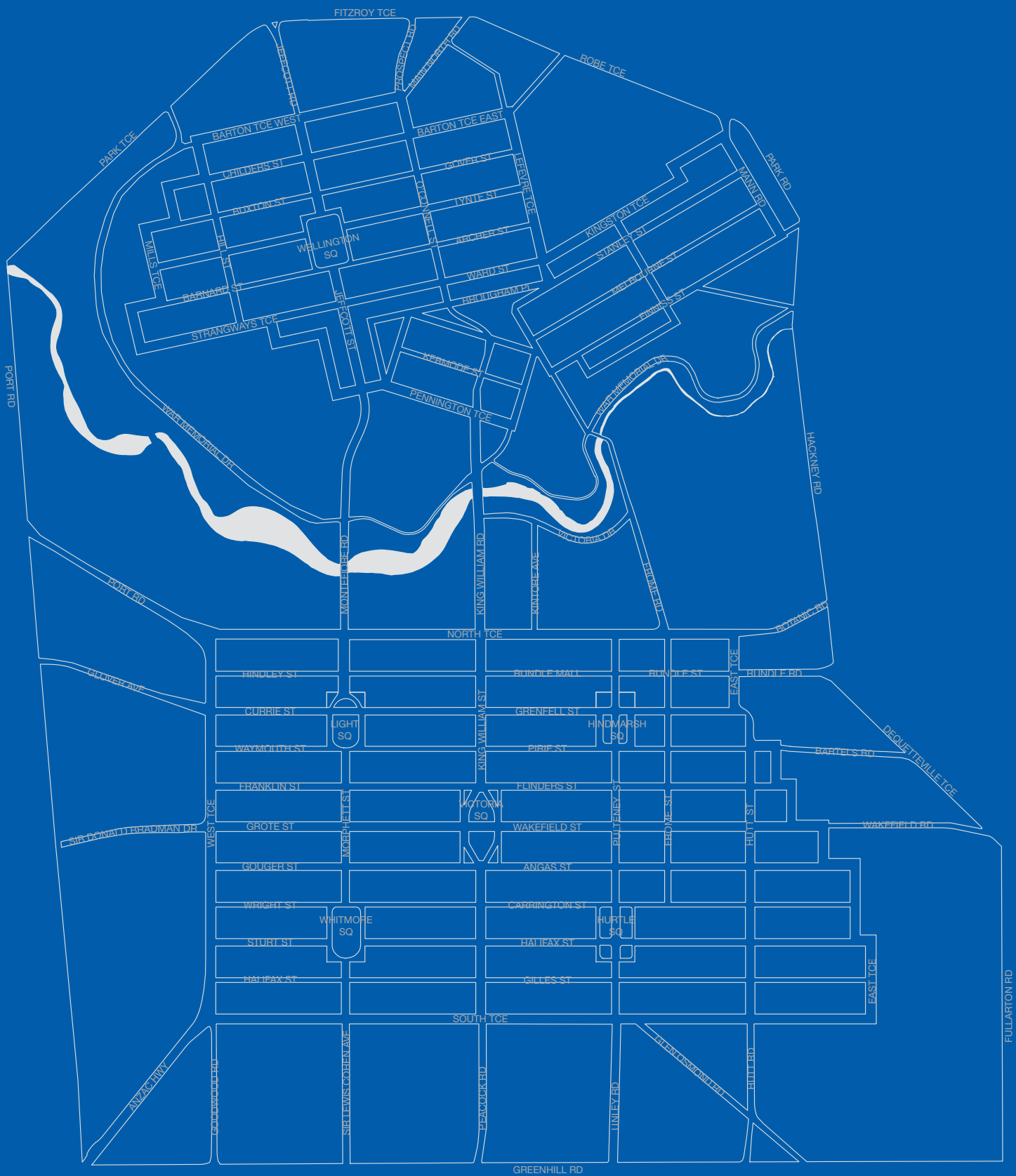


THE CITY OF ADELAIDE  
SMART  
MOVE  
TRANSPORT AND  
MOVEMENT STRATEGY  
2012-22



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# WHAT IS SMART MOVE TRANSPORT AND MOVEMENT STRATEGY?

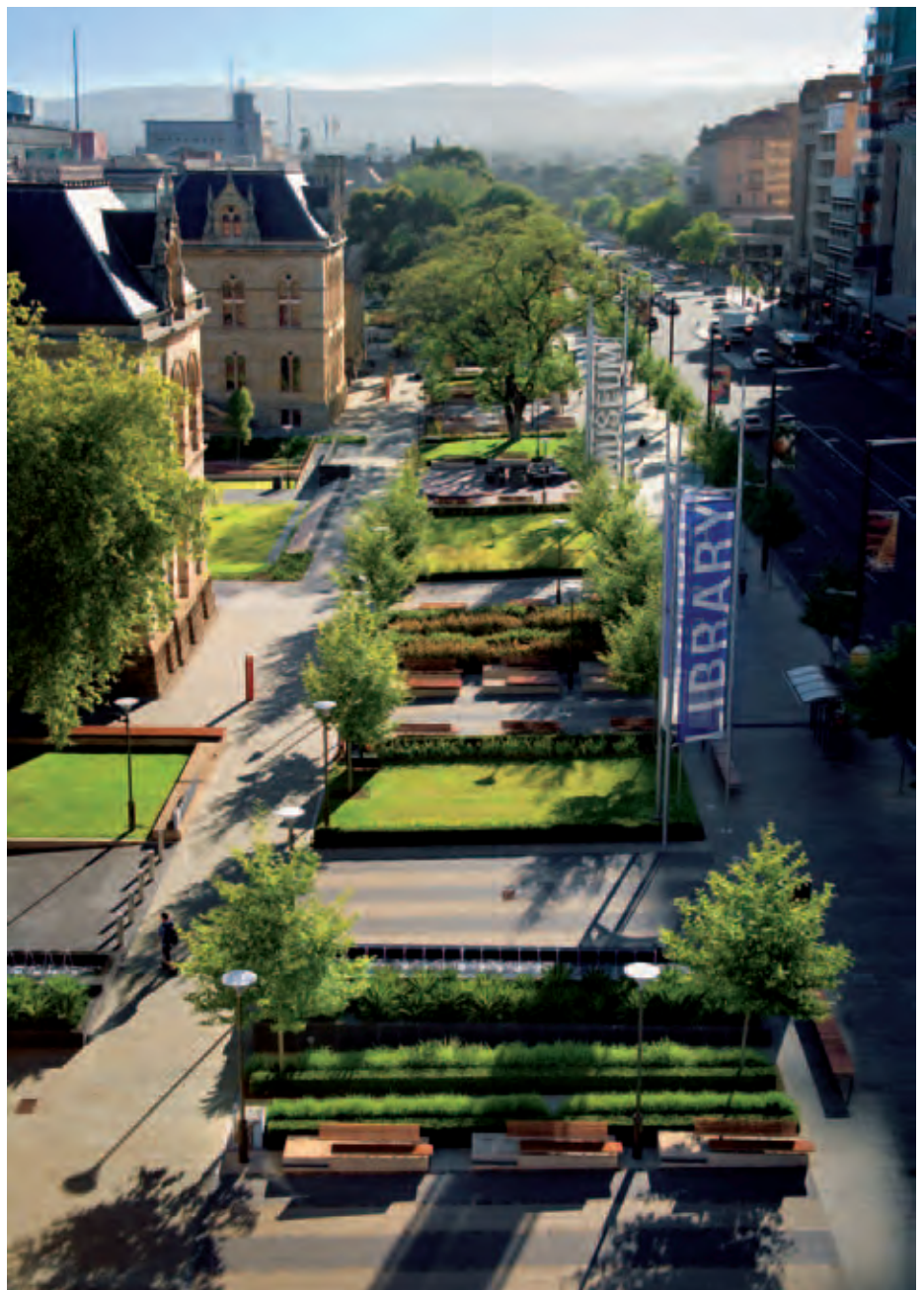
This Strategy sets directions for creating great streets and places for people; and making the City safer and easier to access for all users.

Smart Move, The City of Adelaide's Transport and Movement Strategy 2012-22 (the Strategy) outlines Council's desired transport and movement outcomes for the City, and the strategies to achieve these over the next ten years. The Strategy aims to make the City more accessible by accommodating greater travel choices to meet the needs of all users.

The Strategy's key priority is to create a people-friendly City by improving conditions for pedestrians, cyclists and those using public transport. It strives to achieve the right balance for accommodating these priority users, while also addressing the needs for parking, loading and car accessibility.

The directions set in the Strategy also respond to planned major projects in the City and the envisaged increase in population. Delivering the Strategy will involve many new exciting projects, as well as travel behaviour programs, advocacy, education campaigns and innovative technology.

The Strategy will be the leading document in the delivery of one of the key outcomes of The City of Adelaide Strategic Plan 2012-16, Accessible City.







# KAURNA ACKNOWLEDGEMENT

Adelaide City Council acknowledges the traditional Country of the Kaurna People of the Adelaide Plains and pays respect to Elders past and present.

We recognise and respect their cultural heritage, beliefs and relationship with the land.

We acknowledge that they are of continuing importance to the Kaurna People living today.

## THE COUNCIL



### LORD MAYOR

Stephen Yarwood

### AREA COUNCILLORS

Anne Moran  
Michael Llewellyn-Smith  
Natasha Malani  
Mark Hamilton  
David Plumridge AM

### NORTH WARD

Susan Clearihan  
Sandy Wilkinson

### CENTRAL WARD

Megan Hender  
Houssam Abiad

### SOUTH WARD

Michael Henningsen  
Anthony Williamson

Standing (L-R) Sandy Wilkinson, Houssam Abiad, Susan Clearihan, Michael Llewellyn-Smith, Anthony Williamson, Mark Hamilton, Megan Hender, Michael Henningsen.  
Sitting (L-R) David Plumridge, Natasha Malani, Stephen Yarwood (Lord Mayor), Anne Moran.





# LORD MAYOR'S MESSAGE



Welcome to The City of Adelaide's Smart Move Strategy, our new approach to transport and movement.

Change is afoot in Adelaide and it's exciting. We're fostering a City where more people want to spend more time and I believe the future is bright.

For Adelaide to reach its potential a long-term and carefully balanced approach to transport is vital. A City with calmed traffic is safer and more enjoyable. A City where cycling is popular has healthier people. A City with more pedestrians has more interesting streets which benefit from passing trade.

A long-term vision requires bold plans and I'm proud of the direction the Smart Move Strategy sets for Adelaide. Its goal is to promote choice. Whether it be by foot, bike, car or public transport, the City should be easy to enter, to get around and to enjoy. You will have more options!

The Smart Move Strategy is also about balance. Adelaide is the most car-reliant City in Australia and has the greatest number of car parks of any capital city. By 2020, road congestion will cost Australia \$20.4 billion in lost productivity per year. This is a future our City and our nation cannot afford to have if they are to be globally competitive.

If we only plan for cars, all we will get is a City with cars. If more people used public transport, changed to bikes and carpooled, there would be less traffic on the roads and that makes your driving experience better. It's a logical transition that cities throughout the world are consciously pursuing.

The Smart Move Strategy proposes a range of measures to encourage behaviour change. Safer cycling routes, better pedestrian links, sustainable travel, better traffic flows and great streets for people are just some ideas which came from the public. Council is also committed to working with the State Government to grow our City's public transport options.

I hope you join with me and be part of the move!

Stephen Yarwood  
LORD MAYOR



# EXECUTIVE SUMMARY

Adelaide is a great place to live. On a global scale, Adelaide has been ranked the fifth most liveable city in the world. When planning for the future of a growing city and maintaining its high standard of liveability, there are many factors that need to be taken into account, with transport and movement considerations being among the most important.

If the 30-year planned growth for the City is realised, there will be an estimated 42% increase in trips, with at least an additional 100,000 people travelling to and around the City daily.

To accommodate this forecast growth it is important that we seek sustainable transport outcomes for the City. Outcomes that rely less on the private car, and are more focussed on improved pedestrian, cycling and public transport facilities, and the creation of great streets and places for people. It is important that we take action now to achieve a City that we all want: a City that is vibrant, economically competitive, and an exciting place to live, work and visit.

A highly-connected pedestrian and cycle network; a high-quality public domain that encourages walking and cycling; extensive availability of public transport day and night; and an accessible street network, that meets the freight needs of businesses, are all vital elements to support the City's growth and to ensure its long term success.

## POLICY CONTEXT

Both the Australian and South Australian governments acknowledge the transport and mobility challenges that cities face today, such as population growth, ageing population, climate change, peak oil, increasing petrol costs, traffic congestion and increasing obesity. In response to these challenges, governments have set directions for making cities more productive, sustainable and liveable. The directions set are founded on creating better connections between infrastructure

and jobs, making better use of existing assets, developing high-quality public transport, walking and cycling networks and improving the quality of city streets and public spaces. Smart Move, The City of Adelaide's Transport and Movement Strategy (the Strategy) aligns with these policy directions by delivering strategic directions and strategies that focus on sustainable transport outcomes, creating great streets and places for people, and making the City safer and easier for people to access and use.

## OUR DIRECTION

This Strategy will be the leading document in delivering one of the key outcomes (Accessible City) of The City of Adelaide Strategic Plan 2012-16, and vision: One City, Many Places.

To achieve the Accessible City outcome and Strategic Plan vision, this Strategy has identified eight outcomes that reflect the aspirations and qualities the City must build on to achieve an integrated and sustainable transport and movement network. These eight outcomes will be implemented in a balanced way over the 10-year period to ensure success of this Strategy.

## OUR STRATEGIES

The future role of our City streets is based on eight desired outcomes; and the strategies that underpin each of the outcomes. These include:

### EASY WALKING

This outcome will create a City where:

- » walking is easy, comfortable and safe
- » pedestrians have priority
- » pedestrian conditions are suitable for people of all levels of mobility
- » the pedestrian network is well-connected.

The strategies focus on giving greater

priority to pedestrians on City streets, and making the streets more accessible by people of all ages and levels of mobility; improving pedestrian connections and navigation; increasing placemaking opportunities; creating a better and safer environment for pedestrians day and night; and improving pedestrian access to and paths within the Park Lands and squares.

### SAFE CYCLING

This outcome will create a City where:

- » people of all levels of cycling ability feel that they can cycle safely
- » cycling is the most convenient form of transport for local trips
- » cycling to and from the suburbs is safe and convenient.

The strategies focus on completing a network of continuous, connected and low-stress priority bicycle routes in the City; implementing separated bicycle lanes or paths on busy traffic streets; improving public end-of-trip bicycle facilities; improving bicycle routes to and within the Park Lands, particularly the paths that link to key inner suburb BikeDirect routes and greenways; and expanding the Adelaide City Bike hire scheme to encourage greater use by residents, businesses and visitors. Emphasis is also placed on encouraging a cycling culture and raising cycling awareness through promotion and education campaigns.

### QUALITY PUBLIC TRANSPORT

This outcome will create a City where:

- » bus, tram, train and taxi services are well-integrated and readily accessible
- » public transport provides a convenient way to travel to and around the City, day and night
- » public transport is easy to use, affordable, reliable and responsive to customer needs.



Though public transport services are outside Council's control, we are committed to working with the State Government to improve public transport priority to and within the City; create better public transport waiting areas; improve walking and cycling connections to bus and tram stops, and the Adelaide railway station; and implement new public transport infrastructure projects, such as the City tram loop and Currie/Grenfell bus transit street. Council is also committed to improving the Adelaide Connector community bus service.

### GREEN TRAVEL

This outcome will create a City where:

- » there is a high proportion of low-emission vehicles
- » residents and businesses have access to a vehicle without needing to own one
- » public transport, cycling and walking form more than half of all journeys to work.

The strategies focus on encouraging electric and low-emission vehicles in the City; encouraging sustainable and active travel through promotion and engagement activities with the broader community; implementing travel behaviour change programs for City businesses, residents and schools; encouraging expansion of car share operations and promoting car-pooling schemes.

### EFFICIENT SERVICES

This outcome will create a City where:

- » freight deliveries are efficient and not disruptive to other street users
- » waste management practices are efficient and support the State Government's zero waste objectives and targets.

The strategies focus on ensuring servicing and freight deliveries to and within the City are efficient, whilst minimising the impact on other City and street users. New methods of improving and minimising the unsightly effects of waste storage, and disposal practices will also be explored and implemented.

### SMART PARKING

This outcome will create a City where:

- » the cost of parking and the balance of demand and supply of parking discourages excessive car use when there is convenient access by walking, cycling and public transport
- » car parking is not a dominant feature.

The strategies focus on improving customer service and parking information using innovative and real-time technology solutions; optimising the use of on-street car parking by applying a higher charge in high-demand on-street locations, and in turn encouraging turnover to support City businesses; and reviewing car parking policies, including the investigation of a City-wide off-street parking levy to better support sustainable and active travel.

### CALM TRAFFIC

This outcome will create a City where:

- » the well-connected street grid facilitates two-way movement by all modes
- » low traffic speeds make it safe and pleasant and discourage through traffic
- » the growth in walking, cycling and public transport trips keeps congestion in check.

The strategies focus on achieving a safe speed environment for all users on City streets; maintaining good vehicle movement across the street grid; implementing traffic-calming measures to discourage through traffic and encouraging capacity enhancements to the City ring route.

### GREAT STREETS

This outcome will create a City where:

- » everyone can participate equally in City life
- » streets invite people to stay and enjoy their surroundings
- » there is a distinct sense of place through high-quality streets and public spaces
- » environmental qualities are embraced through street design.

The strategies focus on designing streets as complete environments that encourage on-street activities and healthy and active lifestyles. More trees and greening will be provided along streets, as well as more shared streets and activated laneways to create more vibrant City places.

### DELIVERING THE STRATEGIES

A variety of approaches will be used to deliver the strategies, such as:

- « large-scale transformations in priority locations
- « small-scale enhancements throughout the City
- « temporary initiatives to test ideas in achieving the desired outcomes set out in this Strategy.

Council will develop a series of four-year Action Plans that will identify priority projects to be implemented. These projects will be realised through the Council's Annual Business Plan and Budget.

### PREPARING THIS PLAN

When developing this Strategy we have considered recommendations from key studies undertaken in 2011 by international experts, such as Fred Hansen and Gehl Architects. We have also extensively consulted with key stakeholders. Most importantly though, substantial input was received from the people of Adelaide.

Developing this Strategy was carried out parallel to developing The City of Adelaide Strategic Plan 2012-16. In total, over 4,000 responses were received during the 18-month consultation period, of which over 1,000 related to transport and movement in the City.





*Anything that can be done to give pedestrians more priority is important to making Adelaide a better City.*

*Wider and safer bike lanes with priority given at intersections. Paint all the lanes green and widen them.*

*Keep the City a clean green public transport City.*

*Car parking - more hubs just outside the City, with quality regular reliable public transport or ACC push bikes available to get right into the City.*





Hindley Street and Rundle Street need to become fully pedestrianised and converted into malls, or at the very least a shared space.

There is currently an explosion of infrastructure for cars, such as car parking facilities. I believe there must also be plans to redirect investment now to ensure that the City doesn't completely form around cars.

A City is supposed to be designed for people, and make it safe, easy and convenient to get around.

While prioritising public transport, cyclists and pedestrians over cars, there is a need to consider how the City facilitates and accommodates vehicle movement.





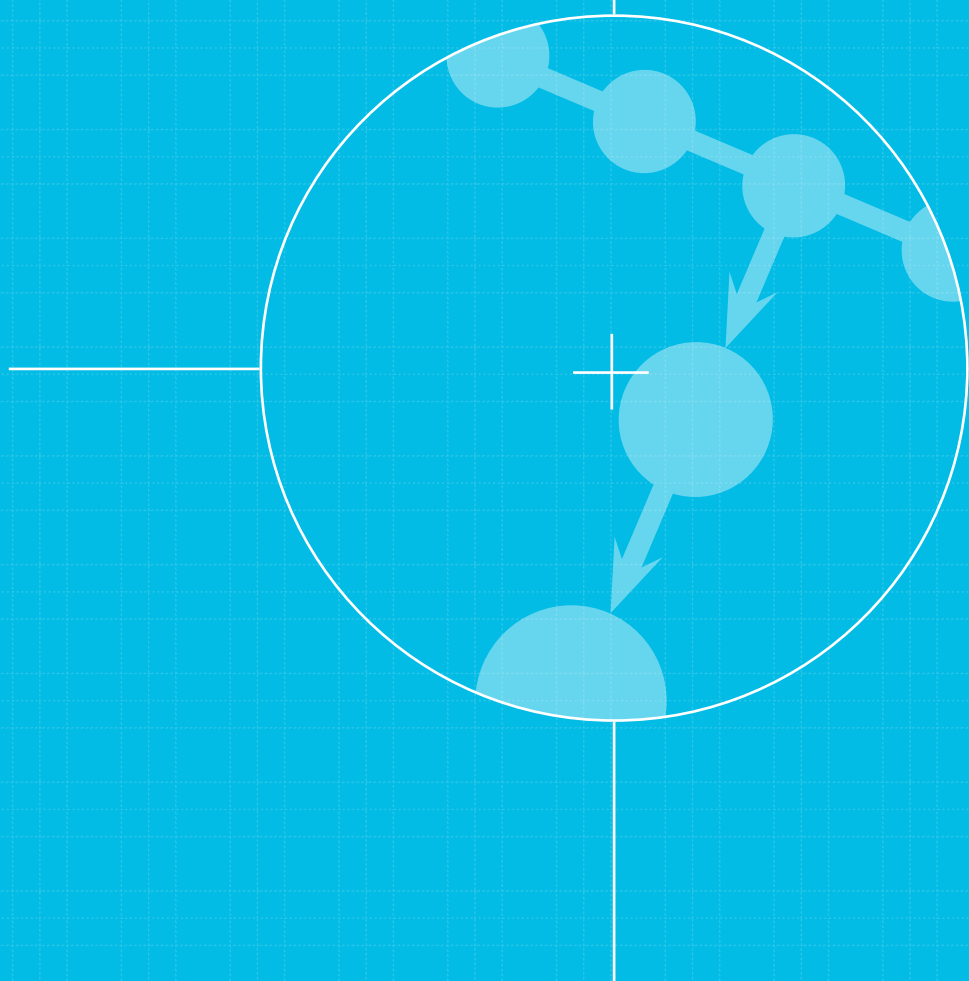


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# OUR DIRECTION







# THE EVOLVING CITY

How we move around the City and how it is used changes over time. To create a vibrant City, we need to design the City of tomorrow by balancing movement needs with placemaking.



TRAM CITY: 1930s



CAR CITY: 1960s



Before the 1900s, movement in the City primarily comprised of horse-drawn traffic, pedestrians and cyclists. Railway lines were built from 1856 and an extensive electric tram network was developed in the early part of the 20th century. In 1915, the City's population peaked at over 43,000 and the City was a key place to live and work in.

With the introduction of bitumen in the 1920s and increased motorisation, the City's population began dispersing into the developing suburbs. With the rapid expansion of car ownership during the 1950s and 1960s, City streets were redesigned for the convenient movement of traffic, which included the removal of the extensive electric tram network. The only line to remain was the tram running between the City and Glenelg. As metropolitan suburbs expanded and the car became the dominant transport mode, the City's population continued to decline to its lowest figure of below 3,000 by 1999.

With the exception of a few major transport initiatives, such as the development of Rundle Mall, extension of the Glenelg tram line up to the Entertainment Centre and the installation of Currie Street and Grenfell Street bus lanes, the dominance of the car on City streets has continued. Today the City population has increased to about 20,000. However, the City is still seen as predominately a place for work and shopping.



VIBRANT CITY: NOW

Both the State Government and Adelaide City Council have a long-term vision to create a more populous, vibrant and sustainable City – a City that is humming with activity day and night, economically competitive, and a desirable and exciting place to live, work and visit. This Strategy supports this vision.



## Two key transport challenges in creating a vibrant City:

### Bringing more life to the streets

Even though the streets provide a good base for placemaking (i.e., on-street activity) with their ample width; a long-term commitment to funding and support of projects and initiatives is necessary from the Local, State and Australian governments in order to attract more people and activities to the City. This Strategy articulates temporary, short-term and long-term strategies and projects to improve the City's streets and public places.



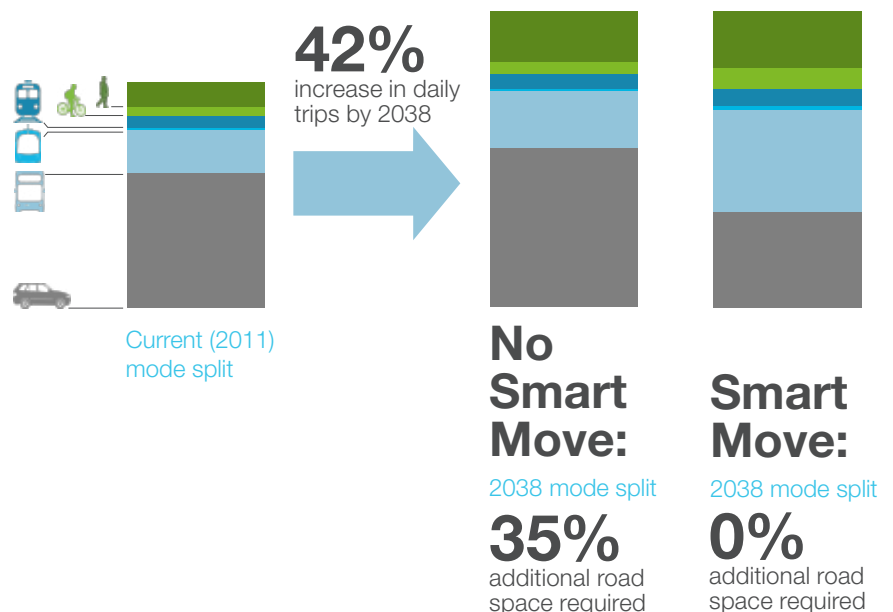
Waymouth Street during a weekday (top) and during the Splash street party event (below)

### Encouraging travel on foot, bicycle and public transport

By inviting more people into the City, more daily trips will be made. It is estimated that the increase in population and daily visitors in the City, as expressed in the 30-Year Plan for Greater Adelaide, will generate 42% additional daily trips (from 479,000 daily trips in 2011 to 684,000 in 2038).

If the projects and initiatives in this Strategy are not implemented, it is likely that the majority of these additional trips will be made by private vehicles. This would require an estimated 35% additional space allocation to roads and bitumen to avoid significant traffic congestion, and in turn, impact on the City's ability to become a more vibrant place. By implementing the projects and initiatives in this Strategy, it is estimated that no additional road capacity will be required. Instead, more trips will be made on foot, bicycle and public transport enabling greater opportunities for placemaking on City streets.

#### Mode split for day trips in and around the City





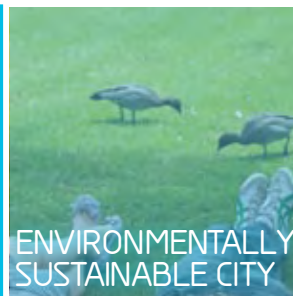
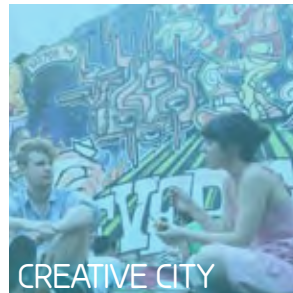
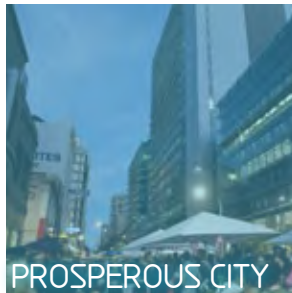
# OUR VISION AND PRIORITIES

The Smart Move Strategy supports The City of Adelaide Strategic Plan 2012-16. The Strategic Plan outlines the Adelaide City Council's vision for the City and the projects and services it will deliver between 2012 and 2016.

The vision for the City is: **ADELAIDE: ONE CITY, MANY PLACES.**

*Adelaide is a City of great places for people. Great places for living and community life. Great places for business to start up and grow. Great places for knowledge and creativity to flourish.*

## THE CITY OF ADELAIDE STRATEGIC PLAN 2012-2016 VISION: ADELAIDE: ONE CITY, MANY PLACES



Transport touches on almost every aspect of life in the City, and is an integral part of making the City an attractive and desirable place where people want to live, work and play.

As it grows, improvements to the levels of access and connectivity to and within the City will be necessary. We will need more efficient and sustainable mobility solutions to enable the City to achieve good economic, environmental and social outcomes.

This Strategy describes the Council's proposals for realising outcome 2 of the Strategic Plan 2012-2016, Accessible City (refer figure 1).

