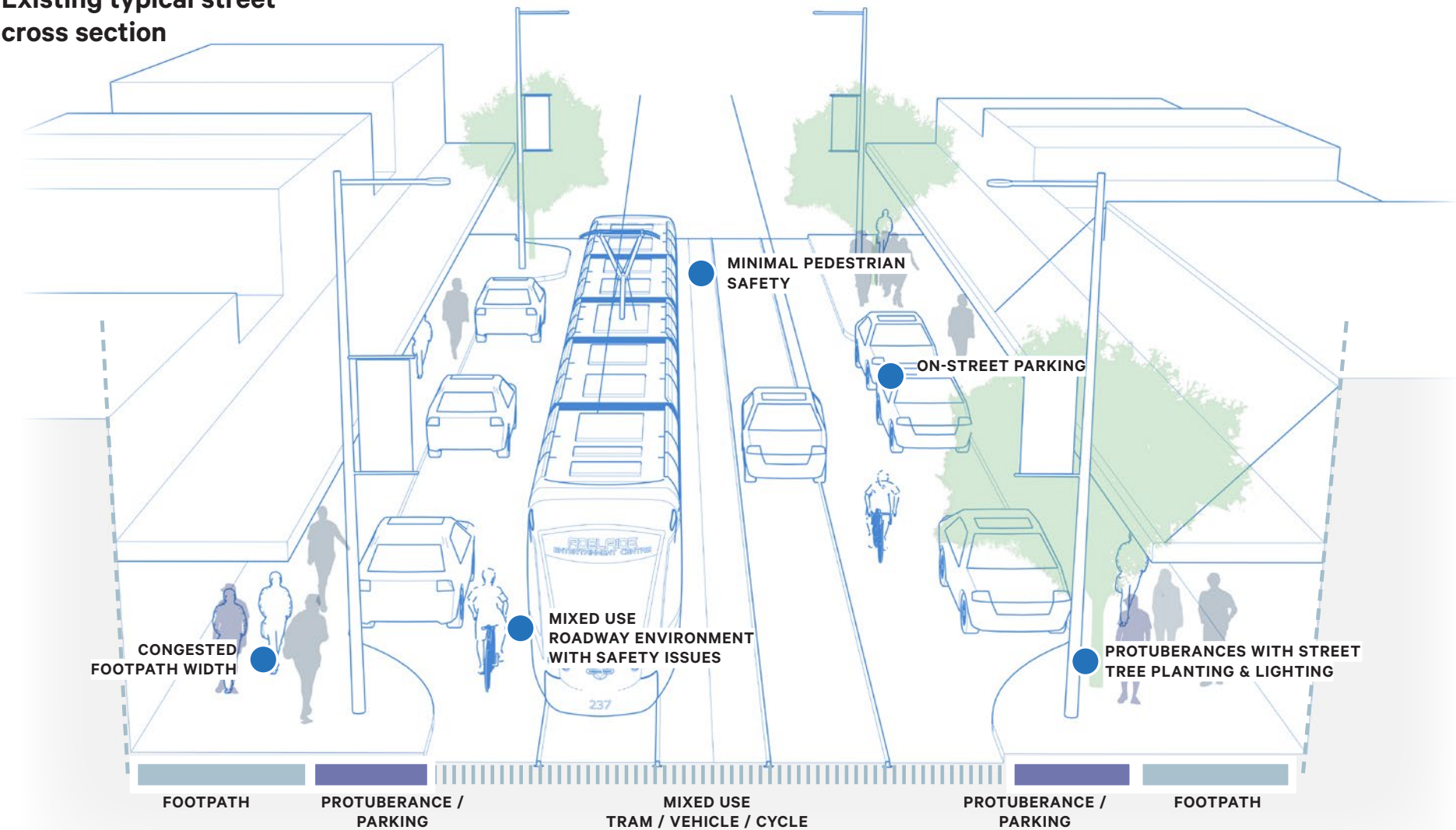
Existing typical plan of Jetty Road

Existing Retail Tenancies



Source: Jetty Road Retail Strategy (working draft)

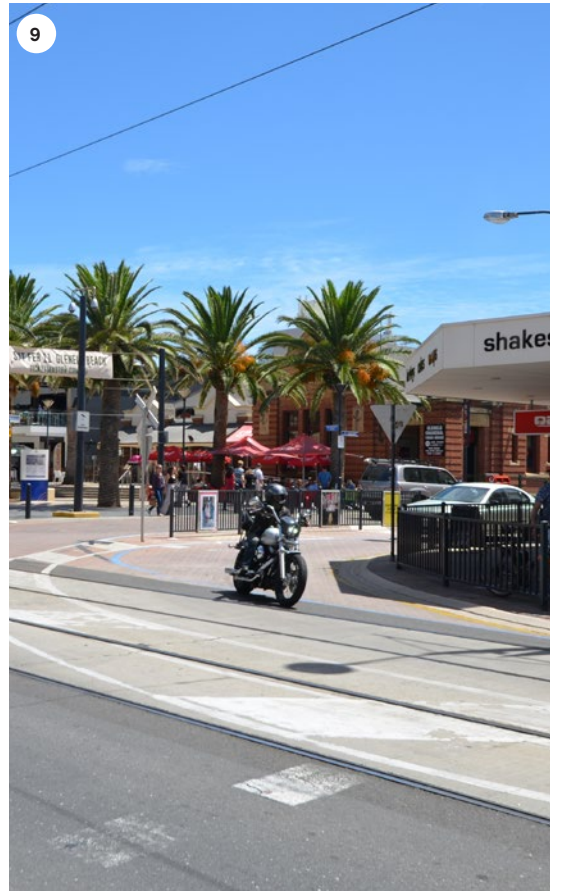
Existing typical street cross section



Coast Zone	
Food	49%
Services	19%
Fashion	13%
Leisure	6%
Vacancies	5%
Other	8%

Core Zone	
Services	41%
Food	19%
Fashion	13%
Vacancies	7%
Leisure	6%
Other	10%

Gateway Zone	
Services	42%
Food	20%
Fashion	10%
Leisure	10%
General	7%
Other	11%



1. Moseley Square cafés & restaurants
2. Moseley Sq & Colley Terrace
3. Jetty Road Street Party
4. Moseley Square tram stop
5. Glenelg Town Hall
6. Active businesses
7. Jetty Road West
8. Heritage buildings
9. Moseley Square & Colley Terrace

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



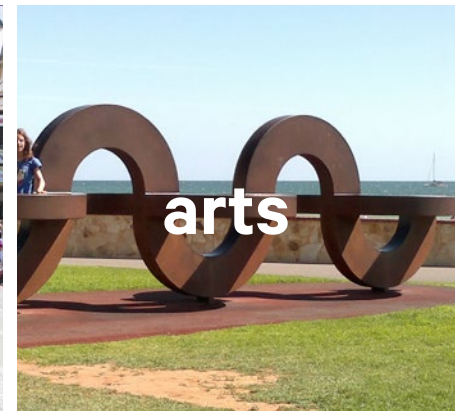


Street Character

Jetty Road's street character reflects its built-form evolution over time, mixed uses, significant heritage buildings and 'comfortable' street scale. This character is enhanced and brought to life through the strong community culture and relaxed coastal vibe that makes this High Street appealing. The Jetty Road Masterplan preserves this local character whilst refreshing the public realm.



community



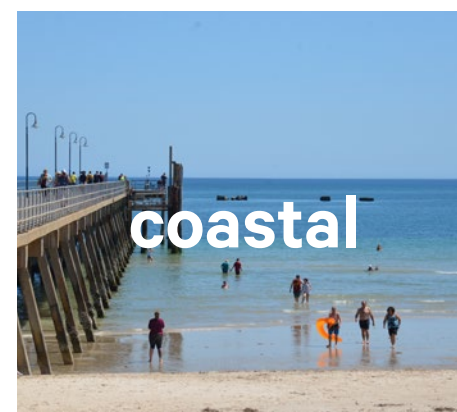
arts



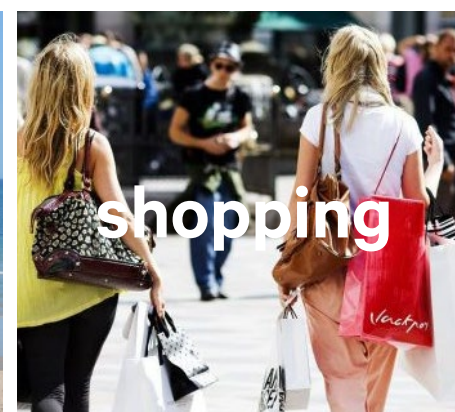
tourism



heritage



coastal



shopping



developing



transport

<1870's



1890 - 1920



1920 - 1970



1970 - 2017



Future Plan



Street Function

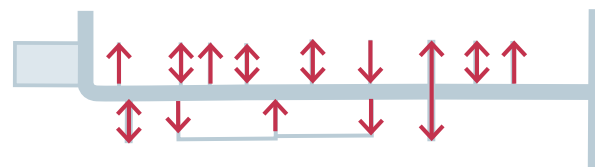
What makes Jetty Road work?

Jetty Road has six key functions that contribute to its character. These key functions provide the building blocks for how to deliver a Masterplan that is visionary and bold, yet still acknowledges Jetty Road's history and character.



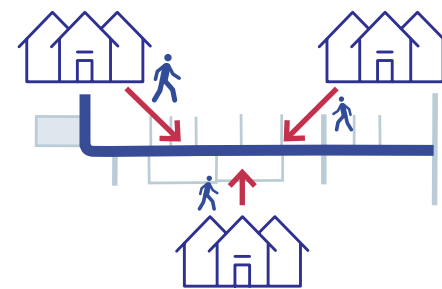
Peak seasonality

Jetty Road fluctuates over the year, dependant on season. Peak season through summer and spring, the street acts as a tourist destination. There is a strong focus towards festivals, local community events and other outdoor recreational activities. Whilst in winter visitor numbers reduce and Jetty Road caters predominantly for Holdfast Bay residents, functioning as a local community high street.



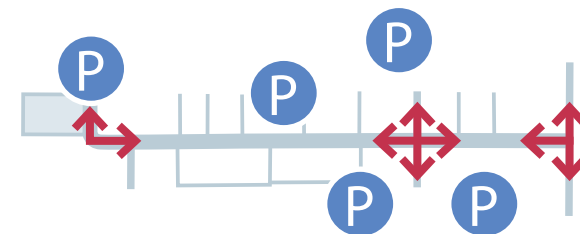
Side streets

Side streets and pedestrian lanes are key components to the success of Jetty Road as a high street extending retail, commercial and hospitality uses.



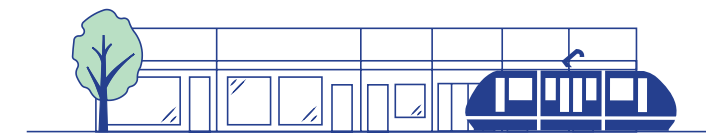
Community Culture

The existing Jetty Road population has a strong community culture based on long term residents, increasing numbers of 'sea change' baby boomers and a steady flow of visitors. This mix creates a relaxed coastal atmosphere that distinguishes Jetty Road from other High Streets. People are drawn to Jetty Road and Glenelg for active recreation, shopping, dining and living.



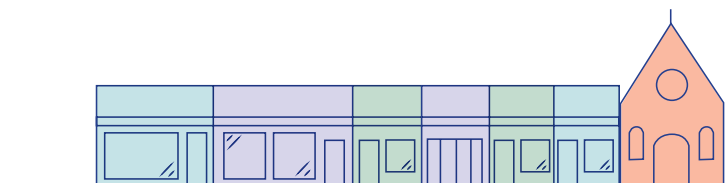
Access & mobility

Jetty Road is accessible from outside the immediate district by car or public transport. Traffic volumes are concentrated at the two major gateways and the Partridge and Gordon intersection. Car parking is offered through limited on-street spaces and in side streets. There are a number of structured car parks offering up to 2,000 spaces immediately adjacent to Jetty Road. Business generally service their premises from lanes and access points at the rear.



Vibrant Street Frontages

Generally businesses front onto the street resulting in an active and vibrant public realm. In some cases outdoor dining is restricted by the width of the footpath and street furniture clutter.



Mixed Use

Jetty Road functions effectively as a 'high street' providing community services, shopping and hospitality accessed by Holdfast Bay residents and tourists. This activity is spread over the length of the street and extends into side streets. Whilst residential land use is currently concentrated at Holdfast Shores and along Colley Terrace, there are proposals for apartments fronting or adjacent to Jetty Road.

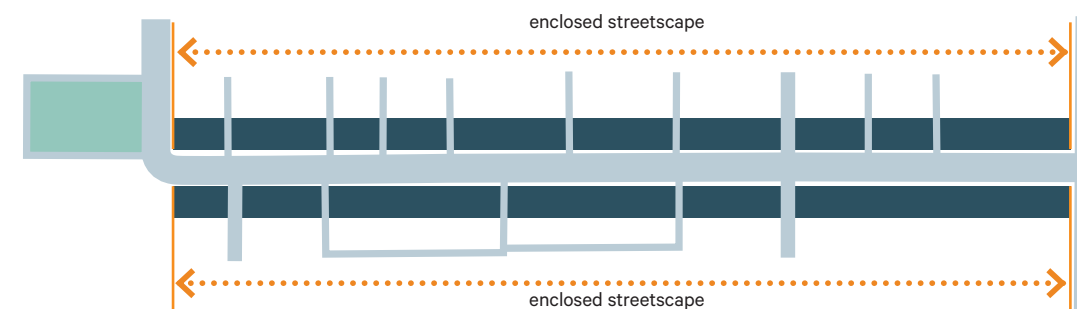
Views + Precinct Themes

The East End of Jetty Road is less congested than the west end with generally fewer pedestrians. Buildings are one or two storey in height with active frontages onto the street and continuous verandahs. Buildings tend to be architecturally 'low key' with the exception of the newer Bayside Village shopping centre which sits adjacent the Brighton Road intersection. Views within this zone tend to be visually enclosed within the streetscape cross-section.

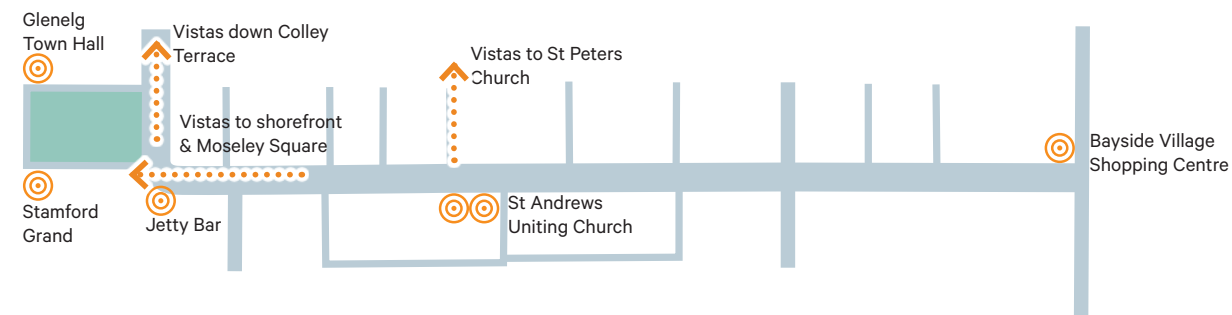
The central zone extending west of Byron Street continues the enclosed character of the street but with a general increase in height and built form presence of buildings. This zone is visually dominated by St Andrews Church, which towers above other buildings providing a visual point of identity and reference on Jetty Road.

The West End or beach end of Jetty Road sees increased activity and congestion as uses change from commercial and retail to hospitality. At its far western end Jetty Road opens onto Moseley Square which is visually dominated by the Grand Stamford Hotel and the State Heritage Glenelg Town Hall.

Streetscape character



Prominent buildings + Vistas



Distinctive view typologies

- 1 Iconic landmarks
- 2 Medium-high density
- 3 Shop frontages
- 4 Laneways
- 5 Traffic flow
- 6 Beach front



Façades

North side facade views

(east to west)



Bayside Village Shopping Centre



Eitzen Street



97 Jetty Road



79 Jetty Rd



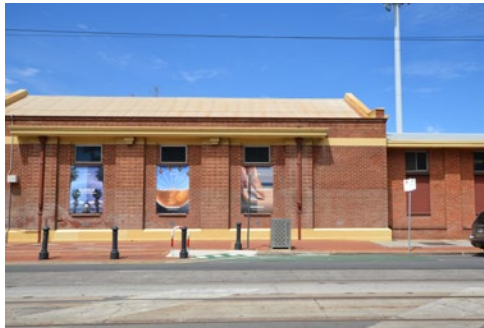
Hindmarsh St laneway



West end shop frontages

South side facade views

(east to west)



Glenelg Telstra Exchange



The Strand Hotel



St Andrews Uniting Church



Jackman Building



Jetty Hotel



Polites 'Moseley Square'

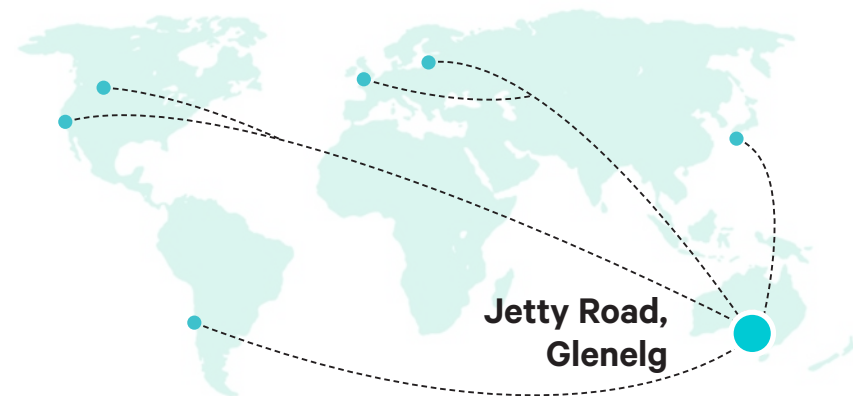
Realising Jetty Road's Potential

Benchmarking

Jetty Road sits amongst other significant high streets that identify many great cities. These include examples in Sydney, Portland, Melbourne and other suburbs of other suburbs in Adelaide.

Jetty Road is popular not only for the residents of Glenelg, but the street is a destination for the wider Adelaide community. The street shares with other successful high streets an active public realm with mixed use development.

Similar successful high streets share characteristics such as pedestrian-friendly scale, active ground floor uses, mixed uses that include retail, hospitality and community services, and provision of adequate resources for management and maintenance.



George Street Sydney, Australia



George Street shows a successful integration of a high quality public realm with an inner-city light rail network. Over a 3km length it encompasses a variety of street characteristics and land uses.

Relevance

- Pedestrian/cycle focus
- Strong heritage background
- Tram integration
- Length: 3km
- Width: 17.2m avg.

Acland Street Melbourne, Australia



Recent upgrades to Acland Street demonstrate the successful transition of merging a vehicle / tram corridor into a strengthened pedestrian environment that caters for shop fronts, tourists and local community services.

Relevance

- Tram integration
- Multi modal
- Consistent tree planting
- Length: 4.8km
- Width: 20m avg.

Chapel Street

Melbourne, Australia



The Chapel Street precinct in Melbourne is defined by its architectural character and a mix of small and diverse tenancies. Visitors are drawn to the street for its vibrant mixed-use character.

Relevance

- Pedestrian / cycle focus
- Strong heritage background
- Tram integration
- Destination street
- Length: 4.13km
- Width: 19.5m avg.

Portland

Oregon, U.S.



Portland has an established network of tram and cycle infrastructure. The trams located within the streetscape have set a benchmark in how public transport can be integrated into the urban fabric.

Relevance

- Pedestrian/cycle focus
- Tram and tree integration
- Tree planting
- Comfortable and attractive public realm

King William Road

Unley, South Australia



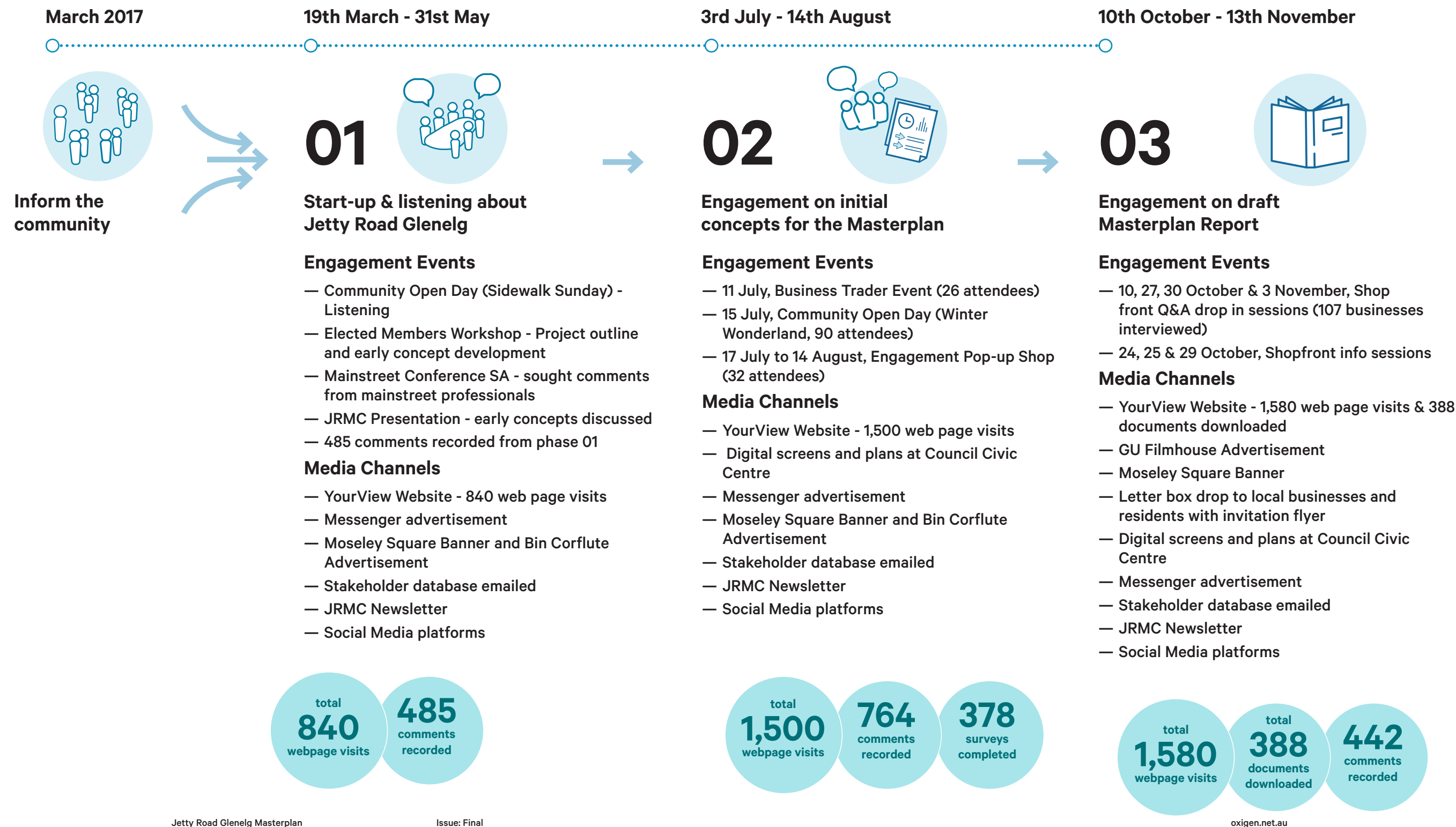
King William Road in Unley also services as a high street accessed by local residents and tourists. The City of Unley is currently undertaking a new masterplan to revitalise the street.

Relevance

- Small tenancies
- Community/village atmosphere
- High street
- Small scale
- Length: 2.1km (paved)
- Width: 16m avg.

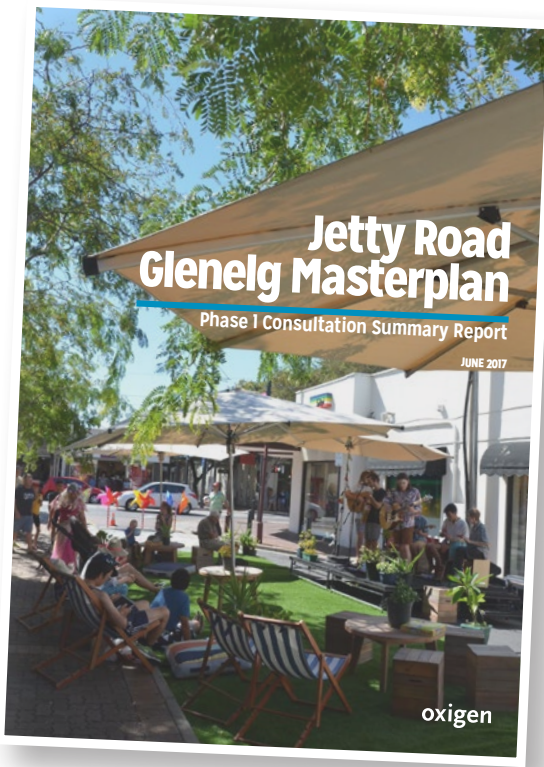
Community

Engagement Process

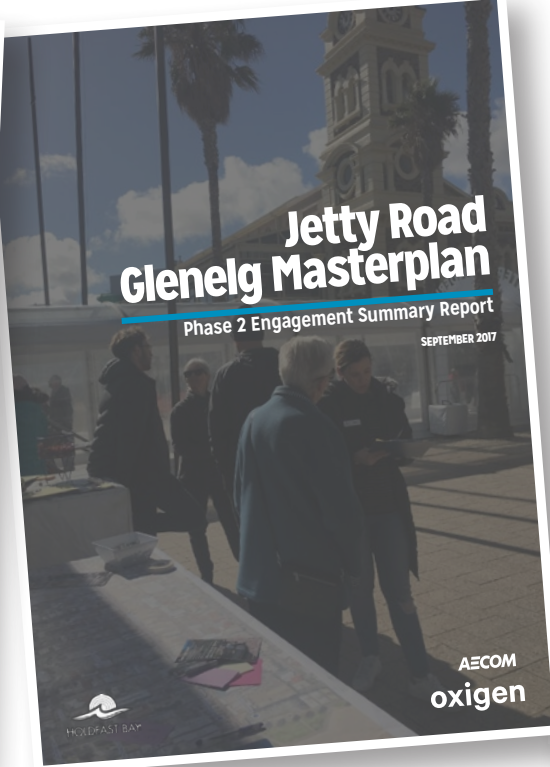


Summary Reports

For each Phase of engagements a summary report was developed highlighting key themes and findings from engagement with the community and key stakeholders. Refer to the appendices for Phase 01, 02 and 03 Summary Reports.



