

GOODWOOD PRECINCT

URBAN DESIGN FRAMEWORK

Final Report



Prepared for the
CITY OF UNLEY

by



August 2009

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1 INTRODUCTION

The City of Unley engaged Jensen Planning + Design to assist in the preparation of an Urban Design Framework (UDF) for the Goodwood Precinct. The Goodwood Precinct is defined in the Project Brief as the Goodwood Road corridor extending from Greenhill Road to the north and Mitchell Street, Millswood to the south. The focus of the UDF, however, is the shopping precinct between the tram line (north) and Clifton Street (south).

The purpose of the UDF is to identify an overall framework for future works and initiatives for the Goodwood Road Precinct. The intent is that the UDF will identify distinct project packages (both physical and non-physical) that can be prioritised and implemented over a period of time. It will also ensure that incremental urban design interventions within the Precinct occur in accordance with a broader agreed framework, and that these initiatives occur in a more considered and coordinated fashion.

It is intended that the UDF address the following key aspects:

- Improve the safety of the Precinct and increase its useability and function for the community, particularly the elderly and school populations
- Character of the Precinct
- Outdoor signage
- Car parking
- Community activity places
- Infrastructure improvements including innovative and creative design processes
- Linking Precinct goals with Council plans and objectives
- Areas to maximise opportunities for ecological and environmental sustainability.

2 METHODOLOGY AND CONSULTATION

2.1 Methodology Overview

The Goodwood Precinct Urban Design Framework was prepared following a wide range of investigations focused within the Goodwood Precinct and undertaken by study team members (including Council officers), together with a range of consultation methods with the following groups:

- The Goodwood Central Traders and Services Association
- A range of individual stakeholders (private and Government)
- The Project Steering Committee
- A briefing with Elected Members.

This led to a draft Urban Design Framework that was the basis for broader community consultation held during July 2009.

Following the completion of the community consultation process and the receipt of submissions, this final Urban Design Framework Report has been produced (refer to **Appendix 1** for further details regarding project methodology).

2.2 Summary of Stakeholder and Community Consultation

2.2.1 Initial Stakeholder Engagement

Initial stakeholder engagement comprised a meeting with representatives of the Goodwood Central Traders and Services Association (including a site visit), a preliminary workshop with representatives of the Association, followed by a stakeholder workshop held to discuss preliminary ideas and issues.

These meetings and workshops helped identify a range of ideas to improve the Precinct and to identify key issues of concern to both traders and residents (these are summarised in **Appendix 2**).

2.2.2 Wider Community Consultation

Following the release of the draft Goodwood Precinct Urban Design Framework and the holding of a public display and "open session" during July 2009, a total of ten written submissions were received (refer to **Appendix 3** for a detailed summary of submissions received). Four of the ten submissions indicated that overall the proposals were supported in principle. The other submissions raised a number of ideas and concerns, often in support of many of the recommended actions but also specific ideas, some of which were quite detailed.

Quite a few of the submissions indicated that the existing traffic speeds through the Precinct are of concern, and a slower speed environment is clearly being sought.

However, given the content and number of submissions received it can be generally concluded that the draft Urban Design Framework "Projects and

Actions" (see Section 4 of this Report) can be retained as per those detailed in the draft Urban Design Framework.

3 ANALYSIS

3.1 Guiding Principles

A number of 'guiding principles' for the UDF were identified early in the study by the consultants and presented at various meetings/workshops. There appeared to be broad support for the following principles, which, in turn, have influenced the analysis and the suggested projects and actions:

1. **Respect and build on the distinctive “funky & eclectic” (and historic) sense of place of the Goodwood Precinct.**
2. **Enhance the pedestrian environment and 'tame' the car.**
3. **Improve access to Goodwood Road – by foot, tram, bus, bicycle and car.**
4. **Animate street level activity – day and night.**
5. **Increase local residential population within the Precinct.**
6. **Strengthen the local economy and services to the community.**

3.2 Analysis / Opportunities Plan

The Analysis / Opportunities Plan (**see Appendix 4**) represents an amalgam of some of the issues and ideas generated during the course of consultation, review of other documents and on-site analysis. It graphically represents some of the key issues, such as:

- Traffic management and car parking
- Streetscape upgrade and improvements to the pedestrian environment
- Key mixed use development opportunities
- The desire to achieve a 'village green' and opportunities to do so
- Extent of the 'centre' zone boundaries
- Integration of the Tram Parkway Project, upgrade of the tram station and other tram station environs projects
- Improvements to the Goodwood Primary School set-down / pick-up arrangements
- Promotion of active frontages at ground level.