- » A City of well-connected places that's easy to get to and around
- » Streets are for people with cyclists and pedestrians taking priority
- » A readily available public transport system, that links City destinations and beyond, day and night
- » Low emission and other sustainable travel options prevail

## SMART MOVE: TRANSPORT AND MOVEMENT STRATEGY 2012-22

FIGURE 1: Relationship between The City of Adelaide Strategic Plan 2012-16 and Smart Move: Transport and Movement Strategy 2012-22





# OUR RESPONSE

Our vision and priorities are based on balancing competing street demands to achieve eight integrated outcomes.

This Strategy recognises the need to balance competing street demands between pedestrians, cyclists, public transport, freight and motorists. It identifies eight key outcomes (see figure 2) that reflect the aspirations and qualities the City must build on to achieve an integrated and sustainable movement network, and in turn fulfil the Strategic Plan vision: One City, Many Places.

Guided by the *Streets for People: Compendium for South Australian Practice* (South Australian Active Living Coalition, 2012), this Strategy establishes the future role of all City streets and is designed to achieve the best balance between movement and placemaking needs.

The future designated role of each street and the strategies for achieving each of the outcomes are explained in the following sections. For each outcome, the Strategy identifies Council's targets, challenges, strategic directions and indicative timeframes.

The outcomes of this Strategy are designed as a collective set and are to be implemented in a balanced way over the 10-year planning period to ensure success.



FIGURE 2: Eight outcomes underpinning the Smart Move Strategy



# POLICY CONTEXT

Adelaide is a great place to live. Two recent national surveys have identified Adelaide as the most liveable City in Australia<sup>1</sup>. On a global scale, Adelaide ranked as the fifth most liveable City in the world<sup>2</sup>. When planning for the future and to maintain that liveability, there are many factors to take into account, with transport being one of the most important.

This Strategy replaces Adelaide City Council's *Integrated Movement Strategy 2000*. Since its release 12 years ago, a number of new policies, issues and challenges that need to be strategically addressed have arisen, particularly when considering the future liveability, sustainability and productivity of the City.

When planning The City of Adelaide's future a number of challenges need to be taken into account; some that affect cities nationally and internationally, and some that are more of a focus for South Australia. They include:

- » climate change
- » peak oil
- » population growth
- » health and wellbeing
- » traffic congestion
- » economic development
- » social inclusion
- » ageing population.

Both the Australian and South Australian governments acknowledge these challenges in the National Urban Policy and the 30-Year Plan for Greater Adelaide. These challenges also overlap with South Australia's Strategic Plan and its Road Safety Strategy. The key features of these plans that are relevant to this Strategy are summarised here.

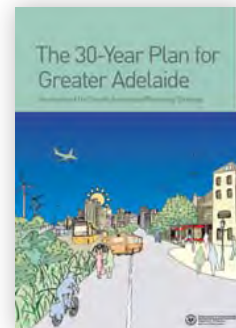


*Our Cities, Our Future*  
National Urban Policy

The Australian Government has prepared a long-term blueprint for making the nation's eighteen capital and major regional cities more productive, sustainable and liveable. It highlights the role of these cities as the 'engine' rooms of growth, innovation and opportunity underpinning the nation's competitiveness.

The National Urban Policy framework identifies the need to:

- » better connect infrastructure with jobs and where people live to reduce people's dependency on the car
- » develop high-quality public transport and infrastructure systems to ease congestion and improve quality of life
- » reduce the carbon footprint of cities and adapt them to the consequences of climate change
- » improve urban planning and design to better reflect Australia's increasingly diverse lifestyles.



*The 30-Year Plan for Greater Adelaide*  
A Volume of the South Australian Planning Strategy

The 30-Year Plan for Greater Adelaide is a long-term vision for the future. Over the next 30 years, the population of South Australia is expected to grow by almost 560,000 people. To house greater numbers of South Australians, the 30-Year Plan encourages a greater share of new developments into existing urban lands, with a focus on medium to high density developments that are walkable, connected and mixed use.

The 30-Year Plan has set transformative levels of growth targets for the City and inner rim suburbs.

- » Employment growth target is 50,000 employees by 2038, in addition to the 118,200 recorded in 2011.
- » Residential growth target is 27,300 residents in addition to the 19,876 recorded in 2011.

If the planned growth for the City is realised, it is estimated there will be a 42% increase in trips, with at least an additional 100,000 people travelling to and around the City daily. The 30-Year Plan seeks an efficient and sustainable transport network to accommodate a growing population and economy.

1. Property Council of Australia 2011 and Productivity Commission 2011

2. Economist Intelligence Unit 2012



*In a Great State*  
South Australia's  
Strategic Plan  
2011

South Australia's Strategic Plan sets targets for the State. It is the overarching document for other State and Local Government strategic documents and plans.

How the Smart Move Strategy aligns with the targets set in South Australia's Strategic Plan is shown within each of the eight outcomes discussed in the following sections.



*5000+ Project*  
Integrated Design Commission  
2010-2012

5000+ was a design-led project for the redesign, renewal and reactivation of inner Adelaide. The project was led by an integrated leadership group comprising organisations from Local, State and Australian governments.

5000+ undertook a review of worldwide initiatives into the regeneration of cities and places. The *IDS Knowledge Base Recommendations Report* published by the project team summarised some of the key publications and case studies from a national and international context that inner Adelaide could learn from.

In the context of inner Adelaide and through engagement with a broad group of partners and stakeholders, 5000+ explored five key City themes: Vibrant, Moving, Green, Liveable and Leading. For each of these themes, 5000+ collated enabling ideas and propositions, summarised in a *Specialist Forum Summaries Report*.

Based on this work, 5000+ produced a set of guiding principles for inner Adelaide that will be used to inform public and private projects across the Local and State Government boundaries.

Aspirations and the wealth of information relating to the Moving theme captured by 5000+ have been considered in developing the Smart Move Strategy.

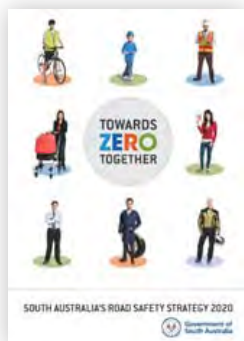


*Streets for People:*  
*Compendium for*  
*South Australian*  
*Practice*  
South Australian  
Active Living  
Coalition, 2012

The *Streets for People Compendium*, commissioned by the South Australian Active Living Coalition, provides information and guidance for developing pedestrian and bicycle friendly environments that promote health and strengthen communities. It condenses the knowledge, skills and policy agendas of a broad community of practitioners into one multi-faceted design resource, making the design and approval of innovative streets for people both easier and more desirable.

Developed through engagement with a broad group of stakeholders, the *Streets for People Compendium* provides best practice advice and innovative case studies. The Compendium puts forward a street design framework based on the concept of balancing movement and placemaking needs (Link and Place approach).

The Smart Move Strategy has embraced the Compendium and applied the key principles outlined to the City street network, including the application of the 'Link and Place' approach.



*Towards Zero Together*  
South Australian  
Road Safety  
Strategy 2020

The South Australian Road Safety Strategy 2020, *Towards Zero Together*, sets a target of reducing serious casualties by at least 30% - to fewer than 80 fatalities and fewer than 800 serious injuries by 2020. *Towards Zero Together* represents the whole South Australian community working together to address the deaths and serious injuries caused by everyday use of the roads, no matter the people or circumstances involved.

The Road Safety Strategy presents a number of key strategies to achieve safer roads, safer speeds, safer vehicles and safer people. Its success is reliant on close partnerships being developed between State and Local governments to deliver its goals.



# MOVEMENT AND PLACEMAKING

## LINK AND PLACE APPROACH

One method for establishing the strategic role of a street that balances the need for movement and accommodates destination requirements is the 'Link and Place' approach<sup>1</sup>. In this Strategy, this approach is used to plan the City's streets.

In the Link and Place classification, all streets are both movement conduits (Links) and destinations in their own right (Places). Achieving the right balance between Link and Place is an essential first step for designing streets.

1. The 'Link and Place' concept has been used by City authorities around the world. Refer 'Arterial Streets for People' (ARTISTS Consortium, Svensson, A., ed., 2004) and 'Link and Place: A Guide to Street Planning and Design' (Jones, P., Boujenko, N. and Marshall, S., 2007).

Some City streets are busy movement links (e.g. West Terrace and Morphett Street), some are bustling places (e.g. Rundle Mall), while others cater for high levels of both movement and on-street activity (e.g. North Terrace).

The Link and Place approach incorporates a conventional road hierarchy, where 'primary distributor roads' are at the top of the traffic movement (Links) hierarchy and 'local access streets' at the bottom, reflecting the intensity of traffic movement. A second (Place) dimension is added to the hierarchy that also captures the intensity of place-related activities.

The Place dimension of the street classification system reflects the intensity of people on the streets who are engaged in staying activities, e.g. sitting on public or café seats, waiting for public transport, window shopping. Streets that are buzzing with people and activity (e.g. Rundle Mall, Gouger Street and Hutt Street) have a higher Place status and require a higher level of on-street provision to support these staying activities (e.g. public seating, café seating, recreational opportunities, street art, signs, trees and landscaping, canopies and awnings, frequent street crossings, and slower traffic speeds).

The Link and Place level is expressed in a two-dimensional street classification system (see figure 3).

Link and Place	Determining Link hierarchy level			Determining Place hierarchy level			
	Status level	Movement characteristics	Average daily traffic <sup>(2)</sup>	Status level	Level/intensity of on-street staying activities	Average distance travelled <sup>(3)(6)</sup>	Typical number of people "staying" <sup>(4)</sup> in the place within a 100m visual range <sup>(5)(6)</sup>
Metropolitan	I	Carries traffic of metropolitan-wide origin.	Above 35,000	A	Very high and/or of state/metropolitan significance (due to cultural or tourist value).	Above 15km	Above 100
Regional	II	Carries traffic of regional-wide origin.	20,000 to 35,000	B	High, with City-wide interest and large numbers of on-street staying users within a large precinct.	7km to 15km	50 to 100
District	III	Carries traffic of district-wide origin.	8,000 to 20,000	C	Moderate, with visible on-street staying activities like public seating, outdoor dining, or concentration of public transport stops.	3km to 7km	20 to 50
Neighbourhood	IV	Carries traffic of neighbourhood-wide origin.	3,000 to 8000	D	Low, with few attractors like corner shops or businesses that generate low levels of activity.	1km to 3km	5 to 20
Local	V	Carries local traffic from immediate streets.	Below 3,000	E	Used by local residents and workers only.	Up to 1km	0 to 5

#### Notes:

(1) Nominal labels given to status levels reflect the likely catchment from which Link or Place users are arriving.

(2) The average number of vehicles in both directions recorded on a typical day from 7am to 7pm.

(3) Average distance of journeys undertaken to reach destination.

(4) Staying activities associated with the enjoyment of Place, such as sitting, playing sport, recreation uses, outdoor dining, lying down, etc.

(5) Visual range: A 100m length of a street or a 50m radius for the Park Lands and open spaces. 'Typical number of people' here refers to everyday number of people staying in peak periods and for public spaces excludes one-off special events.

(6) If different status level is implied through tests (3) and (5), the lower of the two is taken.





		Place				
		Metropolitan A	Regional B	District C	Neighborhood D	Local E
Link	Metropolitan I	1				
	Regional II			3		
	District III				4	
	Neighborhood IV					5
	Local V					

Table 1 further describes Link and Place characteristics for each step of the hierarchy. Applying the Link and Place classification enables conclusions to be drawn about how people are currently using the streets and has identified opportunities for the future.

Link and Place scenarios that will shape the street layout have been developed for the City in 30 years time, such as the numbers of lanes given to traffic, the width of footpaths, on-street car parking provision and design of public spaces.

The difference between the existing and future designation of streets as Links and Places shows what key shifts need to occur in relation to achieving strategies outlined in this document through changes in street operation and design.

The following Link and Place maps provide details of:

- » current and future Link classification (see maps 1 and 2)
- » current and future daytime Place classification (see maps 3 and 4)
- » current and future evening Place classification (see maps 5 and 6)
- » current and future bus Links (see maps 7 and 8).

The assessment is based on initial work carried out by the Department for Transport, Energy and Infrastructure in 2009.



1: North Terrace



2: West Terrace



3: Grenfell Street



4: Pirie Street



5: Residential streets

FIGURE 3: Link and Place classification system and five application examples





## CURRENT LINKS



### NOTES:

This map reflects current vehicle movement patterns in the City, based on recorded average daily traffic flows. See table 1 for explanation of hierarchy levels and corresponding traffic volume figures.

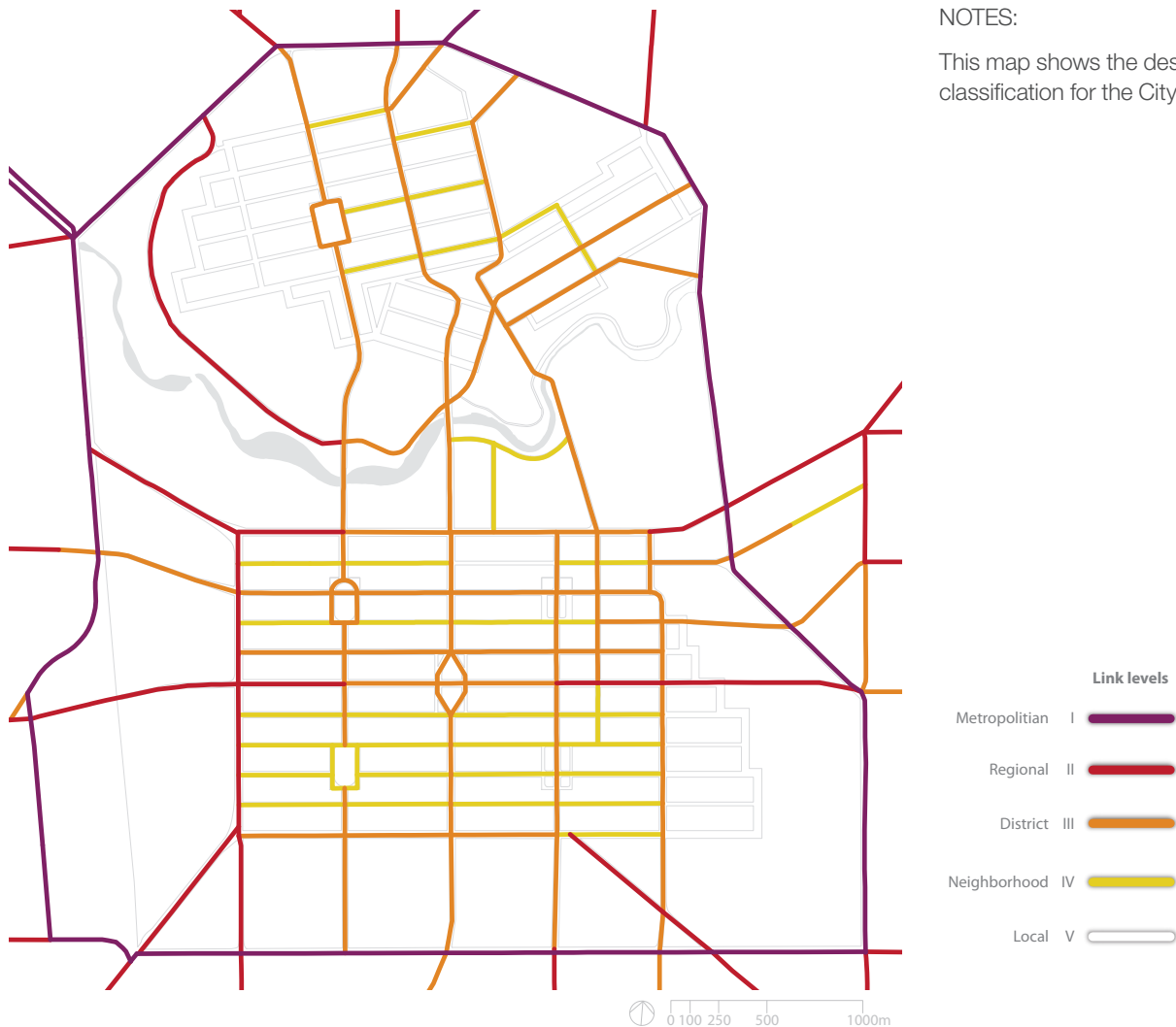
MAP 1: Current Links

## KEY CONCLUSIONS:

- » High-levels of vehicle traffic are evident on most streets. In the square mile, five main north-south through routes each carry over 20,000 vehicles per day, thus performing a Link function at level I (metropolitan significance) or II (regional significance).
- » 11 east-west through routes carry over 5,000 vehicles per day. Eight of these routes carry over 15,000 vehicles per day, performing Link functions between levels I and III.
- » Traffic volumes are in general lower in North Adelaide with the exception of Jeffcott Street/Montefiore Road and O'Connell Street, which experience high traffic volumes up to 35,000 vehicles per day.
- » A study by the Department for Transport, Energy and Infrastructure in 2009 concluded that 20-30% of traffic passing through the square mile did not stop anywhere in the City.



## FUTURE LINKS



### NOTES:

This map shows the designated Link classification for the City in 30 years time.

MAP 2: Future Links

### KEY DIRECTIONS:

- » Maintain low-speed, two-way traffic movement across the street grid to maintain good accessibility and dispersion of traffic.
- » Slow down traffic to create a speed environment appropriate for the creation of great places.
- » Discourage driving through and within the City through a series of measures ranging from reducing car priority at signals to reducing traffic speeds.
- » Discourage driving in/into the City by improving facilities that encourage walking, cycling and use of public transport.
- » Provide greater priority for pedestrians, cyclists and public transport users.



## CURRENT DAYTIME PLACES



### NOTES:

This map shows current daytime levels of on-street activities. See table 1 for explanation of hierarchy levels and corresponding intensity of activities.

### Place levels



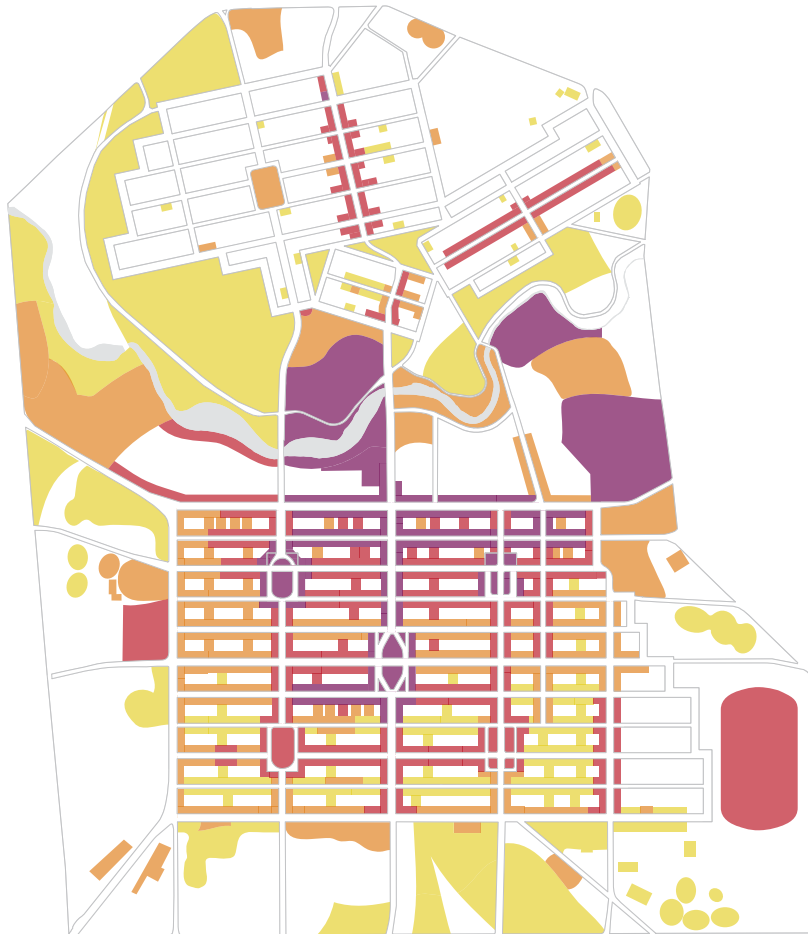
MAP 3: Current daytime Places

## KEY CONCLUSIONS:

- » On-street activities are evident in a few concentrated areas with low levels across most of the City.
- » There are fewer Places of significance than there are Links.
- » The few significant on-street Places are concentrated in the north-east corner. All other parts of the City (with the exception of Gouger Street, O'Connell Street, Melbourne Street and Hutt Street) have little on-street pedestrian and staying activities.
- » The six squares do not play a noticeable role in City life.
- » The Park Lands represent a large part of the City area. However, most of the Park Lands exhibit low levels of staying activities. Some spaces such as Bonython, Rundle, Rymill and Victoria parks have highly variable use depending on time of day and year.



## FUTURE DAYTIME PLACES



### NOTES:

This map shows the designated Place classification for the City in 30 years time. Public spaces with significant Place levels of A and B imply a high level priority for addressing any street quality issues and priority level of provision for activities that support and encourage staying in these locations.

### Place levels



MAP 4: Future daytime Places



### KEY DIRECTIONS:

- » Enhance and create a diversity of places. Build on successful streets (e.g. Rundle Street and Gouger Street) to activate spaces between buildings.
- » Strengthen the role of all the squares with activation and provision for staying activities.
- » Enhance the role of the streets connecting the squares to build upon the benefits that activated squares will bring.
- » Support the creation and enhancement of new main streets, i.e. streets with high levels of commercial and entertainment opportunities (e.g. Sturt and Halifax streets).
- » Support the creation of more Places (nodes of activity) in residential areas of the City.
- » Strengthen Place relationship with the Park Lands through activating the City edge.
- » Enhance the role and the use of the Park Lands.



## CURRENT EVENING PLACES



### NOTES:

This map shows current levels of evening on-street activities. See table 1 for explanation of hierarchy levels and corresponding intensity of activities.

### Place levels



MAP 5: Current evening Places

### KEY CONCLUSIONS:

- » The City is quiet at night with only seven areas of noticeable on-street activity (Hindley Street, Light Square, Rundle Street, Gouger Street, Hutt Street, O'Connell Street and Melbourne Street).
- » Low levels of evening on-street activity contribute to the lack of vibrancy and issues associated with safety.
- » Evening activity is associated with a few streets and limited Park Lands locations, not the squares.





## FUTURE EVENING PLACES



### NOTES:

This map shows the designated evening Place classification for the City in 30 years time.

### Place levels



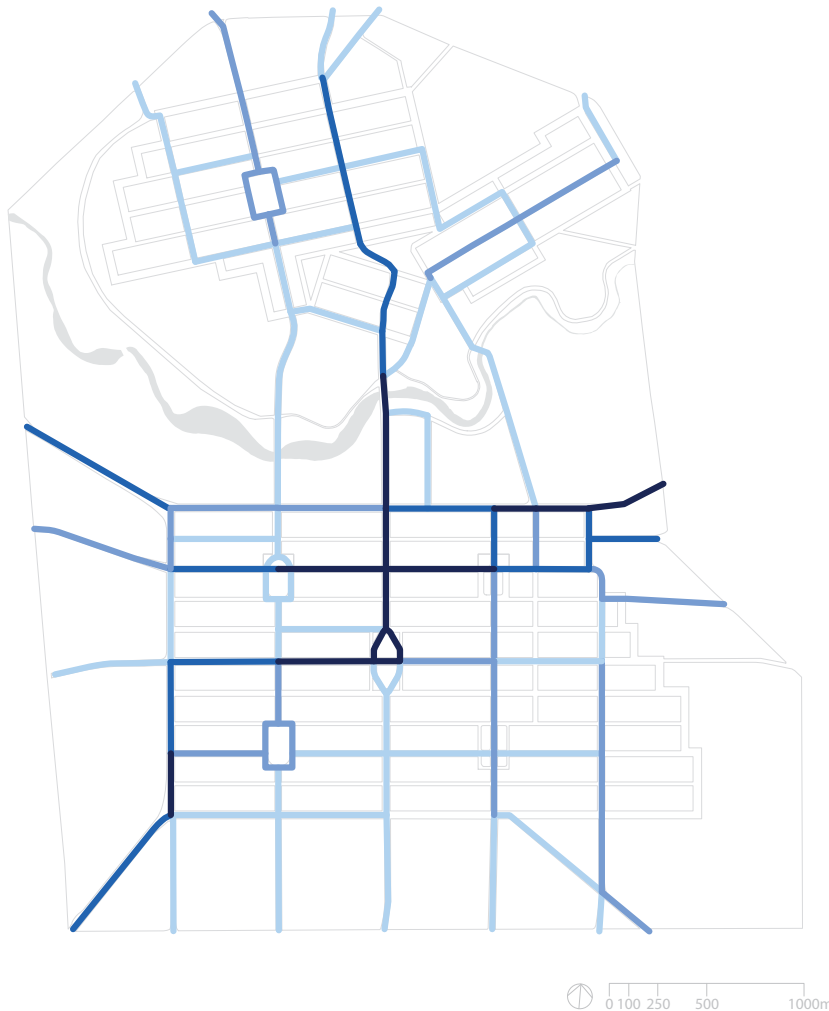
MAP 6: Future evening Places

### KEY DIRECTIONS:

- » Encourage new evening and night-time uses throughout the City including restaurants, pubs and convenience stores.
- » Reinforce existing dining areas by activating spaces between buildings.
- » Establish additional evening economy in future growth areas e.g. Waymouth Street (West), and Sturt/Halifax streets.
- » Support evening activities in the Riverbank Precinct.
- » Encourage evening and night-time uses in Victoria Square, Light Square and Hindmarsh Square.
- » Create a safe night-time environment for pedestrians and cyclists.
- » Establish a public transport system that supports a vibrant night-time economy.



## CURRENT BUS LINKS



### NOTES:

This map shows bus Link designations, based on current scheduled bus timetable information.

I	Metropolitan (1001 - 2500 buses per day)
II	Regional (501 - 1000 buses per day)
III	District (301 - 500 buses per day)
IV	Neighbourhood (31 - 300 buses per day)

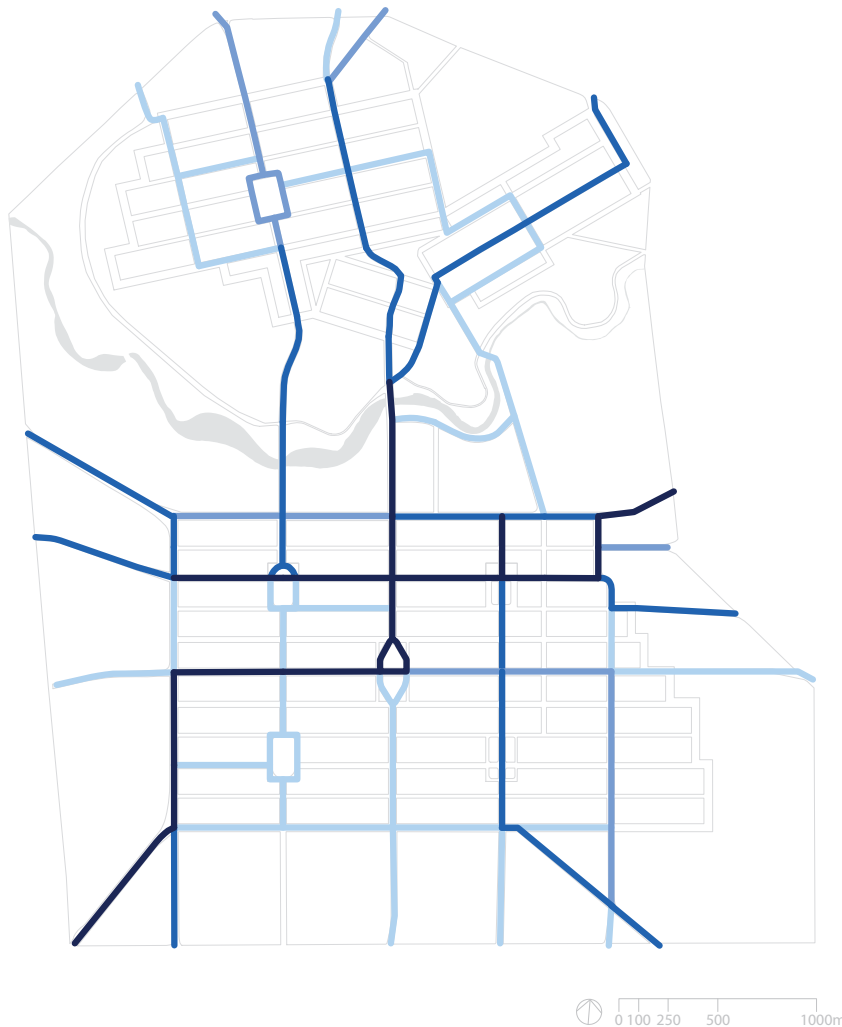
MAP 7: Current bus Links

### KEY CONCLUSIONS:

- » Buses provide the majority of public transport trips to the City, comprising about 77% of all public transport trips.
- » Currie/Grenfell streets, King William Street, North Terrace and Grote Street are the busiest bus corridors ranging from 1,000 to 2,300 buses per day.
- » Significantly higher volumes of buses serve the northern part of the square mile than the southern part. In particular, the southeastern part of the square mile is poorly serviced.
- » There are presently limited opportunities to travel between key destinations in the City due to many bus routes that do not stop or the lack of direct connections; for example, between the square mile and North Adelaide.
- » Bus stops are frequently spaced within the Central Business District area, with most bus routes offering four or more stops over a short distance. This offers high level of convenience to bus passengers, but requires numerous bus waiting areas that impact on footpath space, as well as increased bus travel times due to the more frequent starting and stopping.
- » Public transport information in the bus waiting areas is limited. Bus area infrastructure facilities are also lacking and unattractive.