Phase 01 Engagement Summary Report



Phase 02 Engagement Summary Report

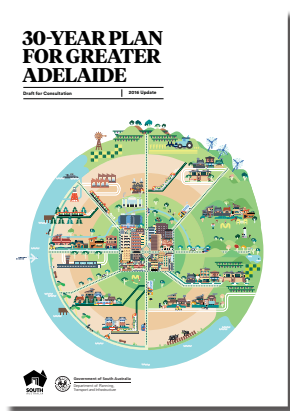


Phase 03 Engagement Summary Report



Planning Framework

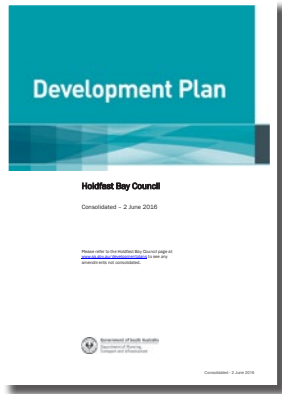
30 Year Plan



The 14 Principles

- 1 A compact and carbon efficient city.
- 2 House diversity and choice.
- 3 Accessibility.
- 4 A transit-focused and connected city.
- 5 World-class design and vibrancy.
- 6 Social inclusion and fairness.
- 7 Heritage and character protection.
- 8 Healthy, safe and connected communities.
- 9 Affordable living.
- 10 Economic growth and competitiveness.
- 11 Climate change resilience.
- 12 Environment protection, restoration and enhancement.
- 13 Natural resource management.
- 14 Community engagement.

Holdfast Bay Development Plan



District Centre Objectives

- 1 Centres that accommodate a range of retail facilities, offices, consulting rooms, and cultural, community, public administration, entertainment, educational, religious and residential facilities to serve the community and visitors within the surrounding district.
- 2 Development of visually and functionally cohesive and integrated district centres.
- 3 Centres accommodating medium to high-density residential development in conjunction with non-residential development.
- 4 District centres that have a distinctive and attractive shopping strip character, with a predominance of shop windows and entrances, sited close to street frontages.
- 5 Uses and activities providing, in convenient and accessible groupings, convenience goods and comparison goods to serve the day-to-day, weekly and tourist needs of the community.
- 6 Development of public and private car parking areas located and designed to be convenient to the users of the centres with a minimum of impact upon adjoining residential areas.
- 7 The provision of facilities to enhance the function and amenity of the zone for pedestrians.
- 8 Development that contributes to the desired character of the zone.

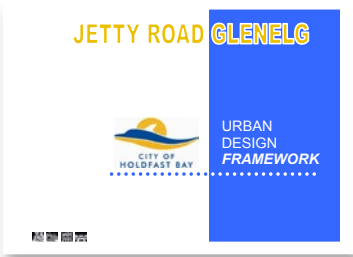
Holdfast Bay Strategic Plan + Pillar Plan



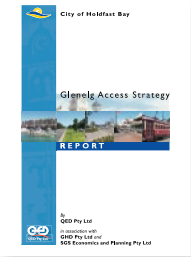
Placemaking Objectives

- 1 Achieve a high level of community satisfaction with the quality and feel of our major main street precincts.
- 2 Developing walkable, connected neighbourhoods
- 3 Building character and celebrating history
- 4 Housing a diverse population

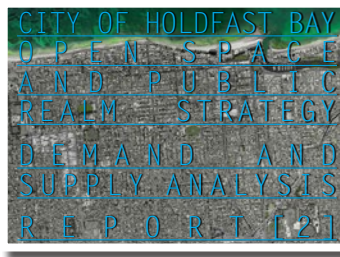
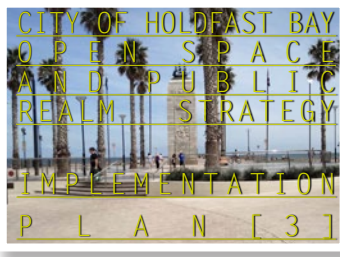
Other key strategic framework documents



Jetty Road Glenelg Masterplan



Issue: Final



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Part two

Vision & Principles

A set of design principles provide the planning and design framework to guide and articulate a long term vision for Jetty Road.



The Masterplan Vision

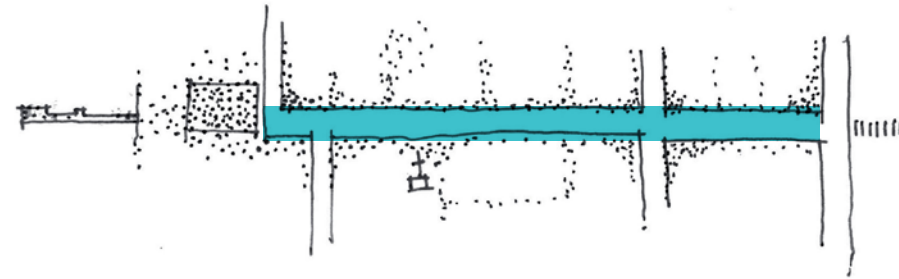
‘A community high street?’

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 retail 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.

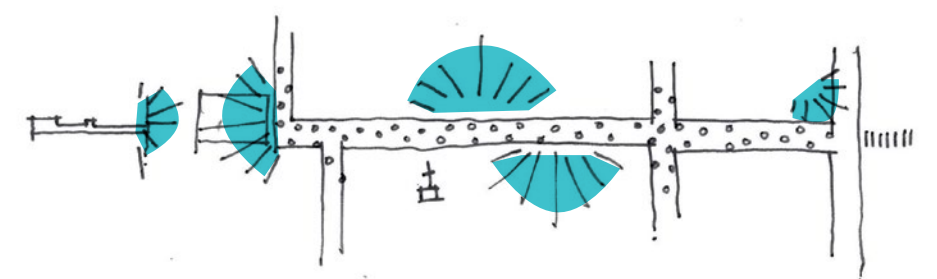
Principles

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



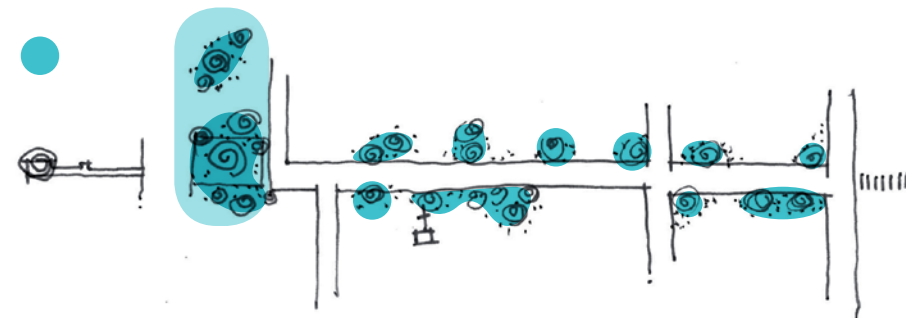
Pedestrian Scale

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



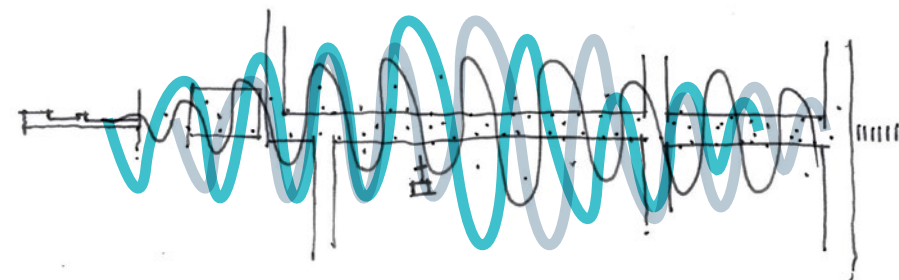
Connected Precincts

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.



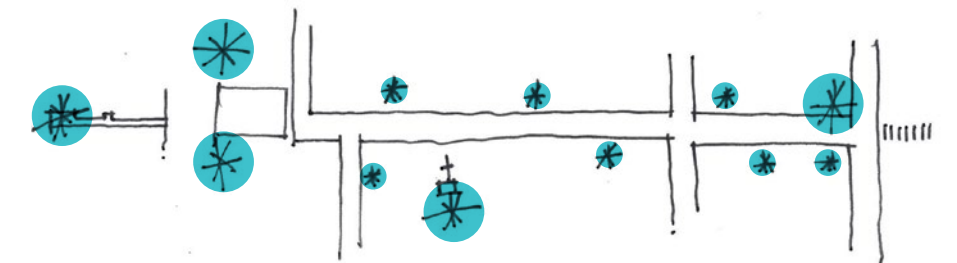
Street Vitality

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.





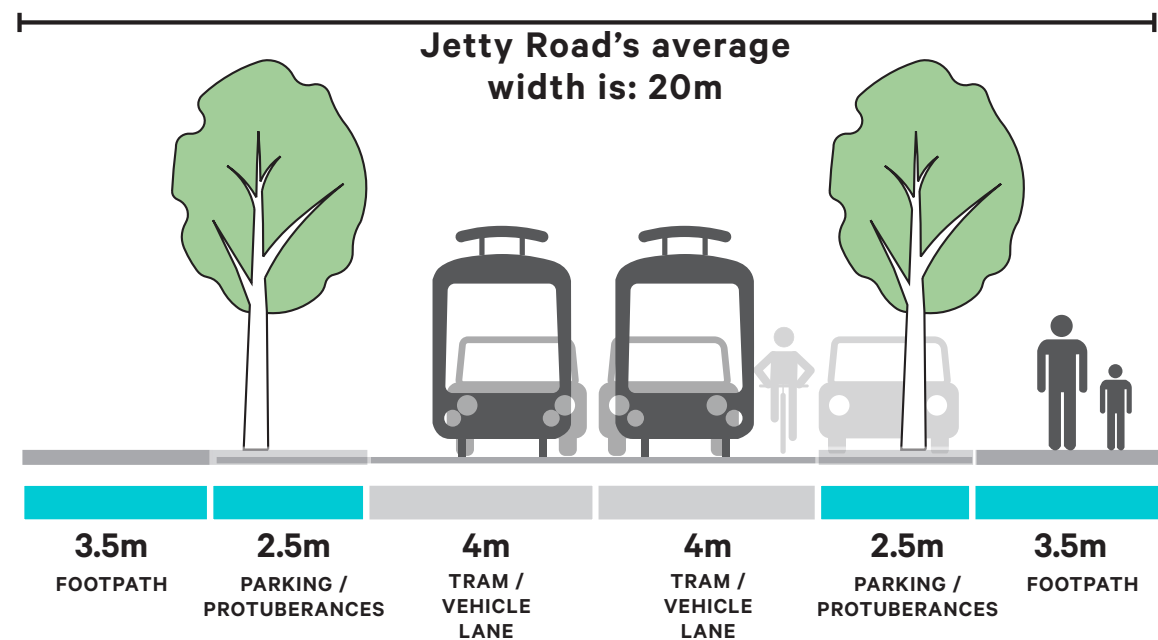
Part three

The Jetty Road Template

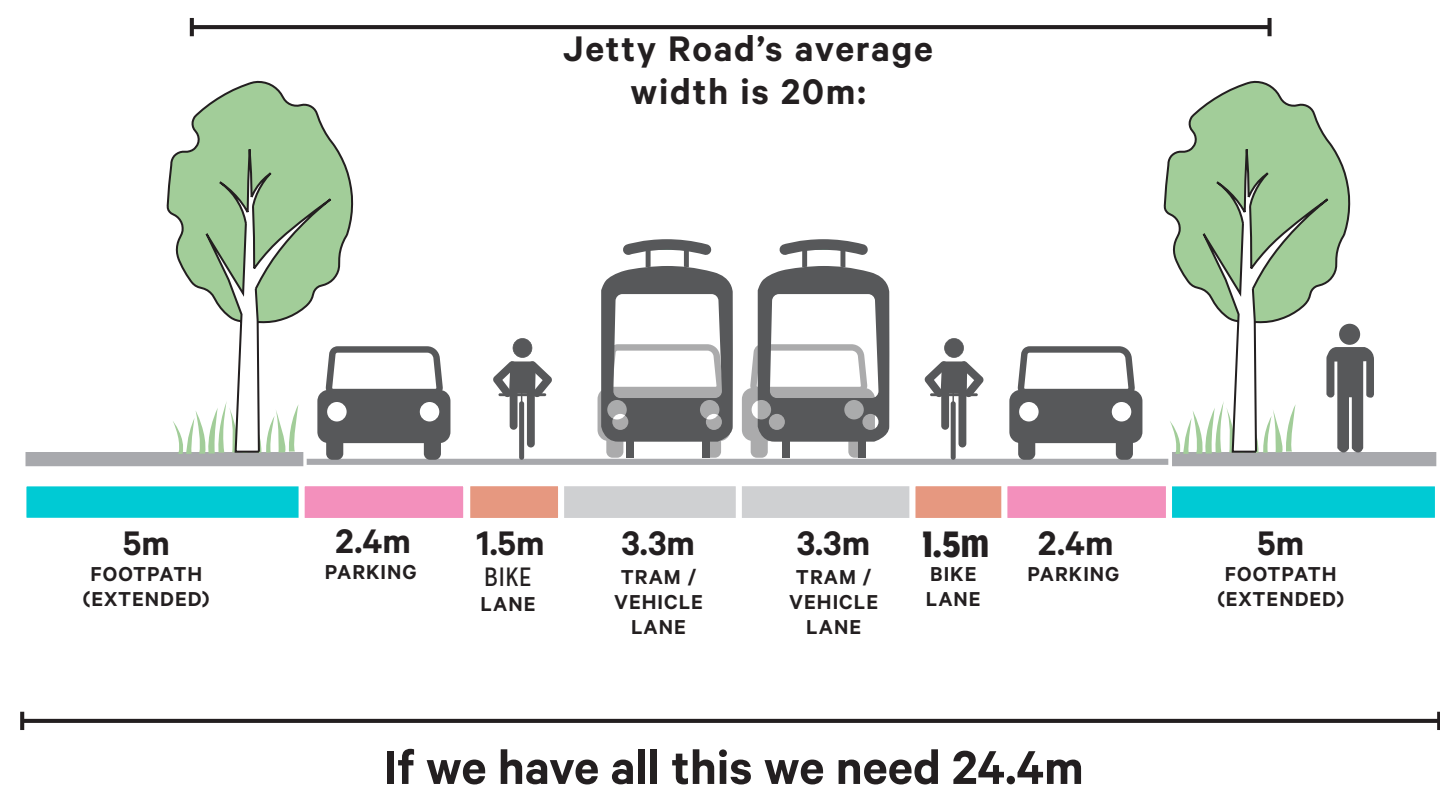
A street template is established to guide future improvements to the public realm. The template ensures consistency in design intent over the length of the street, whilst building in a degree of flexibility that allows for individual and changed circumstances.

Street Composition

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.



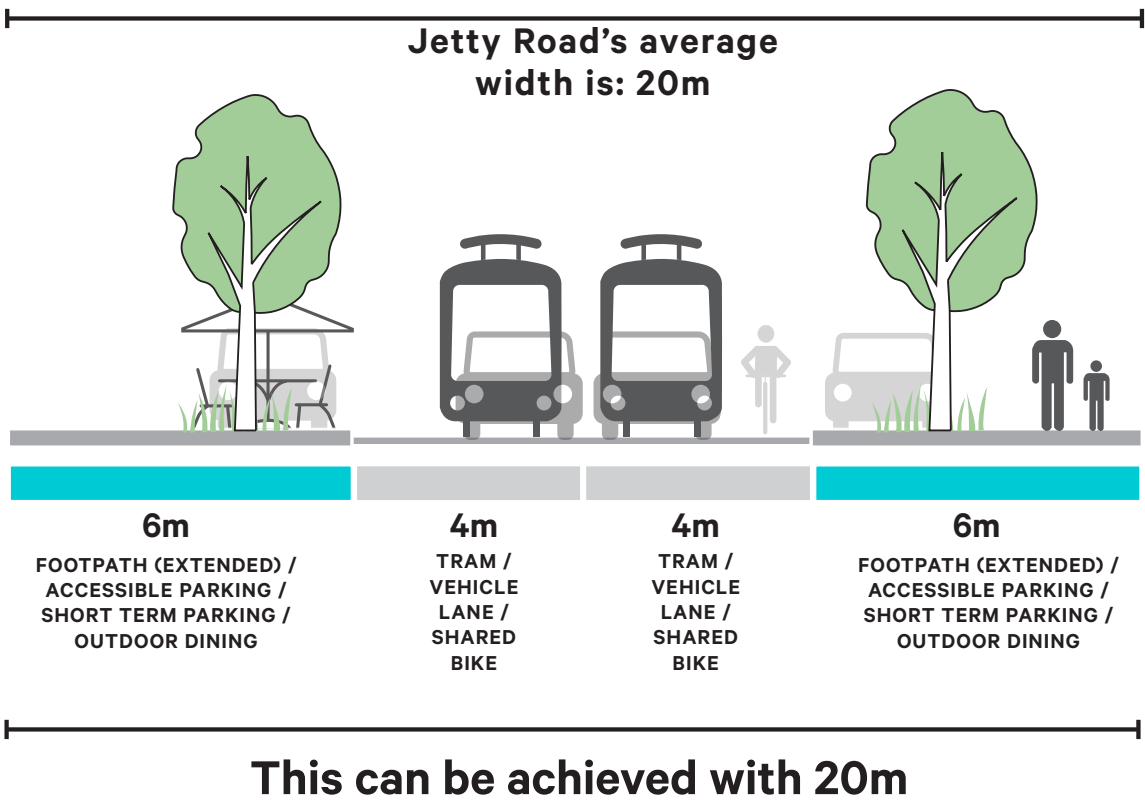
Existing



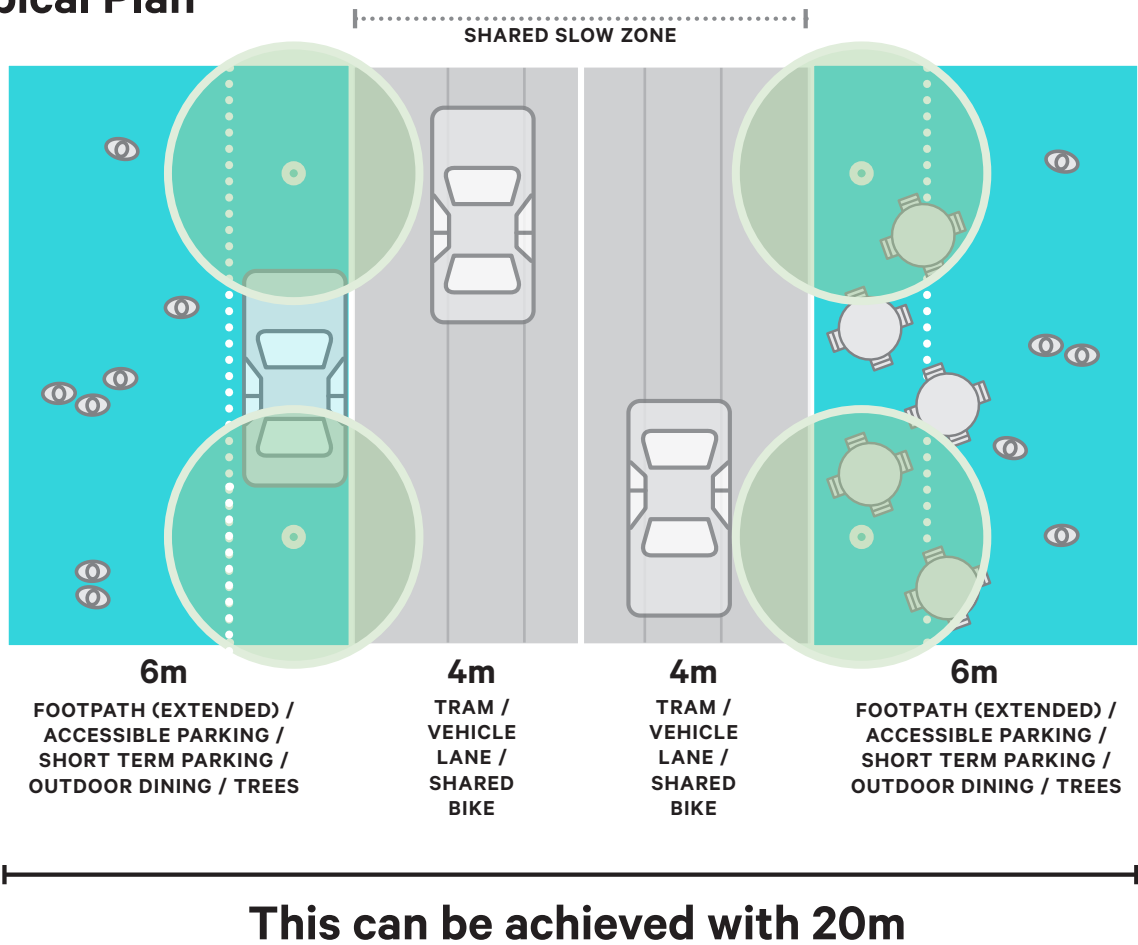
The Jetty Road Template

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

Typical Section



Typical Plan





Quality

Jetty Road functions as a key part of the City of Holdfast Bay’s civic and commercial life. Holdfast Bay residents, tourists and business owners will continue to rely on Jetty Road for shopping and support services as well as a focus for art and culture, recreation and entertainment within the city. The design, management and physical maintenance of the street is therefore of the highest order reflecting the community’s aspirations.

Planting

Street trees provide a scale to the street and level of amenity that makes Jetty Road attractive and comfortable to be in.

Lighting

Lighting is an integral component in the design of the street template, contributing significantly to the character of the street, as well as the experience of night time use. Lighting provides both safety and security, as well as highlighting heritage buildings and providing a sense of excitement.

Public Art

Public art contributes to amenity, consistency, distinctiveness and memory within the street. A curated public art program strengthens identity and civic pride.

Furniture

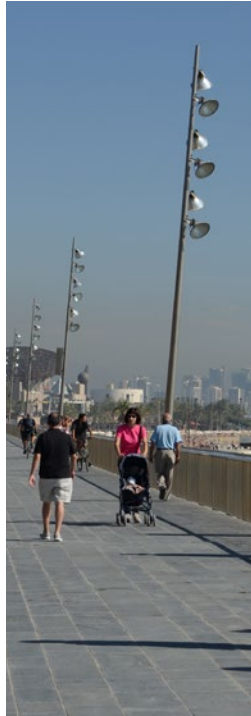
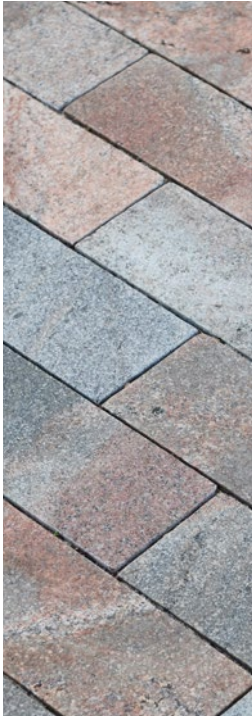
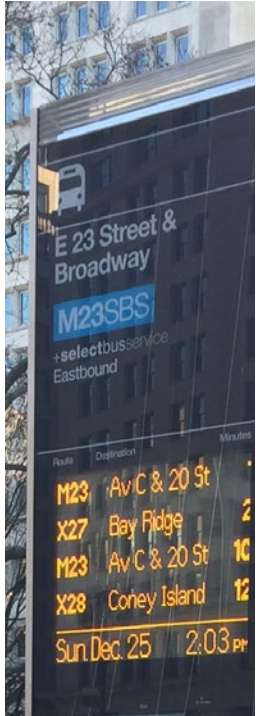
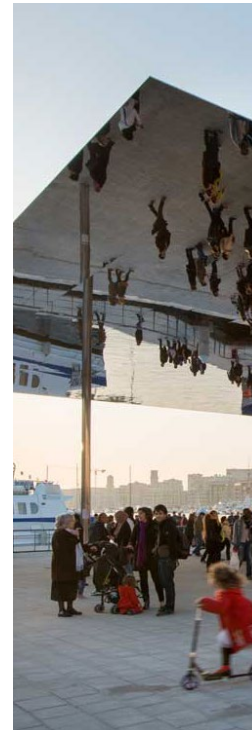
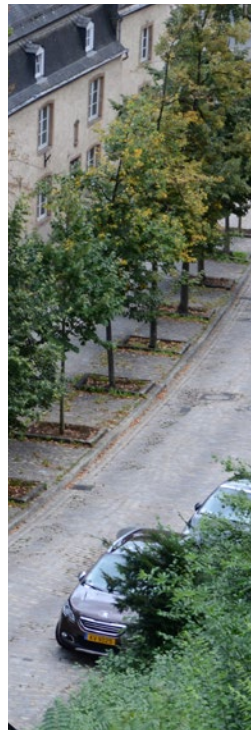
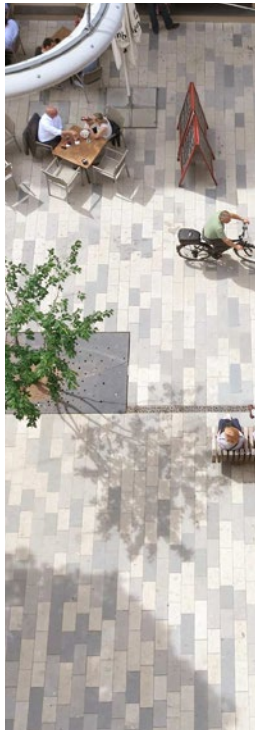
The repetitive use of a coordinated and flexible suite of high quality street furniture is an important step in achieving a distinctive and activated public realm that attracts and retains pedestrians within the precinct.

Paving

High quality paving provides a robust and durable asset that defines the street template. Paving is chosen for its long asset life and requirement for easy maintenance.

Signage

A hierarchy of signage elements that are integrated within the streetscape and work alongside other elements and buildings.



Examples of the quality of materials and finishes Jetty Road should aspire to.





Part four




The Masterplan

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

Jetty Road Zones

The character of Jetty Road varies along its length. In describing the Masterplan and the key moves that will lead to its realisation, three distinct precincts - coast, core and gateway - are considered.

Legend

-  District Zoning
-  Core Scope of Works
-  Masterplan Zoning Boundaries

Existing retail character:

— Food, beverages and entertainment.

01 Coast

MOSELEY SQUARE

- Improved connectivity and integration with Moseley Square and Colley Terrace.
- Safer pedestrian crossings.
- Wider footpaths, street trees, new street furniture and pedestrian lighting.
- Removal of on-street car parking.

Existing retail character:

- Local community mix e.g. supermarket, grocery, chemist, services etc.