Some other issues/ideas (e.g. a desire to extend the street life of Goodwood Road into the evening) were not able to be identified on the Plan.

3.3 Design Elements and Street Furniture Plan

The Design Elements and Street Furniture Plans (**see Appendix 5**) illustrate some of the identified opportunities and suggested strategies relating to the following key public realm elements:

- Signage
- Materials and Furniture
- Planting.

Some additional suggestions and illustrations are provided on, for example, different street furniture and landscaping options for parts of Goodwood Road, as well as suggested locations for some street furniture.

4 PROJECTS AND ACTIONS

4.1 List of Suggested Projects and Actions

The following list of projects and actions has been developed. None of the ideas or projects have been costed or endorsed by the Council. An attempt to prioritise the actions into three broad categories (short-term, meaning 1-2 years; medium-term, meaning 3-5 years; and longer-term, meaning 6-10+ years) has also been provided as a guide. The organisation with principal responsibility for implementation has been identified and highlighted, along with other organisations that would have a secondary or supportive role.

Some of the actions relate to the need to undertake further investigations by specialists or others (e.g. the preparation of a lighting strategy). Others offer opportunities to influence Council's street maintenance operations in a more considered fashion without necessarily incurring additional costs.

Some of the projects/actions will require the support and/or collaboration of others, such as the Department for Transport, Energy and Infrastructure, and therefore will require ongoing consultation. At this stage these other organisations have not endorsed or agreed to any of the following actions.

Goodwood Precinct Urban Design Framework Action Plan 2009-2019					
No.	Action / Project	Priority			Responsibility
		1-2 years	3-5 years	6+ years	
1	Pedestrian Environment				
1.1	Establish a PAC across Goodwood Road (preferably north of Victoria Street junction)	✓			Council / DTEI
1.2	Establish a red light camera on the existing school pedestrian crossing	✓			DTEI / Council
1.3	Reduce delay time for all pedestrian crossings (existing and proposed) outside of peak periods	✓			DTEI
1.4	Improve Tram pedestrian/cyclist crossing to allow movement across Goodwood Road in one signal sequence	✓			DTEI
1.5	Synchronise pedestrian crossing lights	✓			DTEI
1.6	Implement continuous / raised footpaths on side street junctions with Goodwood Road within Core Precinct		✓	✓	Council / DTEI
2	Car Parking				
2.1	Achieve better coordination / integration of rear car parking areas through the development approval process	✓	✓	✓	Council / Property owners
2.2	Minimise direct vehicular access to/from Goodwood Road and encourage vehicular access from side streets while minimising impacts on residential areas	✓	✓	✓	Council / Property owners
2.3	Ensure rear car parking areas are well lit and provided with safe and convenient pedestrian access ways to/from Goodwood Road	✓			Property owners / Council
2.4	Review existing on-street parking limits along Goodwood Road and side streets with a view to: <ul style="list-style-type: none"> <input type="checkbox"/> Allowing longer term parking near Capri Cinema after business hours <input type="checkbox"/> Discourage all day parking near the tram station <input type="checkbox"/> Providing a set-down / pick-up area on Hampton Street South for the Goodwood PS (see 7.1) 	✓			Council
3	Village Green				
3.1	Liaise with DECS regarding: <ul style="list-style-type: none"> <input type="checkbox"/> Broadening opportunities to utilise school playing fields by general public after school hours <input type="checkbox"/> Pushing back Goodwood Road cyclone fence by approx. 2 metres to increase public space adjacent to Goodwood Road <input type="checkbox"/> Upgrading space in front of school hall to improve useability by general public (i.e. seating, landscaping) while still maintaining accessibility for refuse vehicles 	✓	✓		Council / DECS
3.2	Investigate opportunity to utilise western Community Centre car park as a Village Green and relocate car park to vacant site on Florence Street	✓	✓		Council
4	Traffic Management				
4.1	Seek a reduction in the speed limit for the Core Precinct ¹	✓			DTEI / Council
4.2	Implement differential pavement treatment at key junctions (e.g. tram crossing, existing and proposed pedestrian)		✓		DTEI / Council