## FUTURE BUS LINKS



### NOTES:

This map shows future bus Link designations for the City in 30 years time. It was developed in discussions with the Department of Planning, Transport and Infrastructure.

Bus hierarchy	I	Metropolitan (1001 - 2500 buses per day)
	II	Regional (501 - 1000 buses per day)
	III	District (301 - 500 buses per day)
	IV	Neighbourhood (31 - 300 buses per day)

MAP 8: Future bus Links

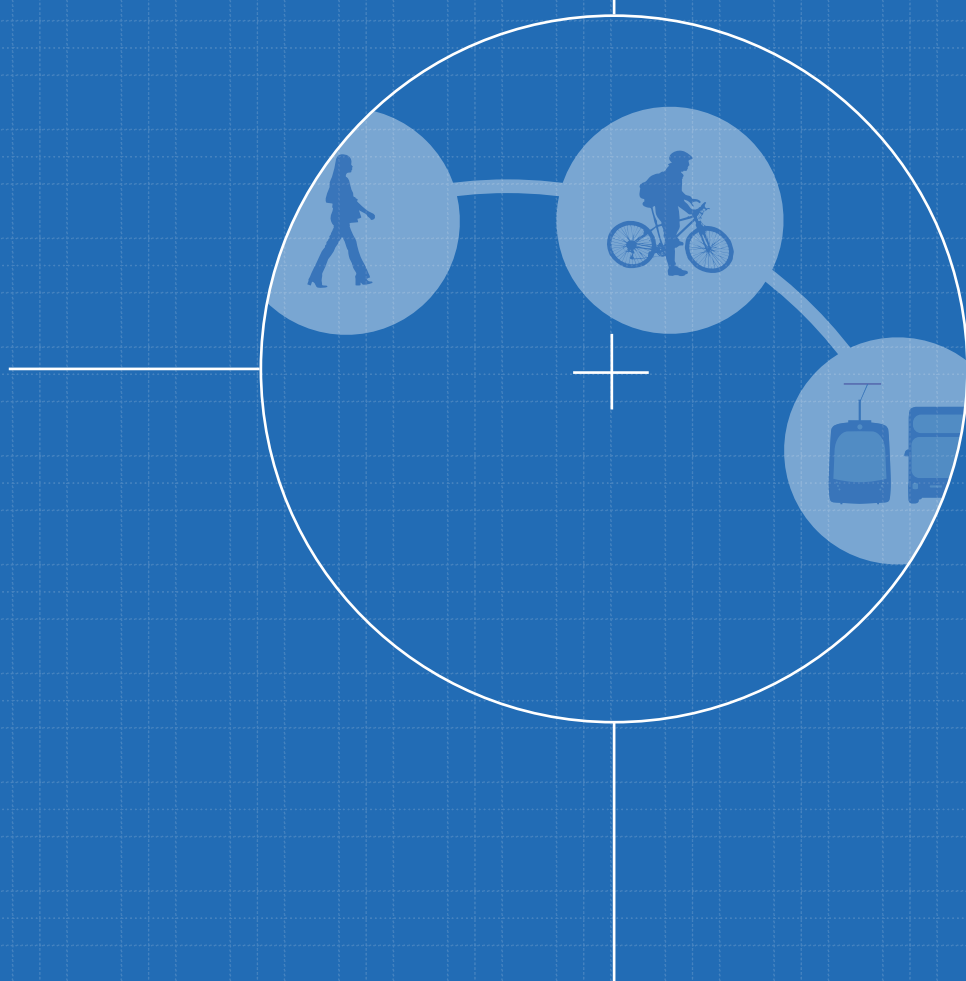
### KEY DIRECTIONS:

- » Buses will continue to provide the majority of public transport trips to the City.
- » There will be increases in bus volumes on the main public transport corridors. Grenfell Street, Currie Street, Grote Street, King William Street and the eastern portion of North Terrace will remain the primary bus corridors.
- » The future network will focus on significantly improving service frequencies on the key corridors to the City. These services will correspond with the strategic corridors identified in the 30-Year Plan for Greater Adelaide (see map 14).
- » To facilitate the increased bus volumes on the key bus corridors to and within the City, bus priority measures will be implemented to improve the reliability and efficiency of the network. This will include measures such as priority at intersections and dedicated bus lanes.
- » Simplifying the bus network will be a key focus in improving the legibility of the public transport network in the City by focusing more services along the two key public transport corridors, Currie/Grenfell streets and King William Street.
- » Service improvements in light rail networks (such as the possible tram extensions and increased rail services) will be integrated with the bus network provisions.
- » Improved connections within the City will occur by increasing service frequencies on distributor bus services, such as the Adelaide Connector and City Free 99C or by developing new services to link key destinations.





# OUR STRATEGIES





# OUTCOME 1

## EASY WALKING

A City where:

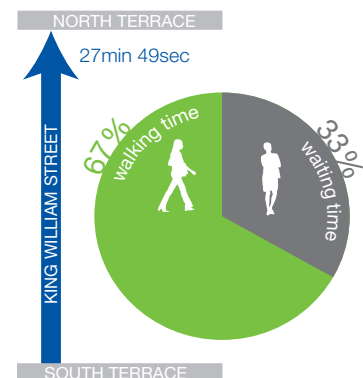
- » walking is easy, comfortable and safe
- » pedestrians have priority
- » pedestrian conditions are suitable for people of all levels of mobility
- » the pedestrian network is well-connected.

### TARGETS

Adelaide City Council's targets	South Australia's Strategic Plan targets
<p>By 2022:</p> <ul style="list-style-type: none"> <li>» Remove all vehicle left-turning slip lanes located in Significant City Places.</li> <li>» Complete at least 80% of the north-south 'active' cross-city links, including the provision of improved crossing points.</li> <li>» Complete the Park Lands Trail and at least 80% of the future Park Lands shared paths.</li> </ul>	<ul style="list-style-type: none"> <li>» Reduce road fatalities and serious injuries by at least 30% by 2020 (Target 22).</li> <li>» Increase the healthy life expectancy of South Australians to 73.4 years for males and 77.9 years for females by 2020 (Target 78).</li> <li>» Increase by 5 percentage points the proportion of South Australian adults and children at a healthy body weight by 2017 (Target 82).</li> </ul>

### CHALLENGES

- » Making the City safe and pleasant for pedestrians, day and night.
- » Developing a walking network that is accessible by people of all ages and levels of mobility.
- » Securing the significant funds and resources needed to create a better environment for pedestrians throughout the City and Park Lands.
- » Developing a network of safe night-time pedestrian routes in a City where street lighting has predominantly been focussed around vehicle movement, and where current evening and night-time on-street activities are limited.
- » Improving pedestrian accessibility from the inner suburbs through the Park Lands without compromising the bypass role of the City ring route.
- » Improving the quality and activation of building frontages. Currently, only 12.5% of the frontages are active, i.e. where people can see both in and out.



- » Reducing pedestrian waiting times at traffic signals without significantly impacting travel times for public transport and cyclists, or unduly increasing traffic congestion.
- » Promoting the economic, health and community benefits of making streets more walking and cycling friendly.
- » Increasing the number of people who walk to the City. The number of people walking into the City decreased slightly (3%) between 2003 and 2011.







## STRATEGIES SUMMARY TABLE FOR OUTCOME 1: EASY WALKING

Strategic directions	Strategies	Short term (2012-2016)	Medium term (2017-2022)	Long term (2022+)
1.1 Give priority to pedestrians on City streets	1.1.1 Recognise pedestrian priority on all streets unless they are designated to serve high levels of traffic			
	1.1.2 Create a high-quality pedestrian environment in Significant City Place locations			
	1.1.3 Remove vehicle left-turning slip lanes at intersections			
	1.1.4 Remove interruptions and obstructions along footpaths			
1.2 Improve pedestrian connections and ease of navigation	1.2.1 Ensure footpaths are wide enough			
	1.2.2 Improve walking conditions in laneways and side streets			
	1.2.3 Create north-south pedestrian and bicycle 'active' cross-city links			
	1.2.4 Increase the number of places where pedestrians can cross the road safely			
	1.2.5 Improve pedestrian directional signs and navigation			
	1.2.6 Work with the State Government to enhance pedestrian access to bus and tram stops, and the Adelaide Railway Station			
1.3 Create a better environment for pedestrians	1.3.1 Improve the safety and security of pedestrians			
	1.3.2 Improve the public realm			
	1.3.3 Develop safe walking routes for use at night			
	1.3.4 Ensure streets are accessible by people of all ages and levels of mobility			
	1.3.5 Increase the number of public seats and convenience services in the street			
1.4 Improve pedestrian access to the Park Lands and squares	1.4.1 Create new connections to the Riverbank and North Adelaide			
	1.4.2 Improve the accessibility of the Park Lands			
	1.4.3 Improve the accessibility of the squares			
	1.4.4 Upgrade key walking and cycling paths through the Park Lands and provide paths to new facilities			
	1.4.5 Complete the Park Lands Trail			





## STRATEGIES

### 1.1 GIVE PRIORITY TO PEDESTRIANS ON CITY STREETS

#### 1.1.1 Recognise pedestrian priority on all streets unless they are designated to serve high levels of traffic

Some streets are important traffic and access routes required to support the economic vitality of the City. Map 9 shows the future designations for key traffic and access routes that are of metropolitan and regional significance (Link levels I and II). Greater pedestrian priority and provision will be given to walking on all streets that are not in this category, as shown in figure 4, with particular attention paid to streets that are in Significant City Place locations (Place levels A and B).

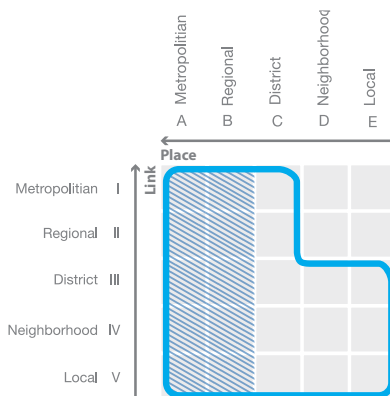


FIGURE 4: High pedestrian priority streets

Source: Adapted from 'Streets for People: A Compendium for South Australian Practice', SA Active Living Coalition (2012)

#### 1.1.2 Create a high-quality pedestrian environment in Significant City Place locations

Improvements in Significant City Place locations (areas with future Place designations of A and B, see map 9) will be undertaken to:

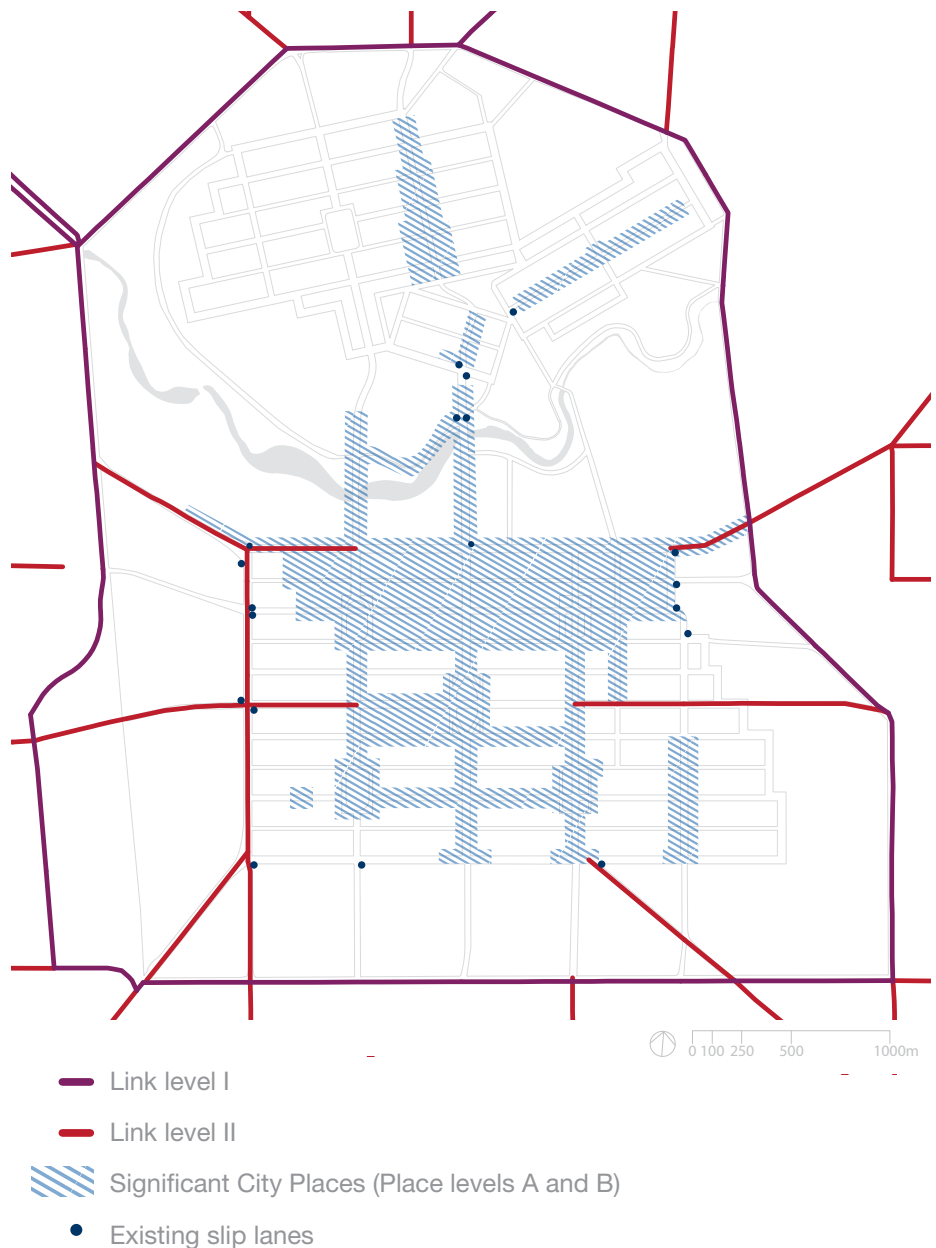
- » increase placemaking and opportunities for pedestrian activities
- » improve access to the expanding public transport network, including tram, trains and bus services.

#### 1.1.3 Remove vehicle left-turning slip lanes at intersections

Vehicle left-turning slip lanes in the City will be removed at intersections to give greater priority to pedestrians (and cyclists) and improve safety.

Exceptions will be considered for slip lanes located on key traffic and access routes that are of metropolitan and regional significance (Link levels I and II).

Priority will be given to removing left-turning slip lanes located in Significant City Place locations (see map 9).



MAP 9: Future designation for key traffic and access routes (Link levels I and II) and Significant City Places (Place levels A and B) based on 30-year future Link and Place designations



#### 1.1.4 Remove interruptions and obstructions along footpaths

Footpath obstructions and clutter will be minimised.

Footpaths will be extended across private driveways, side streets and laneways, enhancing pedestrian priority. Suitable pavement treatments will be applied at these points to increase awareness of potential conflicts between pedestrians, cyclists and drivers.

As part of new or asset renewal works, opportunities will be identified to minimise the impact of above ground infrastructure (e.g. electric, lighting and street sign poles, fire hydrants, traffic signal controller boxes, etc ) on pedestrian movements, as well as to improve the visual amenity of the street.

During construction works where encroachment is envisaged on pedestrian or cycling space, Council will work with construction contractors and developers to ensure safe access for pedestrians and cyclists is maintained.

### 1.2 IMPROVE PEDESTRIAN CONNECTIONS AND EASE OF NAVIGATION

#### 1.2.1 Ensure footpaths are wide enough

A long-term program will be implemented to widen footpaths to accommodate pedestrian demand and on-street staying activities where necessary (e.g. outdoor dining, bus stop shelters, seating, etc).

#### 1.2.2 Improve walking conditions in laneways and side streets

Where feasible, footpaths in side streets and laneways will be widened to a minimum of two metres. Where this is not possible, streets and laneways will be redesigned to reduce traffic speeds, with the carriageway being shared between pedestrians, cyclists and vehicles. Priority will be given to upgrading the laneways and side streets that serve as key destinations and link to public transport stops/stations (see map 10).

All upgraded footpaths will comply with the Disability Discrimination Act requirements.

#### 1.2.3 Create north-south pedestrian and bicycle 'active' cross-city links

To improve north-south pedestrian and bicycle connections, as shown in map 10, pedestrian and bicycle priority will be reinforced in these streets and laneways, providing a low-stress alternative to the main City street grid.

#### 1.2.4 Increase the number of places where pedestrians can cross the road safely

Safe crossing opportunities will be provided through:

- » a median refuge for streets with four or more vehicle lanes
- » signalised crossings across wide streets and along key pedestrian (and



MAP 10: Proposed north-south pedestrian 'active' cross-city links and laneways serving key destinations



bicycle) desire lines (especially in areas of high Place status)

- » improving the safety and visibility of informal crossing points along key pedestrian (and bicycle) desire lines
- » introducing where appropriate wombat or zebra pedestrian crossings
- » narrowing of carriageways where appropriate using kerb protuberances.

#### 1.2.5 Improve pedestrian directional signs and navigation

Pedestrian signs and information (wayfinding) will be improved. Improvements to signage will form part of a wayfinding strategy for the City and the Park Lands, taking into account the needs of pedestrians, cyclists, public transport users, vehicle drivers and the visually impaired.

#### 1.2.6 Work with the State Government to enhance pedestrian access to bus and tram stops and the Adelaide Railway Station

The public realm and quality of streets along important public transport corridors (bus Link levels I and II and tram route, see map 14) and key streets accessing the railway station will be improved.

Initiatives will include:

- » widening footpaths to match demand
- » providing greater priority and improved conditions for pedestrians
- » providing improved signage to and at bus stops, tram stops and railway stations.

### 1.3 CREATE A BETTER ENVIRONMENT FOR PEDESTRIANS

#### 1.3.1 Improve the safety and security of pedestrians

The safety and security of pedestrians will be improved by supporting developments that:

- » avoid blank walls or shutters that come down at night
- » increase the number of windows and balconies facing the streets



#### Place levels



MAP 11: Future (30-year horizon) evening Places

- » avoid heavy front landscaping and fencing
- » encourage mixed uses, and day and evening activities on ground floors
- » incorporate street surveillance cameras and emergency help points where necessary.

#### 1.3.2 Improve the public realm

Council will work with the State Government and private developers to improve the quality of public realm provision (e.g. landscaping, street trees, lighting, footpath widening etc) especially along streets with day and evening Place levels A, B and C (see map 11).

#### 1.3.3 Develop safe walking routes for use at night

Maximise on-street staying activities at night and ensure adequate levels of lighting and surveillance along streets with evening Place levels A, B and C (see map 11).





### 1.3.4 Ensure streets are accessible by people of all ages and levels of mobility

Footpaths and pedestrian crossings will be upgraded to ensure they accommodate people of all ages and levels of mobility, and comply with the Disability Discrimination Act requirements.

### 1.3.5 Increase the number of public seats and convenience services in the street

Public seating will be provided at frequent intervals on streets and public spaces.

Public convenience services (e.g. drinking fountains, public toilets, Wi Fi, etc) will be provided in (or in close proximity to) all major public space areas.

## 1.4 IMPROVE PEDESTRIAN ACCESS TO THE PARK LANDS AND SQUARES

### 1.4.1 Create new connections to the Riverbank and North Adelaide

New footpath connections will be developed to the Riverbank, between the square mile and North Adelaide (see map 12).

### 1.4.2 Improve the accessibility of the Park Lands

The accessibility of the Park Lands will be improved by upgrading pedestrian crossings on adjacent roads along key pedestrian (and bicycle) desire lines.

### 1.4.3 Improve the accessibility of the squares

The accessibility of the squares will be improved by:

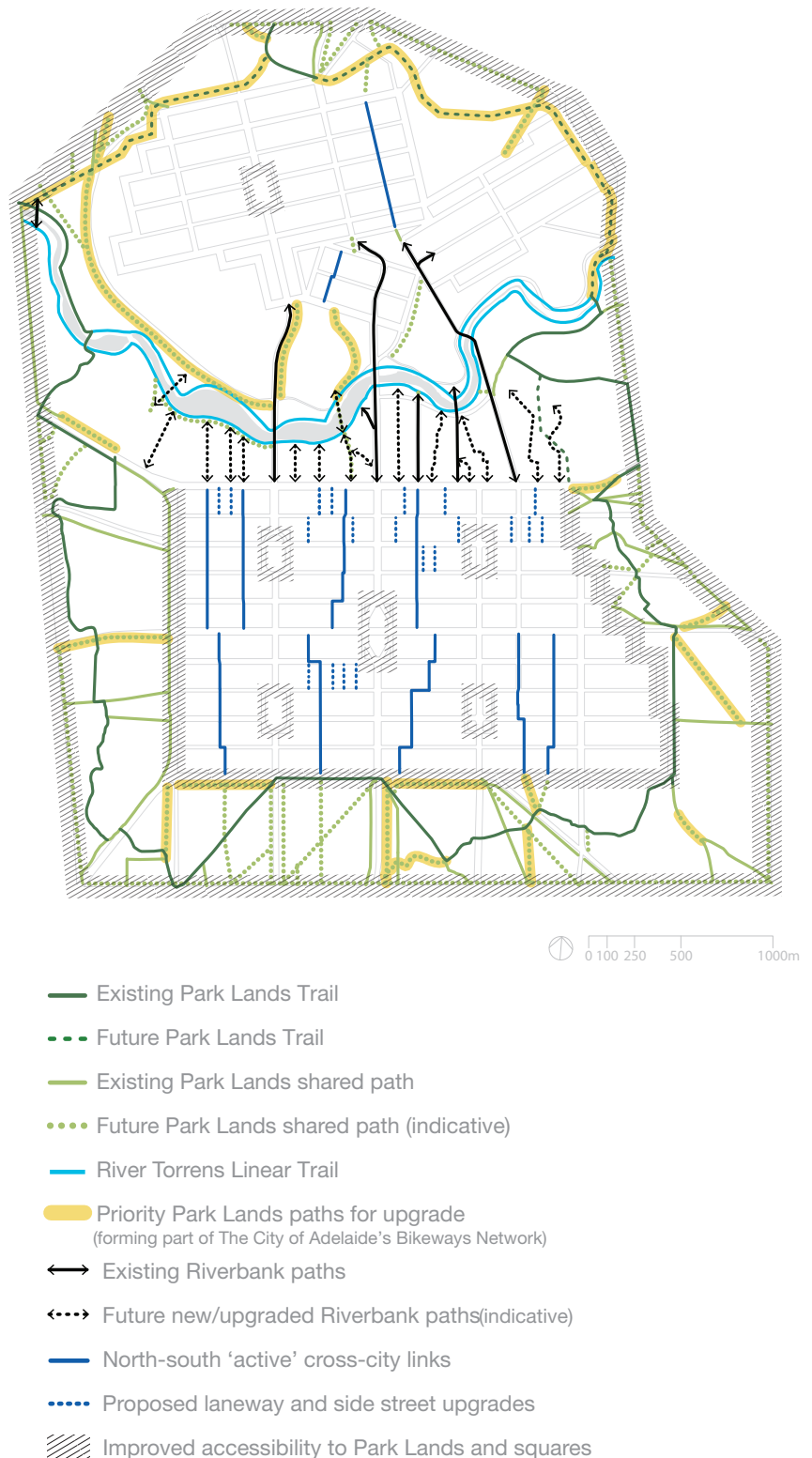
- » providing better pedestrian connections
- » implementing traffic calming measures to reduce vehicle speeds on streets adjacent to the squares.

### 1.4.4 Upgrade key walking and cycling paths through the Park Lands and provide paths to new facilities

Key walking and cycling paths through the Park Lands will continue to be upgraded to ensure that the Park Lands are safe, well-maintained and well-lit for day and night-time access.

### 1.4.5 Complete the Park Lands Trail

The Park Lands Trail for pedestrians and cyclists will be completed (see map 12).



MAP 12: Pedestrian and cycling connections to and through the Park Lands and squares



# OUTCOME 2

## SAFE CYCLING

A City where:

- » people of all levels of cycling ability feel that they can cycle safely
- » cycling is the most convenient form of transport for local trips
- » cycling to and from the suburbs is safe and convenient.

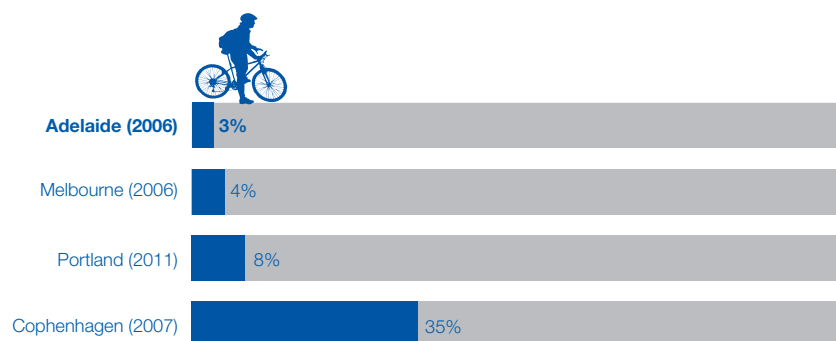


### TARGETS

Adelaide City Council's targets	South Australia's Strategic Plan targets
By 2022: <ul style="list-style-type: none"><li>» Complete The City of Adelaide's Bikeways network.</li><li>» Complete 10 km of separated bikeways.</li><li>» Double the number of people cycling in the City (baseline 2011).</li></ul>	<ul style="list-style-type: none"><li>» Double the number of people cycling in South Australia by 2020 (Target 2).</li><li>» Reduce road fatalities and serious injuries by at least 30% by 2020 (Target 22).</li><li>» Increase the proportion of South Australians participating in sport or physical recreation at least once per week to 50% by 2020 (Target 83).</li></ul>

### CHALLENGES

- » Increasing the number of people cycling to work. A relatively low proportion of people cycle to work in Adelaide. Other cities that have invested significantly in cycling infrastructure and promotion have achieved a higher proportion of cyclists.
- » Giving more road space to cyclists. Traffic speeds, traffic volumes and extensive on-road vehicle provision for traffic movement and parking create barriers for cyclists.
- » Meeting the needs of both experienced and inexperienced cyclists.
- » Improving cyclists' safety within the City. The actual and perceived safety concerns for cyclists in the City are complex, requiring both infrastructure improvements and education campaigns. A survey by the National Heart Foundation found more than 62% of Australians want to be able to ride a bicycle for transport, but road safety fears were stopping them.
- » Increasing driver acceptance and awareness of cyclists. Cyclists can be considered a nuisance by some drivers.
- » Providing safe and convenient public bicycle end-of-trip facilities, as well as encouraging employers to provide appropriate end-of-trip facilities within their buildings. Cyclists should have access to good end-of-trip facilities, such as showers, clothing storage, lockers and secure parking for their bicycles.
- » Ensuring bicycle lanes and paths are kept clean and well-maintained.
- » Encouraging employers to promote cycling as a mode of travel.



Cycling as a proportion of all trips



## STRATEGIES SUMMARY TABLE FOR OUTCOME 2: SAFE CYCLING

Strategic directions	Strategies	Short term (2012-2016)	Medium term (2017-2022)	Long term (2022+)
2.1 Create a safer cycling network within the City	2.1.1 Create a network of Bikeways in the City			
	2.1.2 Accommodate cyclists on every street			
	2.1.3 Improve cycling facilities at intersections and midblock crossing points			
	2.1.4 Extend the time limits of peak period bicycle lanes			
	2.1.5 Reduce conflicts between cyclists and parked cars			
	2.1.6 Enable cyclists to travel in both directions in one-way local streets			
	2.1.7 Advocate to apply best practice to SA cycling standards and practices			
2.2 Improve cyclists' accessibility to the City	2.2.1 Work with neighbouring councils and the State Government to strengthen the inner suburban bicycle network			
	2.2.2 Maintain the Bikeways network in the Park Lands to a high standard			
	2.2.3 Provide opportunities for separated bicycle paths adjacent to the Park Lands' roads			
	2.2.4 Expand the provision of public bicycle hires			
	2.2.5 Improve multi-modal (bus, tram and train) connections for cyclists			
2.3 Improve the convenience of cycling in the City	2.3.1 Improve cyclist information and navigation			
	2.3.2 Encourage all new (and existing) commercial and institutional developments to provide adequate end-of-trip bicycle facilities			
	2.3.3 Provide a network of secure bicycle parking facilities			
	2.3.4 Develop bicycle hub(s)			
2.4 Promote a cycling culture	2.4.1 Emphasise cycling in travel behaviour change programs			
	2.4.2 Organise and participate in events to promote cycling			
	2.4.3 Provide easily accessible training courses for existing and potential cyclists			
	2.4.4 Implement education campaigns to raise cycling awareness			





## STRATEGIES

### 2.1 CREATE A SAFER CYCLING NETWORK WITHIN THE CITY

#### 2.1.1 Create a network of Bikeways in the City

A Bikeways network is a network of priority cycling routes. A network of Bikeways will be developed, linking key inner rim suburb BikeDirect routes and greenways with key destinations in the square mile, North Adelaide and the Park Lands Trail, as shown in map 13.