02 Core

- Wider footpaths, street trees, new street furniture and pedestrian lighting.
- On-street car parking (short term).
- Utilisation of side streets and laneways to extend street activity.
- Chapel Street Plaza.

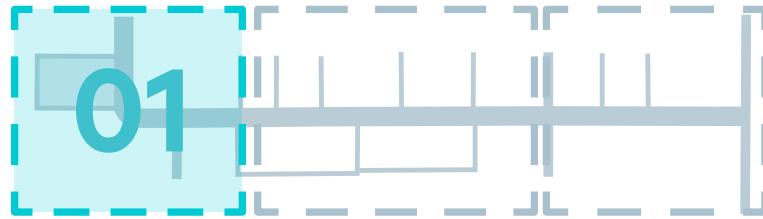
Existing retail character:

- Mixed service character.

03 Gateway

- Continuity of the Mike Turtur greenway and crossing of Brighton Road.
- New Gateway at the Brighton Road intersection to identify Jetty Road.
- On-street car parking.
- Wider footpaths, street trees, new street furniture and pedestrian lighting.

Coast



Key Moves

01 Moseley Square

- Continue streetscape improvements west of the Moseley Street intersections into Colley Terrace. The Colley Terrace pedestrian crossing is to be developed in conjunction with potential future tram re-alignment. Other streetscape improvement include wider footpaths, street trees, re-aligned kerb lines, new street furniture and lighting.

02 Durham Street

- Investigate partial closure (subject to traffic study) 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. Further investigation required.

03 Moseley Street

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

04 Verges

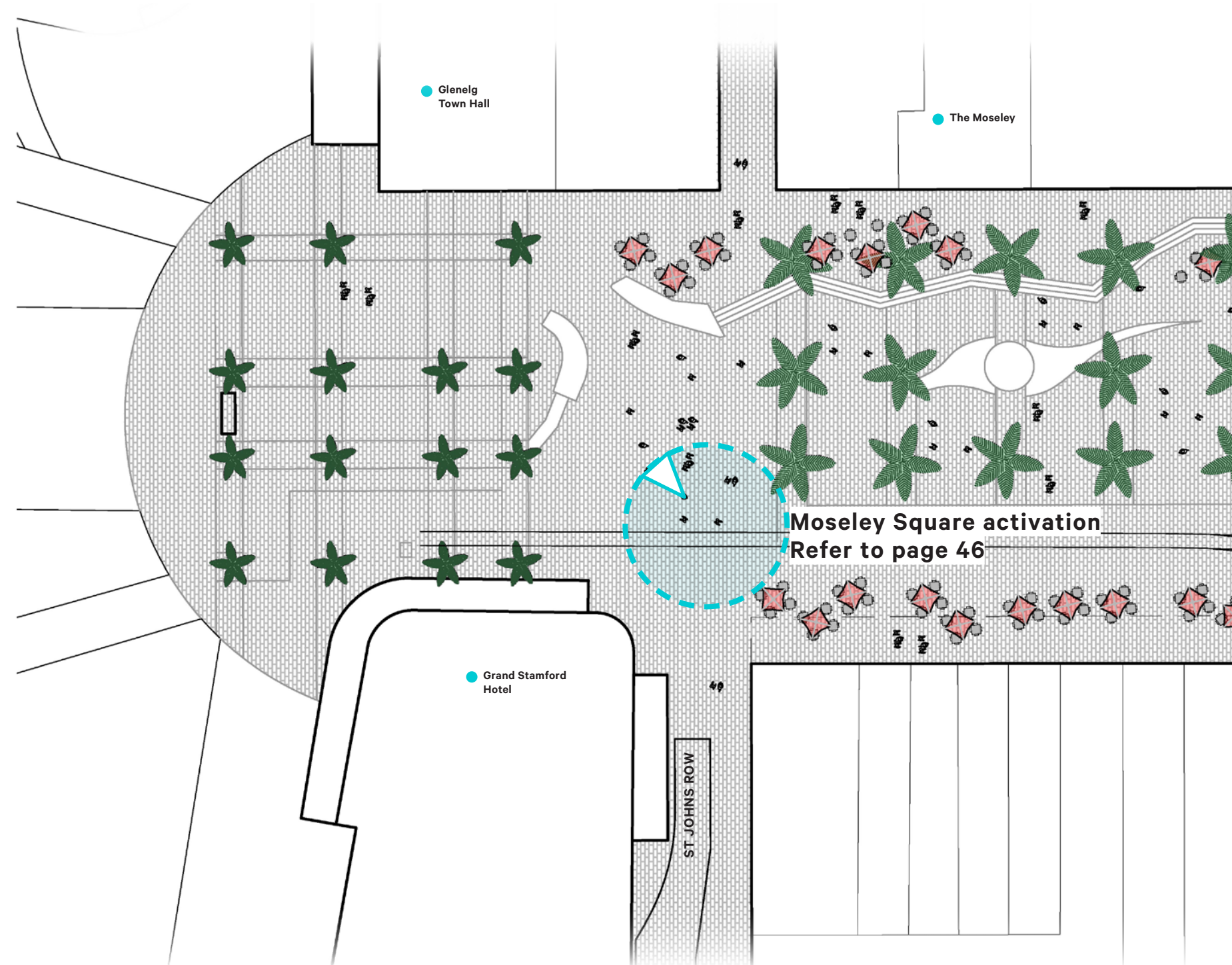
- Generally extend the kerbs on both sides of Jetty Road removing on-street car parking and loading zones. Position new loading zones if necessary.

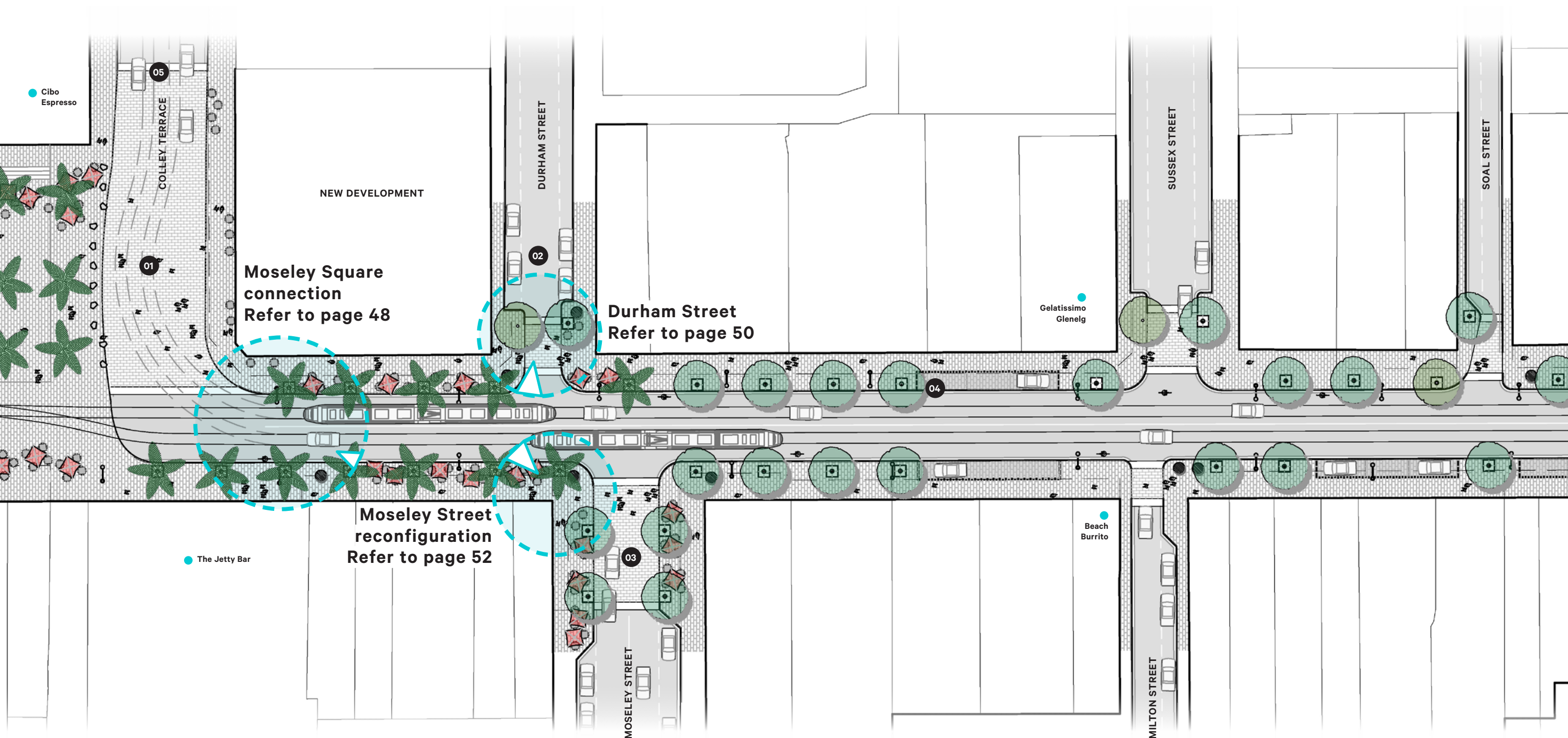
05 Future Tram Location

- Possible future tram stop relocation to Colley Terrace, providing improved access and use of Moseley Square.

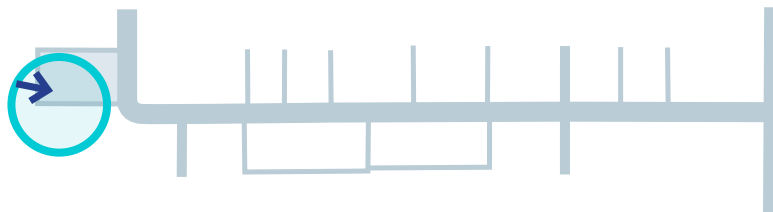
Opportunities

- Upgrade of public realm on Colley Terrace to be co-ordinated with new private development.





*Car park locations are indicative. Refer to page 76 for detailed car parking strategies.



Moseley Square

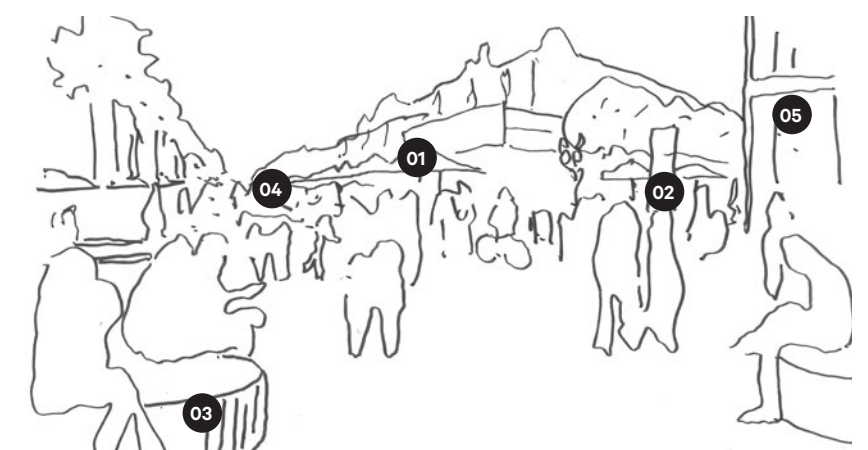


Moseley Square existing (2017)

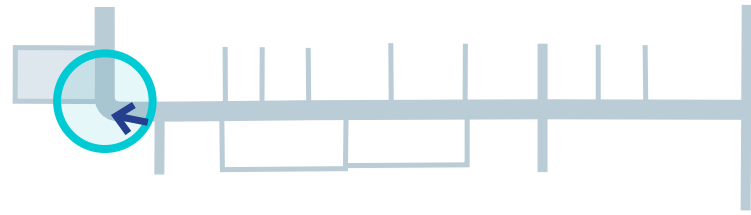




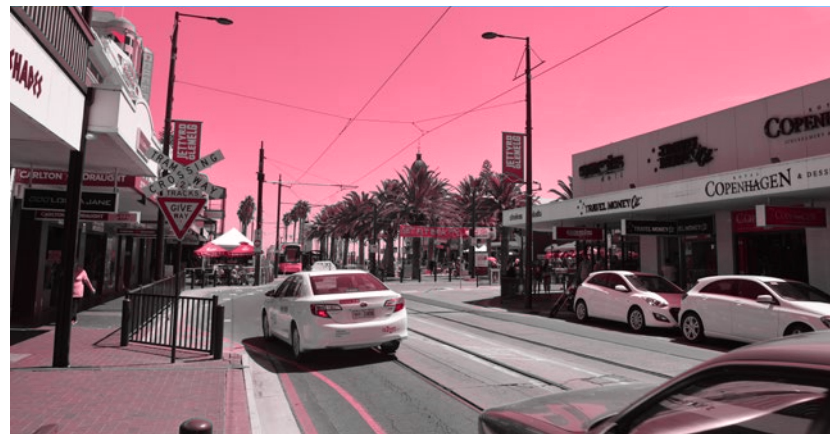
The rejuvenation of Moseley Square offering a high quality public realm. Improved edge activation, linkages and a high level of amenity creates a world class space.



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



Moseley Square & Colley Terrace



Jetty Road west / Colley Terrace (2017)



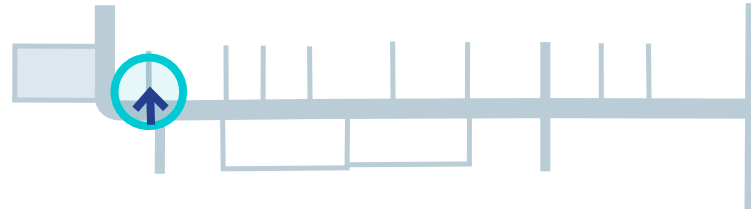


Safer pedestrian connectivity between Moseley Square and Jetty Road and a visual connection binding the street and foreshore into one.



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

Durham Street

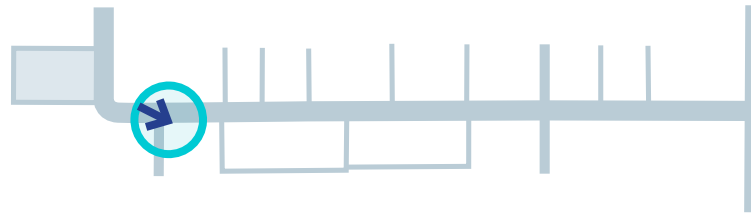


An improved side street environment that is useable for neighbouring residents and corner shop front tenants.





- 1 Iconic palm trees
- 2 Jetty Road bollards - furniture design suite
- 3 Paved pedestrian cross over
- 4 Extended footpath and kerb to side street entries
- 5 Deciduous side street trees



Moseley Street

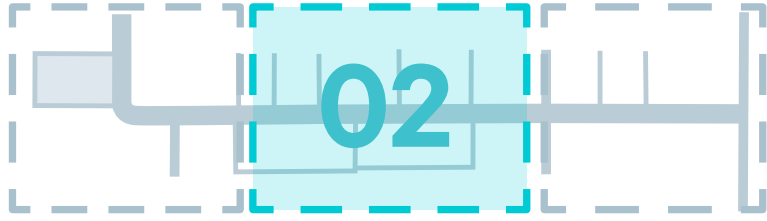
- 1 Improved streetscape
- 2 Pedestrian priority cross over
- 3 Reconfigured Moseley St intersection
- 4 Jetty Road seating - furniture design suite
- 5 Deciduous side street trees
- 6 Widened side street footpath for shop front activation





Reconfigured intersection providing an improved pedestrian environment and enhancing activation to the corner interface and side street.

Core



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

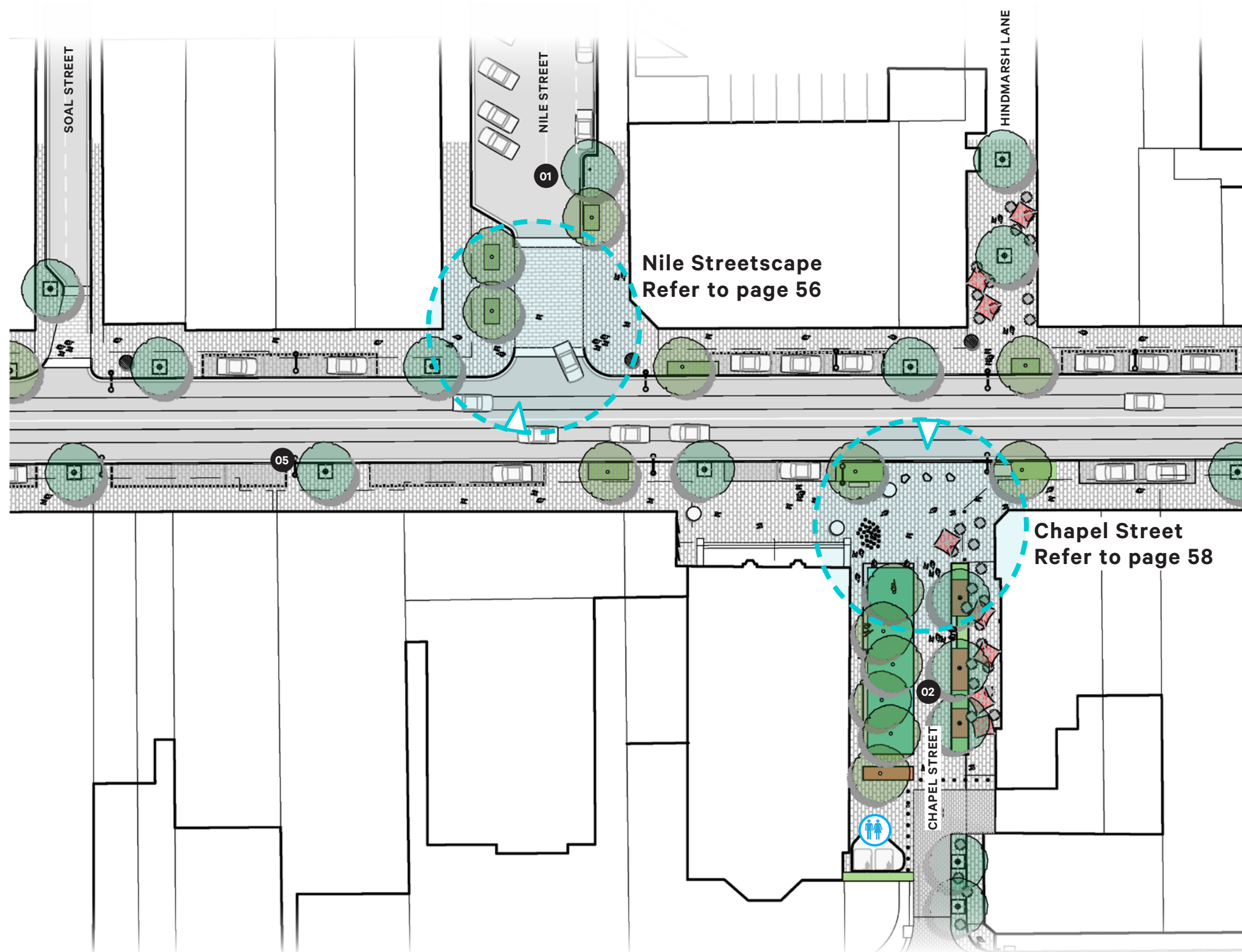
- Reconfigured tram stop platforms to both north and south sides of Jetty Road. Accommodates for cyclists safely whilst still functioning for pedestrians boarding. Subject to further consultation with DPTI and detailed design.

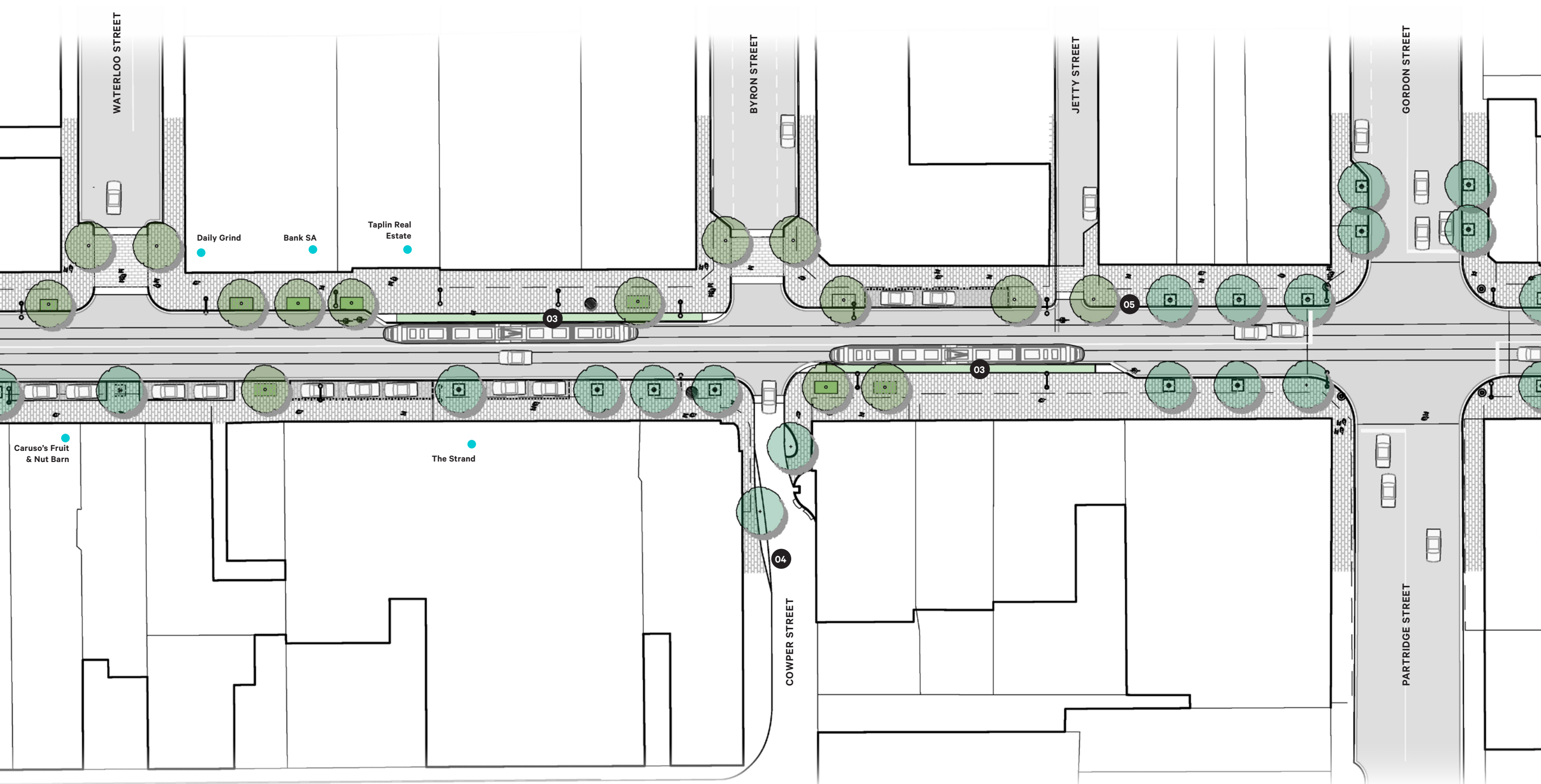
04 Cowper Street

- Reconfigured intersection to provide improved pedestrian safety and a improved corner interface with expanded foot paths for shop fronts and cafés.

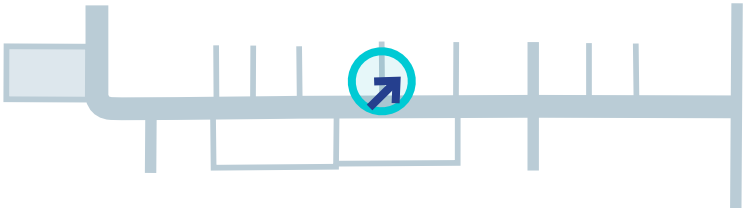
05 Verges

- Extended kerbs and footpath with improved paving and strengthened street tree planting creating a pedestrianised environment that is accommodating and functional.





*Car park locations are indicative. Refer to page 76 for detailed car parking strategies.



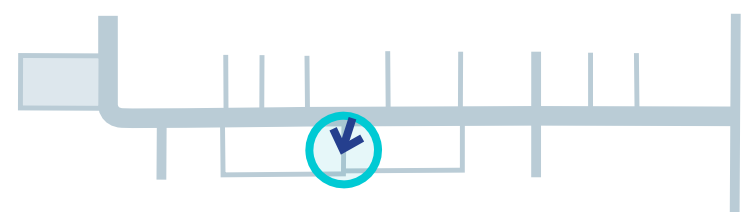
Nile street



- 1 Paved road surface
- 2 Paved pedestrian cross-over
- 3 Side street avenue planting
- 4 Future development potential
- 5 Improved corner interface activation

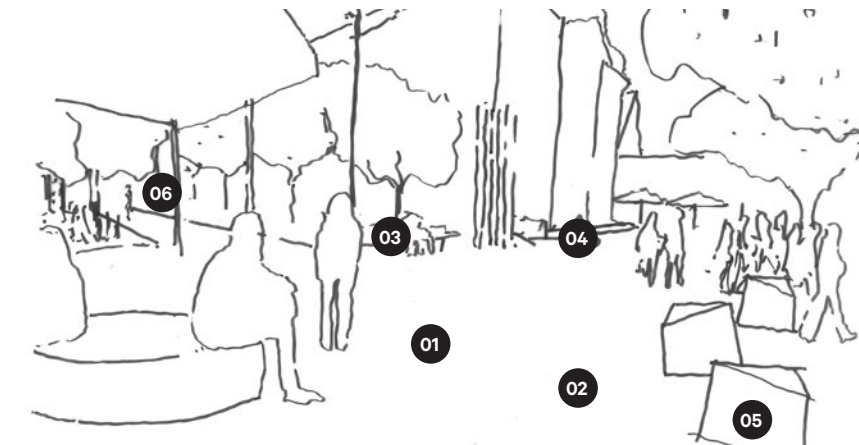






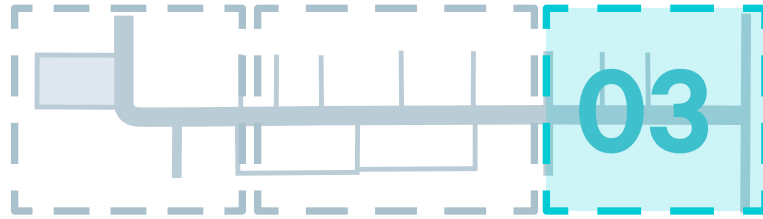
Chapel Street





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

Gateway



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. Underground services must be acknowledged in the detailed design phase.