¹ The Core Precinct for the purpose of this document is defined as the length of Goodwood Road located between the tram line (north) and Victoria Street (south)

	crossings)				
4.3	Investigate opportunities to widen verges and reduce width of traffic lanes within the Core Precinct in conjunction with the streetscape upgrade (see 10.1)			✓	DTEI / Council
4.4	Investigate opportunity to re-seal Goodwood Road within Core Precinct using 'quieter' bitumen			✓	DTEI / Council
4.5	Oppose any proposals to extend the 'clearway' period along Goodwood Road	✓	✓	✓	Council
5	Albert Street Reserve				
5.1	Investigate closure of Railway Terrace South junction with Albert Street; expand and upgrade reserve	✓	✓		Council
6	Goodwood Tram Station Environs				
6.1	Upgrade tram station environs to: <input type="checkbox"/> Create a unique Goodwood Road station <input type="checkbox"/> Improve DDA compliance of ramps <input type="checkbox"/> Integrate with Tram Parkway project (see 20.1) <input type="checkbox"/> Improve pedestrian accessibility to/from Goodwood Road and across Goodwood Road (see also 2.4, 2.6 and 3.5)		✓		DTEI / TransAdelaide / Council
7	Goodwood Primary School				
7.1	Formalise set-down / pick-up area on eastern side of Hampton Street South adjacent to school through on-street parking restrictions.	✓			Council
7.2	Reactivate Hampton Street South pedestrian crossing proposal.	✓			Council
7.3	Implement continuous / raised footpaths on Hampton Street South junction with Surrey Street		✓		Council
7.4	Expand The Goody Patch community garden	✓			Goodwood PS / Council
8	Capri Cinema Redevelopment				
8.1	Support redevelopment of Capri Cinema and adjacent sites to improve viability of cinema complex and provide on-site car parking while protecting the heritage integrity of the cinema			✓	Council / Capri Cinema / Adjacent land owners
8.2	Ensure energy absorbing bollards proposed on corner of Gilbert Street and Goodwood Road are consistent with the Goodwood Precinct 'theme'.	✓			Council
9	Public Art				
9.1	Support the 'rolling out' of more roof mounted signage/sculptures	✓	✓		GCTSA / Council
9.2	Initiate a public art sculpture/street furniture project for the southern end of the Precinct (between Victoria and Mitchell Streets)	✓			GCTSA / Council
9.3	Support the train underpass public art project and influence project design as a 'gateway' to the Core Precinct	✓	✓		Council / GCTSA
9.4	Implement entry signage to the south and north of the Core Precinct	✓			GCTSA / Council
9.5	Initiate school/community arts project involving two primary schools within the Precinct (e.g. adopt a planter box to paint, mosaic etc)	✓	✓		Council / GCTSA
9.6	Ensure artist input into other Precinct strategies (see 11.1, 12.1 and 13.1)	✓	✓	✓	Council

10	Streetscape Upgrade				
10.1	Implement streetscape upgrade including: <input type="checkbox"/> Footpaths and kerbing within Core Precinct <input type="checkbox"/> DDA compliant ramps <input type="checkbox"/> Incorporate existing and additional footpath art <input type="checkbox"/> Underground existing overhead wires and remove stobie poles utilising PLEC Funding if possible			✓	Council / DTEI / PLEC
11	Lighting				
11.1	Prepare and implement a lighting strategy and consider: <input type="checkbox"/> Contemporary street and pedestrian light poles that meet the required standards <input type="checkbox"/> Lighting of side streets leading to Goodwood Road <input type="checkbox"/> Illumination of key buildings and public spaces (e.g. tram station environs, public car parks) <input type="checkbox"/> Lighting of Goodwood Road under verandahs <input type="checkbox"/> Opportunities for solar powered and/or energy efficient lighting systems <input type="checkbox"/> Reduce intensity of library up lights on Goodwood Road footpath		✓		Council / GCTSA
11.2	Investigate opportunities to illuminate key buildings in the short term ²	✓			Council / GCTSA
12	Signage				
12.1	Prepare and implement a signage strategy and consider: <input type="checkbox"/> The removal of superfluous signage <input type="checkbox"/> A unique Goodwood Road style <input type="checkbox"/> Identify key features / facilities (e.g. public toilets, car parking) <input type="checkbox"/> Community Notice Board		✓		Council / GCTSA
12.2	Implement unique 'car parking to rear' signage based on King William Road model	✓			Council / GCTSA
13	Street Furniture / Elements				
13.1	Prepare and implement street furniture/elements suite which: <input type="checkbox"/> Is unique to the Goodwood Precinct <input type="checkbox"/> Incorporates opportunities for artist input		✓		Council / GCTSA
13.2	Initiate another mosaic bench project for western side of Goodwood Road in front of Goodwood PS	✓			Council / GCTSA
13.3	Complete the round chair around the pepper tree in front of Goodwood PS	✓			GCTSA / Council
13.4	Initiate painting of stobie poles, litter bins, planter boxes etc with Core Precinct	✓			Council
14	Cycle Parking Facilities				
14.1	Monitor cycle parking facilities within Precinct and provide additional facilities in suitable locations when required	✓	✓	✓	Council / GCTSA
14.2	Review location of existing bicycle parking facilities to ensure they are useable and not located too close to road carriageways	✓			Council / GCTSA
15	Landscape Strategy				
15.1	Provide more planter boxes within Precinct Core and plant colourful, hardy plants. Encourage businesses/community	✓	✓		Council /