The Bikeways network will be developed to encourage cycling to and within the City by providing safe and low-stress bicycle routes catering for the needs and abilities of all levels of cyclists (new and existing).

The Bikeways network will:

- » provide bicycle facilities that are connected and continuous
- » minimise interactions between cyclists and heavy traffic volumes
- » minimise interactions between cyclists and buses/trams
- » minimise interactions between cyclists and vehicles making parking manoeuvres, including opening doors
- » provide connected design and good directional signage to assist with cyclist navigation (wayfinding).

The Bikeways network will comprise:

- » separated bicycle lanes/paths
- » shared paths on-street and through the Park Lands
- » slow-speed shared street environments (including the north-south 'active' cross-city links as shown in map 10).

The type of treatment implemented will depend on the local context.

#### 2.1.2 Accommodate cyclists on every street

Cyclists have the right to ride on every street in the City. The Bikeways network as shown in map 13 will be implemented to encourage new and retain existing cyclists. However, to establish a true cycling culture, cyclists will be considered when developing all streets.

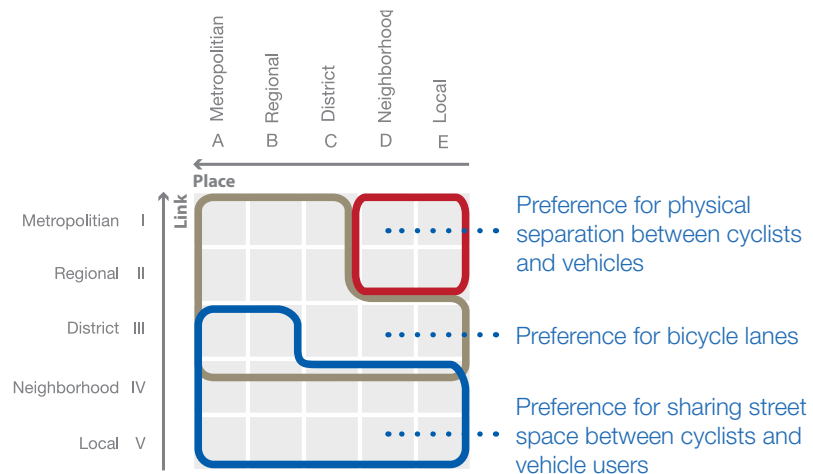
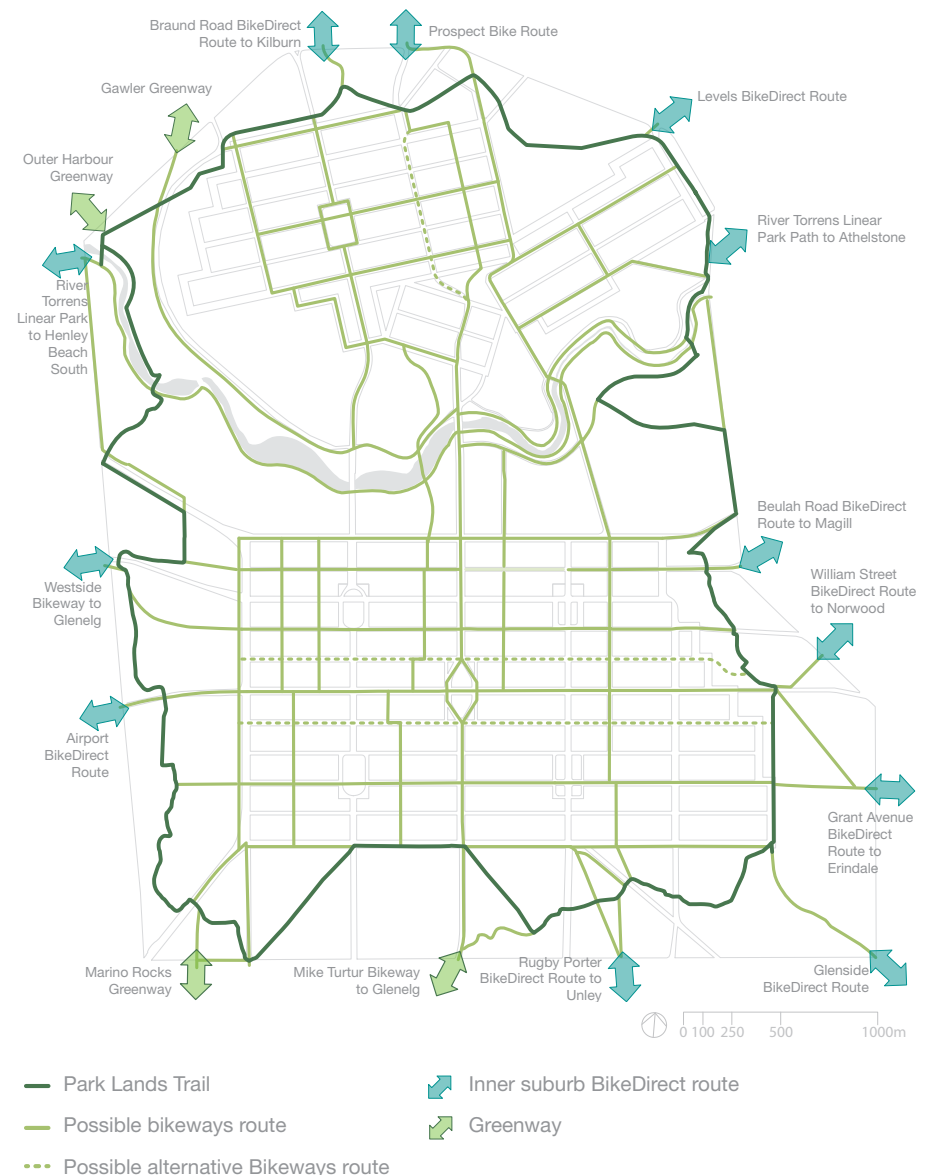


FIGURE 5: Accommodating cyclists on different street types

Source: Adopted from 'Streets for People: A Compendium for South Australian Practice', South Australian Active Living Coalition (2012)



MAP 13: Future The City of Adelaide's Bikeways network





The Link and Place street classification will guide how best to create optimal cycling environments on all streets in the City. The preferred way of accommodating cyclists in relation to different street types is shown in figure 5. This is a guide only, with the best approach determined on the basis of local circumstances.

Bicycle improvements on streets that do not form part of the Bikeways network will be considered:

- » as part of road renewal works (line-marking or resurfacing) and street upgrade projects
- » on streets without any bicycle lanes/facilities
- » if the location is identified as a bicycle black spot.

Where possible, bicycle lanes will be widened to 1.7 metres to increase the separation between cyclists and moving traffic, and painted green at conflict points to increase visibility. Best practice will be considered in the provision of any new bicycle facilities.

#### 2.1.3 Improve cycling facilities at intersections and midblock crossing points

Improved priority will be given to cyclists (and pedestrians) at intersections.

Signalised intersections will be redesigned to provide bicycle lanes up to the intersection, advanced storage areas (bike boxes), advanced stopping lines and/or exclusive signal phases as appropriate.

At unsignalised intersections and midblock crossing points located along key bicycle (and pedestrian) desire lines safe crossing opportunities will be provided through such measures as:

- » a median refuge
- » narrowing of carriageways where appropriate using kerb protuberances
- » improving sight visibility at the intersection.

#### 2.1.4 Extend the time limits of peak period bicycle lanes

Time limit changes or removal of time limits, as appropriate, will be implemented to more adequately accommodate cyclists.

In the short-term, where time limits are maintained, technologies that improve enforcement and reduce the number of people illegally driving or parking in bicycle lanes will be explored.

#### 2.1.5 Reduce conflicts between cyclists and parked cars

The visibility and safety of cyclists travelling adjacent to existing angle parking will be reviewed, with a view to replacing angle parking with parallel parking where necessary to accommodate the safety of cyclists.

To further improve cyclist safety, consideration will be given to positioning the bicycle lane between the pedestrian footpath and car parking spaces. In these cases, particular care will need to be given to the design of intersections at side streets.

These types of treatments will in particular be considered on streets forming part of the identified Bikeways network as shown in map 13.

#### 2.1.6 Enable cyclists to travel in both directions in one-way local streets

To improve cyclist accessibility, one-way streets will be redesigned (wherever possible) to allow two-way bicycle movement.

#### 2.1.7 Advocate to apply best practice to SA cycling standards and practices

Council will research best practice in cycling and walking, and will advocate for a review of and changes to South Australian standards and guidelines to create new opportunities for prioritising cycling in the City (e.g. left turn on red for cyclists when safe and if a continuous bicycle lane is present).

Council will take a leading role in innovation and pursuit of excellence in creating an encouraging environment for cycling.

## 2.2 IMPROVE CYCLISTS' ACCESSIBILITY TO THE CITY

### 2.2.1 Work with neighbouring councils and the State Government to strengthen the inner suburban bicycle network

Current provisions for cyclists commuting into the City from the inner suburbs will be reviewed, assessing safety, convenience and connectivity of bicycle routes. Map 13 shows the key inner suburb BikeDirect routes and greenways to the City.

Council will work with the State Government and neighbouring councils to:

- » improve bicycle and pedestrian crossing points on the City ring route
- » strengthen the inner suburban bicycle network
- » seek Australian Government funding for major bicycle infrastructure improvements.

### 2.2.2 Maintain the Bikeways network in the Park Lands to a high standard

The Bikeways network in the Park Lands (see map 13) will be maintained to a high standard with adequate levels of lighting and signage to suit the needs of both cyclists and pedestrians.

The minimum width for shared paths will be three metres. At locations with high pedestrian demand, the preference will be for separated bicycle and pedestrian paths.

At street crossing points appropriate treatments will be implemented to facilitate safe and easy crossing by cyclists and pedestrians.

### 2.2.3 Provide opportunities for separated bicycle paths adjacent to the Park Lands' roads

Where appropriate, separated bicycle paths will be developed along roads through the Park Lands or along the Park Lands perimeter, as shown in map 13, to provide alternative and safer bicycle routes for cyclists at night.



### 2.2.4 Expand the provision of public bicycle hires

Opportunities will be explored with the State Government and metropolitan councils to enhance the existing public bicycle hiring scheme and develop a more ambitious scheme to encourage greater use by City workers, residents and visitors (similar to the public bicycle hire schemes implemented in Melbourne, Brisbane and internationally in Paris (Velib) and the United Kingdom (Barclays Cycle Hire)).

Council will seek partnerships with private organisations to explore new opportunities.

### 2.2.5 Improve multi-modal (bus, tram and train) connections for cyclists

Council will work with the State Government to provide improved bicycle facilities at or in close proximity to bus and tram stops and the Adelaide Railway Station, including bicycle parking, storage, changing rooms and showers.

Council will also advocate for the State Government to improve public transport accessibility for cyclists. Initiatives may include:

- » introducing facilities to allow bicycles on buses and trams
- » extending times bicycles are permitted on trains
- » providing improved bicycle storage areas on trains.

## 2.3 IMPROVE THE CONVENIENCE OF CYCLING IN THE CITY

### 2.3.1 Improve cyclist information and navigation

Directional signage and information provision (wayfinding) will be established for ease of navigation by cyclists on the identified Bikeways network as shown in map 13. This will form part of an overall wayfinding strategy for the City and the Park Lands, taking into account the needs of pedestrians, cyclists, public transport users, vehicle drivers and the visually impaired.

### 2.3.2 Encourage all new (and existing) commercial and institutional developments to provide adequate end-of-trip bicycle facilities

Council policies will be implemented to ensure all new commercial developments (with 10 or more staff) provide end-of-trip bicycle facilities. Facilities should include secure and weather proof bicycle parking, lockers, changing rooms and showers.

Council will also encourage existing businesses to provide end-of-trip bicycle facilities, especially in developments accommodating 10 or more staff.

Council's bicycle parking provision requirements for new commercial developments will also be reviewed to require increased bicycle parking for staff and visitors. The use of the Green Building Council of Australia's Green Star Communities National Framework and associated criteria for building interiors will be advocated.

### 2.3.3 Provide a network of secure bicycle parking facilities

Suitable locations for secure public bicycle facilities will be developed to include secure storage, changing rooms, lockers, toilets and showers. This will serve the needs of many commuters who work in older buildings with inadequate facilities.

Council will provide secure bicycle parking in all UPark car parks, and will also encourage other City parking operators to provide secure bicycle parking facilities in their car parks.

Council will also explore the feasibility of incorporating secure bicycle parking at all community centres.

### 2.3.4 Develop bicycle hub(s)

Council, in partnership with other agencies, will investigate establishing one or more bicycle hubs that will include staffed premises and facilities for cyclists. In addition to end-of-trip facilities, bicycle hubs will promote cycling culture and provide information and support to cyclists.

## 2.4 PROMOTE A CYCLING CULTURE

### 2.4.1 Emphasise cycling in travel behaviour change programs

The opportunities for cycling will be emphasised in Council's travel behaviour change programs to encourage more sustainable travel.

Initiatives will be implemented to better understand and remedy the barriers to cycling in the City; as well as better understand and promote the economic benefits of increased cycling and walking.

### 2.4.2 Organise and participate in events to promote cycling

Council will organise and participate in cycling events (e.g. Tour Down Under, Tour De Work, Ride2Work Day, Car Free Day) and conferences.

Cycling as a means of accessing major events and avoiding congestion will be promoted.

### 2.4.3 Provide easily accessible training courses for existing and potential cyclists

In partnership with cycling organisations, public and employer-based courses will be developed to provide basic skills and information to cyclists about cycling, safety and bicycle maintenance.

### 2.4.4 Implement education campaigns to raise cycling awareness

Education campaigns will be developed to raise awareness of cyclists, and to encourage safe and considerate behaviour between cyclists and:

- » vehicle drivers
- » pedestrians
- » bus drivers.

Council will seek opportunities to partner with the State Government and other organisations to promote cycling.



# OUTCOME 3

## QUALITY PUBLIC TRANSPORT

A City where:

- » bus, tram, train and taxi services are well-integrated and readily accessible
- » public transport provides a convenient way to travel to and around the City, day and night
- » public transport is easy to use, affordable, reliable and responsive to customer needs.

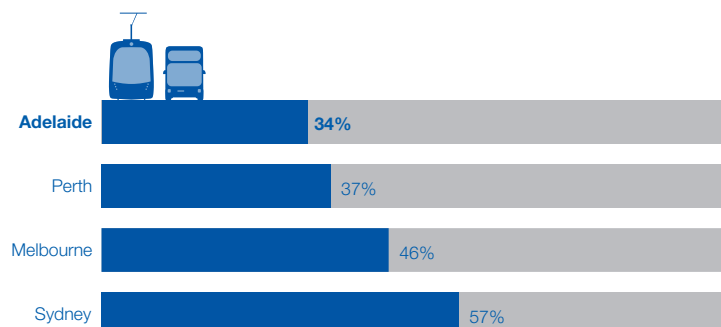


### TARGETS

Adelaide City Council's targets	South Australia's Strategic Plan targets
<p>By 2022:</p> <ul style="list-style-type: none"> <li>» All bus stops to comply with accessibility standards.</li> <li>» Double patronage and frequency of Adelaide Connector (baseline 2012).</li> <li>» Implement 15 km of additional bus priority lanes.</li> <li>» Increase the number of late-night managed taxi ranks to 10.</li> </ul>	<ul style="list-style-type: none"> <li>» Achieve the Kyoto target by limiting the state's greenhouse gas emissions to 108% of 1990 levels during 2008-2012, as a first step towards reducing emissions by 60% by 2050 (Target 59).</li> <li>» Increase the use of public transport to 10% of metropolitan weekday passenger vehicle kilometres travelled by 2018 (Target 63).</li> </ul>

### CHALLENGES

- » Seeking significant improvements to public transport services that are outside of Council's control.
- » Managing the efficient movement of buses and trams on City streets without unduly affecting other road users.
- » Managing the large number of buses on City streets. Buses account for about 77% of public transport trips coming into the City. Despite the proposed improvements to tram and train services, an increasing number of buses will need to be accommodated.
- » Reducing the impact of buses. Buses account for only 12 to 15% of daily vehicle trips, but the perception is that buses significantly affect City's amenity due to their noise and pollution.
- » Upgrading existing bus stops, tram stops and railway stations to make them accessible to people of all mobility levels and ages.
- » Encouraging public transport use for trips other than commuting trips. Use of public transport for non-commuting trips is lower at 25%, compared with 34% for commuting trips.
- » Making people feel secure in catching public transport at night.
- » Increasing the journey to work public transport mode share, which is currently lower than in most other Australian cities.



Public transport use in Sydney, Melbourne, Perth and Adelaide



## STRATEGIES SUMMARY TABLE FOR OUTCOME 3: QUALITY PUBLIC TRANSPORT

Strategic directions	Strategies	Short term (2012-2016)	Medium term (2017-2022)	Long term (2022+)
3.1 Expand public transport services	3.1.1 Work with the State Government to deliver a tram loop			
	3.1.2 Work with the State Government to create mass transit routes to inner suburbs			
	3.1.3 Advocate that the State Government introduce an underground City train link			
	3.1.4 Advocate that the State Government improve public transport access to the interstate rail terminal			
	3.1.5 Advocate that the State Government provide increased opportunities for Park and Ride facilities at key transit nodes			
	3.1.6 Work with the State Government to improve integration between public transport, walking and cycling			
	3.1.7 Advocate that the State Government improve public transport services throughout the Adelaide metropolitan area			
	3.1.8 Work with the State Government to improve public transport services for major City events			
3.2 Give greater priority to public transport on City streets	3.2.1 Improve bus priority on key bus streets			
	3.2.2 Improve tram priority			
	3.2.3 Work with the State Government to establish the North Terrace and King William/Currie/Grenfell streets public transport interchange			
3.3 Improve the public transport user experience	3.3.1 Advocate that the State Government improve the frequency of public transport services			
	3.3.2 Advocate that the State Government introduce a low-fare scheme for bus trips in the City			
	3.3.3 Advocate that the State Government improve public transport using innovative information systems			
	3.3.4 Improve safety and waiting conditions at bus and tram stops			
	3.3.5 Make all bus and tram stops accessible to people of all levels of mobility			
	3.3.6 Work with the State Government to simplify the navigation of the public transport system			
3.4 Reduce the impact of buses on City streets	3.4.1 Advocate that the State Government introduce low-emission buses			
	3.4.2 Advocate that the State Government rationalise the number of bus stops			
3.5 Improve community bus services	3.5.1 Improve the Adelaide Connector community bus service			
3.6 Establish better conditions for taxis	3.6.1 Ensure taxis are adequately accommodated			
	3.6.2 Improve taxi rank waiting facilities			
	3.6.3 Improve taxi information availability			







## STRATEGIES

### 3.1 EXPAND PUBLIC TRANSPORT SERVICES

#### 3.1.1 Work with the State Government to deliver a tram loop

The 30-Year Plan for Greater Adelaide identifies a City tram loop to:

- » connect key destinations and connect major transit nodes e.g. Adelaide Railway Station, Currie and Grenfell streets bus corridor
- » increase urban development uplift potential in the City.

Map 14 shows a preferred tram loop option being explored by the State Government and Council.

Council will work with the State Government to plan and design a tram loop that will provide the greatest benefits to City residents, businesses and visitors.

#### 3.1.2 Work with the State Government to create mass transit routes to inner suburbs

Council will cooperate with the State Government in planning and designing mass transit routes to the inner suburbs as identified in the 30-Year Plan for Greater Adelaide (see map 14).

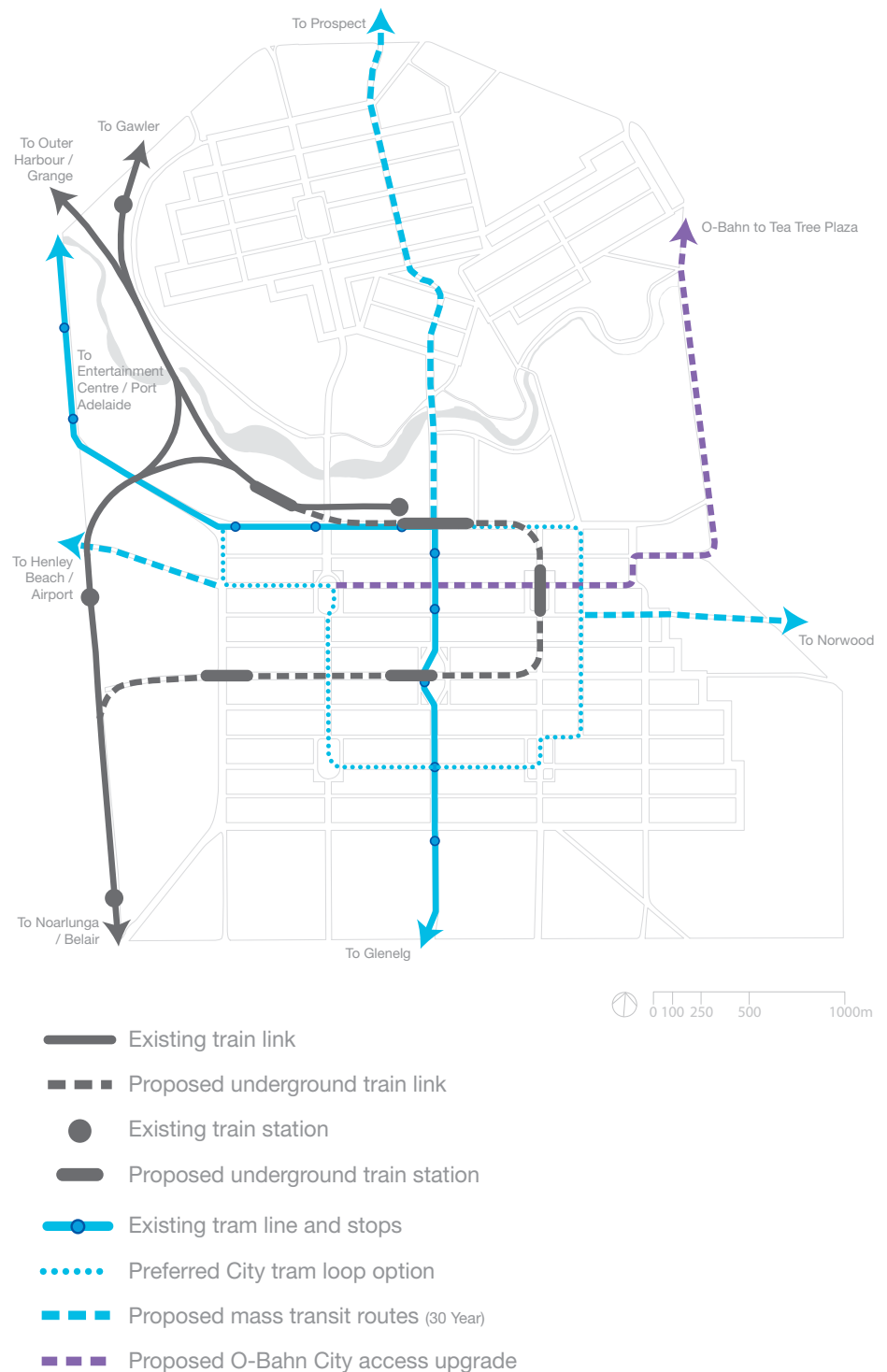
#### 3.1.3 Advocate that the State Government introduce an underground City train link

Council will advocate for the State Government to introduce an underground train link to connect the northern and southern train lines and bring trains into the heart of the City (see map 14).

#### 3.1.4 Advocate that the State Government improve public transport access to the interstate rail terminal

Council will advocate for the State Government to improve public transport access between the City and the interstate rail terminal at Keswick. Initiatives may include:

- » a dedicated bus service
- » a new tram link
- » an improved train link to the Adelaide Railway Station.



MAP 14: Existing and proposed tram and rail network



### 3.1.5 Advocate that the State Government provide increased opportunities for Park and Ride facilities at key transit nodes

Council will work with the State Government and metropolitan councils to provide increased opportunities for Park and Ride facilities at key transit nodes (tram, train and bus) located in inner and outer suburban areas.

### 3.1.6 Work with the State Government to improve integration between public transport, walking and cycling

Council will work with the State Government to improve the attractiveness and safety of walking and cycling connections at and between tram stops, bus stops and the Adelaide Railway Station.

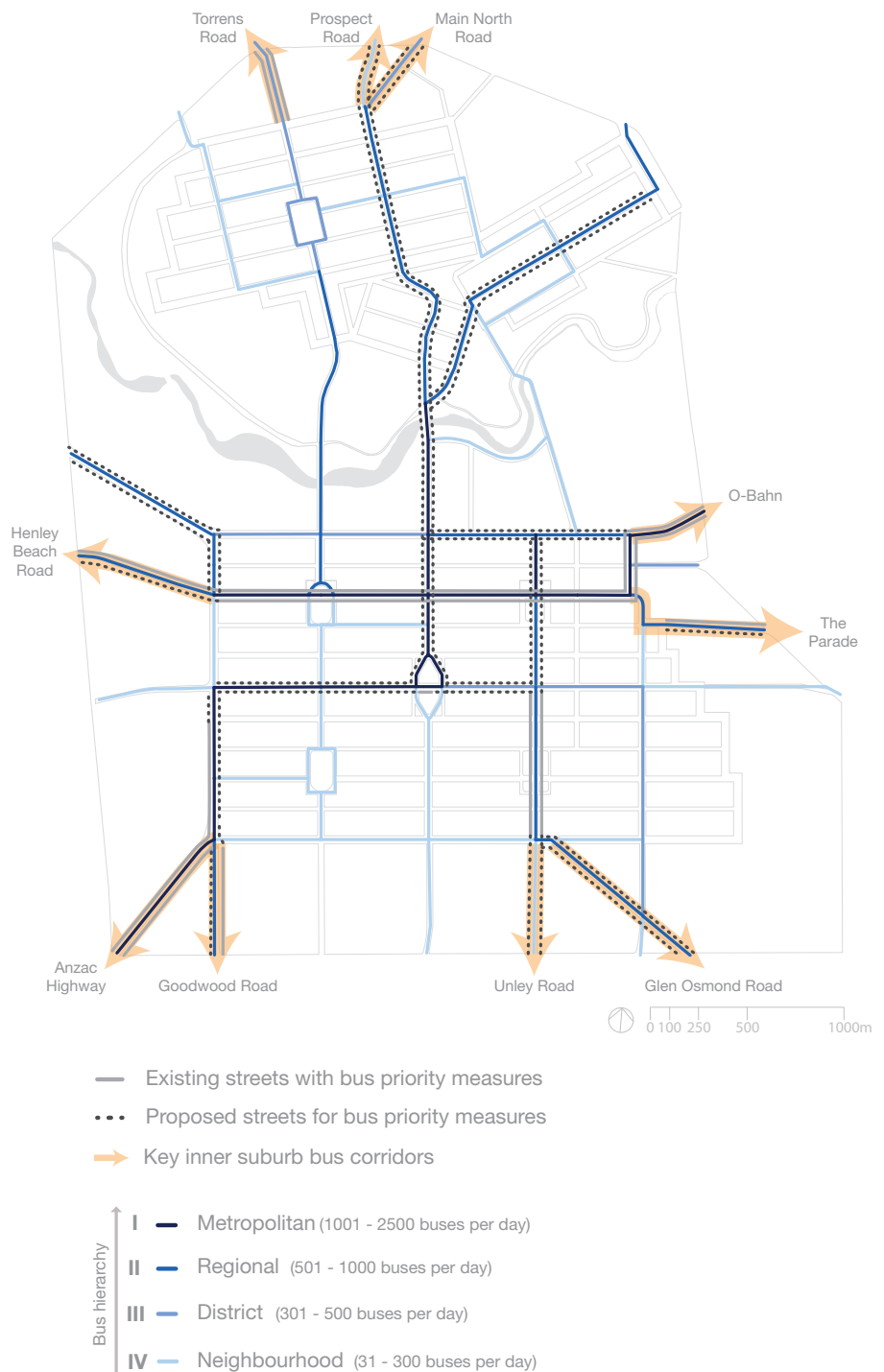
Improved bicycle parking and storage facilities will also be provided at or in close proximity to key public transport stops/stations.