02 Cyclist Safety

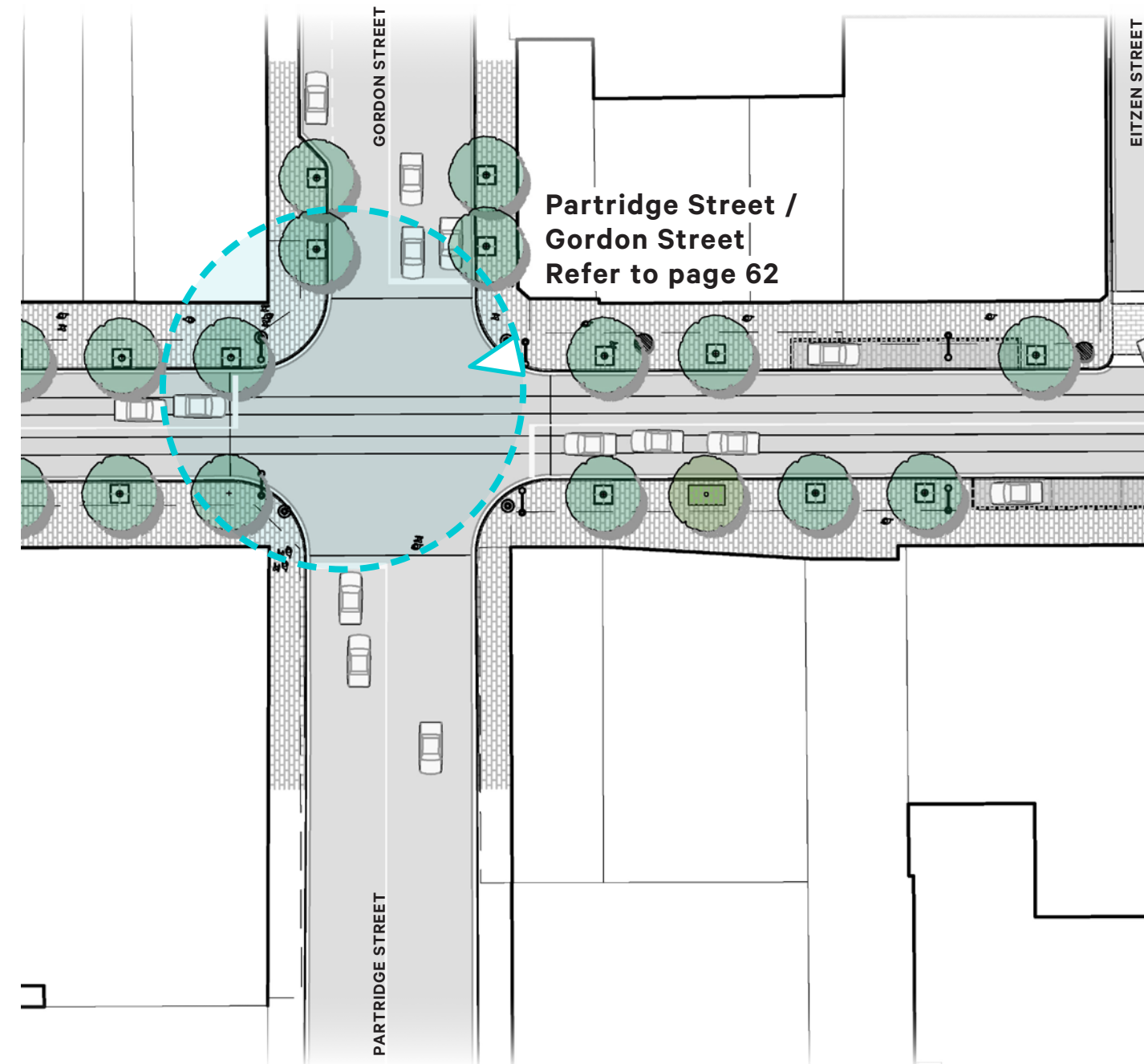
- Connections to the Mike Turtur Cycleway are improved through clear wayfinding and safer crossings at Brighton Road

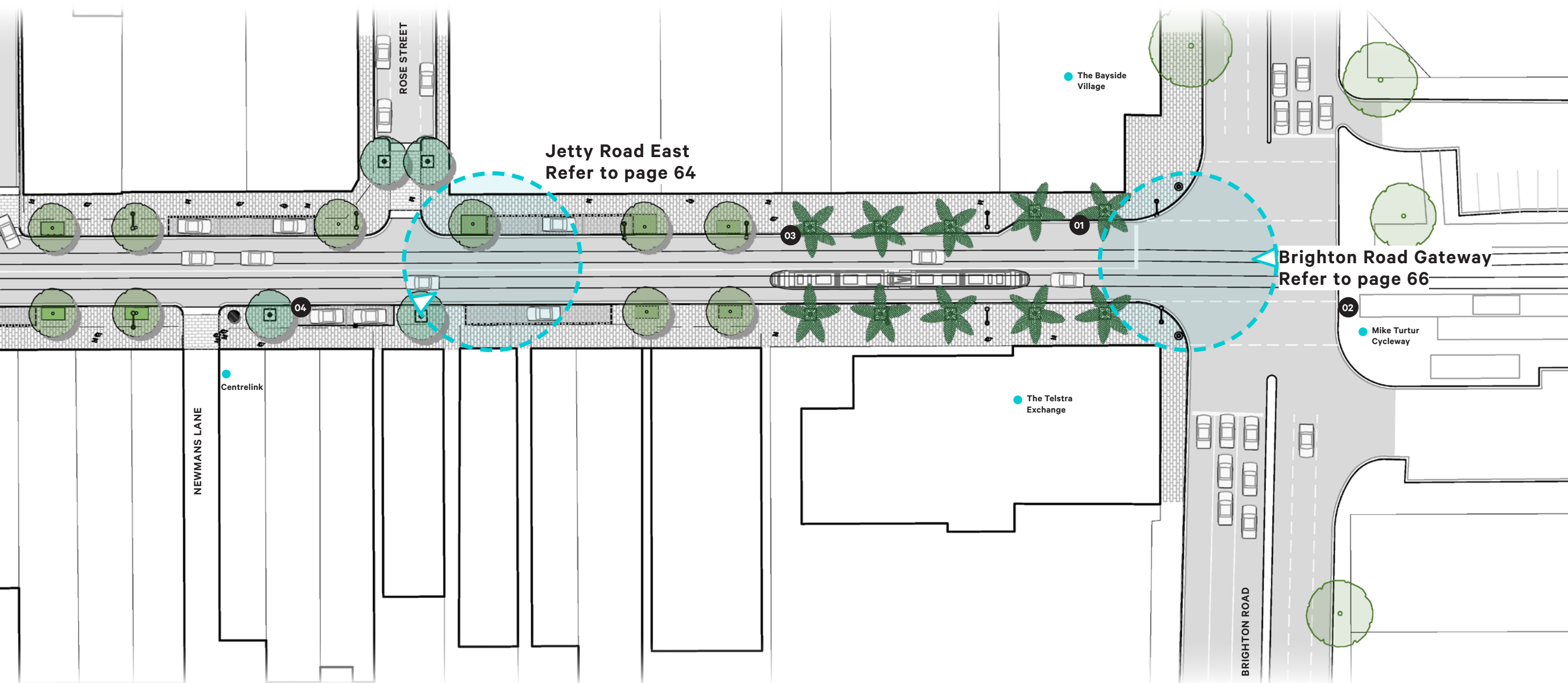
03 Tree Planting

- Strengthened tree planting, defining a green corridor to the main street.

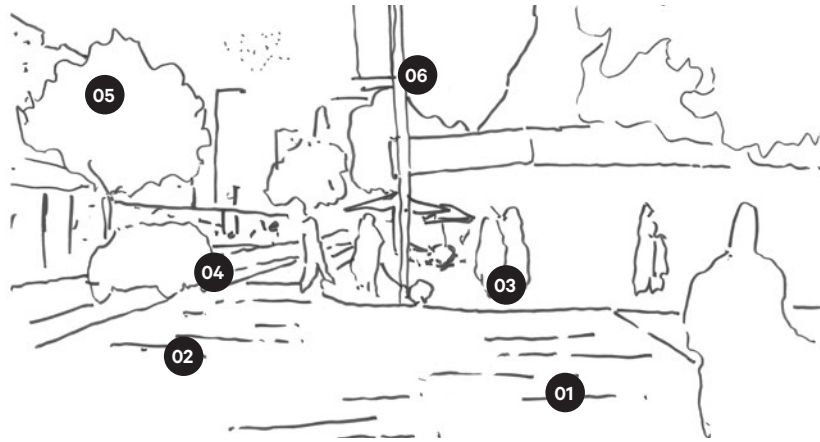
04 Verges

- Extended kerbs and footpath with improved paving and strengthened street tree planting creating a pedestrianised environment that is accommodating and functional.





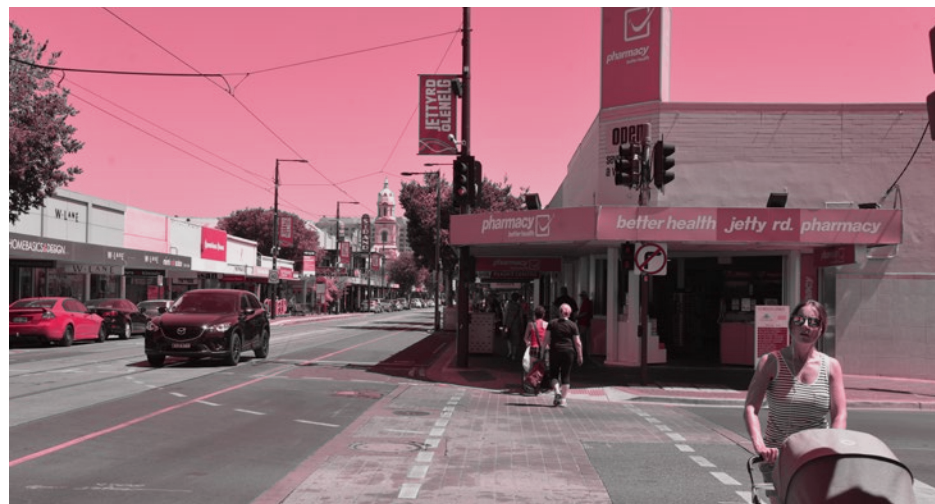
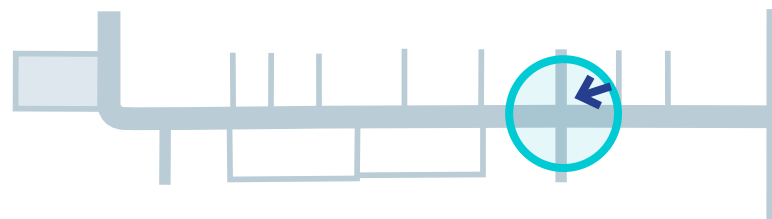
*Car park locations are indicative. Refer to page 76 for detailed car parking strategies.



- 1 Paved pedestrian crossings
- 2 No right hand turn from Partridge to Jetty Rd from 6:30am - 9:30am
- 3 Extended footpaths
- 4 Slow speed environment
- 5 Consistent street trees
- 6 Integrated lighting

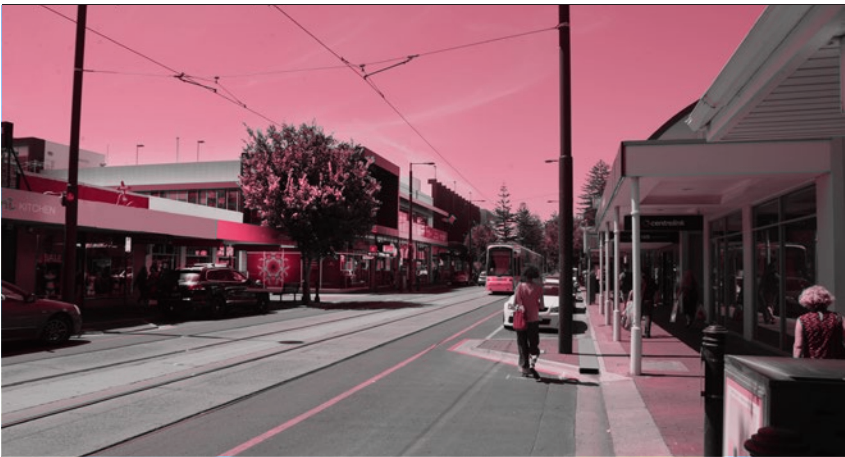
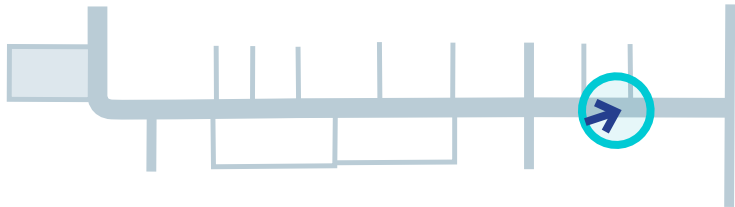
**The major intersection
along Jetty Road.
Pedestrian safety is
given priority with
slower traffic speeds
and improved crossings**

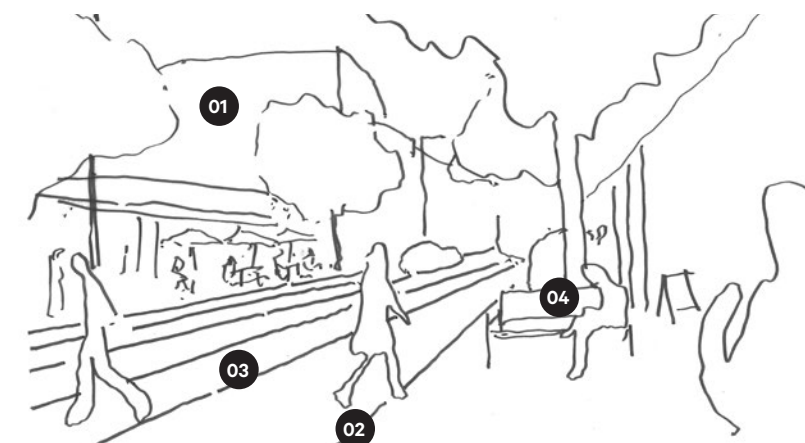




Partridge & Gordon Street Intersection

Jetty Road East

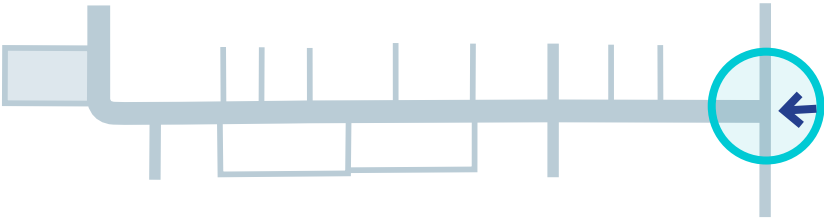




- 1 Future development
- 2 Extended Kerbs
- 3 Slow speed vehicle environment
- 4 Street furniture and new street trees

Jetty Road East provides a new streetscape environment that offers improved outdoor dining and shop fronts whilst still providing short-term on-street parking.

Brighton Road Gateway



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









Part five

Strategies

Movement & Access
Public Realm
Placemaking & Activation
Built Form

Strategies for Jetty Road

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

Integrated approach...



Movement & Access

Movement influences the function and feel of Jetty Road. People, vehicles and cyclists share the street; traffic speeds are reduced and pedestrian movement across and along the street made easier by reconfiguring crossings to favour pedestrians. At the same time, the importance of Jetty Road to the metropolitan traffic network is acknowledged.

- Vehicles
- Intersections
- Car parking and loading zones
- Public transport
- Cycles
- Pedestrians



Public Realm

A high quality public realm supports businesses, enhances civic pride, and encourages community functions and events.

The Masterplan proposal describes a high quality public realm that is attractive, safe and comfortable to use. The proposed upgrades to the public realm will encourage future private development of residential, commercial and retail uses and facilitate an increased volume of people in the Jetty Road precinct.

- Paving
- Street furniture
- Street trees
- Signage & wayfinding
- Lighting
- Street infrastructure & services



Placemaking & Activation

Public realm activation varies along the length of Jetty Road depending upon adjacent ground floor users. The Masterplan facilitates an increased use of the public realm by including wider footpaths and creating a new civic space in Chapel Street.

Activation programs and initiatives will be developed to ensure that the upgraded public realm and newly created spaces are used to their full potential. Budgeting for these programs and initiatives will be important in realising the full potential of benefits of the upgrades as well as supporting the ongoing community functions.

- Events
- Street activation
- Public Art
- Outdoor dining
- Laneways & Side streets



Built Form

Buildings fronting onto Jetty Road affect the scale and volume of the street as well as activation of the public realm. Heritage buildings have particular significance in referencing the history of Jetty Road and Holdfast Bay, and their retention and interpretation into a changing built form is important in reinforcing the street's character.

Future residential, commercial and retail development along Jetty Road will increase activation and support a redeveloped public realm.

- Built form & frontages
- Interfaces

Vehicles

Movement & Access

Objective:

Movement is considered in an integrated way to enable the street to accommodate vehicles, cyclists, pedestrians and multiple public transport users. The street arrangement consolidates intersections and prioritises pedestrians at intersections as well as slowing traffic speed.

Strategies:

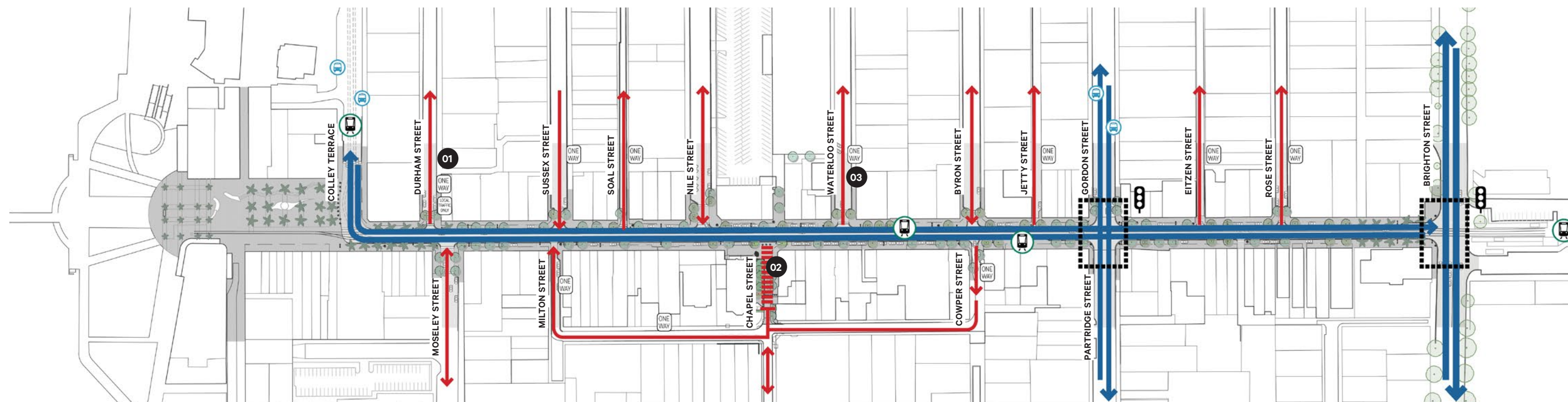
Current vehicle movement along Jetty Road is congested between multiple modes of movement and lacks pedestrian priority. To realise the potential of Jetty Road designated and safe connections must be achieved in delivering a functional vehicle environment.

Key moves:

- 1 — The overall movement network is consolidated along Jetty Road, achieving an organised hierarchy between traffic modes and pedestrians.
- 2 — Closure of selected side streets to benefit public amenity, whilst also strengthening designated vehicle corridors. Changes to traffic operation for selected side streets.
- 3 — A free flowing main street that reduces vehicle congestion and strengthening Jetty Road as a high street environment.
- 4 — Integrated transport study to be undertaken.



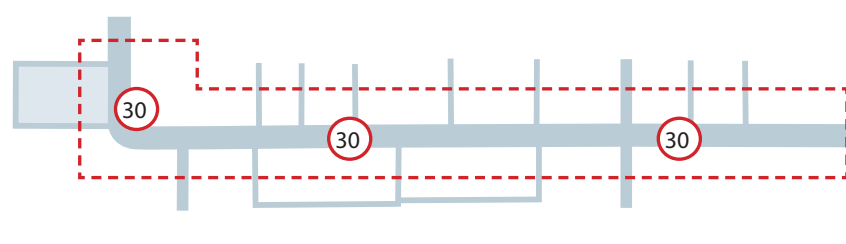
- 1 Side street configuration - continuous pedestrian cross-overs.
- 2 Extended kerb lines reducing vehicle congestion.



Legend

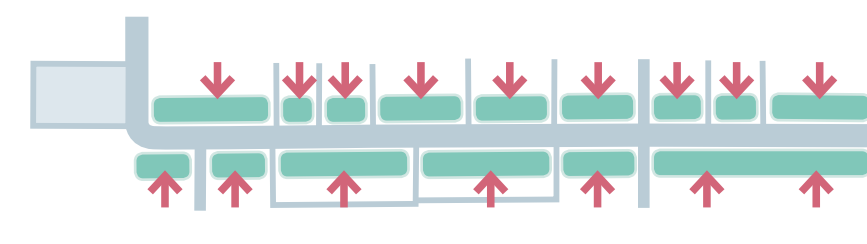
- Key vehicle movements
- Side street vehicle movement
- Tram stop
- Bus stop
- Signalised intersection

- 01** — Partial closure to Durham Street (service access allowed)
- 02** — Vehicle closure to Chapel Street (north of Milton Street)
- 03** — Waterloo Street converted to one-way (north bound) offering increased side street parking & reduced traffic



Slow speed corridor

Jetty Road effectively functions as a slow speed vehicle street. The Masterplan describes the street as a pedestrian focused environment. A speed limit of 30km/h provides for a safer environment for both pedestrians and cyclists.



Service Access

Service access to premises fronting Jetty Road occurs mostly from rear lanes and side streets, eliminating the need for vehicle cross-overs and direct access from Jetty Road. The proposed street layout maintains the current arrangement.

Intersections

Movement & Access

Objective:

Intersections are re-configured to achieve a safer pedestrian user friendly environment.

Strategies:

Intersections situated along the extent of Jetty Road pose an issue with confusion between vehicles and pedestrians. Lacking consistency between intersections, the corridor is disrupted. Continuity must be achieved along the street that is clearly understood by all movement modes.




Key moves:

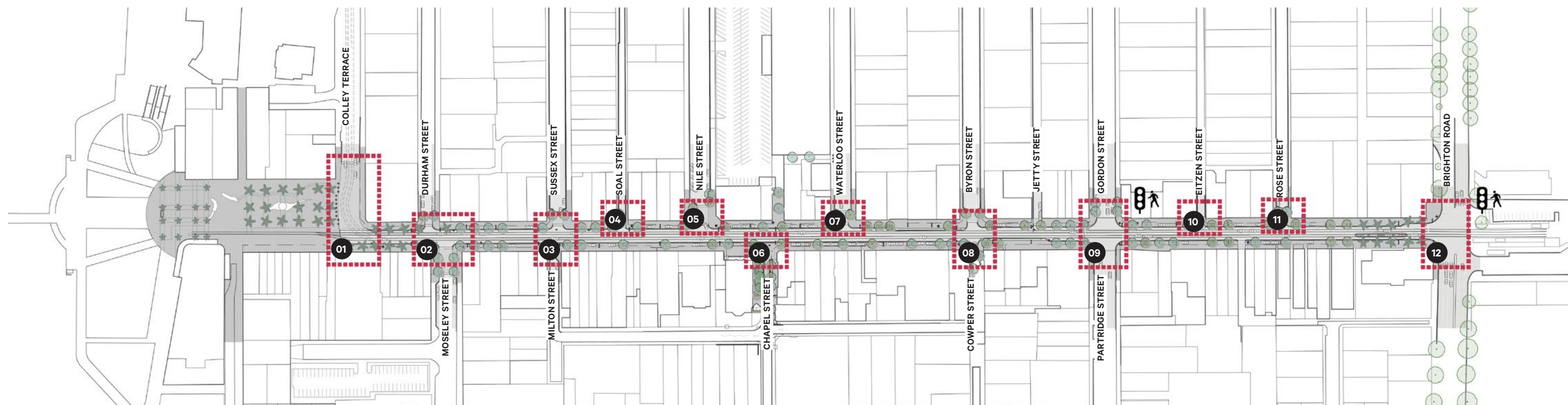
- 1 — Intersections are re-configured with continuous pedestrian cross-overs, thus slowing vehicle traffic and reducing pedestrian crossing distances.
- 2 — A template is applied to all intersections that is consistent and legible by all users. This is achieved through a consistent surface materials palette.
- 3 — Integrated transport study to be undertaken.



- 1 Tightening of Moseley Street, improving pedestrian safety
- 2 Cowper Street

Legend

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



Individual intersection moves (subject to detailed analysis)

01 Moseley Square crossing

- Pedestrian safety improvements
- Clear priority to pedestrians
- Reduced vehicle speeds
- Continuous footpaths

02 Moseley Street & Durham Street

- Pedestrian safety improvements
- Possible turn restrictions
- Reconfigured kerb alignment
- Continuous footpaths

03 Milton & Sussex Street

- Continuous footpaths
- Reconfigured kerb alignment

04 Soal Street

- Continuous footpath
- Reconfigured kerb alignment

05 Nile Street

- Continuous footpaths
- Reconfigured kerb alignment
- Additional corner side street trees

06 Chapel Street

- Closure to road
- Paved level to adjacent footpaths with new public plaza
- Service access still available

07 Waterloo Street

- Continuous footpaths
- Reconfigured kerb alignment
- Additional corner side street trees
- Turn restrictions with one way access

08

Byron Street

- Continuous footpaths
- Reconfigured kerb alignment
- Additional corner side street trees

09

Partridge & Gordon Street

- Paved intersection

10 Eitzen Street

- Continuous footpaths
- Reconfigured kerb alignment

11 Rose Street

- Continuous footpaths
- Reconfigured kerb alignment
- Additional corner side street trees

12 Brighton Road

- Improved pedestrian safety
- Improved cycle connection to Mike Turtur Cycleway

Car parking

Movement & Access

Objective:

Car parking is balanced between catering for a pedestrian focused environment whilst still offering sufficient numbers of readily accessible car parking.

1,214

total on-street car park spaces around Jetty Road.

Source: Frank Siow and Assoc. 2017

Approximately **35%** of on-street car parks removed.

37

car parks proposed for consolidation.

09

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

28

net car park spaces lost over 10 years.

Strategies:

A successful destination street must include accessible and legible car parking. Changes and improvements are required within the Jetty Road precinct to cater for all users of the street. Currently many of the off-street car parks are being under utilised.

Key moves:

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

Car parks will be consolidated over a

10 year period.

* Refer to page 114 for indicative car parking losses

Only 3

spaces will be removed within the first year of works.

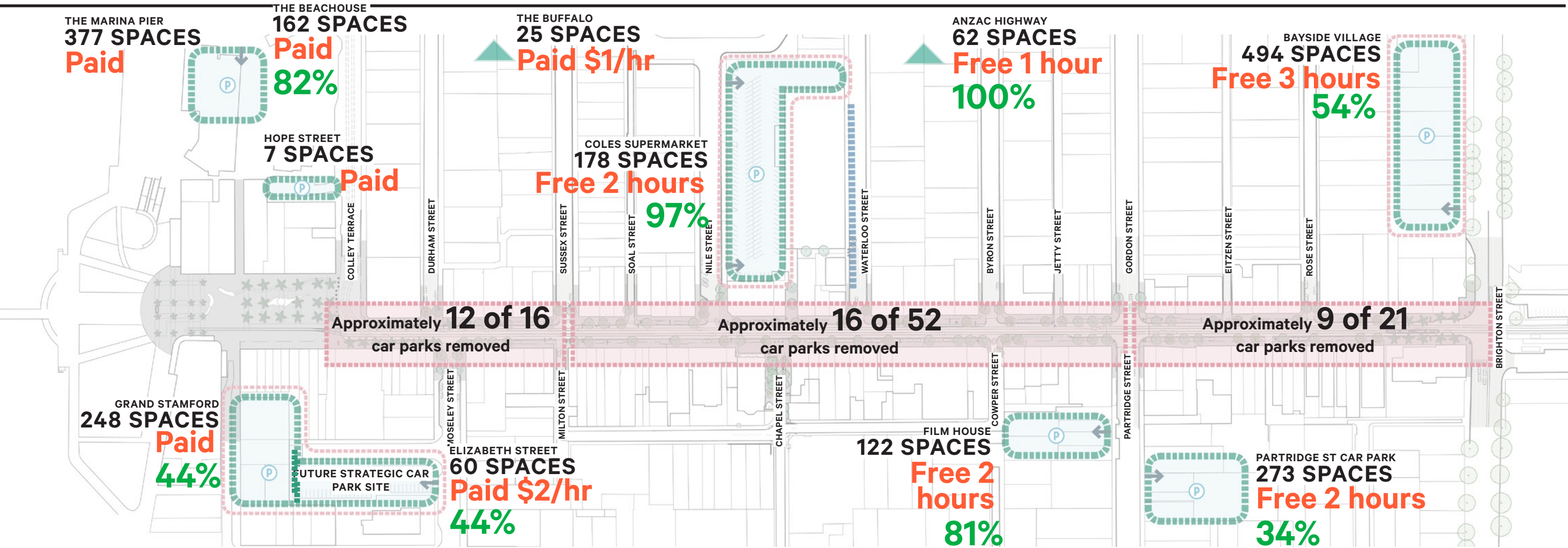
Regular project hold points to review car parking capacity in the precinct.



1 Existing off-street car parking
2 Jetty Road West vision

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

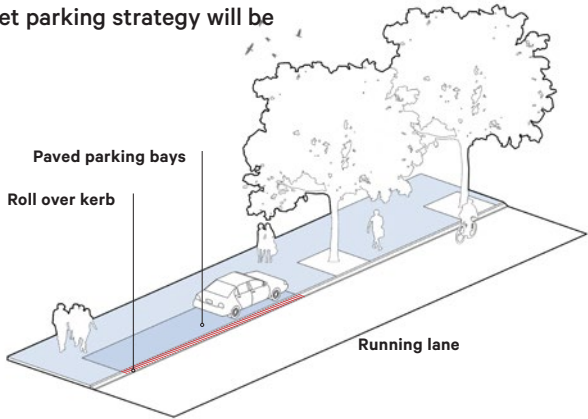
2,008
Off street car park spaces



* Refer to page 114 for indicative car parking losses

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

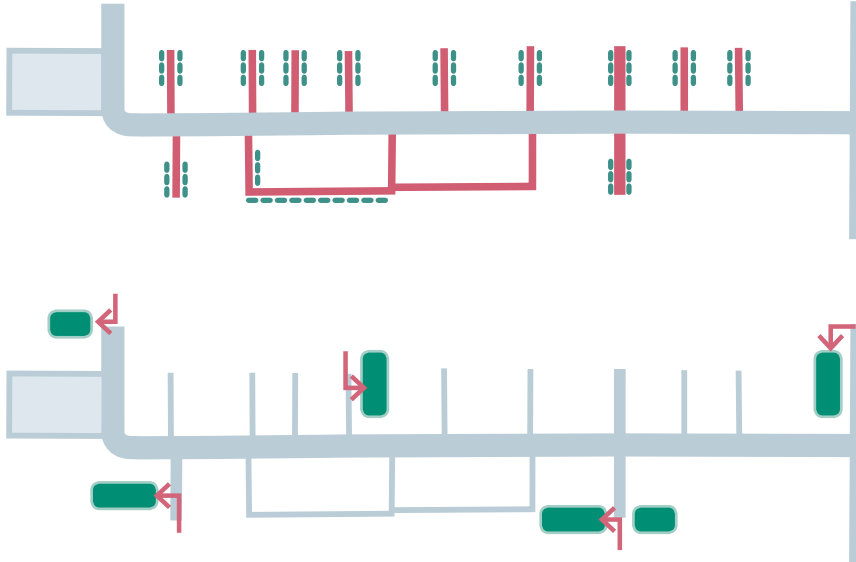


Side street parking

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 car parking is catered for 'behind' Jetty Road. Pedestrians then access Jetty Road through side streets and lanes. This approach is reinforced as multi-story car parking '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.



Public Transport

Movement & Access

Objective:

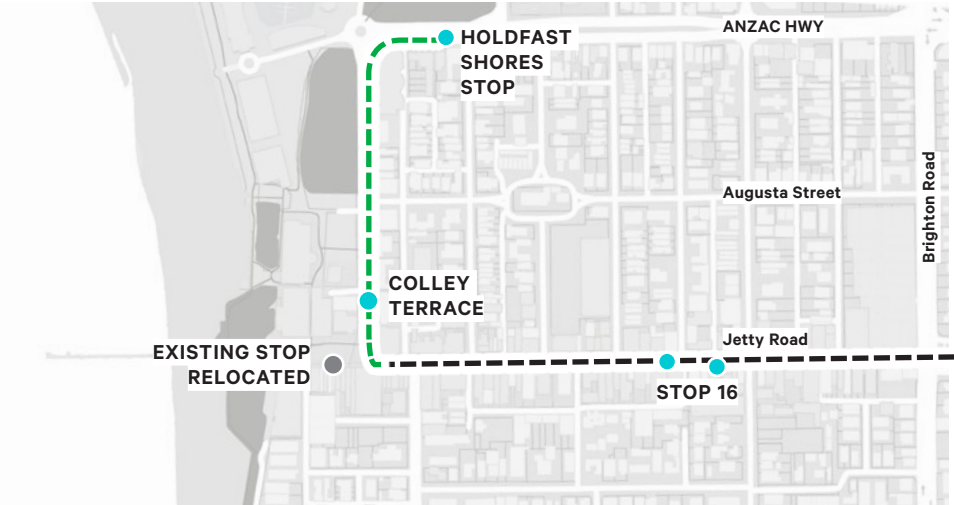
Maintain the current arrangement of sharing traffic and trams within the Jetty Road carriageway. Ensure safety to all traffic users.

Strategies:

The Adelaide - Glenelg tramline delivers a high number of users to Jetty Road. It is ensured that this line is retained and strengthened to enhance Jetty Road as a destination high street. Pedestrian, vehicle and cycle safety must be achieved with tram movement.

Key moves:

- 1 — Redevelopment of tram stop 16 to allow separation of cyclists from vehicle running lanes and tram tracks.
- 2 — Retain long-term vision for tram relocation subject to future investigations beyond Masterplan implementation program.
- 3 — Integrated transport study to be undertaken.
- 4 — Work with DPTI to improve activation of Moseley Square by removing fencing and physical and visual barriers where possible.



Broader context to tram route

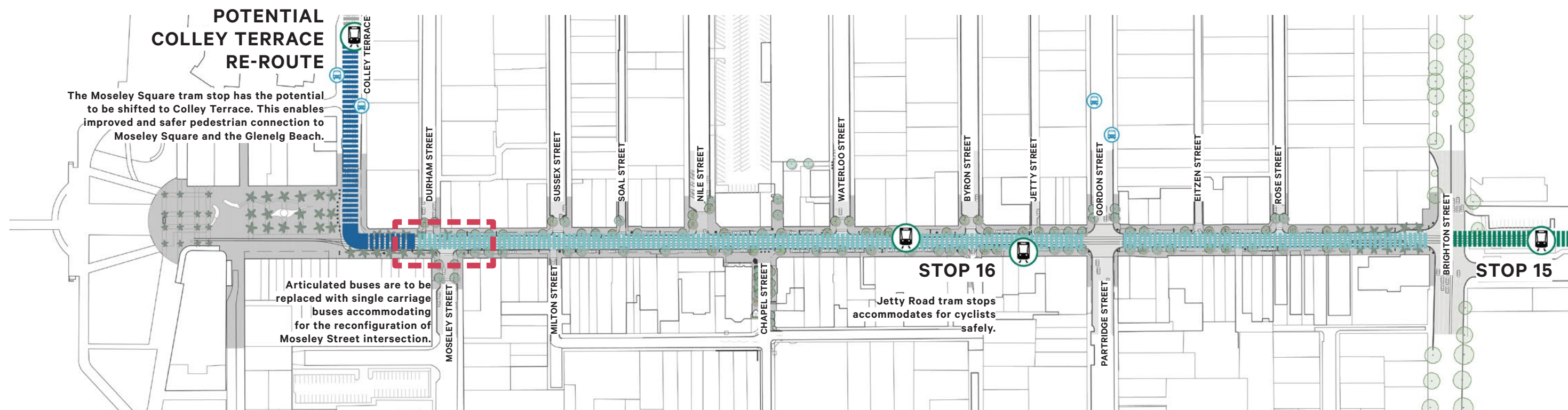


01



02

1 Public transport along Jetty Road
2 Colley Tce tram stop
ca. 1948



Legend

- Tram line (separated)
- Tram line (shared)
- Reconfiguration of line (potential)
- Future northern connection (potential)
- Tram stop
- Bus stop

Accommodating cycle traffic with trams



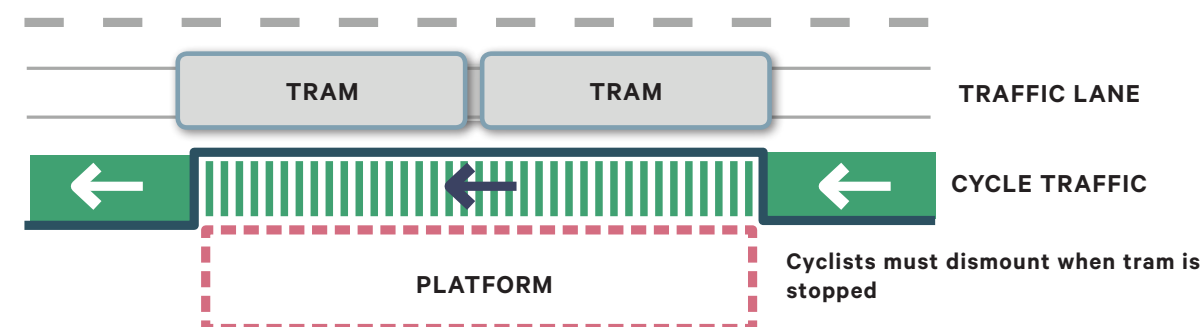
Existing stop 16



Example of cycle and tram integration in Melbourne



Potential Tram Stop 16 Approach



Cycles

Movement & Access

Objective:

The Bay caters for hundreds of cyclists on a weekly basis. Accommodating for all types of cyclists will be approached in an integrated and coordinated method that acknowledges all other users to the street.

Strategies:

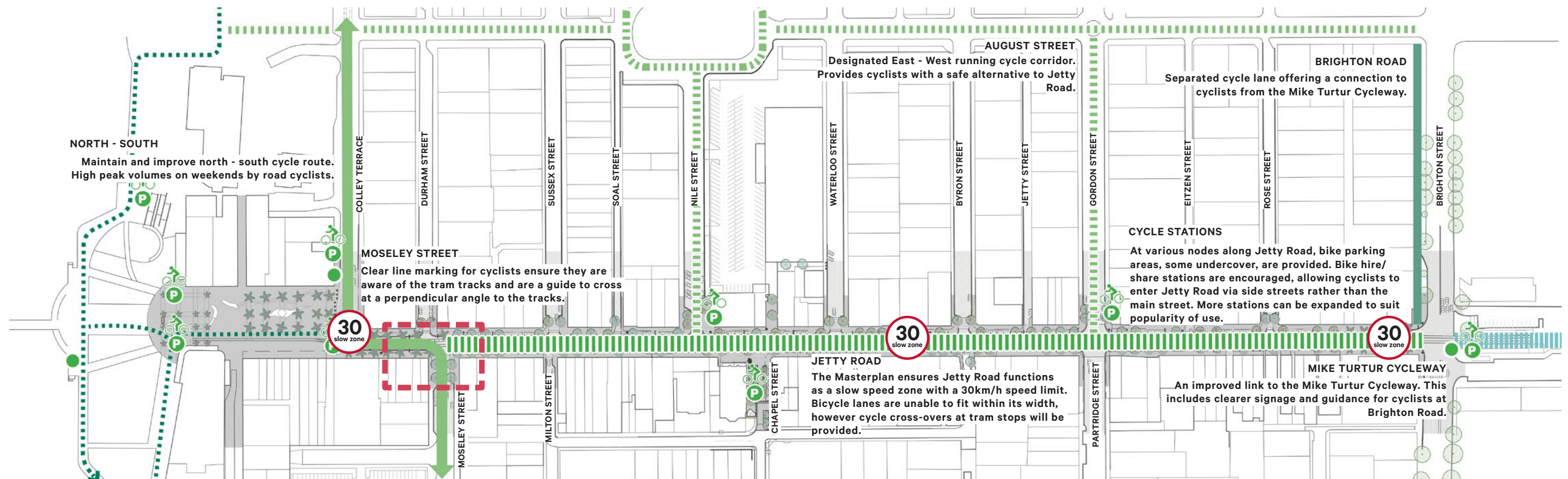
Current cycle conditions along Jetty Road involve sharing traffic lanes with vehicles, buses and trams with limited lane width and separation from parked vehicles. Ongoing issues occur between cyclists and rail tracks and particularly at tram stop 16.

Key moves:

- 1 — Redevelopment of tram stop 16 to allow separation of cyclists from vehicle running lanes and tram tracks.
- 2 — Clear line markings guiding cyclists across tram tracks at Moseley Street intersection.
- 3 — Safer cycle connectivity between Jetty Road and the Mike Turtur Cycleway.
- 4 — Improved alternative east - west cycle route along Augusta street.
- 5 — Overall 30km/h slow zone along the extent of Jetty Road.
- 6 — Integrated transport study to be undertaken.



- 1 Shared use street
- 2 Cycle share facilities introduced
- 3 Encouraging multi-modal use including cycle taxis



Legend

	Existing north-south cycle route		Alternative east - west cycle corridor
	Separated cycle path		Coast park
	Shared cycle route		Bicycle parking
	Mike Turtur Cycleway		Wayfinding signage

Key Statistics

146 'reported' crashes in the past 5 years

46 cyclists involved

12 involved trams

33 'roll over' crashes. Most roll over crashes were cyclists falling off their bike due to 'inattention'.

Source: City of Holdfast Bay

Pedestrians

Movement & Access

Objective:

A series of solutions will accommodate numerous forms of movements occurring along the extent of Jetty Road. Prioritising pedestrian movement is vital in creating an environment that is safe and inviting to all.

Strategies:

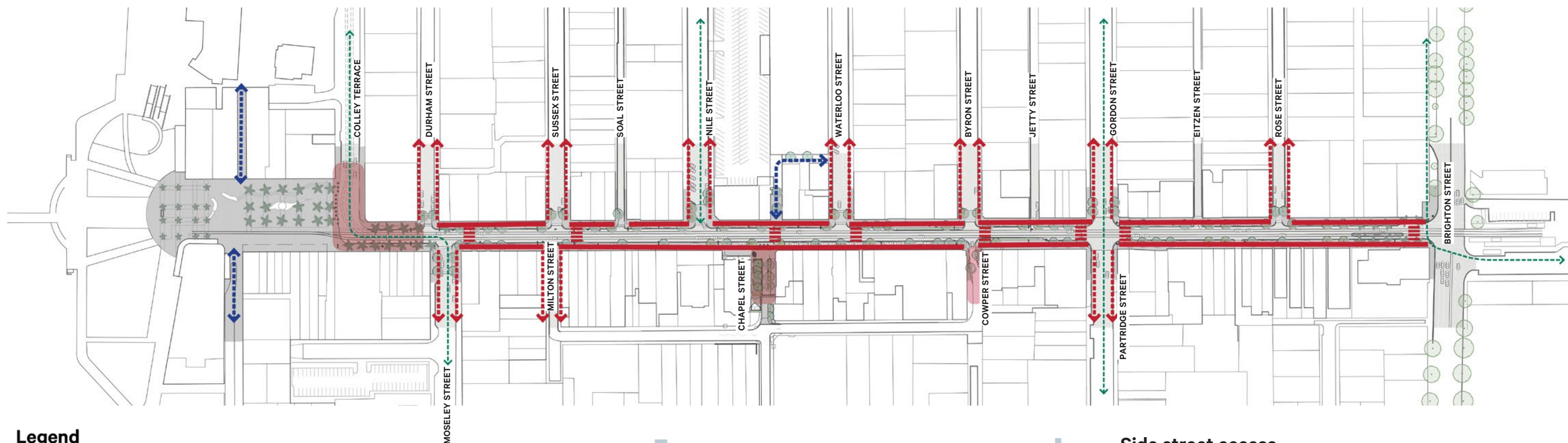
The current pedestrian environment along Jetty Road is un-inviting and precarious. With a lack of pedestrian priority and a large volume of vehicles, Jetty Road is a difficult street to navigate. In achieving a safer pedestrian environment, vehicle speeds must be slowed and the streetscape must be inviting and connected.

Key moves:

- 1 — Widened footpaths, reducing congestion and offering spaces for shop fronts to overflow.
- 2 — Continuous footpath cross overs at side streets, slowing entering and exiting vehicles.
- 3 — Treatment to sidestreets and laneways, enhancing pedestrian linkages into Jetty Road.
- 4 — Consolidation of pedestrian crossings providing designated DDA compliant crossings.
- 5 — Integrated transport study to be undertaken.

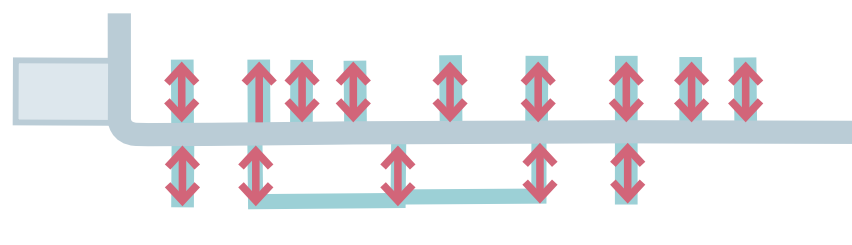


- 1 Side street treatment
- 2 Moseley Street intersection reconfiguration - improved safety to pedestrians
- 3 Chapel Street - widened footpaths



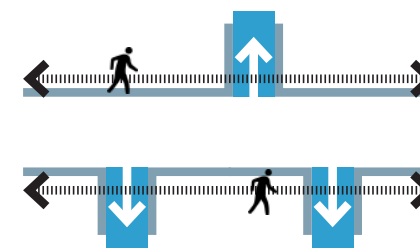
Legend

- Jetty Road promenade
- - - Connecting street footpaths
- = DDA Compliant crossings
- - - Laneway access



Side street access

Side streets along Jetty Road offer entryways for pedestrians. Side streets are enhanced by extending paving and additional street trees.



Continuous footpaths at side streets

Side streets along Jetty Road are considered toward the function and amenity of the street. Continuous footpaths, street tree planting and street furniture is continued into the side streets.

Paving

Objective:

The Masterplan describes a palette of paving materials that achieve continuity to Jetty Road, creating a simpler streetscape environment that is robust and contributes to Jetty Road’s character and identity.

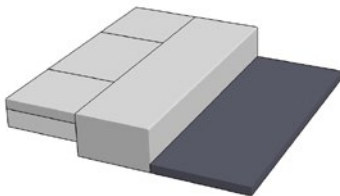
Strategies:

Jetty Road’s existing surface materials are weathered and inconsistent to pedestrians and vehicle with confusion in legibility. The Masterplan applies a palette of surface materials that contributes to the identity of Jetty Road.

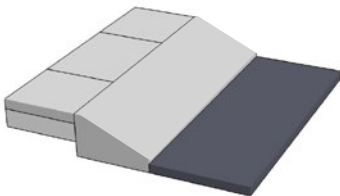
Key moves:

- 1 — A new consistent palette of surface materials with designated applications.
- 2 — High quality selection of materials that considers whole of life costs.
- 3 — Improved paving profiles reducing ongoing maintenance.

Kerbs

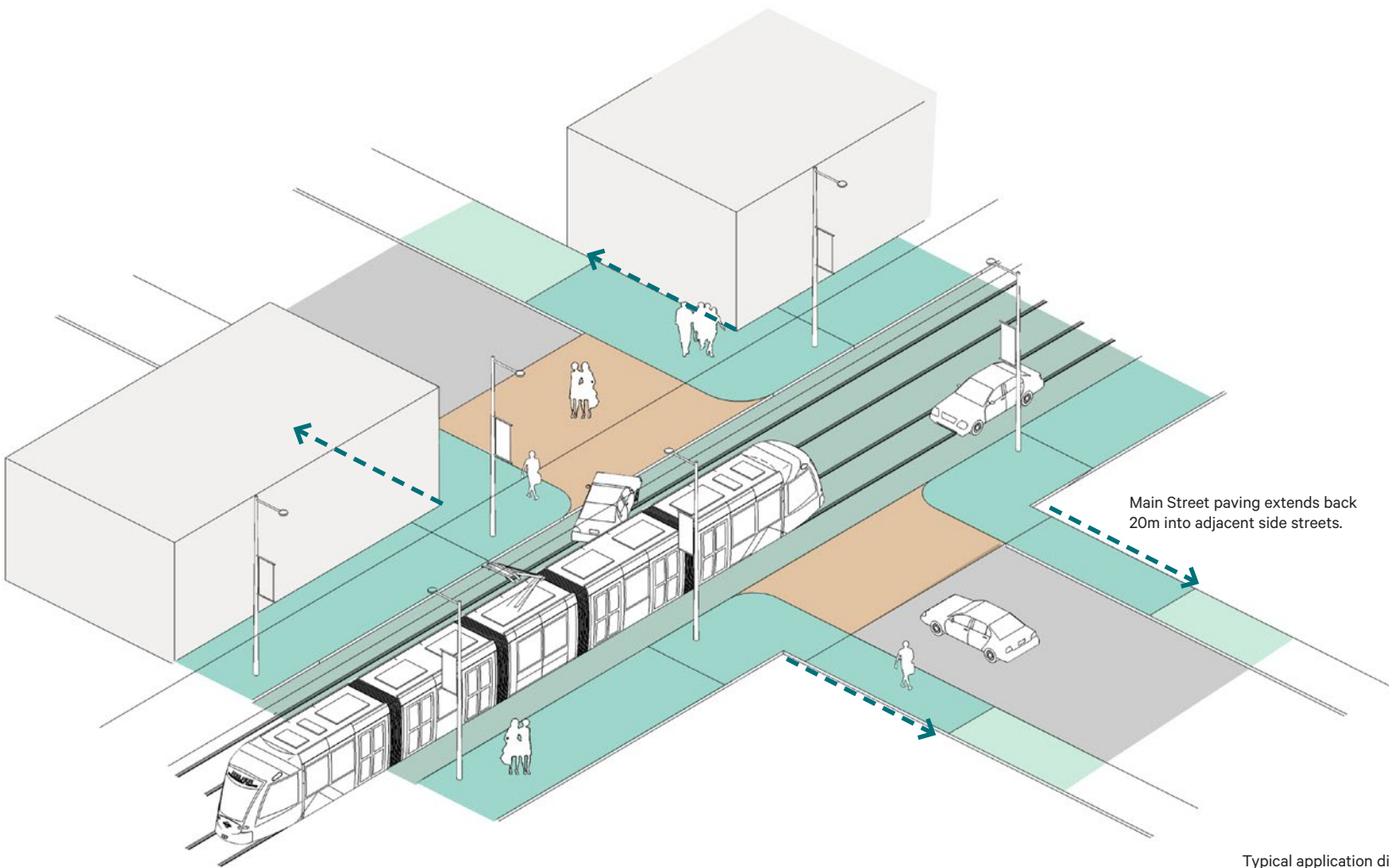


WIDE UPRIGHT KERBS
(150mm HIGH)



ROLL OVER KERB
(150mm HIGH)

Public Realm



Typical application diagram

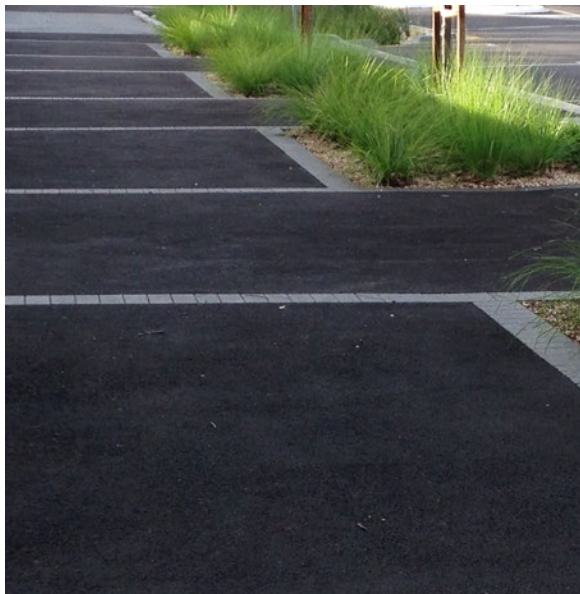
Application

Paving and surface materials are chosen to reinforce a sense of place that is distinctive and ‘of South Australia’. Jetty Road’s footpaths are paved with an Australian-sourced natural stone paver sized to reflect aesthetics and use. A natural, warm coloured and textured natural stone displaying grey tones is chosen as the predominant paver in high use areas.