### 3.1.7 Advocate that the State Government improve public transport services throughout the Adelaide metropolitan area

Council will advocate for the State Government to improve the public transport network to both inner and outer suburban areas.

### 3.1.8 Work with the State Government to improve public transport services for major City events

Council will work with the State Government to provide good public transport to major City events, and support State Government to achieve the statutory target of 70% of all patrons attending events at Adelaide Oval to arrive by public transport, walking or cycling.



MAP 15: Bus hierarchy on City streets based on the Link and Place approach (refer also to map 8)



## 3.2 GIVE GREATER PRIORITY TO PUBLIC TRANSPORT ON CITY STREETS

### 3.2.1 Improve bus priority on key bus streets

Bus movement will be prioritised on City streets that are designated as metropolitan and regional bus corridors (bus Link levels I and II) and on Park Lands roads that connect with the key inner suburb bus corridors (see map 15).

Bus priority measures to be explored include:

- » a bus transit street with local vehicle access only
- » peak period bus lanes
- » bus lanes at all times
- » bus priority at traffic signals
- » clearways and turning restrictions.

### 3.2.2 Improve tram priority

Council will work with the State Government to give greater priority to trams and increase their average speeds between stops.

### 3.2.3 Work with the State Government to establish the North Terrace and King William/Currie/Grenfell streets public transport interchange

Council will work with the State Government to establish a clearly identifiable public transport interchange in the heart of the City, which caters for over 90% of bus services and the City tram route by:

- » developing Currie and Grenfell streets between Hindmarsh and Light squares as a bus transit street
- » redesigning King William Street between Victoria Square and North Terrace to prioritise trams and buses
- » improving pedestrian connections to and within the interchange area.

## 3.3 IMPROVE THE PUBLIC TRANSPORT USER EXPERIENCE

### 3.3.1 Advocate that the State Government improve the frequency of public transport services

Council will seek improved frequency of public transport services to support public activities in the City day and night and to reduce passenger wait times at stops.

### 3.3.2 Advocate that the State Government introduce a low-fare scheme for bus trips in the City

Council will advocate for the State Government to introduce a low-fare or free public transport scheme (similar to the tram) to encourage more people to use buses to get around the City.

### 3.3.3 Advocate that the State Government improve public transport using innovative information systems

Council will seek the introduction of real-time passenger information for the whole public transport network, and innovation in public transport information systems. Possible initiatives include:

- » real-time information at bus stops, tram stops and the Adelaide Railway Station
- » real-time mobile phone information systems
- » cashless ticketing systems, including ticketing via mobile phone technologies
- » real-time information on the internet
- » touch screen kiosks at key locations (e.g. the Adelaide Railway Station and key shopping locations).

### 3.3.4 Improve safety and waiting conditions at bus and tram stops

Bus and tram stops will be made more attractive and inviting for waiting passengers, whether during the day or night.

Improvements may include:

- » comfortable seating
- » protection against sun, rain and wind
- » simple and easy-to-read information on public transport services, including real-time passenger information and next service arrival

- » adequate levels of lighting
- » surveillance cameras
- » adequate footpath space to accommodate waiting passengers and passers-by.

### 3.3.5 Make all bus and tram stops accessible to people of all levels of mobility

Continue to progressively upgrade all bus and tram stops to make them accessible by people of all levels of mobility.

All new bus and tram stops will comply with the Disability Discrimination Act and other relevant accessibility standards.

### 3.3.6 Work with the State Government to simplify the navigation of the public transport system

Council will work with the State Government to:

- » develop a Public Transport Signage strategy to simplify and improve the navigation of the public transport network for trips to and within the City, in particular for the bus network
- » better integrate public transport information with local information and on-street directional signage
- » improve the visibility of and identify key transit nodes in the City.

The Public Transport Signage strategy will form part of an overall wayfinding strategy for the City, taking into account the needs of pedestrians, cyclists, public transport users, vehicle drivers and the visually impaired.

## 3.4 REDUCE THE IMPACT OF BUSES ON CITY STREETS

### 3.4.1 Advocate that the State Government introduce low-emission buses

Council will seek the use of low-emission buses to reduce the impact buses have on the City's public realm, such as noise and pollution.



### 3.4.2 Advocate that the State Government rationalise the number of bus stops

Council will advocate for the State Government to rationalise the number of bus stops located on the key bus corridors (bus Link levels I and II, see map 15) to reduce the amount of kerbside and footpath space impacted in Significant City Place locations (see map 9), improve bus efficiencies, and improve security at bus stops.

## 3.5 IMPROVE COMMUNITY BUS SERVICES

### 3.5.1 Improve the Adelaide Connector community bus service

The performance of the community bus service will be improved by:

- » upgrading buses to increase their capacity and minimise their emissions
- » reviewing travel times, route and destinations on a regular basis (at least every two years) to ensure the service meets the needs of all users
- » upgrading bus stops to be accessible to people of all levels of mobility, and protect patrons against the weather
- » improving the service brand (buses and stops) to make it more legible and attractive for existing and new users
- » developing a real-time mobile phone information application advising the next bus service arrival
- » identifying opportunities to significantly increase the bus service capacity, frequency and coverage (route and times of operation) through the potential for integrating the City-wide free bus services.

## 3.6 ESTABLISH BETTER CONDITIONS FOR TAXIS

### 3.6.1 Ensure taxis are adequately accommodated

All taxi ranks in the City (location and use) will be reviewed, including opportunities for improvement.

Adequate kerbside space will be allocated at taxi ranks to enable taxis to operate efficiently without having to circulate around the City unnecessarily.

Taxi ranks will be incorporated in all new major City projects (e.g. the Adelaide Oval and Victoria Square redevelopments).

Emerging technologies and better systems for improving access to taxi ranks will be investigated. For example, introducing overflow waiting areas and technologies that flag up demand; increasing taxi rank space availability, and improving the efficiency of using the street space.

### 3.6.2 Improve taxi rank waiting facilities

Council will work with the State Government to improve taxi rank management with safe and secure waiting facilities provided at strategic locations, in particular to accommodate City night life.

### 3.6.3 Improve taxi information availability

Adequate information and signage will be provided to make it easier for people to find taxis.





# OUTCOME 4

## GREEN TRAVEL

A City where:

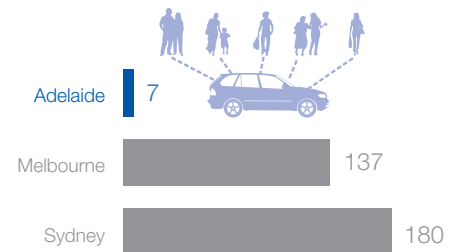
- » there is a high proportion of low-emission vehicles
- » residents and businesses have access to a vehicle without needing to own one
- » public transport, cycling and walking form more than half of all journeys to work.

### TARGETS

Adelaide City Council's targets	South Australia's Strategic Plan targets
<p>By 2022:</p> <ul style="list-style-type: none"> <li>» Reduce carbon emissions from Council vehicles and plant by 30%.</li> <li>» 85% of Council staff travel to work by non-car modes or car pool.</li> <li>» Increase the number of car share vehicles available in the City to 100 vehicles.</li> <li>» Increase the number of electric charging stations in the City to 10.</li> </ul>	<ul style="list-style-type: none"> <li>» Achieve the Kyoto target by limiting the state's greenhouse gas emissions to 108% of 1990 levels during 2008-12 as a first step towards reducing emissions by 60% (to 40% of 1990 levels) by 2050 (Target 59).</li> </ul>

### CHALLENGES

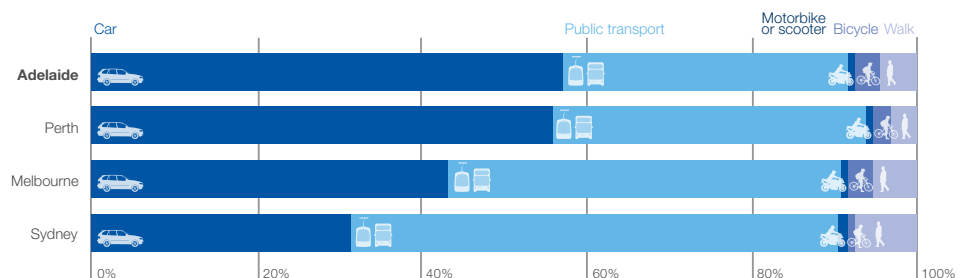
- » Making car share schemes in the City commercially viable and readily available. The number of car share vehicles in Adelaide is low compared to other Australian capital cities.
- » Encouraging employers to provide incentives for more sustainable travel to work, despite the lack of a tax advantage.
- » Bringing about a shift towards more sustainable transport choices. Historically, the largest proportion of travel to the City has been by private vehicles.
- » Reducing transport-related emissions in a car-dominated City. Transport currently accounts for 36% of the City's total carbon emissions.
- » Matching the improvements to walking, cycling and public transport



Number of car share vehicles available in Sydney, Melbourne and Adelaide City centres

infrastructure by raising public awareness of the benefits and opportunities of these modes of travel.

- » Supporting the shift to low-emission vehicles, despite the current low uptake of more expensive electric and hybrid vehicles.
- » Creating a City that is resilient to peak oil and rising petrol costs.



Mode of travel for journeys to work into the City centre



## STRATEGIES SUMMARY TABLE FOR OUTCOME 4: GREEN TRAVEL

Strategic directions	Strategies	Short term (2012-2016)	Medium term (2017-2022)	Long term (2022+)
4.1 Reduce vehicle emissions in the City	4.1.1 Improve the sustainability of Council's vehicle fleet			
	4.1.2 Encourage City users to switch to electric and low-emission vehicles			
	4.1.3 Encourage scooters and low-emission motorcycles			
4.2 Promote City access without needing a private car	4.2.1 Encourage car share operators to expand operations			
	4.2.2 Work with the State Government to encourage car pooling			
4.3 Engage the broader community to travel sustainably	4.3.1 Develop a strategy for promoting sustainable travel and encouraging active lifestyles			
	4.3.2 Promote and support new projects and initiatives that reduce reliance on private cars			
4.4 Implement travel behaviour change programs	4.4.1 Promote sustainable travel behaviour by Council staff			
	4.4.2 Encourage travel plan assessments for existing and new businesses			
	4.4.3 Implement and promote travel behaviour programs, events and campaigns			





## STRATEGIES

### 4.1 REDUCE VEHICLE EMISSIONS IN THE CITY

#### 4.1.1 Improve the sustainability of Council's vehicle fleet

The sustainability of Council's vehicle fleet will be improved by:

- » leasing or buying electric and low-emission vehicles and plant
- » rationalising the vehicle fleet
- » buying smaller vehicles
- » encouraging staff to use alternative modes of transport for work trips (walk, cycle and public transport).

#### 4.1.2 Encourage City users to switch to electric and low-emission vehicles

Council will encourage the switch to electric and other low-emission vehicles by:

- » installing more electric vehicle charging points at Council-owned car parks and encouraging other car park and land owners to follow
- » installing on-street electric vehicle charging points
- » increasing the provision of electric and low-emission vehicle parking
- » encouraging the use of electric and low-emission vehicles in car share schemes, and working with innovators and manufacturers to support electric vehicle infrastructure.

#### 4.1.3 Encourage scooters and low-emission motorcycles

More parking will be provided for motorcycles and scooters, especially around the universities, schools and government buildings.

Council will work with the State Government and other agencies to raise car driver awareness of motorcycles and scooters.

### 4.2 PROMOTE CITY ACCESS WITHOUT NEEDING A PRIVATE CAR

#### 4.2.1 Encourage car share operators to expand operations

Council will support the expansion of car share schemes for residents and businesses by:

- » providing convenient on- and off-street parking locations
- » assisting businesses in sharing vehicles
- » promoting the use of car share schemes through travel behaviour programs
- » developing Council policies and initiatives on car sharing.

#### 4.2.2 Work with the State Government to encourage car pooling

Council will work with the State Government to provide mechanisms and incentives for commuters, visitors and patrons of major events to car pool for journeys into the City (i.e. two or more people travelling in one car).

### 4.3 ENGAGE THE BROADER COMMUNITY TO TRAVEL SUSTAINABLY

#### 4.3.1 Develop a strategy for promoting sustainable travel and encouraging active lifestyles

Council will develop a strategy for on-going communications and engagement with the broader community that will:

- » develop an understanding of the future transport challenges and benefits of sustainable travel
- » provide information through a variety of media.

#### 4.3.2 Promote and support new projects and initiatives that reduce reliance on private cars

Council will carry out promotion and education campaigns to raise community awareness of new projects and initiatives that reduce reliance on private cars (e.g. walking, cycling, public transport, carpooling, car sharing, campaigns and special events).

Council will also support projects and initiatives by others that reduce reliance on private cars.

### 4.4 IMPLEMENT TRAVEL BEHAVIOUR CHANGE PROGRAMS

#### 4.4.1 Promote sustainable travel behaviour by Council staff

A travel plan through the smarter travel@ work program will be developed for Council and reassessed every two years.

Opportunities and incentives will be provided for Council Members and staff to travel more sustainably through measures such as:

- » making public transport travel more attractive through fare subsidies for both personal and work use
- » providing bicycles for staff use during work hours
- » encouraging staff involvement in cycling and active travel events
- » improving end-of-trip bicycle facilities
- » providing staff with the necessary information and skills to make sustainable travel choices a safe and pleasant one.



#### 4.4.2 Encourage travel plan assessments for existing and new businesses

Pilot travel plans with selected businesses through the smarter travel@work program will be instigated to identify and influence sustainable travel choices for journeys to work. The outcomes will be monitored and evaluated.

The pilot travel plans will be used as examples to encourage existing and new businesses in the City to also develop travel plans that encourage more sustainable travel choices.

#### 4.4.3 Implement and promote travel behaviour programs, events and campaigns

Council and the State Government will implement City-wide travel behaviour programs. These programs for households, businesses, schools, hospitals and institutions etc will provide people with information and support to adopt more sustainable travel behaviours.

Awareness events and campaigns, such as PARK(ing) Day, Tour de Work and Walk Safely to School Day, will be supported and expanded to include smaller events that target individual precincts and/or businesses.

Opportunities to display sustainable transport information to the public will be investigated (e.g. daily cycling numbers, public transport information, daily traffic emission levels, carbon offsets etc.).



# OUTCOME 5

## EFFICIENT SERVICES

A City where:

- » freight deliveries are efficient and not disruptive to other street users
- » waste management practices are efficient and support the State Government's zero waste objectives and targets.

### TARGETS

Adelaide City Council's targets	South Australia's Strategic Plan targets
<p>By 2022:</p> <ul style="list-style-type: none"> <li>» Reduce the number of kerbside bins by 10%.</li> <li>» Increase servicing by cargo bicycles, small electric and low-impact vehicles.</li> </ul>	<ul style="list-style-type: none"> <li>» Exceed the national economic growth rate over the period to 2020 (Target 35).</li> <li>» Maintain Adelaide's rating as the least costly place to set up and do business in Australia and continue to improve our position internationally (Target 39).</li> <li>» Reduce waste to landfill by 35% by 2020. Milestone of 25% by 2014 (Target 67).</li> </ul>

### CHALLENGES

- » Managing the anticipated increase in waste associated with population growth.
- » Maintaining efficient delivery of goods and services in the City with the anticipated increase in population and activity.
- » Increasing the intensity of activities with no increase in space to service these activities.
- » Managing and enforcing loading zones to ensure they are being used appropriately.
- » Delivering higher standards and expectations in the public realm, while minimising conflict with traditional servicing arrangements.
- » Meeting the State Government's high requirements for recycling and landfill.
- » Establishing support from interest groups and stakeholders to advocate for better servicing methods.
- » Encouraging greater efforts from residents and business owners to create common collection systems.
- » Developing the necessary infrastructure to support common waste storage, disposal and freight collection centres.





## STRATEGIES SUMMARY TABLE FOR OUTCOME 5: EFFICIENT SERVICES

Strategic directions	Strategies	Short term (2012-2016)	Medium term (2017-2022)	Long term (2022+)
5.1 Ensure space is available for servicing the City, i.e. for pickups, deliveries and waste collection	5.1.1 Improve knowledge and understanding of the City's servicing system			
	5.1.2 Improve loading zone management			
	5.1.3 Explore opportunities for a common loading dock in busy precincts			
	5.1.4 Identify side streets and laneways where servicing functions are priorities			
	5.1.5 Minimise the impact of servicing functions on side streets and laneways			
5.2 Strengthen partnerships between Council, those servicing the City and service providers	5.2.1 Establish a City logistics forum			
	5.2.2 Work with local precinct and resident groups to develop management plans for servicing key locations			
5.3 Minimise the impact of City services on other City users	5.3.1 Provide efficient waste pick up points at all redesign opportunities			
	5.3.2 Review Council's policies for servicing the City			
	5.3.3 Introduce methods for minimising the unsightly effects of waste storage			
	5.3.4 Encourage the use of small and low impact vehicles for service deliveries			
	5.3.5 Review times for service deliveries			
	5.3.6 Investigate the feasibility of establishing a freight delivery and consolidation centre			
	5.3.7 Develop behaviour change programs to improve waste disposal practices by residents and businesses			





## STRATEGIES

### 5.1 ENSURE SPACE IS AVAILABLE FOR SERVICING THE CITY, I.E. FOR PICKUPS, DELIVERIES AND WASTE COLLECTION

#### 5.1.1 Improve knowledge and understanding of the City's servicing system

Council will undertake a review and develop greater knowledge of the City's servicing system, including key issues and opportunities for improvements.

#### 5.1.2 Improve loading zone management

New methods will be developed, and technologies investigated, for efficient service delivery in the context of servicing the demands of a growing City and the reallocation of street space towards pedestrians, cyclists and placemaking. The new methods will take into account current and anticipated servicing needs of businesses and best practice in comparable cities.

#### 5.1.3 Explore opportunities for a common loading dock in busy precincts

The introduction of common loading docks will be investigated for difficult to service locations, such as Rundle Mall.

#### 5.1.4 Identify side streets and laneways where servicing functions are priorities

Specific locations within side streets and laneways that need to be reserved for City servicing functions, such as deliveries and consolidated waste collection, will be identified.

#### 5.1.5 Minimise the impact of servicing functions on side streets and laneways

Innovative methods will be investigated for waste collection and service delivery in laneways and side streets, in particular those identified for increased activation and pedestrianisation to minimise the impact on the public realm, business and residential environments.

### 5.2 STRENGTHEN PARTNERSHIPS BETWEEN COUNCIL, THOSE SERVICING THE CITY AND SERVICE PROVIDERS

#### 5.2.1 Establish a City logistics forum

A forum will be established to bring together Council, businesses and service delivery providers to determine new strategies for servicing the City.

#### 5.2.2 Work with local precinct and resident groups to develop management plans for servicing key locations

Council will bring together residents and businesses in local precincts to resolve issues relating to service deliveries and waste treatment.

### 5.3 MINIMISE THE IMPACT OF CITY SERVICES ON OTHER CITY USERS

#### 5.3.1 Provide efficient waste pick up points at all redesign opportunities

For all new street design initiatives, opportunities will be sought to create common waste collection points to minimise disturbance by waste trucks.

#### 5.3.2 Review Council's policies for servicing the City

Council policies for servicing the City will be amended:

- » to encourage servicing activities to be located off-street wherever possible
- » to provide incentives for shared deliveries
- » to provide for communal waste storage, disposal, collection and composting for larger developments (residential, commercial and mixed use)
- » to allow enforcement against organisations that have poor waste management practices.

#### 5.3.3 Introduce methods for minimising the unsightly effects of waste storage

Opportunities will be examined to minimise the unsightly effects of waste storage between collections, such as:

- » the use of underground waste storage, particularly in high-intensity locations (e.g. Rundle Mall) and where underutilised underground space already exists
- » the use of vacuum waste systems
- » the screening of skips and bins, especially in locations coinciding with laneway regeneration projects
- » innovative design of waste storage areas.

#### 5.3.4 Encourage the use of small and low impact vehicles for service deliveries

Parking and supporting infrastructure will be provided to accommodate service deliveries by small and environmentally-friendly vehicles, such as cargo bikes, electric vans and other low-emission and low-impact vehicles.

#### 5.3.5 Review times for service deliveries

Times for service deliveries will be reviewed regularly to improve the efficiency of deliveries and minimise access and parking conflicts.

#### 5.3.6 Investigate the feasibility of establishing a freight delivery and consolidation centre

The potential for freight distribution and consolidation centres outside or on the fringe of the City will be investigated. This will enable freight to be more easily transferred to small and environmentally friendly service vehicles on the last stage of the journey.

#### 5.3.7 Develop behaviour change programs to improve waste disposal practices by residents and businesses

Programs will be introduced to improve waste disposal practices aimed at recycling, waste minimisation, use of common waste collection points etc.



# OUTCOME 6

## SMART PARKING

A City where:

- » the cost of parking and the balance of demand and supply of parking discourages excessive car use when there is convenient access by walking, cycling and public transport
- » car parking is not a dominant feature.

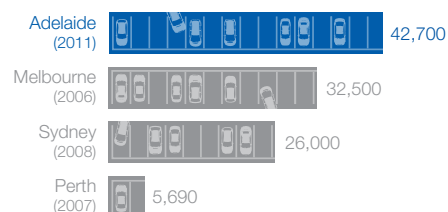


### TARGETS

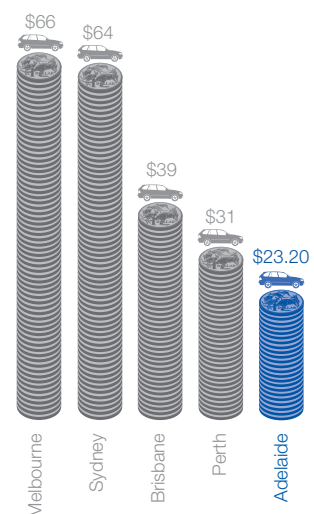
Adelaide City Council's targets	South Australia's Strategic Plan targets
By 2022: <ul style="list-style-type: none"> <li>» Implement credit card and mobile phone technologies for parking payments and information provision.</li> <li>» Introduce a real-time off-street car parking information system.</li> </ul>	<ul style="list-style-type: none"> <li>» Achieve the Kyoto target by limiting the state's greenhouse gas emissions to 108% of 1990 levels during 2008-2012, as a first step towards reducing emissions by 60% by 2050 (Target 59).</li> </ul>

### CHALLENGES

- » Achieving a better balance between access to parking and sustainable travel. Adelaide has the highest number of available parking spaces and the lowest parking fees of all Australian capital cities. The easy availability and low cost of parking encourages travel to and within the City by car.
- » Conflicting public views. There is strong public support, both for a more pedestrian-friendly City with reduced car parking, and for more car parking to be provided.
- » Making public transport a viable alternative to the car. The small cost difference between all day commuter parking fees (early-bird parking) and a public transport ticket does not encourage the use of public transport.
- » Maintaining the economic competitiveness and attractiveness of the City with increased parking fees and decreased volume of car parks.
- » Prioritising people movement over on-street parking. The retention of on-street parking often restricts the widening of footpaths and introduction of bicycle and bus lanes.
- » Adopting a consistent 'user pays' approach. On-street parking is heavily used in many areas of the City, but a parking charge is levied on only 20% of the total on-street spaces.
- » Operating Council parking stations on a fully commercial basis.



Public parking spaces comparison



Comparative average daily parking fee for off-street parking

Source: Australasian (Colliers Global Survey of Parking Rates, 2011)



## STRATEGIES SUMMARY TABLE FOR OUTCOME 6: SMART PARKING

Strategic directions	Strategies	Short term (2012-2016)	Medium term (2017-2022)	Long term (2022+)
6.1 Prioritise space for pedestrians, cyclists and public transport users over on-street parking spaces	6.1.1 Prioritise pedestrian, cycling and placemaking over car parking provision			
	6.1.2 Extend time periods for peak period bus and bicycle lanes			
	6.1.3 Reduce the visual impact of multi-storey car parks			
6.2 Optimise the use of on-street parking	6.2.1 Review on-street parking provisions			
	6.2.2 Charge for on-street parking in higher demand areas			
	6.2.3 Optimise car parking pricing and time controls			
	6.2.4 Continue to provide on-street parking for residents in older homes			
6.3 Improve the performance of on-street parking services	6.3.1 Improve customer services for on-street parking			
	6.3.2 Improve the efficiency of parking enforcement			
	6.3.3 Implement area parking zones			
	6.3.4 Introduce more convenient parking fee payment options			
	6.3.5 Improve monitoring of car parking use			
6.4 Achieve high utilisation of commercial and private parking	6.4.1 Review car parking provision policies			
	6.4.2 Advocate for an off-street parking levy			
	6.4.3 Review the role of Council's UPark business			
	6.4.4 Provide real-time off-street car parking information			
6.5 Ensure appropriate car parking uses in the Park Lands	6.5.1 Ensure car parking provision for Park Lands users			
	6.5.2 Improve the distribution and layout of existing car parks			
	6.5.3 Provide fee-based temporary parking for events			







## STRATEGIES

### 6.1 PRIORITISE SPACE FOR PEDESTRIANS, CYCLISTS AND PUBLIC TRANSPORT USERS OVER ON-STREET PARKING SPACES

#### 6.1.1 Prioritise pedestrian, cycling and placemaking over car parking provision

Priority will be given to footpaths, separated and on-street bicycle lanes, bus lanes or shared use streets, using, where necessary, spaces currently allocated for on-street parking, particularly angle parking. However, efforts will be made to retain on-street parking for businesses that are less well-served by public transport and off-street parking.

In Significant City Place locations (see maps 9 and 16) priority for on-street parking will be given to buses, taxis, delivery vehicles, motorcycles/scooters and parking for people with impaired mobility.

#### 6.1.2 Extend time periods for peak period bus and bicycle lanes

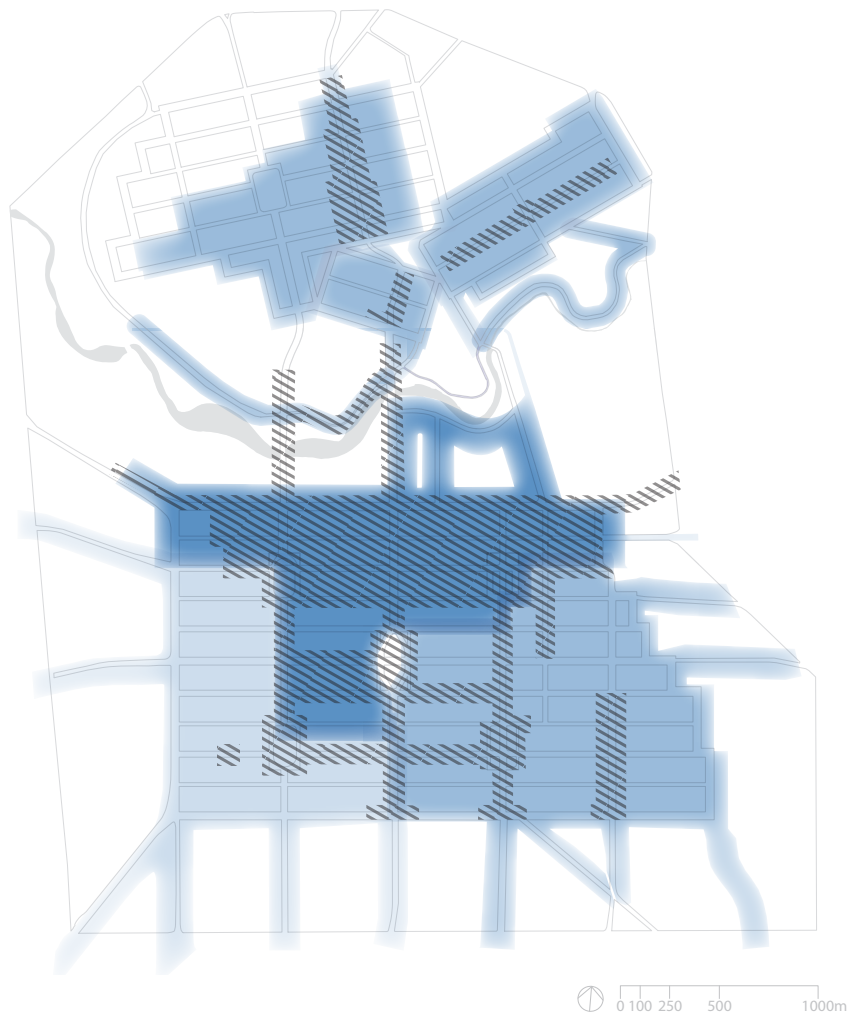
To maintain the unimpeded movement of pedestrians, cyclists, trams and buses during peak periods, the operation of priority lanes will be extended, with the long-term aim of removing all time limits.





In the short-term, where time limits are maintained for bus and bicycle lanes, technologies that improve enforcement and reduce the number of people illegally parking in them will be explored.