Where the pavers are traversed by vehicles and cycles, these are laid on a reinforced concrete base. In other locations where paving is only traversed by pedestrians,

pavers are laid on a specialised sand and rubble base for cost effectiveness. Side streets integrate the Jetty Road footpath paving to a set back of 20m and then transition to hotmix paving with the same natural stone banding for continuity. These types of surfaces are attractive, hard-wearing and easily cleaned, but also comfortable and safely traversed by pedestrians, wheelchair users, strollers and cyclists.

Paving Palette



Natural Stone - Juperana

Large Format, Stretcherbond

Applications

Main Street

A high quality paver along the extent of Jetty Road from Brighton Road to Moseley Square. Future extension to the shorefront.

Intersection nodes

A high quality paver marks all of the intersections along Jetty Road, and provides continuity along the length of Jetty Road.

Plazas

Chapel Street Plaza is paved with stone.



Natural Stone - Juperana

Small Format, Herringbone + Stretcherbond

Applications

Continuous footpath crossings

Heavy vehicle rated paving distinguishes pedestrian crossings. Wombat style crossings are made flush with adjacent paving to give priority to pedestrian movement and reduce vehicle entry speeds.

Car parking / loading zones / pullover bays

A heavy vehicle rated paver that contrasts the main promenade to distinguish vehicle use for parking and bus bays.

Plazas / highlights

Moseley Square crossing is paved with high quality stone.



Hotmix

Natural stone inlays + headers

Applications

Side streets

Laneways



Insitu Concrete

Shotblast finish, light reveal

Applications

Tram lane

Vehicle running lane (kerb to kerb)



Concrete Kerbs

Dark oxide, smooth trowel finish

Applications

Road edge

Street Furnishings

Public Realm

Objective:

A new furniture suite that showcases Jetty Road’s identity and is robust and cost effective for whole of life costs.

Strategies:

Inconsistent and outdated existing furniture clutters the street, adding to pedestrian congestion and a poor street environment. Furniture is selected strategically for key areas of use and spaced appropriately along the length of Jetty Road.

Key moves:

- 1 — A unique design suite for Jetty Road that distinguishes the street as a precinct.
- 2 — Selection of high quality and robust materials, lowering whole-of-life costs and reducing on-going maintenance.



Street Bench Seat

DESCRIPTION

Proprietary Item,
Contemporary and timeless in design
Class 1 hardwood battens
Painted steel/anodised aluminium frame
Neutral grey tone colour
Arm rests and back

APPLICATIONS

Along the footpath & side streets



Bespoke Seats (Plaza)

DESCRIPTION

One off design
Steel frame - painted/stainless steel
Integrated lighting
Varying size

APPLICATIONS

Chapel Street Plaza
Moseley Square
Wider footpath nodes



Fixed wall seating

DESCRIPTION

Pre-cast concrete / stone
One off design to suit site conditions
Arm rests and backs can be included

APPLICATIONS

Chapel Street Plaza
Moseley Square



Drink Fountain

DESCRIPTION

Proprietary Item,
Brushes 316 Stainless Steel Finish

APPLICATIONS

Chapel Street Plaza
Moseley Square



Picnic Setting

DESCRIPTION

Proprietary Item,
Contemporary and timeless in design
Class 1 hardwood battens
Steel frame

APPLICATIONS

Plazas, Squares and Foreshore



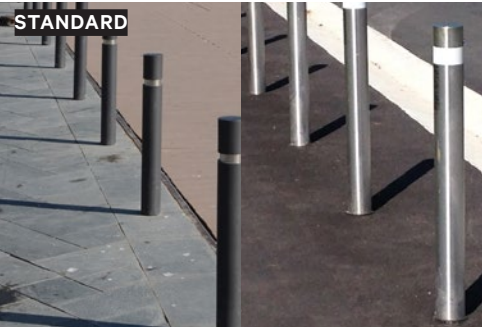
Bin Surrounds

DESCRIPTION

Proprietary Item
Contemporary and timeless in design
Stainless steel / painted cover
Recycling + Rubbish (tbc)
240ltr (tbc)

APPLICATIONS

Public realm. Spacing to suit maintenance requirements



Standard Bollards

DESCRIPTION

Proprietary item
Removable option

Supplier

Leda

APPLICATIONS

Streets, vehicle control, outdoor dining

Feature Bollards

DESCRIPTION

One off item, large enough for seating
Polished Steel
Fixed position

APPLICATIONS

Plazas + Squares



Tree Grates

DESCRIPTION

Steel surrounds and grated cover, natural finish

APPLICATIONS

High traffic paved areas



Cycle Racks & Repair Stations

DESCRIPTION

Painted stainless steel
Contemporary and timeless in design
Neutral grey tone colours to match bench seats and bollards

APPLICATIONS

Street corners, side streets & plazas

Street Trees

Public Realm

Objective:

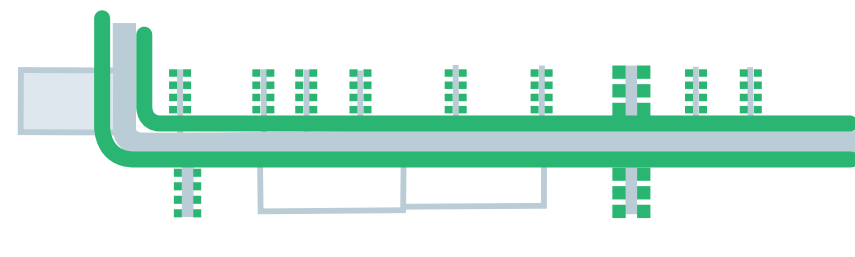
To have healthy and attractive street trees that contribute to the street's identity. Street trees have an important role in defining Jetty Road.

Strategies:

With no over-arching street tree strategy, Jetty Road and adjacent side streets lack continuity and identity to the area. Reinforcing Jetty Road as a green corridor can be achieved through a long-term planting and succession plan.

Key moves:

- 1 — A new improved standard for growing conditions for street trees planted.
- 2 — Development of an overall future strategy for street tree planting to Jetty Road and adjacent side streets.
- 3 — A planting style that creates an identity for Jetty Road and side streets.
- 4 — Integration of WSUD initiatives.

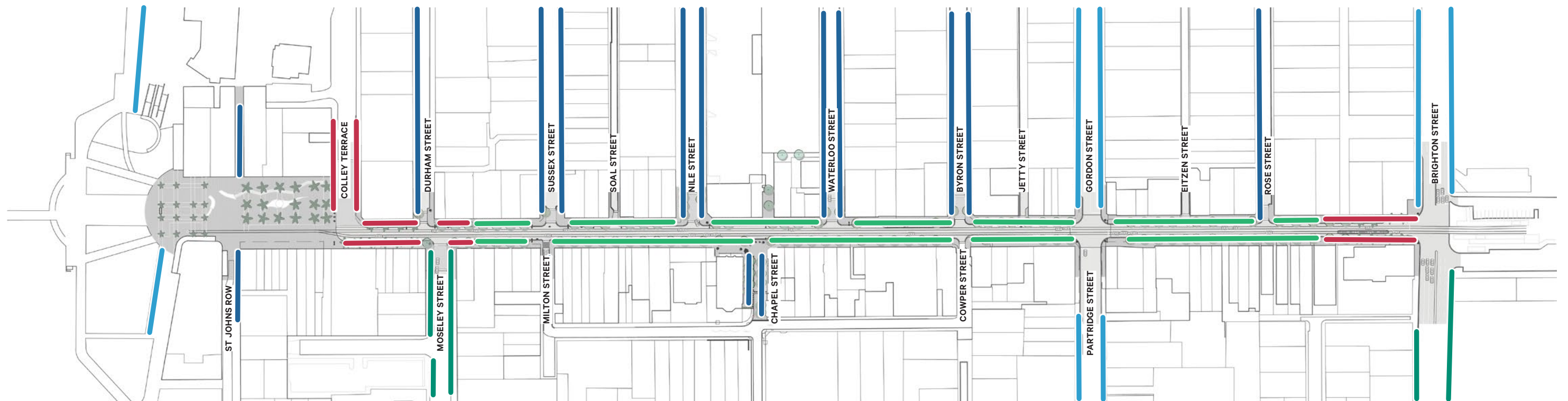


Green Corridors

Jetty Road has a strengthened green promenade achieved through street tree planting to both Jetty Road and the side streets. A variety of tree species are used to distinguish zones.



- 1 Iconic palms set an identity to a space.
- 2 Street trees softening the built interface.
- 3 Integration of street trees in the urban fabric.



Mixed Variety of Palms

Iconic gateway palms to the eastern and western ends to Jetty Road.



Side street trees

A consistent palette of trees that are consistent and provide an identity to the area.



Celtis australis

Deciduous main street trees that line the central core to Jetty Road.



Platanus orientalis

Plane Tree

A consistent palette of trees that are consistent and provide an identity to the area.



Araucaria heterophylla

Norfolk Island Pine

Reinforce existing boulevards with new trees and improved growing conditions.

Signage & Wayfinding

Public Realm

Objective:

An easy to use, integrated suite of street signage as a means to improve street function, vitality and legibility.

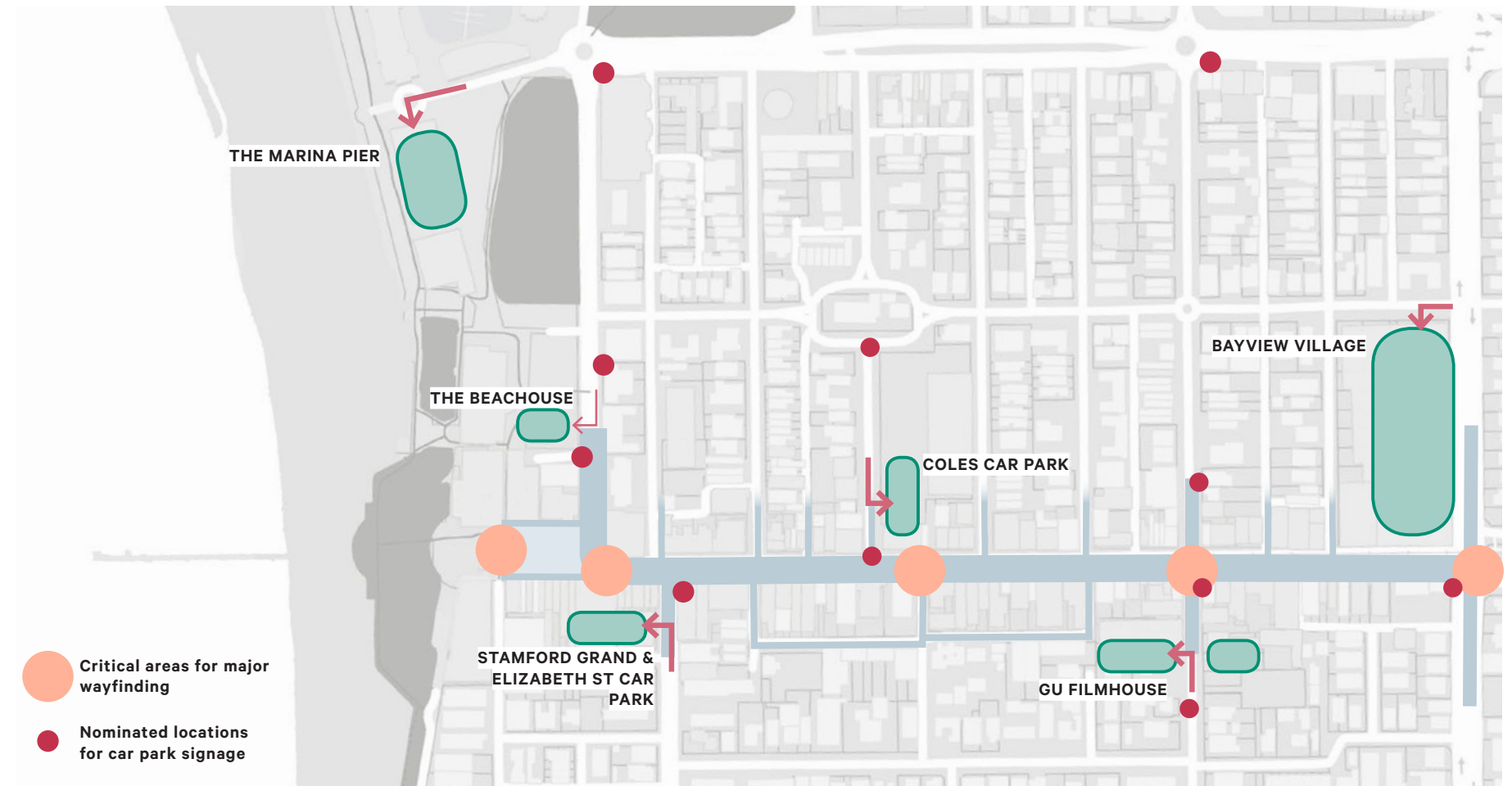
Strategies:

Integrated signage along the length of Jetty Road and side streets enhances awareness of events, activities, facilities, heritage and cultural values, reinforcing, through image, Jetty Road's distinctive sense of identity.

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

Key moves:

- 1 — A simplified and consistent signage strategy.
- 2 — Integration of a wayfinding application for pedestrians and motorists.
- 3 — Improved signage to side streets.
- 4 — Signage marking off-street car parks and spaces available.



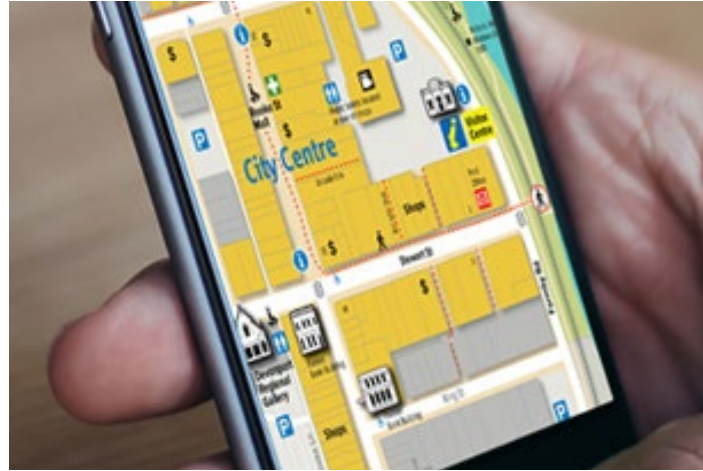
Wayfinding locations

Car park wayfinding

Through clear signage and wayfinding drivers are aware of parking locations available. With a greater focus toward digital technology, wayfinding is integrated into Jetty Road to provide a system that is flexible and less intrusive to the street interface.

The precinct's current off-street parking arrangement caters for car parking 'behind' Jetty Road. Through digital applications and improved on-street signage, the Masterplan ensures motorists are aware of off-street car parks and available spaces.





Street banner + promotion

DESCRIPTION

Proprietary existing item to existing light poles. Banners reflect upcoming events and festive season throughout the year.

APPLICATIONS

Jetty Road and side streets.

Digital interaction

DESCRIPTION

Online digital platforms inform Jetty Road users of key information such as availability of off-street car parking, event road closures and key locations of public facilities.

Fixed digital signage indicating availability of off-street car parking in side streets.

APPLICATIONS

Jetty Road and side streets.

Pedestrian + cyclist wayfinding

DESCRIPTION

Consistent suite of wayfinding elements that are iconic to Jetty Road catering for both tourists and Holdfast Bay residents.

APPLICATIONS

Jetty Road, key public spaces & side streets.

Art + culture interpretation

DESCRIPTION

Iconic public artworks create an identity location functioning as a landmark that is referenced by both Holdfast Bay residents and tourists.

APPLICATIONS

Key public spaces and significant landmarks.

Lighting

Public Realm

Objective:

To improve lighting in order to extend use of public space with increased safety, comfort and amenity.

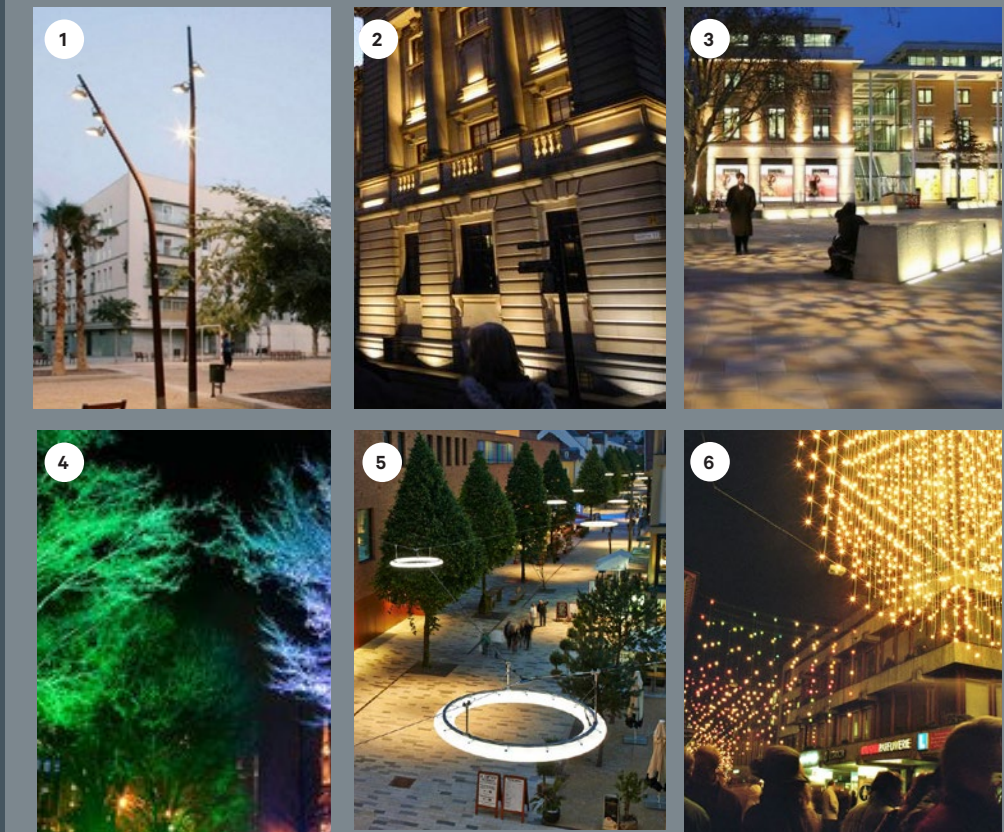
Strategies:

Current street light poles have been recently upgraded and have established future proofing of the street. New lighting types are focused towards pedestrian amenity and safety.

A layer of feature lighting accentuates special areas and elements along Jetty Road including key heritage buildings, trees and public spaces.

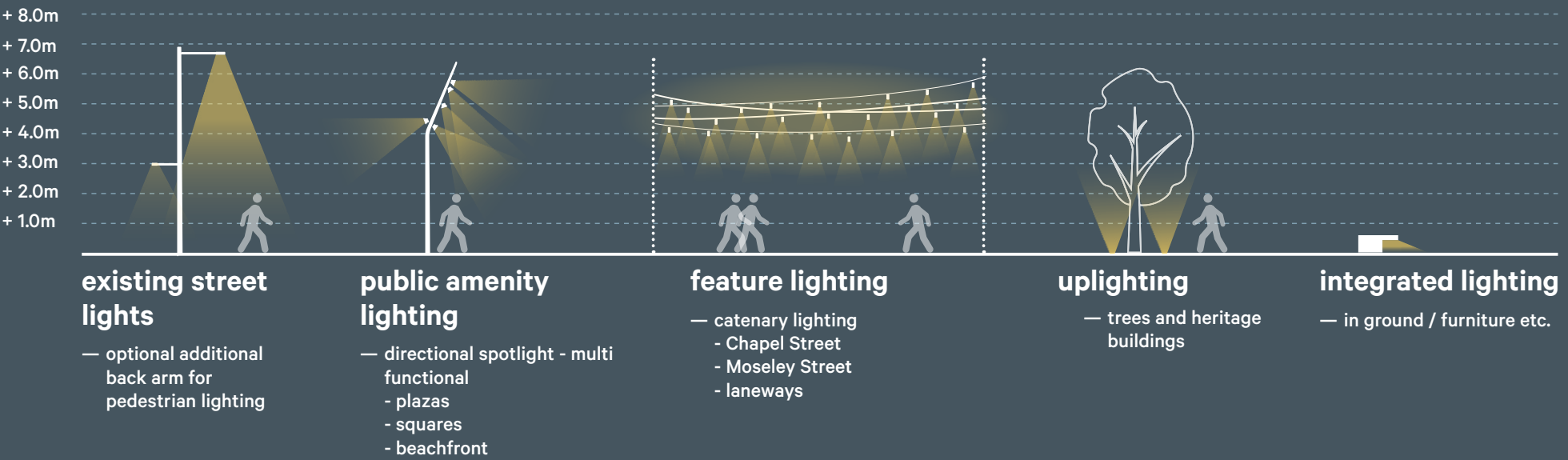
Key moves:

- 1 — Strengthened main street lighting.
- 2 — Lighting to public spaces - improved activation at night.
- 3 — Feature lighting to heritage buildings and significant landmarks.



1 Plaza pole top lights
2 Heritage feature lighting
3 Feature lighting
4 Tree up lighting
5 Plaza lighting
6 Feature lighting

Lighting hierarchy





Feature

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

Trees

Side street trees to have feature lighting where appropriate. Festive lighting to be integrated seasonally.

Heritage

Heritage buildings to be architecturally lit to become features along Jetty Road at night.

Street

Banner flags and pendant lighting will be integrated into the existing pole system.

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.

Festive

In areas such as Chapel St Plaza, lighting installations are to be integrated seasonally for festive occasions such as Easter and Christmas.

Street Infrastructure & Services

Objective:

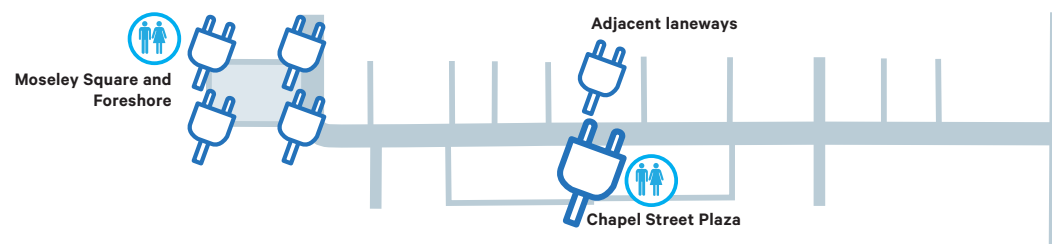
All infrastructure and services to the street will be integrated and consistent. The application of systems will be continuous along the street, providing an overall strip that is clear and coherent.

Strategies:

As Jetty Road grows, the street must be prepared to future proof services to cater for new developments and further uplift. This must be achieved alongside with innovative and emerging technologies.

Key moves:

- 1 — Ensuring Jetty Road is prepared for future expansion and catering for emerging technologies.
- 2 — An infrastructure system that is consistent and functional with multiple services.
- 3 — A consistent water sensitive urban design approach.



Readily Accessible Power

All key public spaces along Jetty Road are to have access to key power sources, catering for events and functions in a variety of scales.

Public Realm

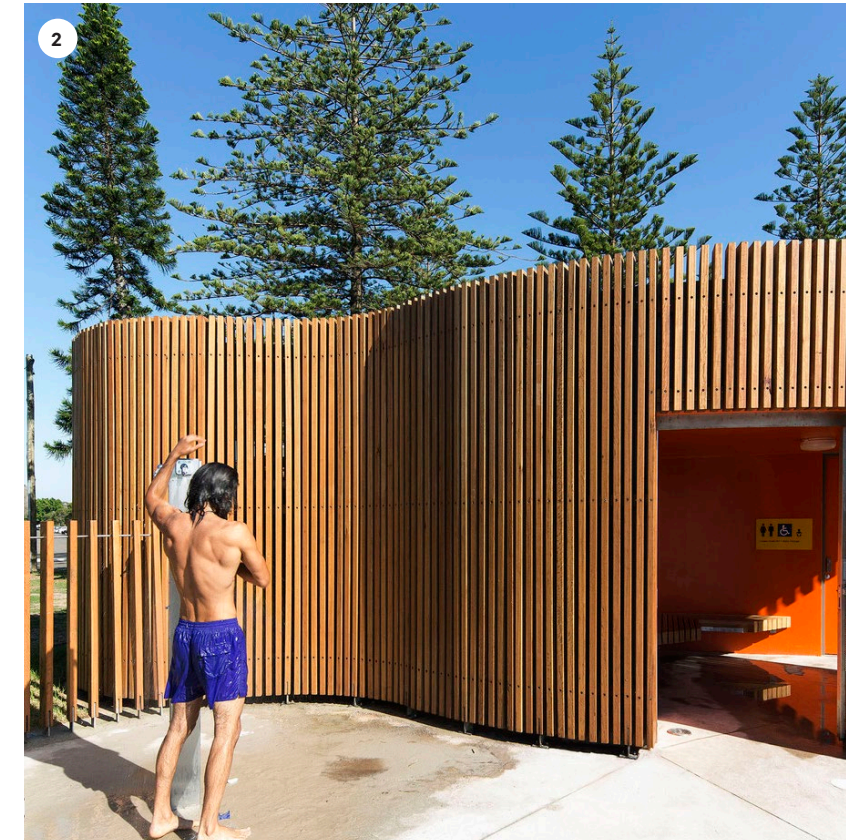
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3



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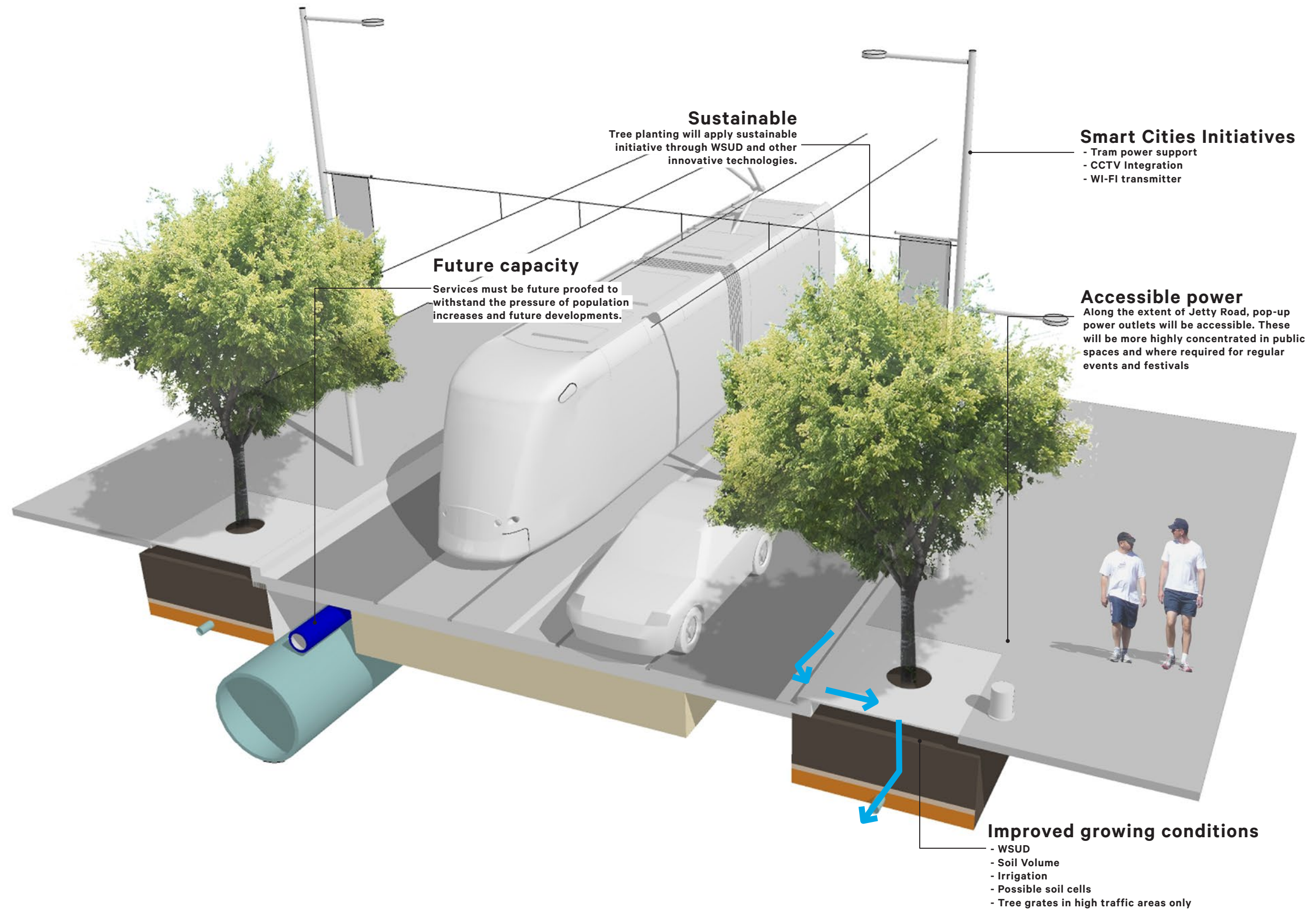
4



5



- 1 Pop-up power bollards
- 2 Public conveniences
- 3 Integrated grate
- 4 Catering for pop-up events
- 5 Integrated power - plazas & parks for events



Events

Placemaking & Activation

Objective:

Jetty Road will continue to function as a festival hub to South Australia. Catering for a mixture of events and activities that are spread across the year.