#### 6.1.3 Reduce the visual impact of multi-storey car parks

Council will seek to reduce the visual and physical intrusion of off-street multi-storey car parks by:

- » reviewing policies for the design of all new off-street parking structures
- » encouraging the implementation of public art on existing off-street parking structures (e.g. the Rundle Lantern at Rundle Street UPark)
- » encouraging parking operators (including Council-owned UParks) to activate the ground floor of multi-storey car parks



-  High parking demand
-  Medium parking demand
-  Low parking demand
-  Significant City Places (Place levels A and B)

MAP 16: Demand for parking and areas of Significant City Places, based on 30-year future Place designations





- » ensuring that the width of vehicle entrances and exits are minimised at the street cross-overs, and the continuity of footpaths is maintained to prioritise pedestrian movement.

## 6.2 OPTIMISE THE USE OF ON-STREET PARKING

### 6.2.1 Review on-street parking provisions

Council will undertake a review of on-street parking in the City to:

- » better understand how effectively on-street car parks are being used (that is, type, utilisation and occupancy)
- » establish the commercial importance of the on-street car parks, compared to improved walking, cycling and public transport infrastructure in supporting City businesses.

### 6.2.2 Charge for on-street parking in higher demand areas

In areas where there is a medium to high parking demand, on-street parking fees will be charged on all streets (see map 16) for time-limited parking.

### 6.2.3 Optimise car parking pricing and time controls

Parking prices will be set to achieve optimal use of spaces and turn-over. Higher parking fees will be applied in:

- » Significant City Places (Place levels A and B, see map 16)
- » streets with all-day parking available (making the cost more than the equivalent commercial off-street parking fees).

Lower parking fees and appropriate time limits will apply in locations where there is a strong social need for on-street parking (e.g. around the City's hospitals and the Park Lands' sporting and recreational clubs); and in locations not well-served by public transport and off-street commercial parking.

Time limits for paid parking will continue to apply in higher demand areas to ensure that turn-over is maintained.

### 6.2.4 Continue to provide on-street parking for residents in older homes

Residential and visitor on-street parking permits will continue to be provided for the occupants of pre-1976 housing where there is a shortage of on-site private parking. The cost of residential parking permits will be increased only as necessary to cover administration costs.

## 6.3 IMPROVE THE PERFORMANCE OF ON-STREET PARKING SERVICES

### 6.3.1 Improve customer services for on-street parking

Optimise customer information services to achieve higher compliance with on-street parking limits and reduce the likelihood of motorists incurring parking fines (for example, through improved parking signage, mobile phone text alerts about meter expiry times and other mobile phone applications).

### 6.3.2 Improve the efficiency of parking enforcement

The efficiency of parking enforcement will be improved by introducing new technologies such as:

- » fixed camera surveillance for parking infringements in bus and bicycle lanes and around taxi ranks
- » in-ground sensors that detect and send an alert for overstayed vehicles.

Existing tow-away policies will be reviewed where vehicles are illegally parked and unduly impacting on the efficiency of vehicle movement, especially during peak periods.

### 6.3.3 Implement area parking zones

Area-wide parking controls within which consistent time limits and charges will apply will be introduced, so that the parking system is simplified, and the number of parking signs is reduced.

### 6.3.4 Introduce more convenient parking fee payment options

Convenient payment of parking fees will be facilitated by introducing credit card payment at ticket machines, and mobile phone credit card payment options.

Cash-less and paper-less paid parking zones will be tested, where payment is by mobile phone only, avoiding the need for parking ticket machines.

### 6.3.5 Improve monitoring of car parking use

A full database of parking supply and demand by location will be established, so that fees and time limits can be adjusted periodically to maintain targeted utilisation levels.

## 6.4 ACHIEVE HIGH UTILISATION OF COMMERCIAL AND PRIVATE PARKING

### 6.4.1 Review car parking provision policies

Council will continually review requirements for private car parking provision in new developments to ensure they support a shift towards more sustainable modes of travel.

Maximum numbers for off-street commercial, residential and other private car parking spaces will be established. This will be supported by policies and initiatives to expand car share and car pool schemes in the City for residents and businesses; and improve cycling and public transport infrastructure to and within the City.

An economic impact assessment will be undertaken to support new policies in relation to car parking provision.

### 6.4.2 Advocate for an off-street parking levy

Council will engage with the State Government to investigate the introduction of a City-wide off-street parking levy, provided that the revenue is fully invested in pedestrian, cycling and public transport facilities and infrastructure within the City.



#### 6.4.3 Review the role of Council's UPark business

In the short-term, to encourage more people to visit the City, lower parking fees will be maintained for short-stay parking; and for parking on weekends and weeknights when public transport is less frequent.

In the medium-term, the Council's UPark business will operate to optimise revenue for the ongoing development of the City.

In the longer term, Council will investigate redeveloping UPark car parks within Significant City Place locations into other uses as it becomes commercially viable to do so.

#### 6.4.4 Provide real-time off-street car parking information

Real-time information on the availability and location of commercial off-street parking will be provided so that it can be accessed efficiently and drivers do not need to drive around unnecessarily.

### 6.5 ENSURE APPROPRIATE CAR PARKING USES IN THE PARK LANDS

#### 6.5.1 Ensure car parking provision for Park Lands users

On-street and off-street parking will continue to be available for users of the Park Lands, particularly in the evenings and at weekends.

On roads adjacent to the Park Lands, priority for on-street parking will be given to short term parking (under four hours) for users of the Park Lands.

In the longer term, all-day free parking in and around the Park Lands will be removed.

#### 6.5.2 Improve the distribution and layout of existing car parks

With the support of the beneficiary clubs and organisations, Council will seek to reduce the total area of the Park Lands used for parking by improving the distribution and layout of existing car parks.

#### 6.5.3 Provide fee-based temporary parking for events

Fee-based temporary parking will continue to be provided for events held in the Park Lands, while ensuring that Park Lands vegetation is protected.



# OUTCOME 7

## CALM TRAFFIC

A City where:

- » the well-connected street grid facilitates two-way movement by all modes
- » low traffic speeds make it safe and pleasant and discourage through traffic
- » the growth in walking, cycling and public transport trips keeps congestion in check.

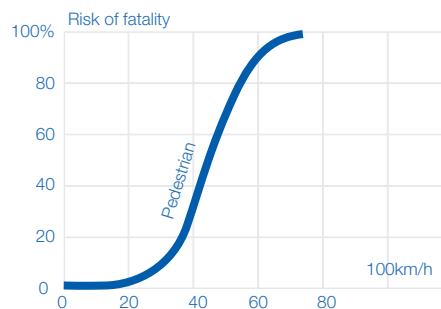
### TARGETS

Adelaide City Council's targets	South Australia's Strategic Plan targets
<p>By 2022:</p> <ul style="list-style-type: none"> <li>» Reduce vehicle speeds in the City.</li> <li>» Reduce pedestrian waiting times at all traffic signals to less than 90 seconds.</li> <li>» Reduce pedestrian waiting times in Significant City Places to 60 seconds or less.</li> <li>» Install pedestrian count down timers on at least 50% of signalised pedestrian crossings located in Significant City Places.</li> </ul>	<ul style="list-style-type: none"> <li>» Reduce road fatalities and serious injuries by at least 30% by 2020 (Target 22).</li> <li>» Achieve the Kyoto target by limiting the state's greenhouse gas emissions to 108% of 1990 levels during 2008-2012, as a first step towards reducing emissions by 60% by 2050 (Target 59).</li> </ul>

### CHALLENGES

- » Growing the population without increasing congestion. If the 30-year planned growth for the City is realised, there will be an estimated 42% increase in trips to and around the City daily. To avoid increasing congestion, it is important that these trips are predominantly undertaken by walking, cycling and public transport, which are more efficient uses of street space.
- » Accepting lower traffic speeds to improve safety. A pedestrian hit by a vehicle travelling at 50 km/h has a risk of fatality above 70%, whereas the risk of fatality for a pedestrian reduces substantially to 25-30% if hit by a vehicle travelling at 40 km/h.

- » Providing for vehicle access while discouraging through traffic. Approximately 20% to 30% of peak period traffic travels through, and not to, the City. Peak period congestion would be significantly reduced if this traffic avoided the City. A slowed traffic environment needs to be designed to exclude through traffic without unduly constraining access to the City.
- » Improving the City ring route. Strategic improvements to the City ring route around the Park Lands, coupled with the slower traffic environment within the City, should encourage more traffic to by-pass the City. Facilitating ring route traffic might, however, delay City-bound traffic, so a balance will be required.
- » Prioritising pedestrian movements while keeping the traffic moving. Car traffic will be slowed by providing greater pedestrian priority at traffic signals, and more mid-block pedestrian crossings on the east-west grid streets; reducing vehicle lane widths, and allocating more street space to pedestrians, cyclists, trams and buses. However, it is important to ensure that there is still sufficient peak period priority for vehicle movement to avoid an escalation in congestion.



Risk of fatality for collisions involving pedestrians and vehicles at different speeds

Adapted from: Draft South Australian Road Safety Strategy 2020 'Towards Zero Together', Department for Transport, Energy and Infrastructure

- » Promoting the economic benefits of slower vehicle speeds and pedestrian and cycling priority environments.



## STRATEGIES SUMMARY TABLE FOR OUTCOME 7: CALM TRAFFIC

Strategic directions	Strategies	Short term (2012-2016)	Medium term (2017-2022)	Long term (2022+)
7.1 Reduce speeds in the City	7.1.1 Reduce speed limits in City streets with special emphasis on residential areas over time			
	7.1.2 Set speeds on roads through the Park Lands to 50 km/h			
	7.1.3 Design for traffic speeds below 30 km/h in Significant City Places and local streets			
7.2 Give greater priority to pedestrians at intersections	7.2.1 Reduce pedestrian waiting times at traffic signals			
	7.2.2 Set traffic signals to facilitate peak period vehicle access to Significant City Place locations and main streets, but not through the City			
	7.2.3 Introduce pedestrian count-down signals			
7.3 Maintain low-speed two-way traffic movements across the City street grid	7.3.1 Adjust lane widths to support a slower speed environment			
	7.3.2 Maintain two-way vehicle movements across the City street grid			
7.4 Discourage through traffic	7.4.1 Apply a suite of traffic-calming measures to discourage through traffic			
7.5 Encourage capacity enhancements to the City ring-route	7.5.1 Seek improvements to the City ring route			







## STRATEGIES

### 7.1 REDUCE SPEEDS IN THE CITY

#### 7.1.1 Reduce speed limits in City streets with special emphasis on residential areas over time

Over time, Council will reduce speed limits in the City with a special emphasis on residential areas.

The introduction of reduced speed limits will be supported with traffic calming measures, signage, information and education.

Through design features, speeds in the City will be lowered to appropriate levels, as recommended in figure 6.

#### 7.1.2 Set speeds on roads through the Park Lands to 50 km/h

Council will review speeds for the roads through the Park Lands with a view of changing the speed limit to 50 km/h.

#### 7.1.3 Design for traffic speeds below 30 km/h in Significant City Places and local streets

Parts of the City street grid where people are dominant (Significant City Places, Place levels A and B) or are local streets (Link level V) will be redesigned to strongly encourage speeds below 30 km/h.

Roads around all six squares and some of the Park Lands with high Place status will also be redesigned to improve their accessibility and reduce the negative impacts of traffic on these important recreational areas.

### 7.2 GIVE GREATER PRIORITY TO PEDESTRIANS AT INTERSECTIONS

#### 7.2.1 Reduce pedestrian waiting times at traffic signals

The traffic signal network will be managed to reduce pedestrian waiting times, while taking into account the need to give priority to trams, buses and cyclists on the key routes for those modes. Predictive signalling technology for trams and buses will be explored.

The time allowed for pedestrians to cross the street at signalised intersections will be increased in Significant City Places (Place levels A and B) and along main streets.

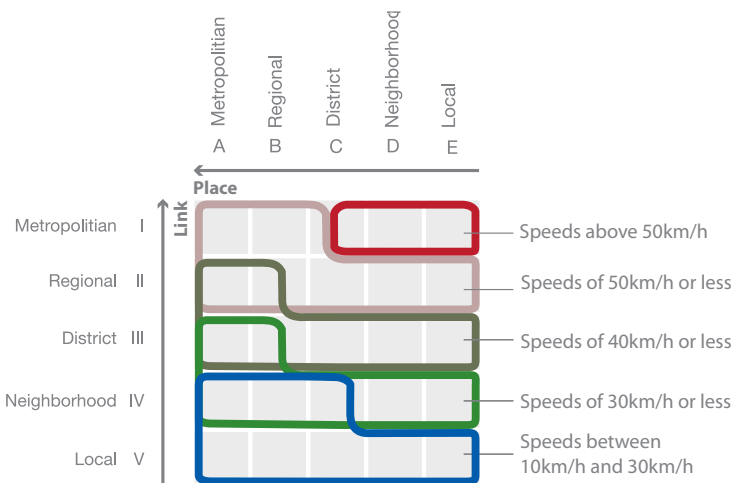
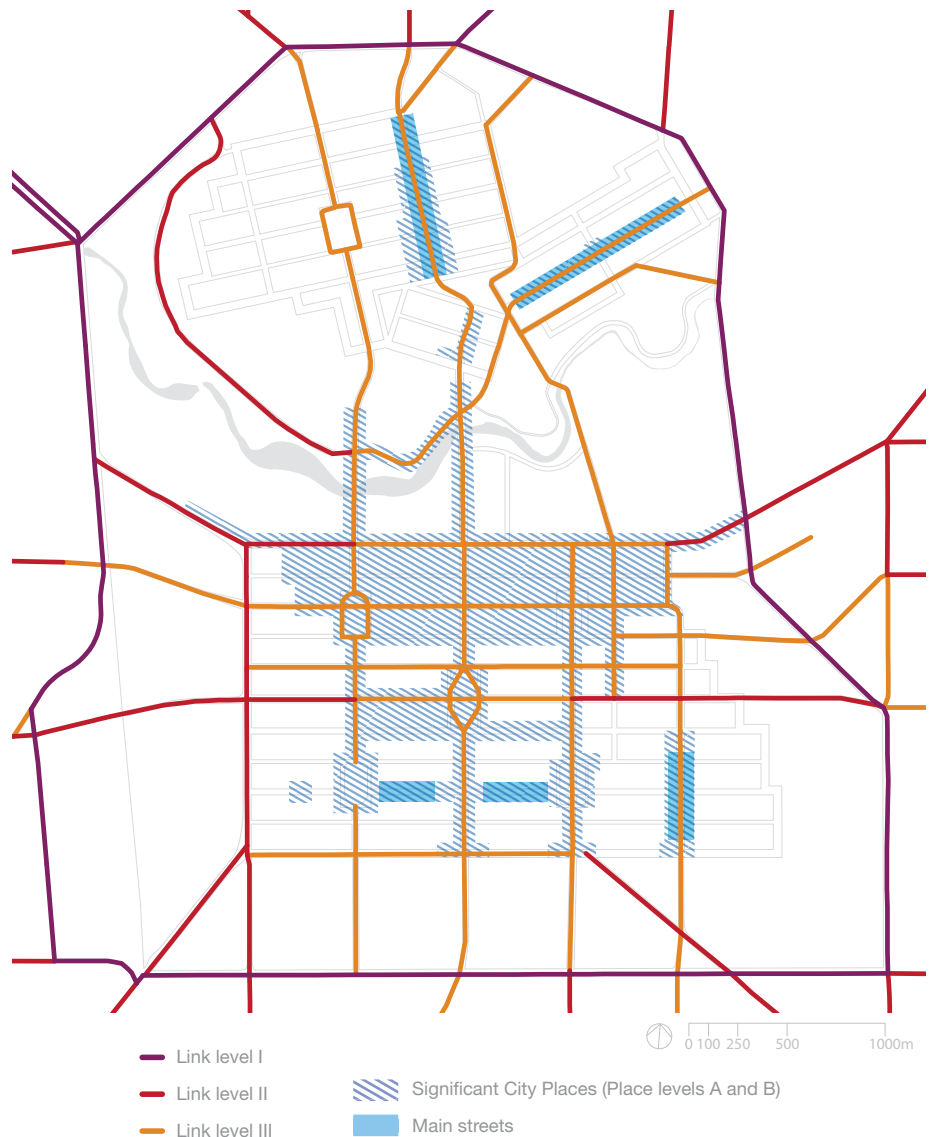


FIGURE 6: Recommended target speed environment for different street types

Source: 'Streets for People: A Compendium for South Australian Practice', South Australian Active Living Coalition (2012)



MAP 17: Streets with designated peak period vehicle access into the City (Link levels I, II and III), based on 30-year future Link and Place designations





### 7.2.2 Set traffic signals to facilitate peak period vehicle access to Significant City Place locations and main streets, but not through the City.

Peak period vehicle access to Significant City Place locations and main streets on Link levels I, II and III as shown on map 17 will be facilitated. Traffic signals will be adjusted for the more equal distribution of movement during other times.

### 7.2.3 Introduce pedestrian count-down signals

Pedestrian count-down signals provide pedestrians with information on waiting and crossing times. They will be introduced in Significant City Place locations and main streets, while retaining their pedestrian-activated signal options for use when traffic volumes are low.

## 7.3 MAINTAIN LOW-SPEED TWO-WAY TRAFFIC MOVEMENTS ACROSS THE CITY STREET GRID

### 7.3.1 Adjust lane widths to support a slower speed environment

Lane widths will be modified to create more space for footpaths and bicycle lanes. To encourage reduced traffic speeds, target widths will be 2.7 metres for vehicle lanes, 1.7 metres for bicycle lanes and 2.1 metres for parallel parking lanes. Wider lanes will be provided to:

- » facilitate bus movements on bus routes with future bus Link levels I, II and III (see map 8)
- » facilitate higher traffic volumes on Link levels I and II (see map 2).

### 7.3.2 Maintain two-way vehicle movement across the City street grid

Motor vehicle access will be facilitated by retaining one or more vehicle lanes on each street of the grid network (Link levels I, II and III). Maintaining good accessibility for vehicle movements on the street network will ensure the City stays connected and provides effective access for businesses.

## 7.4 DISCOURAGE THROUGH TRAFFIC

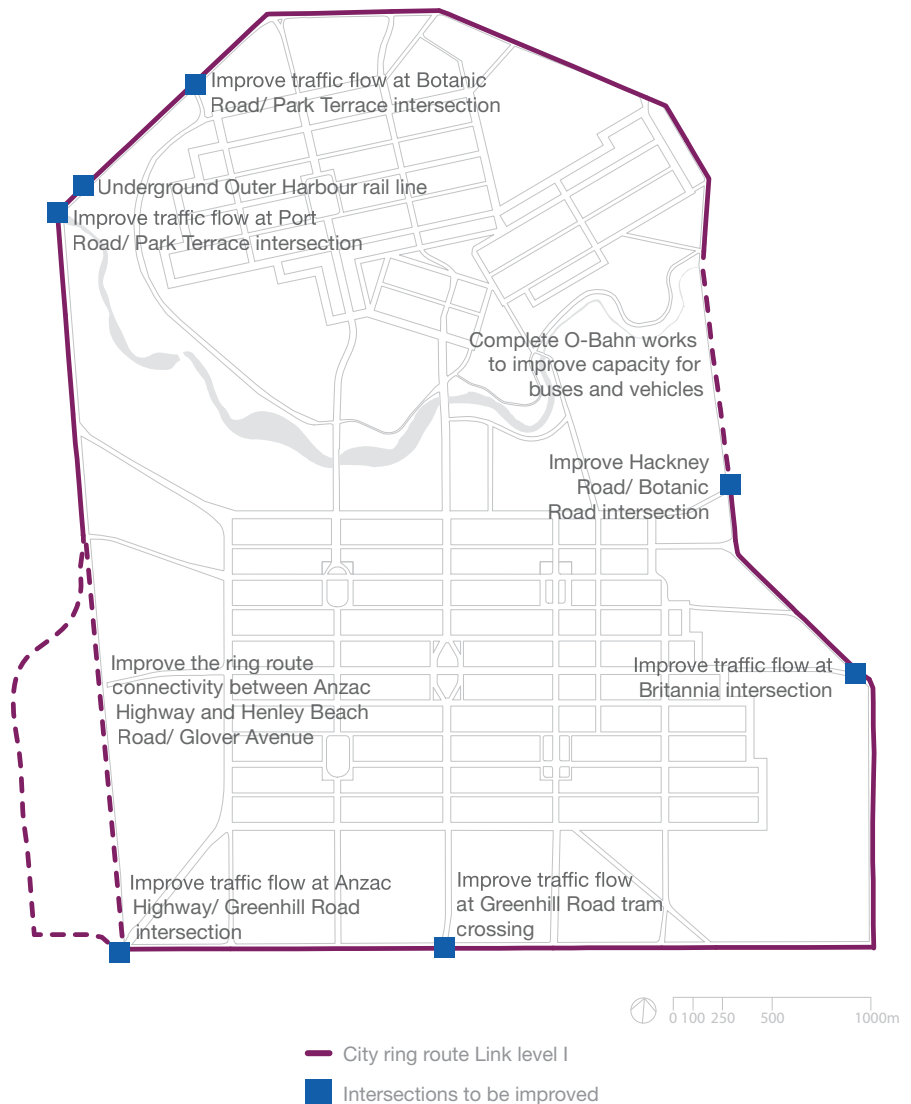
### 7.4.1 Apply a suite of traffic-calming measures to discourage through traffic

A combination of traffic calming measures will be applied to discourage through traffic.

## 7.5 ENCOURAGE CAPACITY ENHANCEMENTS TO THE CITY RING-ROUTE

### 7.5.1 Seek improvements to the City ring route

Council will advocate for the State Government to improve the City ring route to facilitate traffic movement around the City as shown on map 18, while recognising that the City ring route intersections also provide for vehicle access to the City.



MAP 18: Council proposed City ring route improvements



# OUTCOME 8

## GREAT STREETS

A City where:

- » everyone can participate equally in City life
- » streets invite people to stay and enjoy their surroundings
- » there is a distinct sense of place through high-quality streets and public spaces
- » environmental qualities are embraced through street design.

### TARGETS

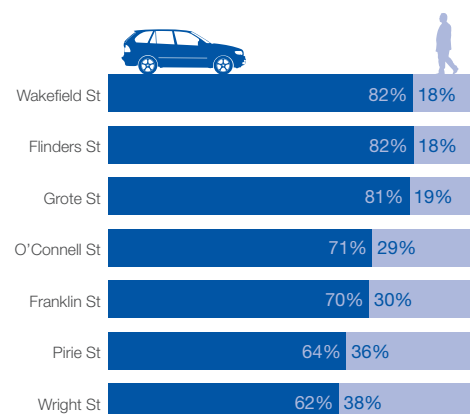
Adelaide City Council's targets	South Australia's Strategic Plan targets
<p>By 2022:</p> <ul style="list-style-type: none"> <li>» Increase the use of public spaces with a 30% increase in day and evening staying activities from 2011 levels.</li> <li>» Increase seats available in outdoor cafes and public seating by 20%.</li> </ul>	<ul style="list-style-type: none"> <li>» Increase the use of public spaces by the community (Target 1).</li> <li>» South Australia has the system capacity to recycle up to 50 GL of wastewater per annum by 2025 (Target 74).</li> <li>» Increase the healthy life expectancy of South Australians to 73.4 years (6%) for males and 77.9 years (5%) for females by 2020 (Target 78).</li> </ul>

### CHALLENGES

- » Prioritising people movement and on-street staying activities. Currently, streets heavily prioritise vehicle movement with such features as: the wide carriageways, vehicle priority at signals and little provision for people to enjoy walking and staying activities.
- » Achieving a coordinated approach that meets all the legal requirements and is supported by Council, the Department of Planning, Transport and

Infrastructure, and other agencies that manage infrastructure services within the street space.

- » Reaching a consensus in a community of divergent views where some of the users may perceive they will be disadvantaged as a result of a proposed change that aims to deliver a better outcome for the majority.



Pedestrian street space compared with vehicle street space



## STRATEGIES SUMMARY TABLE FOR OUTCOME 8: GREAT STREETS

Strategic directions	Strategies	Short term (2012-2016)	Medium term (2017-2022)	Long term (2022+)
8.1 Establish a framework for creating great streets for people	8.1.1 Design streets as complete environments			
	8.1.2 Enhance the character of streets and precincts			
	8.1.3 Develop and apply 'Street Design Guidelines'			
	8.1.4 Advocate for and promote streets for people concepts and innovation			
8.2 Activate streets	8.2.1 Redesign streets to encourage on-street activity, walking and cycling			
	8.2.2 Introduce effective small-scale activation measures			
8.3 Develop streets that encourage community involvement	8.3.1 Encourage a healthy and active lifestyle through street design			
	8.3.2 Facilitate community participation			
	8.3.3 Develop an on-going plan of streetscape improvements			
8.4 Incorporate environmentally sensitive design into streets	8.4.1 Increase trees and greenery on all streets			
	8.4.2 Retain and treat stormwater at source			
	8.4.3 Use environmentally sensitive materials and apply best environmental practices			
8.5 Redefine the use and space allocation of streets	8.5.1 Redesign selected streets as shared street environments			
	8.5.2 Re-allocate street space in favour of pedestrians and cyclists			





## STRATEGIES

### 8.1 ESTABLISH A FRAMEWORK FOR CREATING GREAT STREETS FOR PEOPLE

#### 8.1.1 Design streets as complete environments

Streets will be designed as complete environments, taking into consideration their role as places for social and economic activity, as well as movement, and maximising their environmental and aesthetic opportunities. Council will strive to create world class urban streetscapes that convey its unique urban environment.

#### 8.1.2 Enhance the character of streets and precincts

A 'Placemaking Streets Framework' will be developed to establish a vision and direction for planning and designing streets and precincts that will:

- » reinforce the unique urban environment and layout of the City
- » enhance the distinct character of precincts and streets.

#### 8.1.3 Develop and apply 'Street Design Guidelines'

The 'Placemaking Streets Framework' for specific streets will be facilitated by 'Street Design Guidelines'. It will encapsulate existing Council policies relating to streetscapes, such as paving, tree planting, crime prevention, street furniture and asset management policies.

#### 8.1.4 Advocate for and promote streets for people concepts and innovation

Council will actively promote and pursue initiatives that lead to great streets for people, and ensure that the streets evolve to their highest potential. This may include: best practice research, developing new guidelines, revision of standards, advocacy to State and Australian governments and private organisations, piloting of new initiatives, etc.

### 8.2 ACTIVATE CITY STREETS

#### 8.2.1 Redesign streets to encourage on-street activity, walking and cycling

Designs for high-quality public spaces will be progressed, especially in priority locations (Place levels A, B and C), with

shade, lighting, public art, pedestrian signage and public seating. High-quality public spaces will encourage people to stay longer in the public realm and will provide improved conditions for social and commercial exchange, walking and cycling. See also the *Large-scale enhancements* section on page 74.

#### 8.2.2 Introduce effective small-scale activation measures

Effective activation measures that can be implemented quickly and will not require complete street redesigns will be developed and introduced. These measures may include:

- » regular seasonal installations (e.g. outdoor street cinema, street food vendors, pop-up plaza, recreational facilities, deck chairs in public spaces etc)
- » small-scale infrastructure improvements (see the *Small-scale enhancements* section on page 71)
- » temporary activation schemes (e.g. alfresco dining, additional public seating and play areas and temporary road closures to support events)
- » trials of new methods and approaches to delivering the strategies.

### 8.3 DEVELOP STREETS THAT ENCOURAGE COMMUNITY INVOLVEMENT

#### 8.3.1 Encourage a healthy and active lifestyle through street design

A priority in all street designs will be creating a comfortable environment that promotes walking, cycling and other physical activity.

#### 8.3.2 Facilitate community participation

The community will be involved in the process of changing Adelaide's streetscapes. Its participation will be encouraged through:

- » engagement with affected residents and businesses on any new projects and initiatives taking place in the street
- » community events within public spaces (e.g. street parties, garden clubs and

nature strip maintenance groups)

- » streetscape design development
- » streetscape maintenance
- » community art projects within public spaces.

#### 8.3.3 Develop an on-going plan of streetscape improvements

Every opportunity will be used to make improvements to the streetscape, especially during any routine refurbishment.

### 8.4 INCORPORATE ENVIRONMENTALLY SENSITIVE DESIGN INTO STREETS

#### 8.4.1 Increase trees and greenery on all streets

Urban shading will be created through tree planting along streets to provide shade and cooling and to assist with the absorption of heat from the road and built environment. A planting program will be included in all street refurbishment work.

The City's greenery will be maximised through:

- » planting trees
- » planting vegetation and nature strips
- » creating vertical green walls
- » encouraging rooftop gardens.

Productive landscapes (e.g. edible plants, such as fruit trees, vegetable garden verges, etc.) will be introduced where possible and community ownership of their longer-term maintenance and use will be encouraged.

#### 8.4.2 Retain and treat stormwater at source

Water sensitive urban design (retention and filtration of stormwater at its source) will be considered for all new street designs. This will minimise water wastage, create better conditions for plant growth and have a cooling effect in the City.