Strategies:

Jetty Road is a place, known, liked and used by both local residents and visitors. As such, the main street occupies a unique place in the life of the metropolitan coastline - a focus for recreation and festivals, but also a place that recognises the coastlines development and physical planning.

Through strengthened placemaking, the Masterplan ensures Jetty Road remains active and caters for a scale of events from cultural activation, celebration events, performance spaces to community connection projects.

Over **500,000** visitors generated by local events

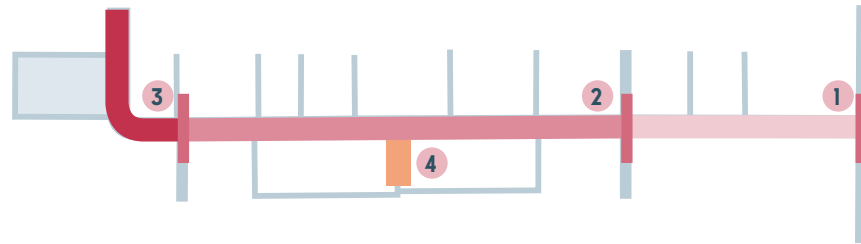
Over **‘200 events’** are staged through out the year



- 1 Tour Down Under
- 2 Open air Cinema
- 3 Jetty Road Glenelg Street Party
- 4 Jetty Road Glenelg Christmas Pageant

“Jetty Road Glenelg has more events every year than any other main street in South Australia.”

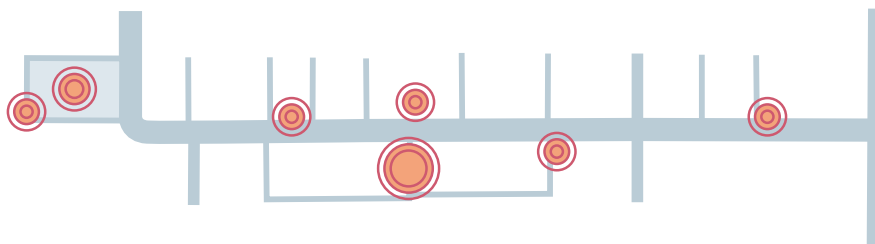
Key moves



Event road closures

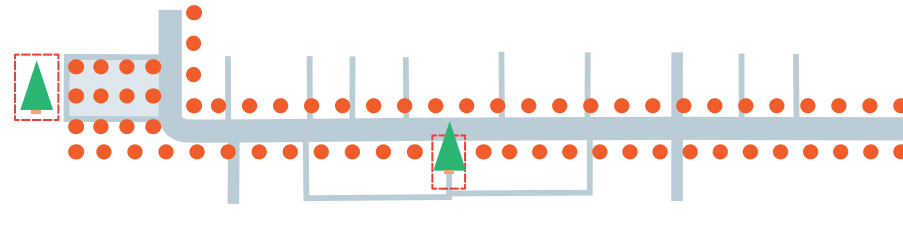
A series of scaled event road closures caters for the capacity of the event.

- 1 Full closure from Brighton Road through to Colley Terrace
- 2 Partial closure of Jetty Road from the Partridge + Gordon St intersection to Colley Terrace
- 3 Small road closure from Moseley St to Colley Terrace
- 4 Chapel Street Plaza caters for ongoing events whilst allowing Jetty Road to function normally.



Creative opportunities

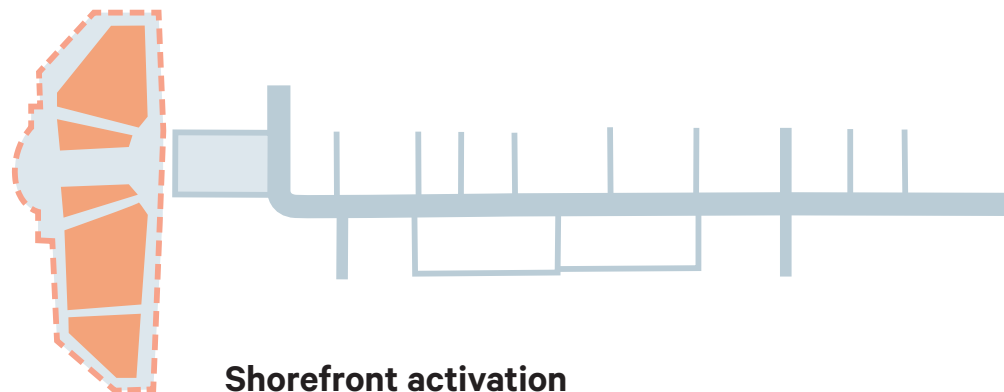
The Masterplan accommodates existing installations and events within the overall streetscape, whilst also allowing for future unplanned initiatives to be added. A variable suite of places is created within a controlled field of creative endeavour and opportunity. The intention is to avoid individual artworks 'floating' in space, ungrounded to the broader streetscape and overall connections of the Jetty Road.



Exhibition & civic activities

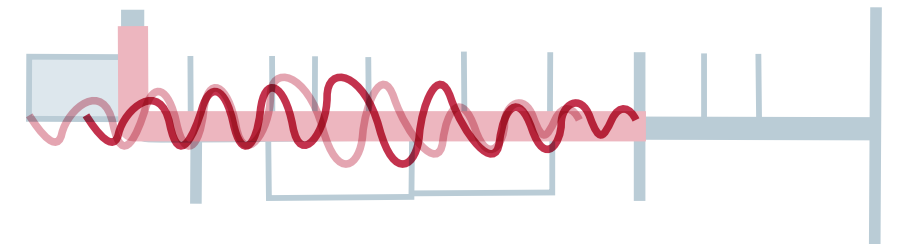
Jetty Road is to have a 'festive' feel throughout the year, these include a consistent style of festive decorations lining the street and also a seasonal centrepiece to be positioned at the new Chapel Street Plaza.

Chapel Street Plaza is utilised as a space for community and civic events providing a flexible space for numerous forms of activities.



Shorefront activation

Jetty Road's main tourist draw card is Moseley Square and Glenelg Beach. With its large expansive space it will continue to cater for community events such as the open air cinema and community markets. It's connection back to Jetty Road must be clear and consistent.



Street parties

Jetty Road will be closed to vehicle traffic from Partridge / Gordon Street to Moseley Square, allowing for tenants to spill out onto the street, transforming the public realm.

Street Activation

Objective:

The Jetty Road Masterplan will support increased footpath activation and liveliness, working closely with visitors and residents, property owners. The Jetty Road Main Street Committee will develop a shared aspiration and commitment to a long term strategic plan for the street's retail mix.

Strategies:

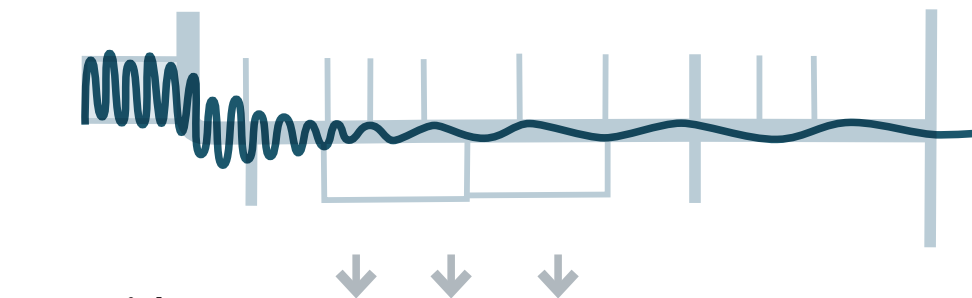
Current activation along Jetty Road is varied and inconsistent along its length. Through improved streetscape conditions such as widened footpaths and to the overall streetscape environment, the main street will be utilised efficiently. A new program of activation for civic space i.e Chapel Street will be developed after implementation. Additional focus on small bar licences and small tenancies will create a new level of activation to the street.

Key moves:

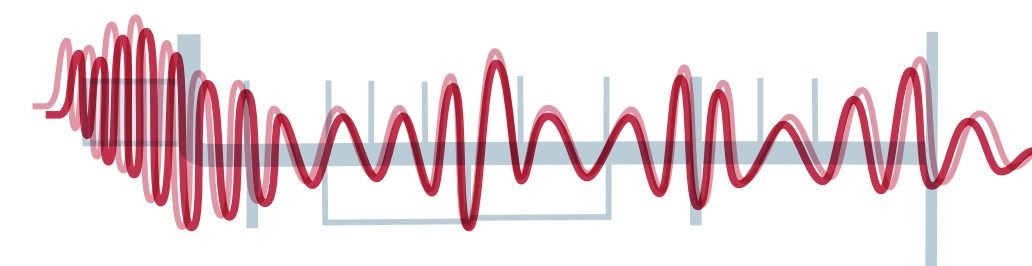
- 1 — Placemaking and activation programs
- 2 — Community and cultural events
- 3 — Promotion of the street and its culture
- 4 — Enhancing public safety and CPTED
- 5 — Support retail mix and economic vitality

Placemaking & Activation

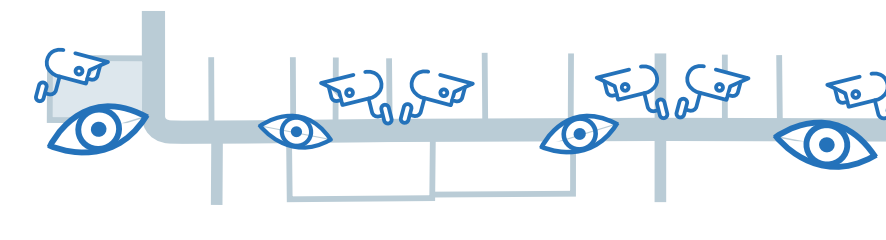
Existing



Potential

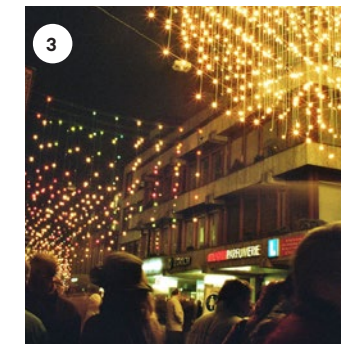
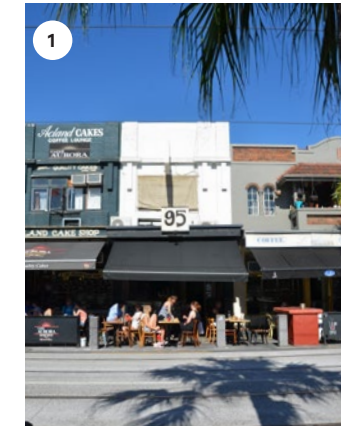


The Masterplan provides a platform for enhanced streetscape vibrancy and reinforces Jetty Road as a destination for all of Adelaide and tourists alike.



24/7 public focus & security

Through achieving a vibrant street it must be safe and secure for its users. As an active trafficable street, there is a focus towards 24/7 public focus. Jetty Road's security is supported by a surveillance system and also the public eye.



Promotion of the street & its culture

- 1 Small tenancies
- 2 Pop-up community events
- 3 Public realm lighting
- 4 Night life
- 5 Alfresco dining around square

Public Art

Objective:

Public art will be approached strategically, with a long term plan on integrating works within specific public spaces. Public is defined as a variety of categories - performance art, permanent and temporary artworks, memorials and commemoration.

Strategies:

Public art contributes to cultural expression and legibility in the public realm and is a powerful contributor to the civic importance of Jetty Road. Public art is chosen for its cultural interest and quality, and is reviewed by an independent art advisory committee prior to approval for installation.

Key moves:

- 1 — Integrated public art schemes, e.g. plazas and squares
- 2 — Allowance of space for permanent and temporary art, street art/murals
- 3 — Promotion of local art
- 4 — Utilising laneways and side streets
- 5 — Integrated art elements in street furniture, lighting and infrastructure.



Placemaking & Activation



Outdoor dining

Placemaking & Activation

Objective:

To promote a higher level of activation and encourages outdoor dining to spill out on to the street, further enhancing the cafe culture.

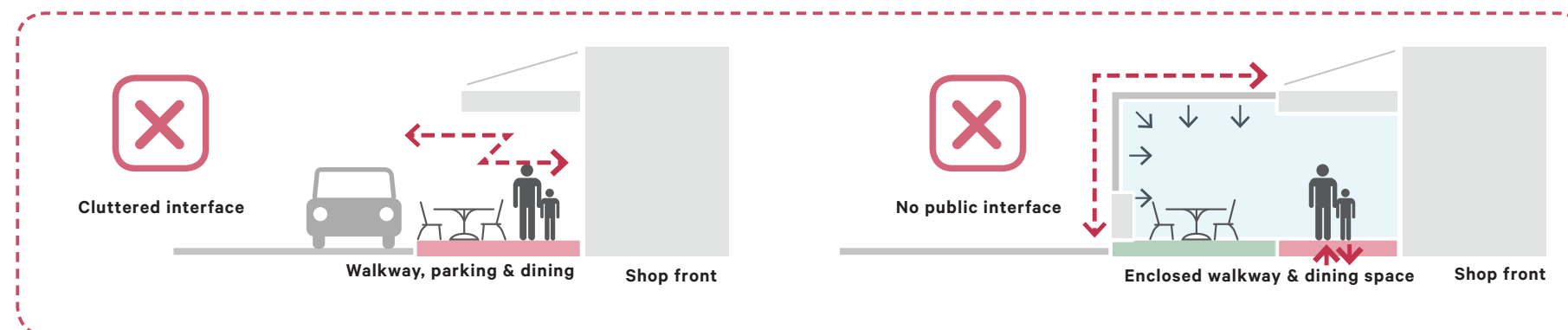
Strategies:

Current issues around street clutter and confined outdoor spaces have proven difficult for an alfresco style culture to develop. Through widened footpaths and allocated outdoor dining spaces, restaurants and cafés can have a greater streetside interface that works effectively for both pedestrians, store fronts and diners.

Key moves:

- 1 — Expanded footpath capacity and improved streetscape conditions.
- 2 — Improvements to pedestrian safety.
- 3 — Development of a new outdoor dining policy.

Ensuring interactive & active edges

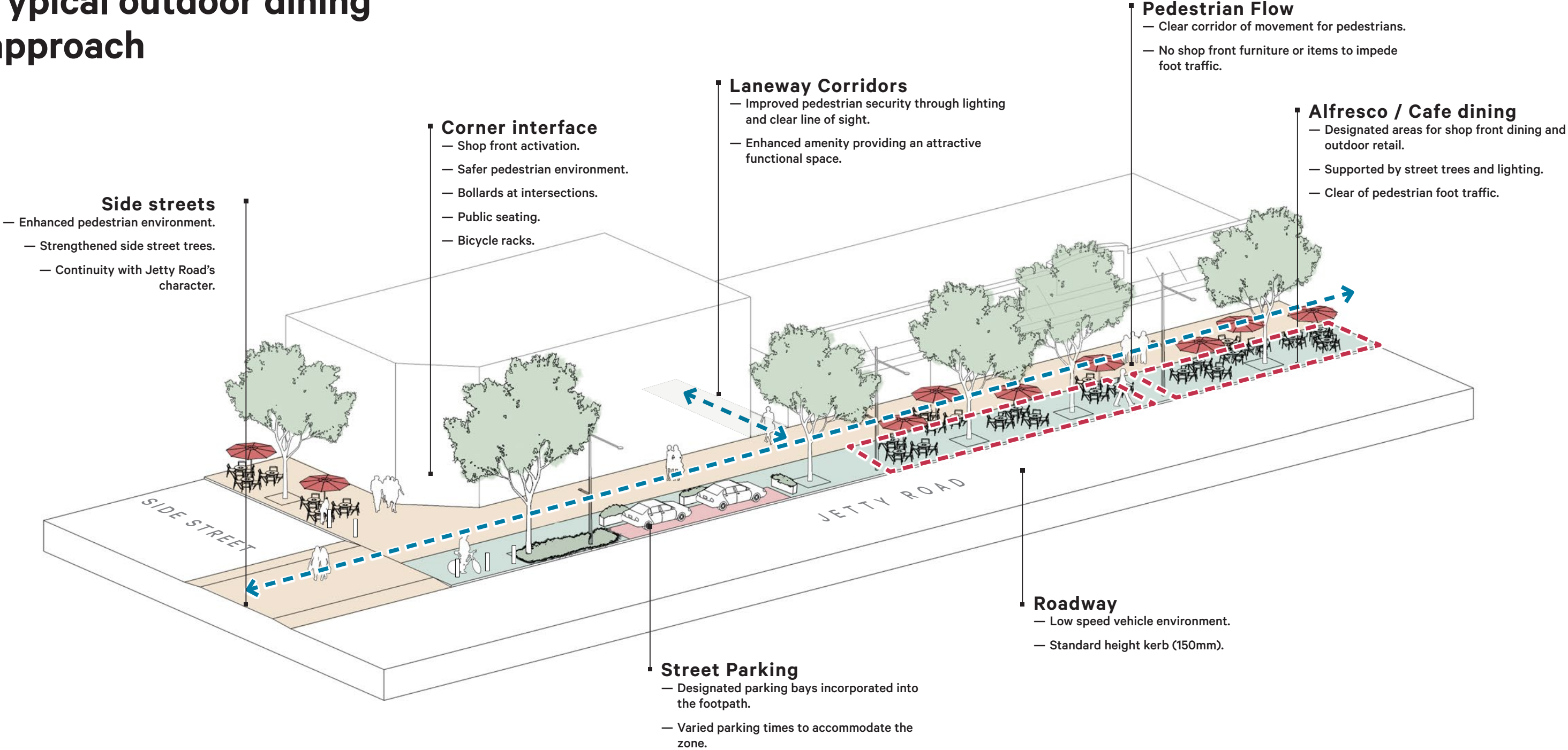


Bollard protection for kerbside dining areas:

- Investigation into appropriate roadside dining protection guidelines was undertaken by the Local Government Association (LGA) in 2015. The draft LGA investigations included consideration of the risk management process adopted by metropolitan Councils which builds on the previous DPTI guidelines but includes consideration of more detailed factors as to whether bollards are warranted or not.
- This includes factors such as existing crash history, traffic volumes, position of traffic lanes in respect to the dining areas and proximity of intersections etc.
- Other metropolitan Councils' methodology applies a risk score for the various factors and then identifies the level at which a situation should be treated with bollards
- A preliminary assessment of Jetty Road against other Council guidelines, shows that bollards would not be warranted along the majority of Jetty Road, but may be warranted adjacent key intersections (such as Partridge Street/Gordon Street and Moseley St/Colley Tce).
- It is recommended that a further detailed assessment be undertaken in conjunction with proposed outdoor dining locations to confirm final recommendations for Council review.
- The installation of bollards relates to a risk management approach and will need to be reviewed by Council.



Typical outdoor dining approach



Laneways & Side streets

Placemaking & Activation

Objective:

Side streets and laneways will become an extension of Jetty Road, as places of activation for shops and cafés.

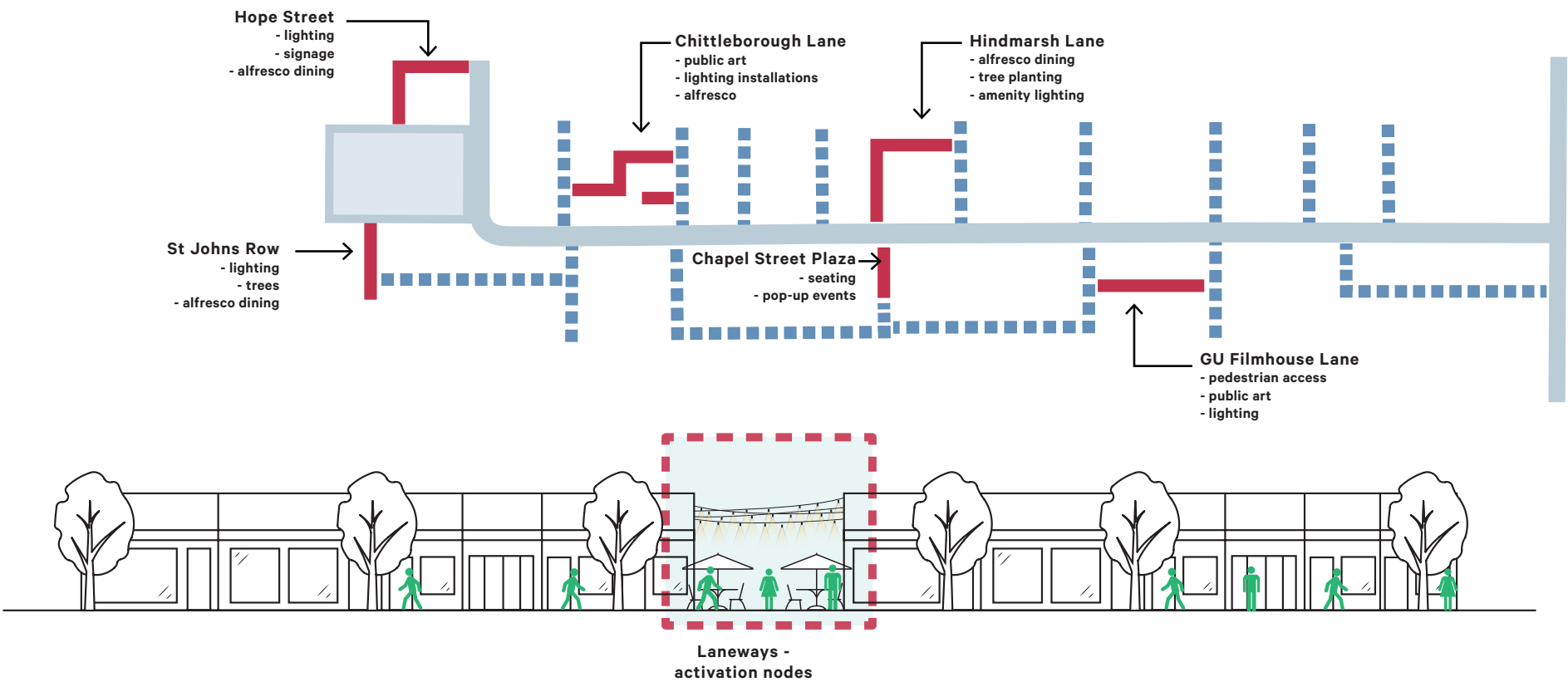
Strategies:

The side streets and laneways to Jetty Road are to support the main street, with a consistent environment that supports the masterplan vision.

Key moves:

- 1 — Improved pedestrian conditions and connections.
- 2 — Additional safety and amenity lighting.
- 3 — Clear signage and wayfinding to side streets and laneways.
- 4 — Public art integration.

Expanding the activation of Jetty Road into laneways & side streets



1 Public amenity lighting, integration of public art
2 Laneway event activation
3 Support public street art
4 Existing Jetty Road laneway



Costing of side streets includes a 20m setback from Jetty Road. All laneways are excluded from costing.



Built Form & Frontages

Built Form

Businesses fronting onto the redeveloped Jetty Road will attract premium rents particularly those that utilise the upgraded footpaths for outdoor dining. Other businesses will benefit from exposure and an increased passage of pedestrian traffic. Through utilising the Jetty Road Mainstreet Committee, incentives should be put in place for shop fronts to be improved e.g. removal of roller shutters to façades - in order to enhance and preserve the character of Jetty Road.