Water absorbing surfaces will be considered wherever possible to minimise stormwater runoff and reduce the heating of the pavements.





### 8.4.3 Use environmentally sensitive materials and apply best environmental practices

Environmentally sensitive materials will be used at all opportunities. A street's microclimate (which is impacted by the sun, wind and shade), potential for greenery, stormwater collection, and support for the insect, bird and animal population, etc.) will be fully considered and addressed through design.



FIGURE 7: Street types where shared street environments are appropriate

Source: 'Streets for People: A Compendium for South Australian Practice', SA Active Living Coalition (2012)

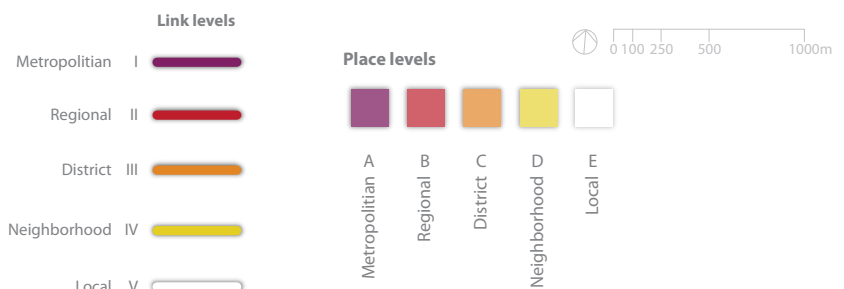
## 8.5 REDEFINE THE USE AND SPACE ALLOCATION OF STREETS

### 8.5.1 Redesign selected streets as shared street environments

Shared streets are environments where all carriageway users have equal rights to use the street space. Street types where shared street design is appropriate are illustrated in figure 7.

Priority in creating shared streets will be given to:

- » the laneways and side streets that connect key destinations and public transport stops/stations (see map 10)
- » main streets with traffic volumes below 10,000 vehicles per day (Link levels IV and V) that are Place levels A, B or C (see map 19)



MAP 19: Priority main street locations for creating shared street environments, based on 30-year future Link and Place designations

- » streets with traffic volumes below 10,000 vehicles per day with high redevelopment potential.

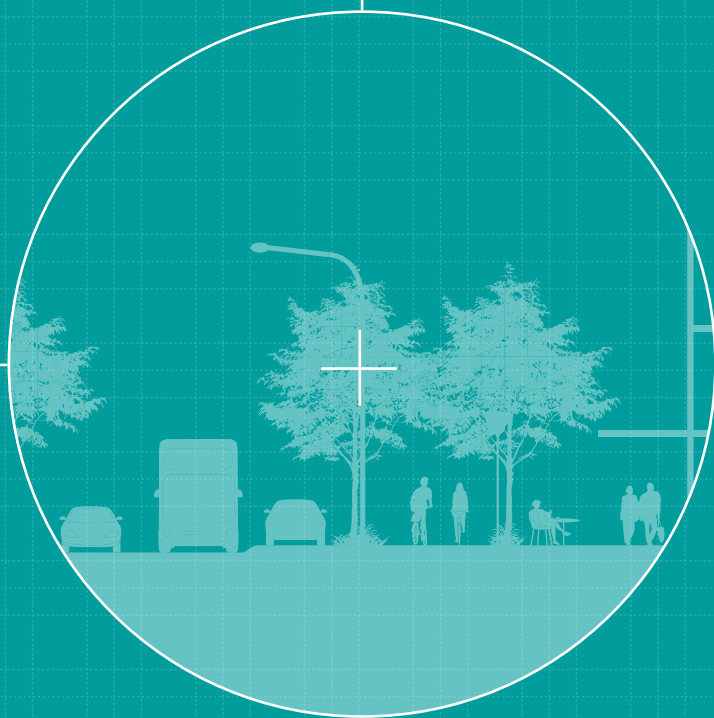
### 8.5.2 Re-allocate street space in favour of pedestrians and cyclists

The carriageway width for vehicle movement will be determined according to the strategic role of the street, with all remaining street space being allocated to pedestrian activities, cyclist movement and place-making.

Initially, many changes will be made through low-cost approaches. In time, streetscapes will be redesigned to fully use the street space for placemaking and to create the best possible streetscapes.



# DELIVERING THE STRATEGIES





# TRANSFORMING STREETS

## DIVERSITY OF STREET TYPOLOGIES

This Strategy advocates the need to recognise the diversity of streets through design: addressing different user needs and being sensitive to streets' local and wider strategic context.

The Link and Place street classification system (described in the *Movement and Placemaking* section on page 18) will be used to establish the role of the street and its hierarchy of needs, and to suggest how design strategies presented in *Our Strategies* section on page 29 will influence street design.

The street classification matrix (see figure 8) recognises the diversity of functions that different streets perform. The strategies set out in this document will be used to establish the appropriate street attributes (like street space allocation to different street uses, such as walking, cycling, car drivers, public transport, etc) to enable and support these street functions.

In considering what design treatments are suitable, the following will be determined:

- » the existing role of the street, its Link and Place status and character
- » the future role of the street, its future Link and Place status and character
- » the key issues and problems currently experienced in the street
- » strategies in this document that could be used to resolve the issues and achieving the desired outcomes
- » the vision and guiding design principles for the street.

Once these initial considerations are addressed, suitable design treatments and options will be developed.

Transforming City streets will take careful planning. Council will employ a variety of approaches to make continuous improvements, such as:

- » large-scale transformations in priority locations
- » small-scale enhancements throughout the City
- » temporary initiatives to test ideas in achieving the desired outcomes set out in this Strategy.

Every opportunity presented by asset renewal programs or utility service upgrades to introduce street enhancements will be taken. This combining of works will keep down costs, minimise disruption to users and produce the best results through integration and collaboration.

## STREET SPACE ALLOCATION

Street space allocation should correspond to the street's role, be sensitive to its local context and reflect the strategies set out in this document.

Three examples for transforming streets of different widths follows. These examples demonstrate how strategies in this document can be applied to create better conditions for a more vibrant City. These cross sections represent one of many redesign possibilities for selected streets and do not illustrate specific design proposals.

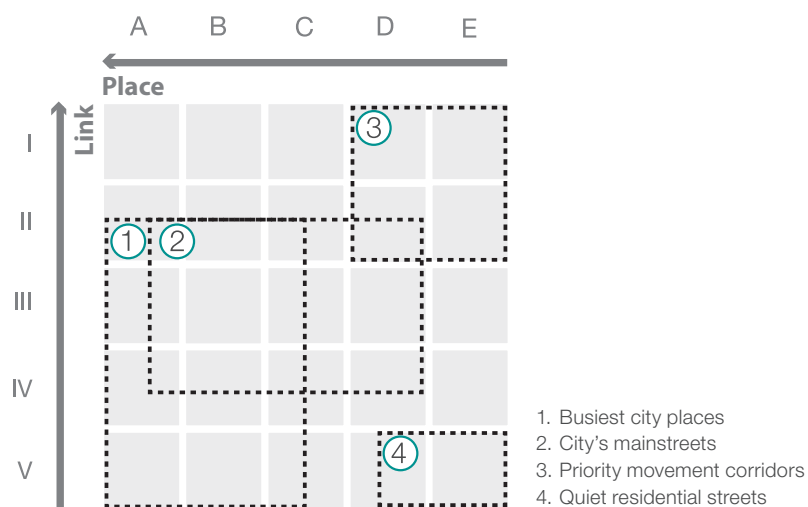


FIGURE 8: Examples of street types in relation to the Link and Place classification system.

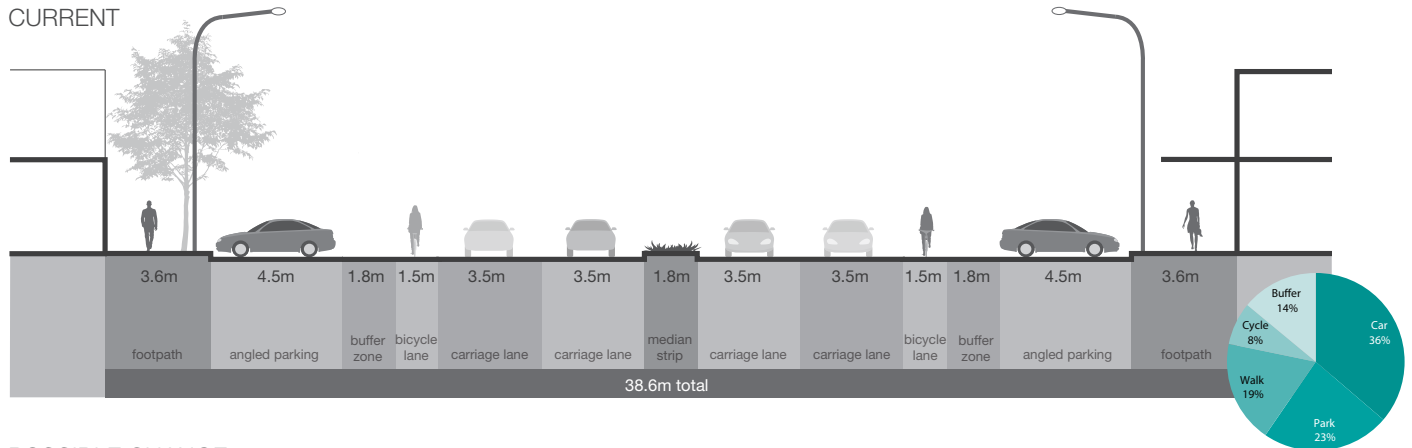
Source: Intermethod



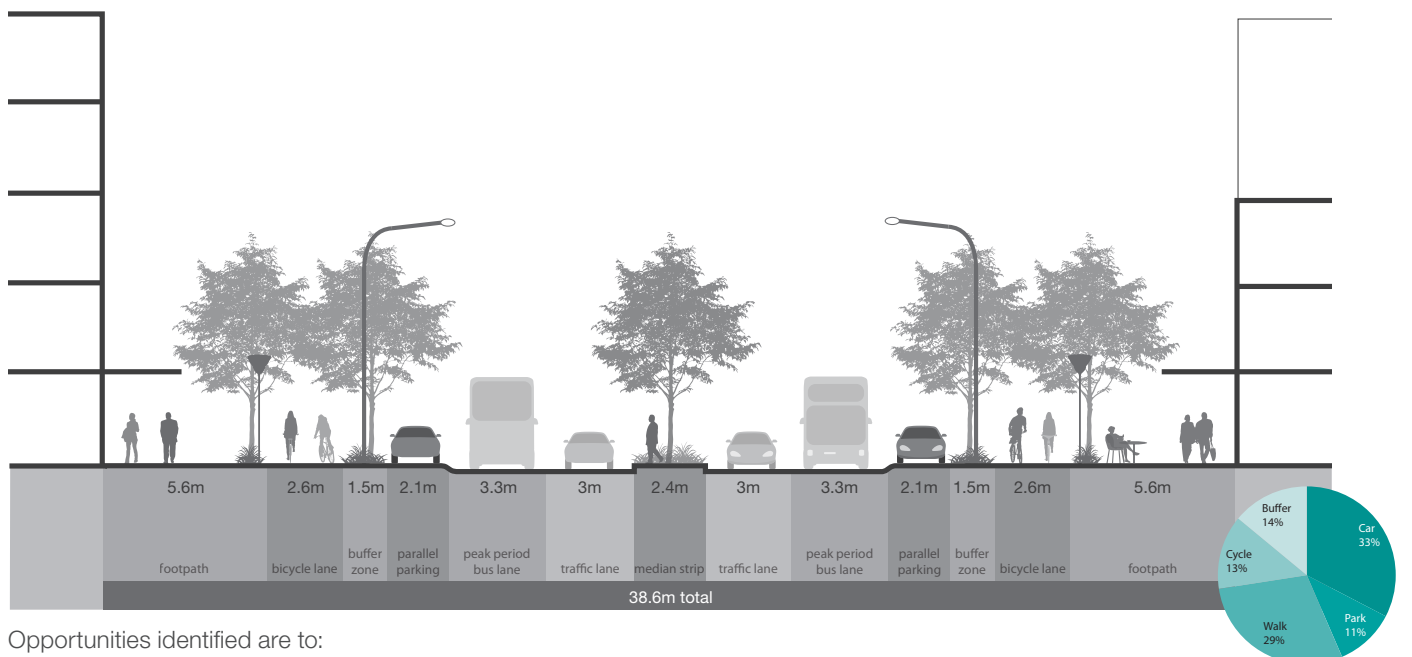
## EXAMPLE OF STREET SPACE REALLOCATION FOR A 40M WIDE STREET GROTE STREET

Grote Street is one of the City's main boulevards. Currently, the street has a low Place status (Level D, see map 3), carries high traffic (Link level II, see map 1) and moderate to high bus volumes (bus Link level II, see map 7). The future designated role of the street is to have a higher Place status (Place level B, see map 4), with a greater focus on the movement of people by developing quality public transport, safe cycling and pedestrian facilities (Link level III, see map 2, and bus Link level I, see map 8).

### CURRENT

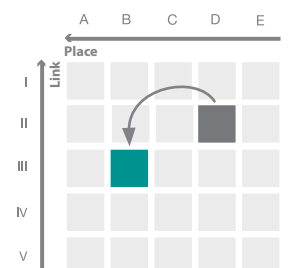


### POSSIBLE CHANGE



Opportunities identified are to:

- » reduce vehicle lane widths
- » create dedicated peak period bus lanes
- » substitute angle for parallel parking
- » accommodate car parking as part of footpaths for a more flexible use of space at different times for different purposes
- » widen pedestrian footpaths
- » increase landscaping and trees
- » provide separated bicycle lanes protected from vehicle flow
- » position cyclists between footpaths and parked cars
- » widen the median refuge and introduce landscaping
- » install pedestrian lighting
- » encourage continuous eaves and canopies over footpaths
- » encourage greater intensity of land uses.

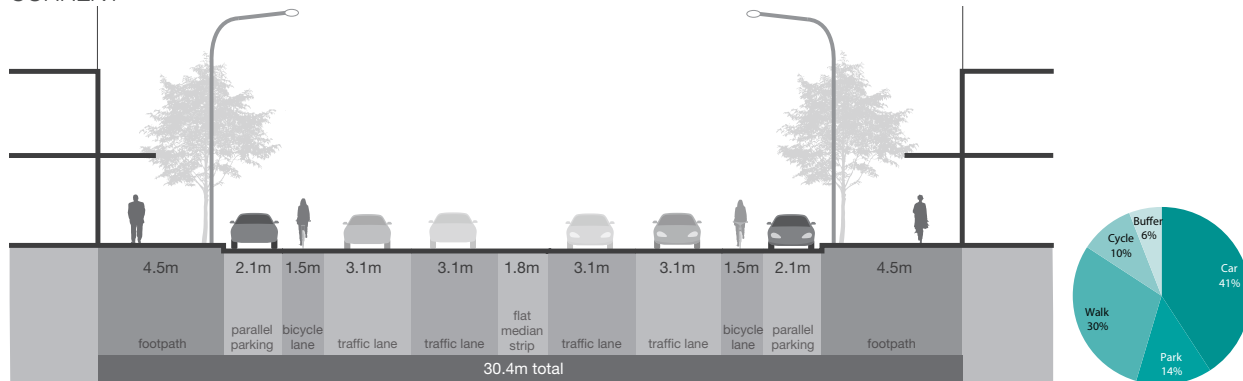




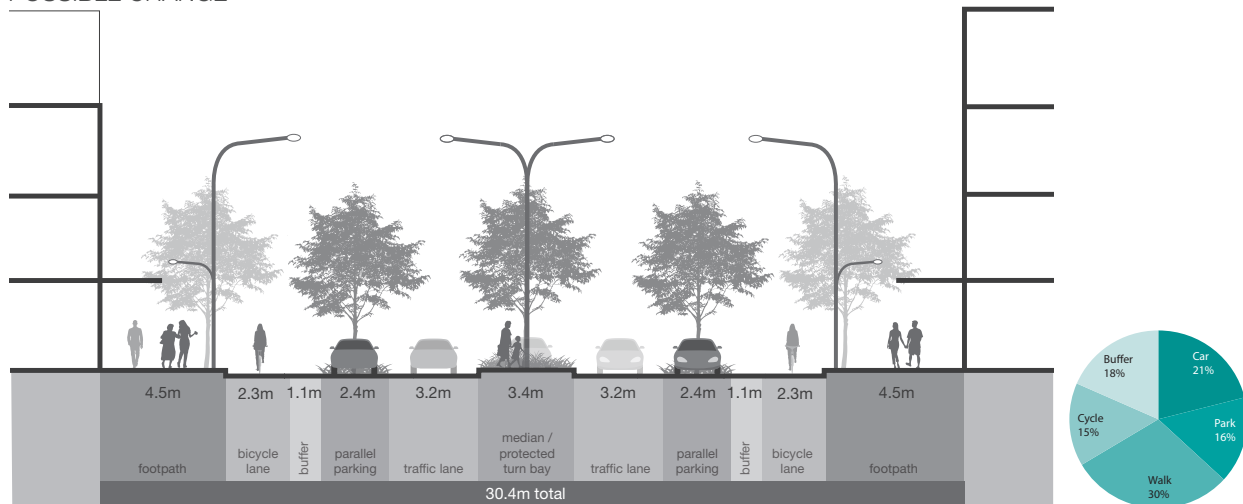
## EXAMPLE OF STREET SPACE REALLOCATION FOR A 30M WIDE STREET FRANKLIN STREET

Franklin Street currently has a low Place status (Level E, see map 3) and carries moderate traffic volumes (Link level III, see map 1). The future designated role of the street is for it to become a more important destination (Place level C, see map 4) supporting surrounding businesses, while preserving local vehicle access and on-street parking.

### CURRENT

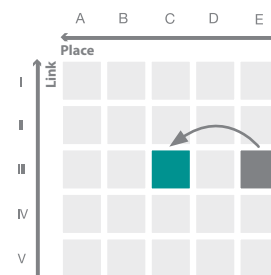


### POSSIBLE CHANGE



Opportunities identified are to:

- » provide separated bicycle lanes protected from vehicle flow
- » position cyclists between footpath and parked cars
- » increase landscaping and trees
- » widen the median refuge and introduce landscaping
- » install pedestrian lighting
- » encourage continuous eaves and canopies over footpaths
- » encourage greater intensity of land uses.

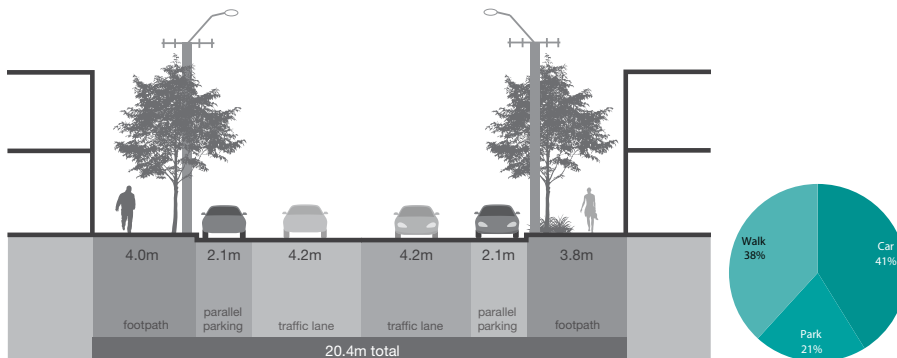




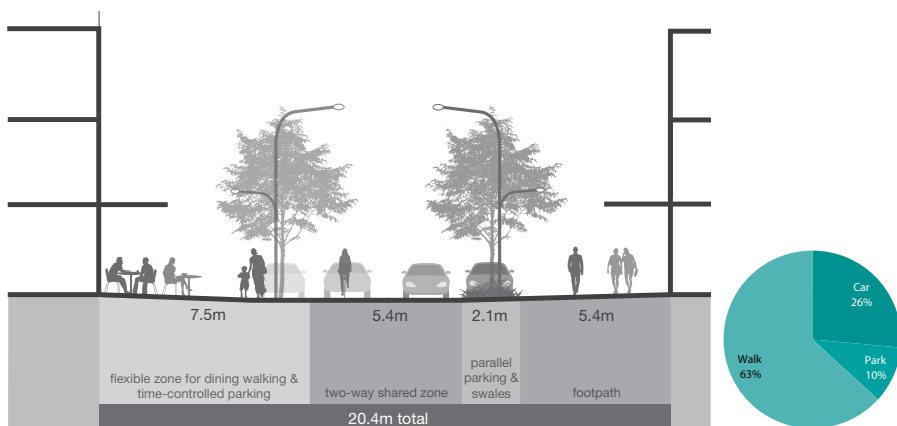
## EXAMPLE OF STREET SPACE REALLOCATION FOR A 20M WIDE STREET WRIGHT STREET

Wright Street currently and in the future will have a Neighbourhood Link status (level IV). It has the potential to better cater for local services and amenities by providing a shared street space environment.

### CURRENT

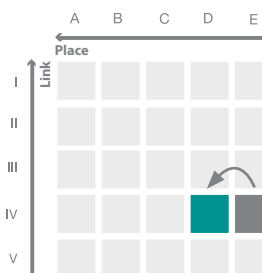


### POSSIBLE CHANGE



Opportunities identified are to:

- » create a more flexible shared street environment
- » provide greater opportunities and amenities for on-street staying activities
- » through design, slow down vehicle speed to enable cyclists to share the road space safely with other drivers
- » reduce overall parking provision while still supporting local businesses
- » install pedestrian lighting
- » encourage continuous eaves and canopies over footpaths
- » encourage greater intensity of land uses.



## SMALL-SCALE ENHANCEMENTS

Small scale enhancements are relatively inexpensive initiatives applied quickly in many different locations. Though small scale enhancements do not provide an opportunity to completely transform streetscapes, many user benefits can still be achieved, especially if added to over the years.

Some of the small-scale enhancements include initiatives to:

- » narrow down carriageway widths to limit vehicle capacity to a minimum through street line markings (an approach known as road dieting)
- » offer new on-street staying activities, such as additional café seating on a seasonal basis,
- » plant trees
- » introduce low-maintenance greenery to cover blank walls
- » introduce new seating
- » create slow points in side streets by building out footpaths or landscaped kerb protuberances
- » introduce public art projects such as murals and artistic carriageway treatments
- » reduce footpath clutter by co-locating some of the street signage and street infrastructure such as traffic lighting and street lights
- » reduce the impact of private driveways on footpaths by continuous paving treatments
- » reduce pedestrian waiting times at intersections
- » provide continuous footpaths across the entrances to side streets and laneways
- » improve street lighting
- » consolidate waste storage.

Two hypothetical examples that illustrate the impact of some of these transformations on streetscapes follow. References to strategies outlined in this document are provided in a table for each example.



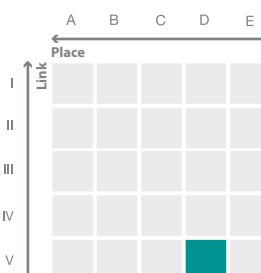


## EXAMPLE OF SMALL-SCALE ENHANCEMENTS

### ARTIST'S IMPRESSION FOR RUSSELL STREET



Enhancements	Smart Move strategies
1 Extended footpath area slows down traffic and offers placemaking opportunities	1.3, 7.1, 7.3, 7.4, 8.4
2 Pedestrian footpath continued across the side street	1.1, 1.2, 8.4
3 Improved bicycle line marking and conditions	2.1
4 Hanging wall greenery	8.3
5 Tree planting	8.2
6 Increased public seating	1.3, 8.2





## EXAMPLE OF SMALL-SCALE ENHANCEMENTS

### ARTIST'S IMPRESSION FOR OWEN STREET

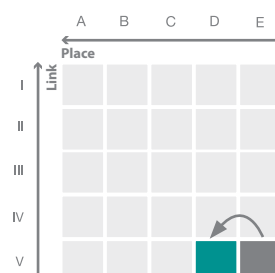


BEFORE



AFTER

Enhancements	Smart Move strategies
1 Extended footpath area slows down traffic and offers placemaking opportunities	1.3, 7.1, 7.3, 7.4, 8.4
2 Increased public seating	8.2
3 New tree plantings in more appropriate locations, preventing encroachment on pedestrian paths	1.1
4 Improved bicycle line marking and conditions	2.1
5 Increased bicycle parking opportunities	2.1
6 Improved street lighting	1.3





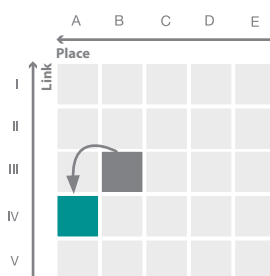


## LARGE-SCALE ENHANCEMENTS

Some streets and squares in the City will be identified as priority locations for complete redevelopment, attracting large scale investment. This may be driven by the street's significant role or by leveraging off adjacent large scale building projects.

A complete street design approach offers opportunities to re-think street space allocation between building frontages and to create an optimum solution for a street.

### EXAMPLE OF LARGE-SCALE ENHANCEMENTS ARTIST'S IMPRESSION FOR GOUGER STREET



Enhancements	Smart Move strategies
1 Pedestrian footpaths continued across the side street	1.1, 1.2, 8.4
2 Enhanced opportunities for on-street café seating	8.2
3 Increased public seating	1.3, 8.2
4 Widened space for pedestrian activities	1.3, 7.1, 7.3, 7.4, 8.4
5 Public art contributing to a sense of place	8.2
6 New tree plantings	8.2
7 New shared street surfacing with street space shared by all users	8.3, 8.4
8 Reduced car dominance in accordance with the street's Link role	1.3, 7.3, 7.4, 8.4
9 Time-restricted parking and loading	5.3, 6.1, 6.2

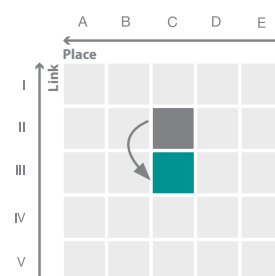


## EXAMPLE OF LARGE-SCALE ENHANCEMENTS

### ARTIST'S IMPRESSION FOR O'CONNELL STREET



Enhancements	Smart Move strategies
1 Pedestrian footpath continued across the side street	1.1, 1.2, 8.4
2 Enhanced opportunities for on-street café seating	8.2
3 Increased public seating	1.3, 8.2
4 Widened space for pedestrian activities	1.3, 7.1, 7.3, 7.4, 8.4
5 New tree plantings	8.2
6 Dedicated bicycle lanes	2.1
7 Improved pedestrian crossings	1.1, 1.2







## EXAMPLE OF LARGE-SCALE ENHANCEMENTS

### ARTIST'S IMPRESSION FOR OWEN STREET



BEFORE

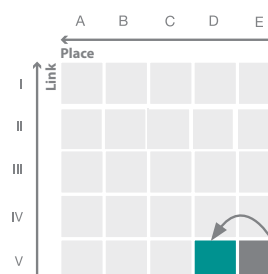


AFTER

This street was used as an example previously in the *Small-scale Enhancements* section on page 71.

The large-scale enhancement approach to transforming Owen Street would require a substantially higher financial investment, but would result in the additional improvements listed in the table below.

Enhancements	Smart Move strategies
7 Increased dwelling density in accordance with the 30-Year Plan	
8 Introduced on-site stormwater retention and filtration opportunities	8.3
9 New tree plantings	8.2
10 New shared street surfacing with street space shared by all users	8.3, 8.4





# DELIVERING SMART MOVE TRANSPORT AND MOVEMENT STRATEGY

## Making it happen and keeping on track

This Strategy furthers implementation of The City of Adelaide Strategic Plan 2012-16 Accessible City outcome by establishing strategic directions, as outlined in the *Our Strategies* section on page 29.

To implement these strategic directions, Council will establish and implement:

- » **data collection** to further understand uses of streets and places in the City and to evaluate the success of projects implemented by Council
- » **traffic modelling** to predict future needs and impacts of proposed projects
- » **economic impact studies** to evaluate impacts of the street environment (such as parking, street furniture, footway conditions etc) on the economy of the City
- » **programs** aimed to share insights with the public and to encourage active modes of travel and sustainable travel
- » **policies** to establish appropriate directions
- » **staged implementation of projects** to improve conditions on the ground.

Four-year Action Plans will be developed to identify priority projects that Council will implement in support of the Strategy. Funding for these projects will be provided through Council's Annual Business Plan and Budget (see figure 9).

To track Council's progress towards achieving its transport outcomes, targets for each of the eight outcomes in this Strategy will be measured.

Council will work with its partners and the community to deliver this Strategy through:

- » partnerships with the State Government, neighbouring councils and other organisations
- » extensive community consultation about key projects from the pre-design stage through to implementation
- » demonstration and pilot projects to test new and innovative ideas.