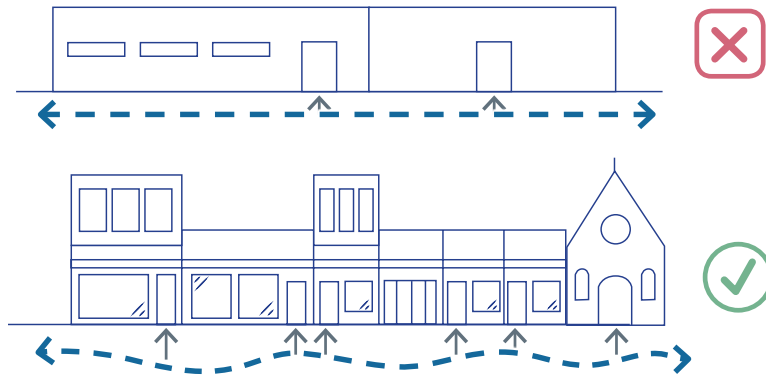
Existing buildings should address the street by providing active uses on the ground floor and utilising spaces between the building frontages as welcoming plazas with kiosks, food carts, bicycle stations and racks, public art and small pocket gardens. New buildings facing the street are designed to activate the spaces fronting the street by providing a high level of amenity for pedestrians and cyclists accessing these buildings.

Jetty Road benefits from a relatively continuous built form. A continuous edge of built form provides a density and variety of use that activates Jetty Road and contributes towards its success as a retail, commercial and civic destination and, simply, a good place to 'hang out'.

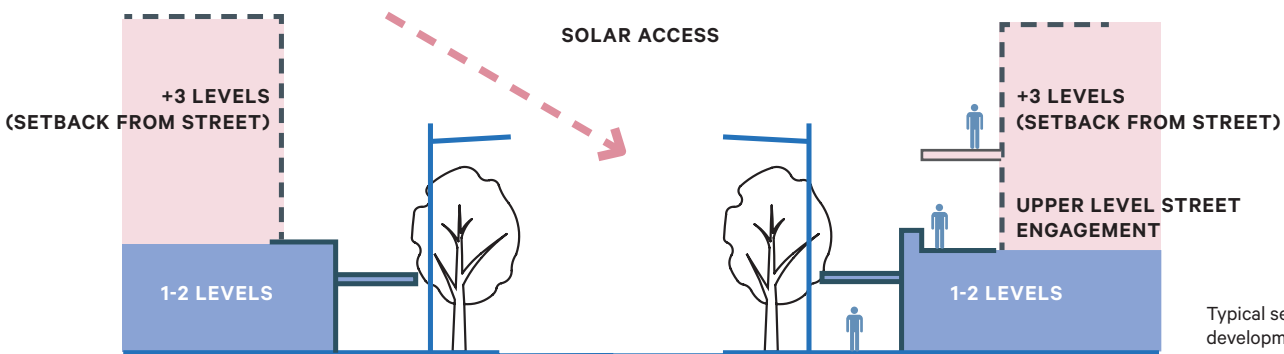
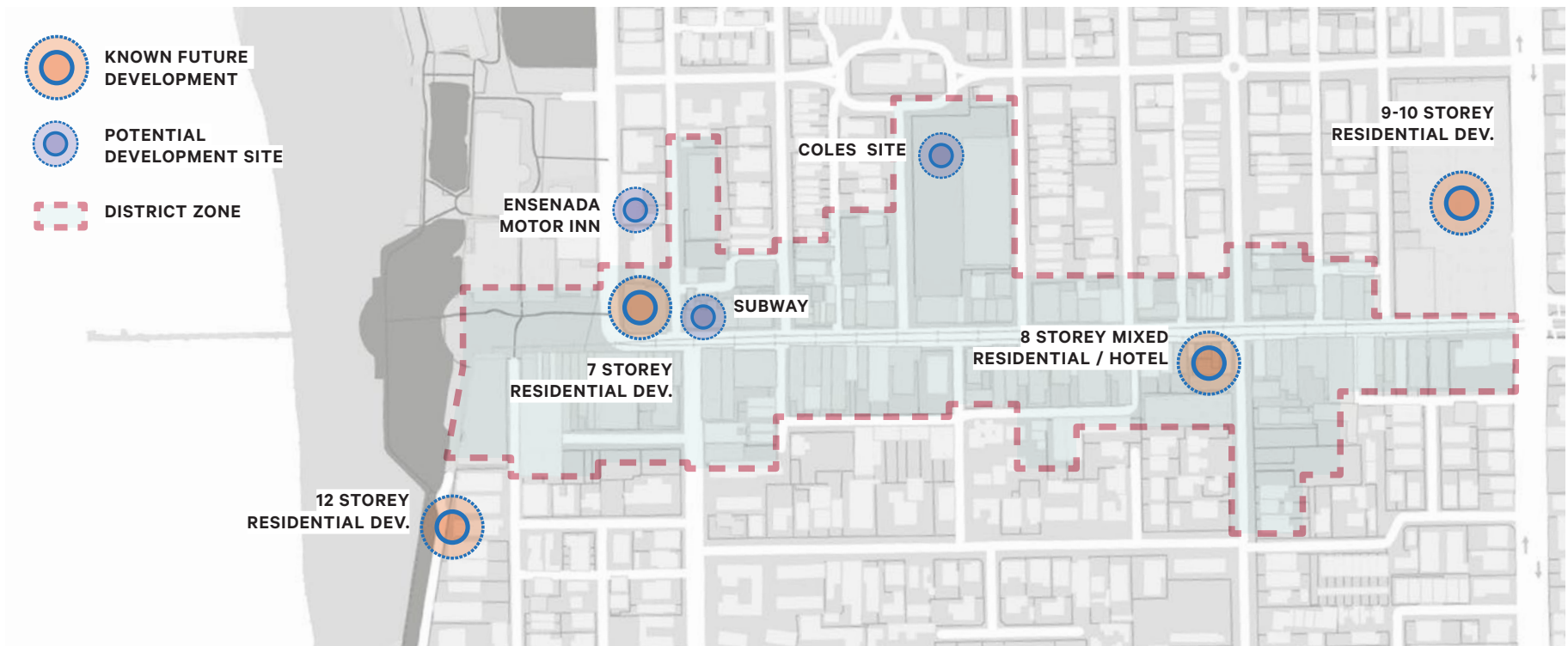
Key moves:

- 1 — Incentives to business e.g. shopfront grants program
- 2 — Development policy to encourage active frontages and good building design.

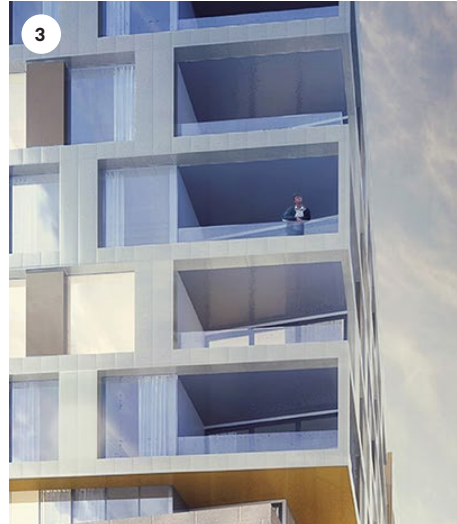
Interactive shop fronts



Zoning + heights



Typical section of Jetty Road outlining built development set backs.



- 1 Consistent built form
- 2 Ground plane activation
- 3 Building edges encasing public laneways
- 4 Appropriate built form densities
- 5 Visual activation
- 6 Footpath interaction
- 7 Diverse building façades



Strategic Implementation

Transformation of Jetty Road will take time. Great streets will not be realised instantaneously, nor should they be. The process of transformation is incremental, building on the existing layers of infrastructure and adding new layers that provide the framework supporting new activities. It is very important that this incremental, staged transformation does not occur in an ad-hoc and uncoordinated way.

This Masterplan provides a purposeful direction and outline for development without trying to resolve all design issues.

Realising the Vision

Strategic implementation

The Jetty Road Masterplan represents the important first step in reinforcing the prominence and success of the street over its next period of evolution, predictably 10 years.

Implementation of the plan for Jetty Road will occur both as a stand-alone project and concurrently with other public and private sector capital and recurrent works projects along and adjacent to Jetty Road.

Realisation of the vision outline in this report for Jetty Road will establish the infrastructure that sets the framework and provides the incentive for future private and public sector investment. Design proposals are developed in parallel with a public sector implementation plan that has tested the design against the actual site conditions, current and anticipated use and construction budgets.

Priorities

- 1 Setting in place a planning and design template that clearly reinforces the coastal character of Jetty Road. The template achieves consistency in design over the length of Jetty Road but is still flexible enough to take into account character zones and individual requirements and circumstances.
- 2 Developing the template to allow for redevelopment to occur as a single project over time or as smaller, incremental projects.
- 3 Coordinating new capital works and management programs with other works (e.g. future built form redevelopment) both now and in the future.

Priorities for implementation depend on available funds and leverage from allied programs, initiatives and private development.

Project Delivery

Outlining the urban design template for Jetty Road establishes a vision that will endure well into the future. As a guiding document, it outlines a template into which all future decisions for built form and public realm projects affecting Jetty Road must fit.

The Masterplan describes an over-arching and coordinated vision for Jetty Road, identifying within the template a program and guidelines for development that includes indicative costs to assist in delivering forward budgets. The Masterplan provides sufficient details and guidance to ensure all future works in and adjacent to Jetty Road share the same design intent.

The components of the Masterplan described in this report will be further developed and documented for construction with on-going input for the City of Holdfast Bay and the South Australian Government.

Staging

Significant investment from local and state governments is needed to realise the vision for Jetty Road, and the timing and magnitude of commitments for capital funds will inform staging. Staging will also be influenced by the timing of other developments proposed within, adjacent to, and affecting Jetty Road, including capital programs being considered by the South Australian Government and private investors.

Staging is intended to help prioritise key actions to allow the Masterplan to be realised either as one project or as a series of staged projects over a period of time. Prioritising the actions assists The City of Holdfast Bay and South Australian Government with future planning, arranging funding from future budget cycles and other sources, and allows for efficient delivery of on-ground works.

The proposed strategy for staging:

- 1 Creates an impact in the first stage of investment, including the Brighton Road Gateway, Chapel Street Plaza and integration of Jetty Road and Moseley Square.
- 2 Strengthens the physical landscape framework along the whole length of Jetty Road by initially focusing on the cross section within the central zone, tree management, new footpaths, lighting and street furniture.
- 3 Coordinates new capital works and management programs in Jetty Road with other built form, road infrastructure and landscape initiatives adjacent to and affecting Jetty Road.

The main objectives underlying the development of the staging plan for Jetty Road are to:

- 1 Maximise cost effectiveness and timing efficiencies.
- 2 Create feasible stages of construction that deliver public benefits during each stage.
- 3 Provide a flexible approach that works with various funding scenarios and in conjunction with other developments adjacent to, and having impacted on, Jetty Road.
- 4 Achieve impact from progressive funding commitments, building community support and enthusiasm for the project as it unfolds.
- 5 Minimise disruption to the traders, community and visitors alike.

Placemaking

Ongoing programming for activating new spaces, i.e Chapel Street and laneways.



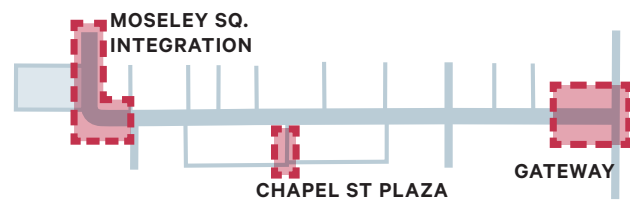
Envisioning Jetty Road Glenelg

Implementation

The physical transformation of Jetty Road Glenelg will occur incrementally over multiple years and in stages. The chief drivers behind staging are to provide additional public spaces, improve existing geometry, reconfigure intersections, and improve the amenity of Jetty Road for pedestrians.

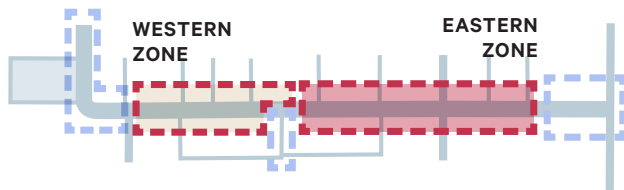
01 Key projects

The first action focuses on the three key moves to Jetty Road. This stage improves the two major gateways to the street and also introduces a new central public plaza. These improvements will provide a high visual impact on the street and address areas of priority. This early stage also commences the preparation of detailed designs for the remainder of Jetty Road. Additional key projects could be considered in conjunction with private development.



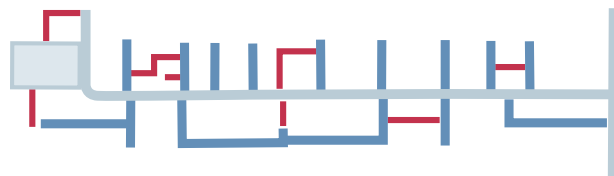
02 Streetscape Projects

Western Zone / Eastern Zone - Works will include widening of footpaths, repaving, new street trees, furniture and signage. Streetscape will be co-ordinated to minimise impacts on traders and users. Northern and southern sides will be undertaken separately through phased works. Consolidation of car parks will be undertaken incrementally with annual reviews of removal and project overview.



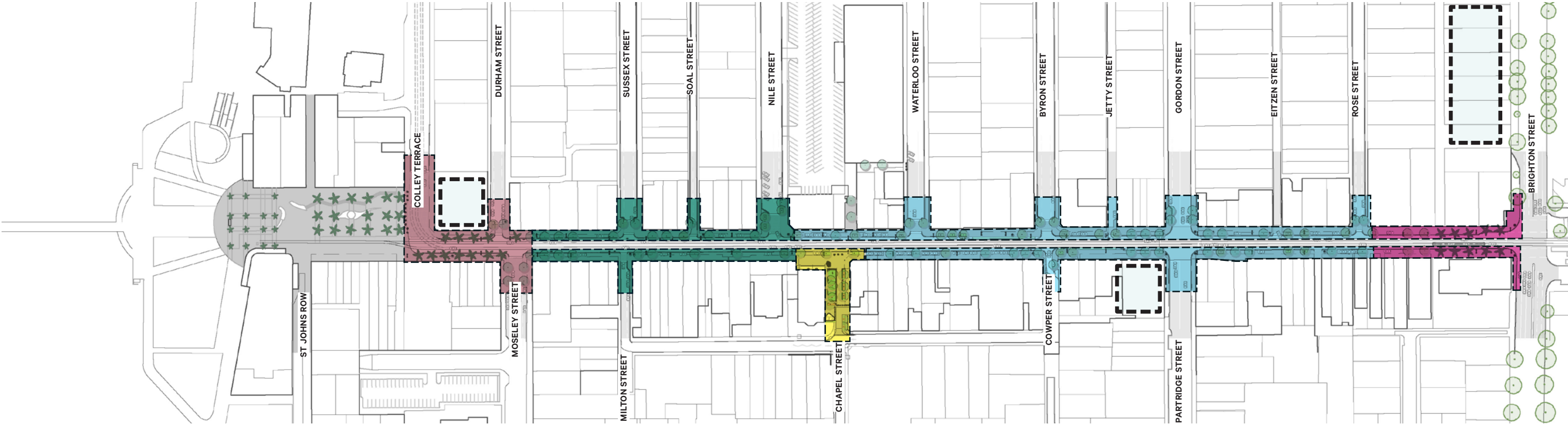
03 Strategies

Side streets and laneways will be incrementally upgraded in conjunction with Streetscape Projects, dependant on funding and known development sites. This will involve overall streetscape works including, street tree planting, paving, lighting and signage.



Action Plan

- Brighton Road Gateway
- Chapel Street Plaza
- Moseley Square integration
- Jetty Road western zone streetscape works
- Jetty Road eastern zone streetscape works
- Known Developments



Management & Maintenance

Good maintenance and management of Jetty Road will ensure the street is inviting to use whilst maintaining and improving the street's asset over time.

Responsible management and care is critical for implementation and the creation of a 'world class' high street. Operations and maintenance are key factors in achieving a successful public realm. The Masterplan comprises of a selection of high quality materials and best practice construction techniques to reduce the asset maintenance burden.

Tree management is a key focus as the number of street trees along Jetty Road will double. Ongoing maintenance must be ensured with the adjacent tram line frequently in use.

New paving along the length of the extent of the street and attractive street furniture including lighting, will ensure efficient and effective maintenance of these assets, durability into the future and consequent reduced whole-of-life costs for these assets.

The City of Holdfast Bay Council take responsibility for the long term organisation and management program. Their role will be to:

- Promote the vision for Jetty Road.
- Oversee the development and realisation of The Masterplan.
- Co-ordinate with State Government and key developers.
- Manage and maintain the street.
- Engage in community consultation through the design development stages.
- Assess and promote new built form, activities and events along the street that have a direct interface and contribute towards the liveliness of Jetty Road.
- Provide long-term planning to ensure the streets' continued integrity and viability.

Maintenance budgets need to be established at the start to preserve and protect the capital investment, sustain high and consistent standards of maintenance and service the needs of users.

The preparation of a maintenance plan concurrent with the evolving design ensures that the most appropriate materials, plants and construction methods are used, and that sufficient equipment and facilities for maintenance are allowed for.

Responsible management and oversight is critical for implementation of the masterplan for Jetty Road, the protection of heritage buildings and places, the strengthening of the vibrant, high street character of Jetty Road, and the creation of a long-term sustainable future for businesses that allows evolution and continued improvement.

The evolution and transformation of Jetty Road will involve a range of tasks that are complex and multi-layered, requiring a keen oversight that both maintains the visions for Jetty Road, but also allows flexibility as new issues and opportunities arise. These tasks involve

- Planning and design.
- Capital construction.
- Landscape and horticulture.
- Operations and maintenance.
- Security.
- Activities, programming and events.
- Budgeting for recurrent funding.
- Communications, promotion and public information.
- Information technology.
- Environment and ecology.
- Commerce and business opportunity.



Budget Summary

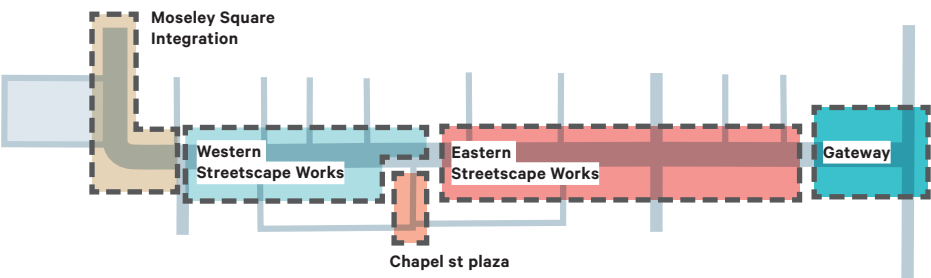
Determining Jetty Road’s Budget

The timing and level of expenditure directed towards Jetty Road relies not only on local and state government funding allocations, but also on private investment.

The Masterplan establishes a high standard of design. Most importantly, the design transforms and integrates the street along its whole length. Jetty Road and its facilities are appealing not only to City of Holdfast Bay residents, but also an attractor to interstate and international visitors coming to experience Adelaide’s coast and beaches.

Given these goals for Jetty Road, indicative construction costs for rejuvenation of the street was determined by analysing examples of other comparable streets. Quantity surveyors analysed current rates to determine a cost estimate of \$19.3m for construction of all of the works along the length of Jetty Road outlined in this report.

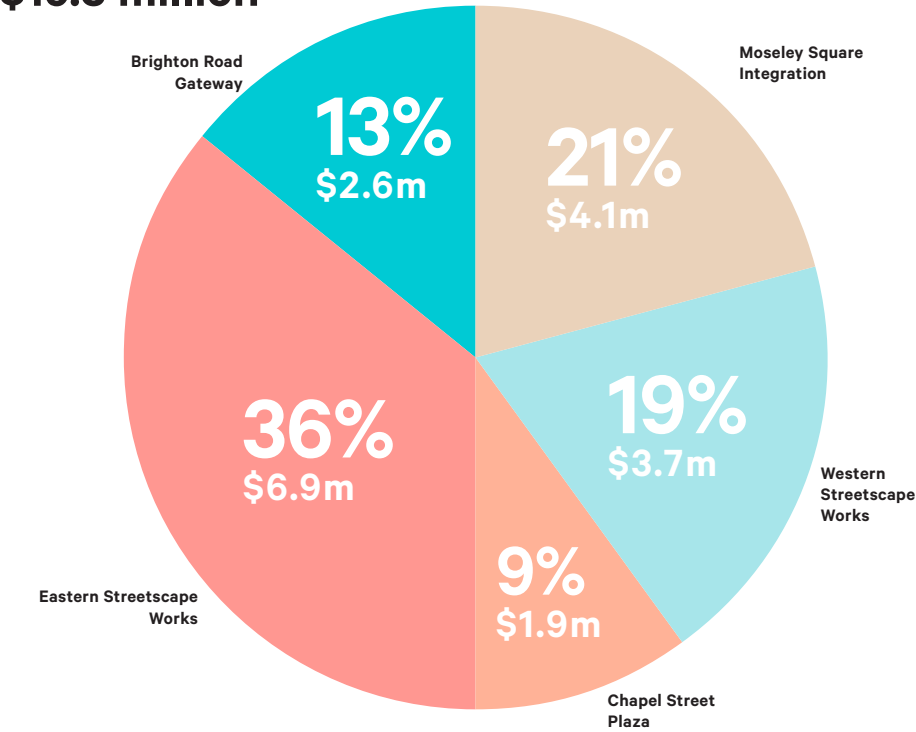
This budget addresses the ambitions for transformation of the Jetty Road into a ‘world class’ destination street. Soft costs relating to approvals and professional fees were also included into the estimate to give a total cost for development.



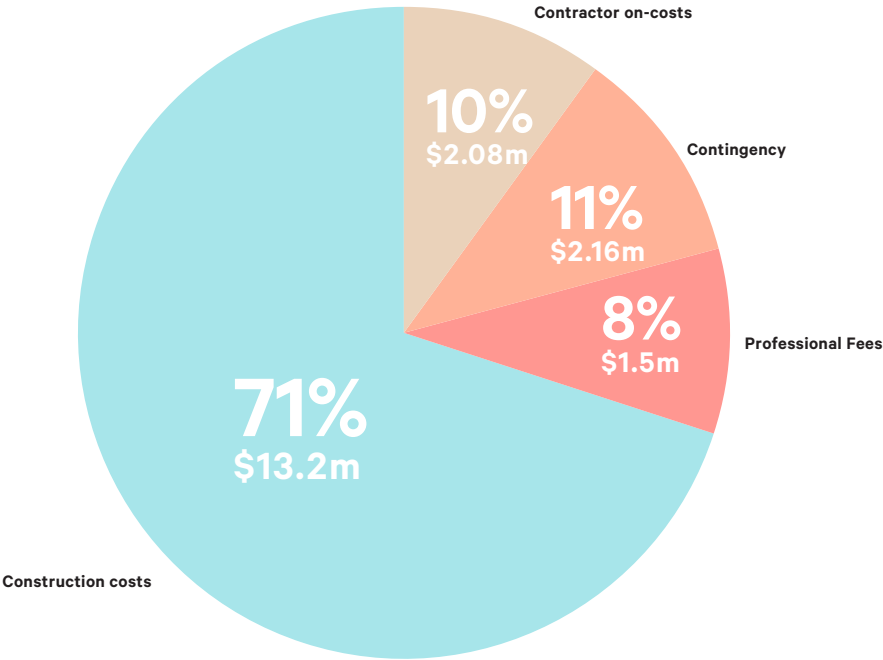
Costing of side streets includes a 20m setback from Jetty Road (road reseal not included). All laneways are excluded from costing. Refer to Action Plan for scope outline (pg11)

Total costs

\$19.3 million



Cost Estimates as prepared by Rider Levett Bucknall, 2018. Refer to Supporting Documentation for full cost breakdown.



Timeline

The timeline below is indicative and should be used as a reference in determining the likely staging of works. Multiple factors may influence the timeline. There will be subject to change depending on:

- The timing of future private development along Jetty Road and the opportunity for joint partnerships to fund and construct the public realm.
- New funding opportunities that may arise.
- Council budgets and ongoing asset renewal plans.
- Community endorsement and support.

PROJECT	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5	YEAR 6	YEAR 7	YEAR 8	YEAR 9	YEAR 10
Chapel Street Plaza Design & Construction										
Funding of activation & program										
Moseley Square Integration 01 (Coast)										
Moseley Square Integration 02 (Coast)										
Brighton Road Gateway 01										
Brighton Road Gateway 02										
Jetty Road North West Streetscape Works										
Jetty Road South West Streetscape Works										
Gap Year (Construction Works)										
Jetty Road North East Streetscape Works										
Jetty Road South East Streetscape Works										
Laneways										
Side Streets										
Indicative Car Park Losses	3	3	2	4	3	5	5	0	6	6

Laneways and Side Streets are co-ordinated with streetscape upgrades.

Next Steps

The Jetty Road Masterplan is a significant step forward in realising a sustainable future for Jetty Road. The Masterplan outlines a vision that is necessarily complex and multi-layered in implementation. The ambition is for Jetty Road to continue to be a key contributor towards South Australia’s tourism industry, local community involvement and civic focus of The City of Holdfast Bay. Jetty Road can continue to be a ‘great place’ that trades successfully and is an attractive and comfortable place to be. This vision supports uplift in employment and encourages private investment for new buildings and infrastructure within and adjacent to Jetty Road. To successfully complete the Jetty Road Masterplan, it requires a focused, logical and pragmatic sequence to stage development.

Following on from the Jetty Road Masterplan is the need to prepare a detailed development plan that sequences the zones, activities and elements that comprise future works. The development plan sets out a detailed implementation plan taking into account heritage, approvals, technical requirements and constraints, construction staging, management of implementation and activation, maintenance requirements and budgeting. The development plan considers early action and preliminary works that precede the main construction activities. These include:

- Reinforcing Council’s Development Plan in respect to future built form along and adjacent to Jetty Road.
- Further defining movement of vehicles, pedestrians and cyclists along Jetty Road, linking access points, destinations along Jetty Road and spaces.
- Enhancing the environment and amenity of Jetty Road, including introduction of new street trees in side streets and gateways.
- Increasing the number of activities and supporting facilities along Jetty Road, including spaces for community events.

Introducing strategies for sustainable energy and infrastructure service provision.

The following next steps towards implementation of the Jetty Road Masterplan will help in sustaining Jetty Road as Adelaide’s most popular metropolitan coastal destination.

Approval and Project Administration

- Review of The City of Holdfast Bay Development Plan.
- Activities, events and facilities review.
- Identification of the street’s management structure, including maintenance of the public realm and activation.

Masterplan Development Plan

- Inner-government coordination and collaboration.
- Overall sequencing of stages, including early actions.

Detailed Design and Construction

- Engineering and landscape studies (geo-technical and soils)
- Budget allocation and finance.
- Design development for the whole length of Jetty Road.
- Design for stage 1 and early actions.





Supporting Documentation

Community Engagement Summary Reports - 1, 2 & 3
AECOM Audit Report
Chapel Street Plaza Concept Package
RLB Cost Estimates

oxygen[®]

AECOM

 **CIRQA**

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