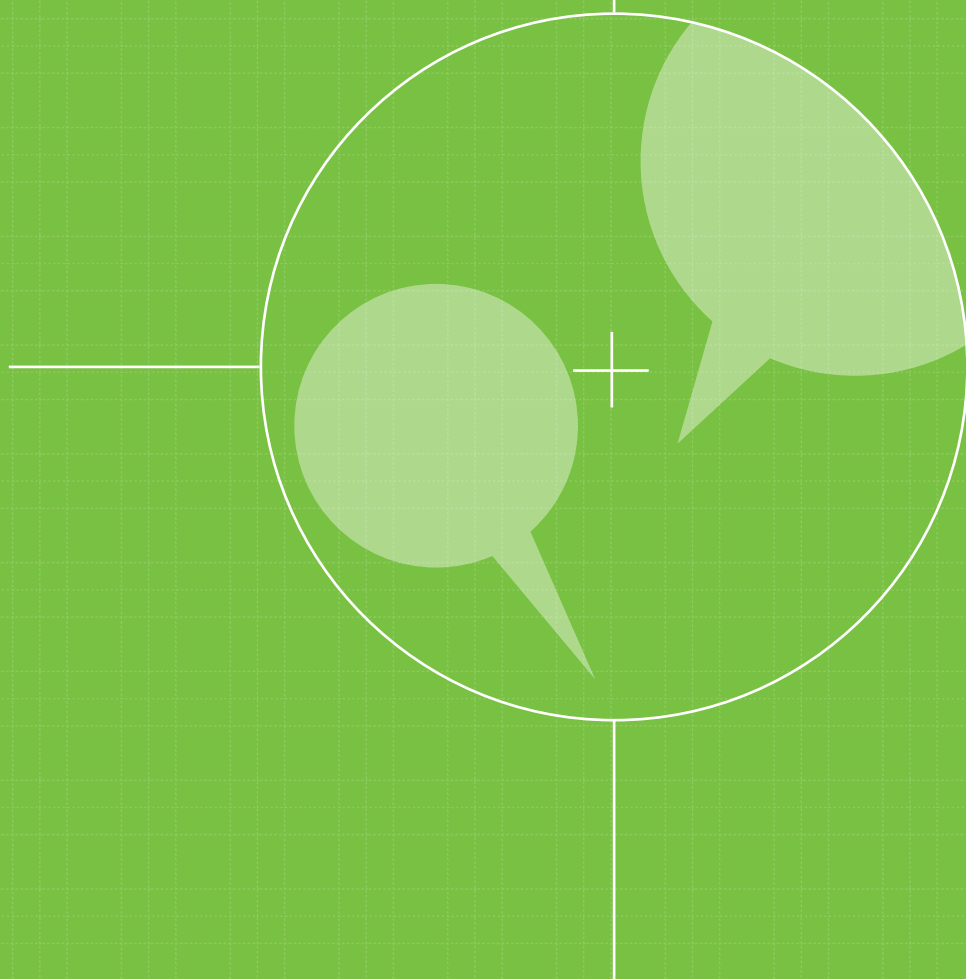
To develop this Strategy, an Advisory Group has been established. It includes representatives from the Department of Planning, Transport and Infrastructure, Capital City Committee and neighbouring councils. This Group will continue working during the life of the Strategy to ensure the delivery of projects is coordinated and aligned.



FIGURE 9: Delivery path for Smart Move, The City of Adelaide's Transport and Movement Strategy 2012-22



# BACKGROUND TO THIS STRATEGY







# CHANGING CITY STREETS



## **Walking City: 1837-1890**

The City of Adelaide was planned in the late 1830s by Colonel William Light and George Kingston. The plan looked much like the City does today, dominated by the grid pattern and six squares. From the beginning, the four terraces and major streets have been in place. However, without a proper road or a bridge the route between the square mile and North Adelaide was informal and difficult to pass. Until the late 1850s, roads within and into the City were not sealed or lit at night. Initially, the land between the major streets was allocated into large private blocks without small streets or laneways connecting the major roads. As owners developed their land, private lanes started to appear to improve access and connections.

The first train ran between the City and the Port in 1856, and the first railway line, between the City and Glenelg, became operational in 1873. From 1878, Adelaide was served by a system of radial horse tramways operated by private companies, with the busiest lines concentrated in King William, Rundle and Grenfell streets. Most of these transport choices were expensive, thus walking was the key movement mode in the City.



## **Tram City: 1890-1920**

With the increase in private vehicles and horse-drawn traffic, the protocol of 'keeping left' was introduced in 1893-94. The motor car made its appearance during this time and by 1906, approximately 200 motor cars were competing with over 1,100 horses and 160 tram cars. Due to congestion, the City introduced speed limits of 12 miles per hour in the main streets and 15 miles per hour in other streets. In 1907, the privately owned tram companies were bought out by the Government and combined to create the Municipal Tramways Trust. Over time, horse tram routes were replaced by electric tram lines with the last horse tram ceasing in 1914.

The first street lights using electricity were installed in 1899.

In 1915, the City's population peaked at over 43,000 residents. Such density of residents and parallel mix of employment and local industry has not been reached since. In fact, the close relationship of living and working in the City during this time could be seen as a precursor to elements of today's approach of mixed use development.



## **Motorised City: 1920-1950**

As a landmark for the future, the first bitumen concrete road was constructed in 1923. The first motor buses were provided on several routes in 1925. With the improved road conditions and more affordable car prices, private car ownership increased and small private bus companies competed with the trams.

Increasing motorised traffic created a need for traffic regulation. The first traffic lights in the City commenced trial operation in 1927 with permanent installation ten years later.

Other mode choices were also expanding: the present Adelaide Railway Station was completed in 1928 and trolley buses introduced in the 1930s.

Walking still remained an important mode in the City as conditions for pedestrians improved with better footpaths and streets.



### Car-dominated City: 1950-1980

The early 1950s saw some of the tramlines converted to trolleybus routes and other tram routes replaced by diesel buses. Electric trams in Adelaide ceased running in 1958, apart from the one between the City and Glenelg. Because it took longer for passengers to load onto buses, bus stops were spaced further apart, leading to decreases in convenience and hence patronage. Conversely, car trips into the City were steadily increasing. To address the needs of increasing car users, parking meters were installed in 1958, and roads and intersections were also redesigned to better accommodate the needs of motor vehicles.

The Bee Line bus route was introduced in 1973, improving public transport connections within the City.

In 1976 Rundle Mall was pedestrianised, making it the first pedestrian mall in Australia.

### Deserted City: 1980-2010

Expansion in the outer suburbs led to the increase in bus services, many operating on a limited-stop basis into the City. The O-Bahn guided busway commenced operation in 1986. Immediately, bus routes served by the O-Bahn experienced a 70% increase in bus patronage, while patronage on the remainder of the public transport system was falling. Since 2000, bus services have been operated by private companies under contract with the State Government.

Since 1987, traffic entering and exiting the City has remained relatively constant with a slight decline in trips of about 3% since 2000. The limited capacity of the City ring route, convenient grid pattern and wide streets have all contributed to the high levels of through traffic experienced daily. Ever increasing numbers of off-street car parking and low car parking costs encouraged large numbers of daily trips into the City by car.

In 1999, with the increasing spread of metropolitan suburbs, the City's population plummeted to its lowest figure in the 20th century, below 13,000.

To encourage more people to the City, in 2000 the Council produced its first Integrated Movement Strategy designed to encourage growth in walking, cycling and public transport. The Council also set supporting targets to increase the number of residents, workers, students and visitors.

### Vibrant City: 2010 onwards

Today we are focussing on creating a great City for people. We are encouraging more businesses, visitors and residents to the City. Through partnerships with the State and Australian governments and with private developers, we are striving to increase the vibrancy of the City.

To accommodate an increase in daily trips, we are encouraging walking, cycling and public transport over private vehicles, through new projects, policies and initiatives. This will allow us to meet additional demands placed on movement in the City in the most efficient and environmentally responsible way, while allowing new exciting public spaces to be created for the enjoyment of all. Greater numbers of people on our streets will make the City safer and more appealing.

Information sourced from:

- Hutchings, A. and Bunker, R. (1986). 'With Conscious Purpose: A History of Town Planning in South Australia', Wakefield Press, Adelaide.
- Boujenko, N. et al (2010). 'O-Bahn City Access: Scoping Report', DTEI, Adelaide.
- Sumerling, P. and McDougall, K. (2006). 'The City of Adelaide: A Thematic History', McDougall & Vines, Adelaide.





# SIGNIFICANT CITY PROJECTS

The City of Adelaide is already changing. There is a range of public and privately led developments that will significantly transform key areas of Adelaide within the coming years (see map 19).

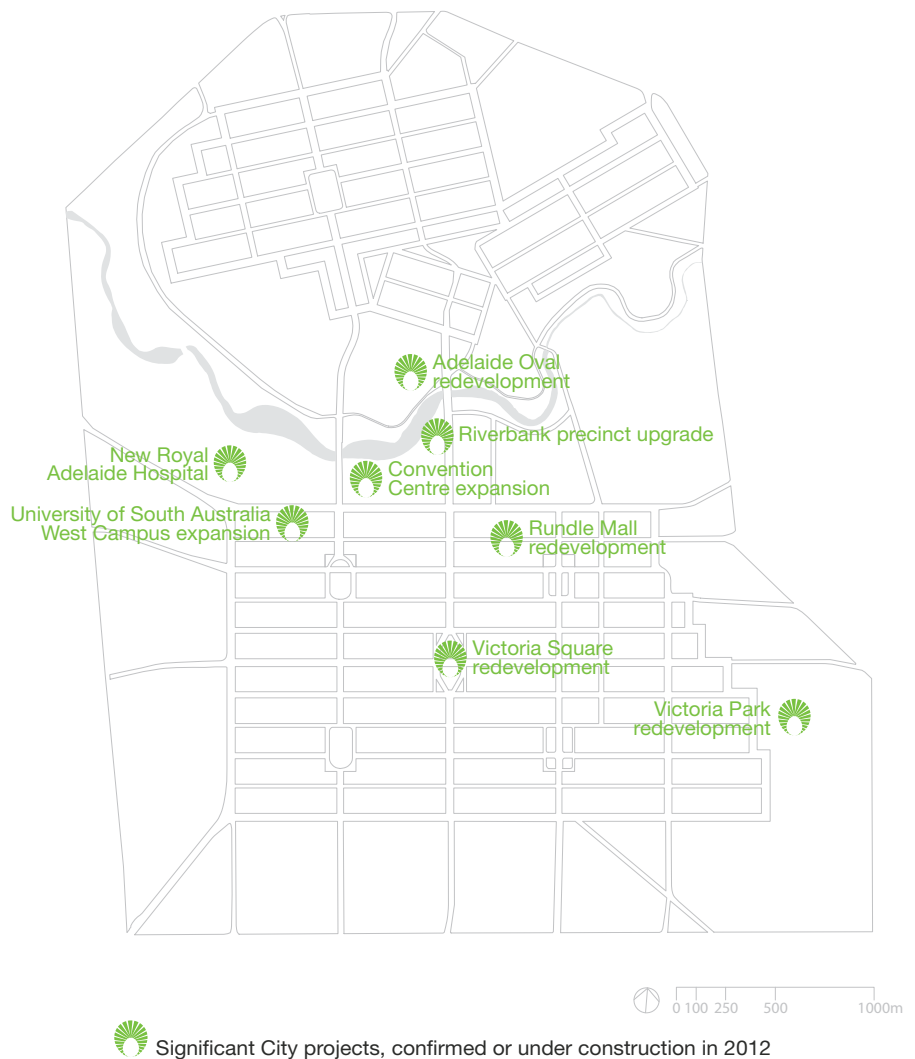
The River Torrens Riverbank Precinct will see substantial change with the construction of new high-quality buildings that will house state of the art medical, research and expanded convention facilities. The international draw of the Convention Centre will see significant visitor benefits for the City.

The iconic Adelaide Oval will be redeveloped to attract larger football and cricket crowds to the City. The venue's ability to generate excitement will have a catalysing effect on Hindley Street, Rundle Street, North Terrace and other surrounding streets. Redeveloping side streets and laneways, interconnecting adjoining destinations, and improving public transport will become even more important.

The redevelopment of public spaces such as Victoria Square and Victoria Park will add to the legacy of well-designed open spaces in the City and will offer new recreation and leisure opportunities.

The upgrade of Rundle Mall will reinforce the unique retail, tourist and leisure offer of the largest and most diverse shopping area in Adelaide.

In combination, these projects will attract new visitors and workers into the City, highlighting the need to provide a transport and movement network that accommodates greater travel choices and is people-friendly.



MAP 19: Significant City projects



# WHAT THE EXPERTS SAID

## FRED HANSEN

*All on board: Growing vibrant communities through transport*  
Adelaide Thinker in Residence 2010-2011

Fred Hansen was Adelaide's Thinker in Residence 2010-11. Fred is renowned for his innovative approach to the provision of public transport and is internationally recognised in the field of transport and integrated land use.

Fred Hansen's report *All on board: Growing vibrant communities through transport* identifies a number of recommendations for the City under six key themes:

1. Transformational infrastructure
2. Increased investments in public transport for a total transit experience
3. Putting pedestrians and cyclists at the centre of transportation planning
4. Planning for the highest quality development
5. Healthy communities
6. Community involvement

Some of his recommendations specific to the City and aligned with this Strategy include:

**Create Adelaide as a 24-hour city**  
**Smart Move strategies: 1.1, 1.3, 8.2**

Activate Rundle Mall, provide work spaces and residences in order to encourage 24-hour activity.

**Transform Grenfell Street into a transit mall**

**Smart Move strategy: 3.2**

Grenfell Street should become an exclusive, or near-exclusive, transit way or transit mall.



**Develop a City tram loop**  
**Smart Move strategy: 3.1**

Complete a City tram loop to improve the level of accessibility around the City, encourage more dense quality development and redevelopment, and make the City much more active and lively.

**Invest in hybrid buses**  
**Smart Move strategy: 3.4**

Invest in new diesel-electric hybrid buses to reduce the diesel pollution and associated noise, and help improve the City's public realm.

**Create Adelaide as the most cycling and pedestrian friendly City in Australia**

**Smart Move strategies: 1.1, 1.2, 1.3, 2.1, 2.2, 2.3, 2.4**

Footpaths should be expanded, safe bicycle routes established, traffic calming devices adopted, more safe crossings built for pedestrians, narrower streets established and walk cycles lengthened at signalised intersections.

**Increase investment in public transport**

**Smart Move strategies: 3.1, 3.2, 3.3, 3.4, 3.5, 3.6**

Provide more priority for buses and trams on City streets.

**Improve Park Lands access**  
**Smart Move strategies: 1.4, 2.2**

Make crossings safer on the ring road around the Park Lands to improve access.

**Improve Park Lands paths**  
**Smart Move strategy: 2.2**

Paths heavily used by pedestrians and cyclists should be made wider, and perhaps lanes marked, to avoid conflicts and possible accidents

"THIS IS NOT ABOUT BEING ANTI-VEHICLE BUT RATHER ABOUT BEING PRO-PEOPLE"





## GEHL ARCHITECTS

### Public Spaces Public Life Study

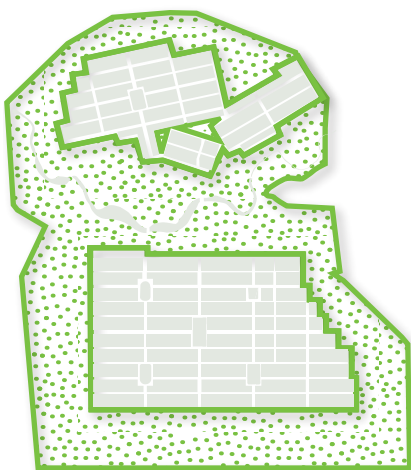
*Public Spaces Public Life Study: City of Adelaide* was carried out by Gehl Architects in 2011. It provides a detailed assessment of key issues and opportunities relating to public spaces in the City from the point of view of people that use it. The study provides a series of recommendations about how public spaces can be transformed to improve a backdrop for public life in the City.

The Smart Move Strategy builds on this study by establishing specific strategies that will be instrumental in implementing recommendations made by Gehl Architects and are listed in this section.



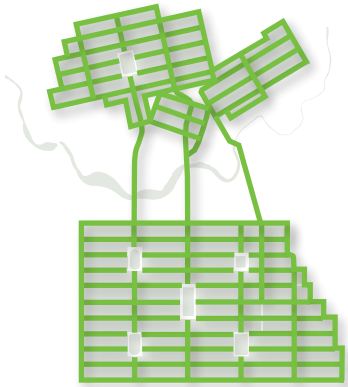
### RECOMMENDATION 1: RE-INTEGRATE THE RIVER TORRENS

Gehl Architects' recommendations	Smart Move strategies
Stitch the river and the city together	1.4
Strengthen connections to and across the river	1.1, 1.2, 1.3, 1.4, 2.2
Activate the river front	1.4



### RECOMMENDATION 2: CELEBRATE THE PARK LANDS

Gehl Architects' recommendations	Smart Move strategies
Improve the interface between the city and the Park Lands	1.2, 1.4, 7.1, 7.2
Enhance and celebrate the diversity of the Park Lands	1.2, 1.4



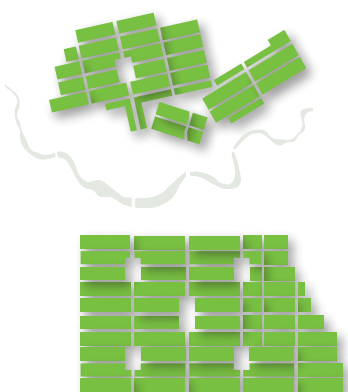
### RECOMMENDATION 3: RECLAIM THE STREETS

Gehl Architects' recommendations	Smart Move strategies
Introduce measures for traffic calming	1.1, 1.2, 7.1, 7.2, 7.3, 7.4
Reduce the parking capacity	6.1, 6.2, 6.3, 6.4, 6.5
Create a better city for walking	1.1, 1.2, 1.3, 1.4, 4.1, 6.1, 7.1, 7.2, 8.1, 8.4
Create an overall connected cycle network	2.1, 2.2, 2.3, 2.4
Provide a simple public transport system	3.1, 3.2, 3.3, 3.4, 3.5
Develop a variety of streets and introduce road dieting concepts	1.1, 2.1, 3.2, 6.1, 7.1, 8.1, 8.4



### RECOMMENDATION 4: UNIFY THE SQUARES

Gehl Architects' recommendations	Smart Move strategies
Re-join the various parts of the squares and make them an integrated part of a general pedestrian network	1.4
Strengthen the individual character of the squares	8.1, 8.2, 8.4



### RECOMMENDATION 5: DEVELOP THE BUILT FORM

Gehl Architects' recommendations	Smart Move strategies
Strengthen the retail environment through connected streets and lanes	1.1, 1.2, 1.3, 5.1, 8.1, 8.2, 8.4
Increase density	5.1, 8.2, 8.4
Increase the number of residents	5.1, 8.2, 8.4

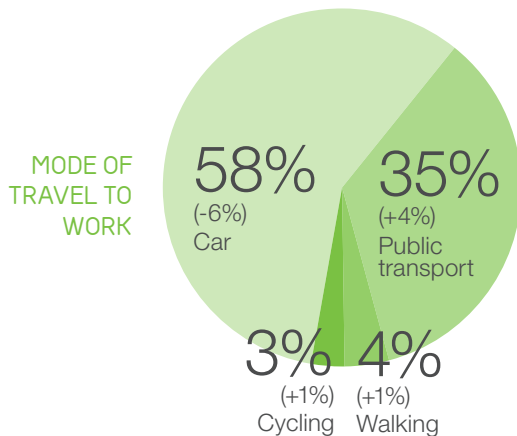
"RETHINKING TRANSPORTATION IS ESSENTIAL. WE NEED TO DRAMATICALLY CHANGE THE WAY PEOPLE MOVE ABOUT. THE 50 YEARS OF CHEAP GASOLINE ARE OVER."



# FAST FACTS

It is intended that this Strategy, together with other metropolitan councils, and the State and Australian government projects, initiatives and policies, will bring about better outcomes for the City. As part of the Smart Move Strategy implementation, the Council will monitor a series of indicators, some of which are presented below.

## TRAVEL CHOICES



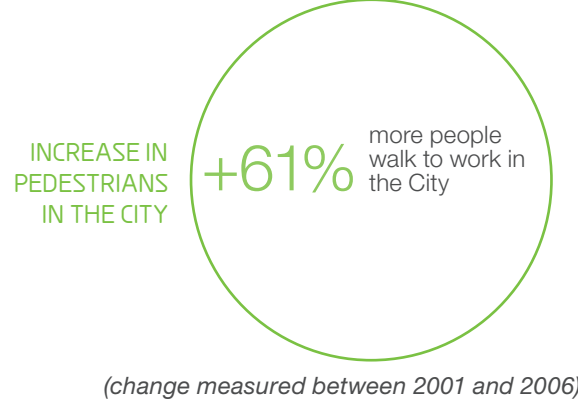
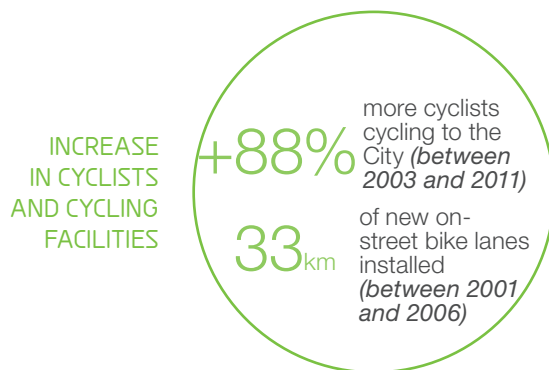
2006 data (change since 2001 data)

## WALKING



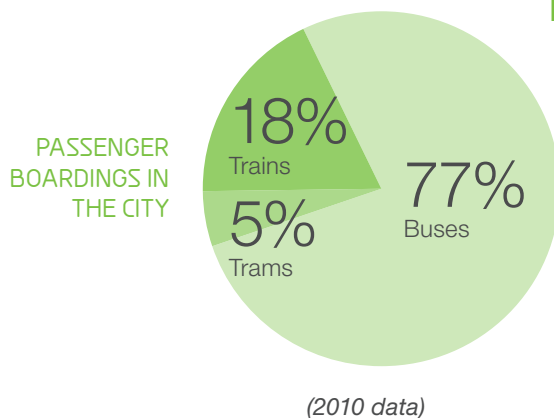
(change measured between 2002 and 2011)

## CYCLING

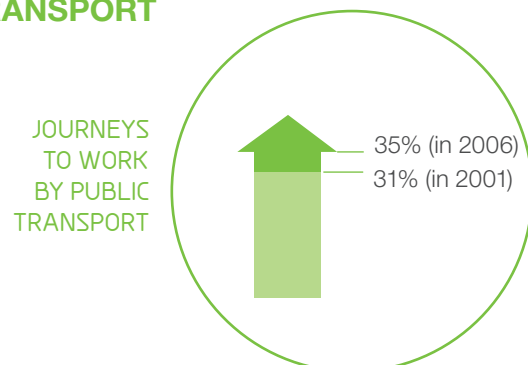


(change measured between 2001 and 2006)

## PUBLIC TRANSPORT



(2010 data)





## NUMBER OF CAR SHARE VEHICLES IN THE CITY

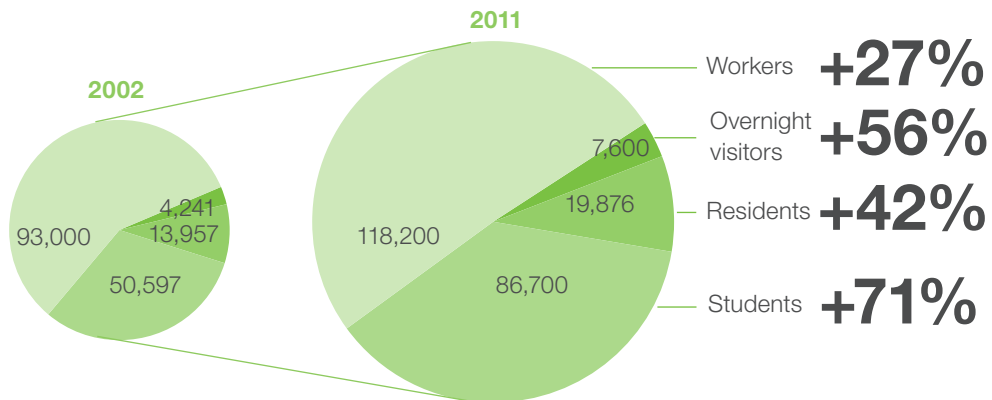


2007

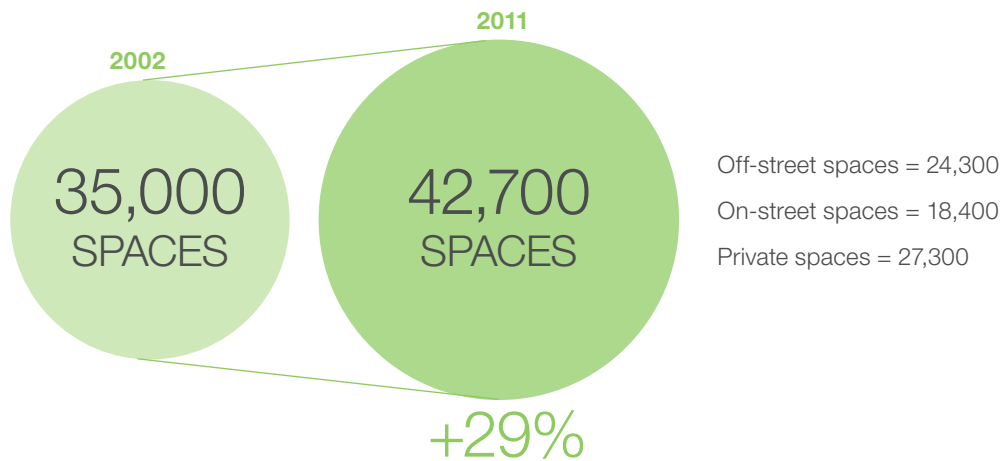


2011

## PEOPLE IN THE CITY



## PUBLIC PARKING



## CARS

THROUGH  
TRAFFIC

24%

of motorised  
vehicles in the  
City are travelling  
through the City  
(average daily) and  
not visiting City  
destinations

(2010 data)

TRAFFIC IN  
THE CITY

220,000

motorised vehicles  
enter the City on a  
daily basis; this figure  
has remained relatively  
constant over the last  
25 years

(2010 data)





# HOW THIS STRATEGY WAS PREPARED

Developing the Smart Move Strategy (previously titled *Moving Adelaide: The City of Adelaide Integrated Movement Strategy*) has involved extensive research on City trends and national and international best practice; alignment with South Australian and national policy; stakeholder engagement and, most importantly, substantial input from the people of Adelaide during the multiple stages of the engagement process (see figure 10).

The Strategy consultation process was carried out parallel to the development of The City of Adelaide Strategic Plan 2012-16. In total, over 4,000 responses were received from the community, of which over 1,000 related to transport and movement in the City.

The Council expresses its gratitude to the many stakeholders and members of the public that contributed to the development of this document.

## APRIL TO OCTOBER 2011

### RESEARCH TRENDS AND BEST PRACTICE

- » Research on trends affecting the City
- » Research on national and international best practice

### POLICY CONTEXT

- » Review alignment requirements to South Australian and national policies

### ENGAGEMENT: IDEAS CAPTURE

- » *Moving Adelaide* stakeholder summit
- » Stakeholder workshops and discussions

600+ IDEAS RECEIVED

## NOVEMBER TO DECEMBER 2011

### DISCUSSION PAPERS

- » Development of *Moving Adelaide: Integrated Movement Strategy* discussion papers that explored key transport and movement topics affecting the City

### 'PICTURE ADELAIDE' INITIATIVE

- » Development of *Picture Adelaide: One City, Many Futures* summary document that explored the draft Strategic Plan vision, key directions in business, creative and transport futures for Adelaide, and strategies

### ENGAGEMENT: FEEDBACK

- » Feedback comments received on the *Picture Adelaide* document and discussion papers

550+ COMMENTS RECEIVED

## JANUARY 2012 TO JULY 2012

### DRAFT INTEGRATED MOVEMENT STRATEGY

*The Big Plans and Budget for your City* documents developed:

- » Draft Integrated Movement Strategy 2012-2022
- » Draft The City of Adelaide Strategic Plan 2012-16
- » Draft Adelaide City Council Annual Business Plan and Budget 2012-2013

### CONSULTATION: FEEDBACK

- » Consultation comments received on the draft Integrated Movement Strategy (and other two documents)

270+ SUBMISSIONS RECEIVED

## AUGUST 2012 TO DECEMBER 2012

### POST-CONSULTATION AMENDMENTS

- » Review of the consultation feedback
- » Stakeholder discussions
- » Amendments and revisions to the document

### FINALISATION

- » Completion and endorsement of the Smart Move Strategy 2012-22 in November 2012

FIGURE 10: Development and engagement stages





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November 2012