² Suggested buildings include the former 'Butchers' Shop Building, Goodwood Primary School Hall, Capri Cinema, Greek Orthodox Church, former Institute Building, Shiraz Gallery building, St George the Martyr Anglican Church and WW1 War Memorial

	groups to maintain plants.				GCTSA
15.2	Provide the opportunity for additional climbing/cascading plants along building verandahs/awnings with the installation of trellis wires	✓			Council / GCTSA
15.3	In conjunction with the streetscape upgrade within the Core Precinct, remove and replace all street trees with one variety of street tree. Ensure semi-mature specimens are planted to give an instant impact. Outside of the Core Precinct provide a gradual replacement of street trees over time with a different variety of street tree to Core			✓	Council
15.4	Reinforce street tree planting of side streets leading to Goodwood Road within Core Precinct		✓		Council
16	Mixed Use Development Opportunities				
16.1	Promote mixed use development opportunities through amendments to the Development Plan (see 17.1)		✓		Council
16.2	Prepare Urban Design Guidelines for mixed use development sites to guide future development		✓		Council
17	Planning Policy Changes				
17.1	Undertake investigations into the following planning policy issues: <ul style="list-style-type: none"> <input type="checkbox"/> Expansion of the MU1, NCe, HC-C and MU2 Zone boundaries to reflect existing land use patterns and facilitate redevelopment while ensuring ongoing protection of residential Historic Conservation areas <input type="checkbox"/> Mixed use development / shop top housing on key sites <input type="checkbox"/> Integrated and shared off-street car parking with access from side streets; undercroft parking and decked parking <input type="checkbox"/> Reduced car parking requirements to incentivise development <input type="checkbox"/> Active frontages at ground level along Goodwood Road frontage within Core Precinct <input type="checkbox"/> Improvements to pedestrian environment (e.g. verandahs / balconies to extend over footpath, but not be enclosed) <input type="checkbox"/> Encourage double frontage buildings that address and provide access from both Goodwood Road and rear car parking areas <input type="checkbox"/> The creation of variable Goodwood Road boundary setbacks to facilitate outdoor dining etc <input type="checkbox"/> Maximum street front building heights to enhance streetscape and reinforce heritage buildings <input type="checkbox"/> Encourage student accommodation/affordable housing within the Precinct 	✓	✓		Council
18	Encourage Evening Activity				
18.1	Explore opportunity for mobile 'hawkers corner' cart within Community Centre car park during evenings		✓		GCTSA / Council
18.2	Improve public space lighting of Core Precinct (see 11.1)	✓	✓	✓	Council
19	Street Markets / Public Space Activity				
19.1	Consider need for 'community event' signage on market days	✓			GCTSA
19.2	Monitor quality of merchandise on market days and encourage arts/design orientation of products	✓			GCTSA

19.3	Investigate opportunity to re-establish open air cinema during summer months within Precinct (e.g. on future 'village green' or Community Centre car park)		✓		Council / GCTSA
20	Tram Parkway Project				
20.1	Ensure design and implementation of Tram Parkway as it relates to Goodwood Precinct: <input type="checkbox"/> Improves pedestrian/cyclist access to Goodwood Precinct <input type="checkbox"/> Improves linkages between Forestville Reserve and Goodwood Precinct <input type="checkbox"/> Improves pedestrian environment/safety along Railway Terrace South <input type="checkbox"/> Is integrated with the Goodwood Station upgrade (see 6.1) <input type="checkbox"/> Discourages long-term parking at station	✓			Council
21	Others				
21.1	Liaise with Foodland Supermarket owner to encourage clear windows along Goodwood Road frontage	✓			Council / GCTSA
21.2	Liaise with 'Foodland' car park owner to improve lighting and appearance of rear car park area	✓			Council / GCTSA
21.3	Explore opportunity to establish a Council-managed fund to provide small grants for assisting property owners in the upgrading of buildings / sites	✓			Council

DECS	Department of Education and Children's Services
DTEI	Department of Transport, Energy and Infrastructure
GCTSA	Goodwood Central Traders and Services Association
PLEC	Power Line Environment Committee

APPENDIX 1

Methodology Summary

METHODOLOGY

- An inception meeting between the Consultant Team and Council Officers including Council's Project Manager (2 March 2009);
- A review of a number of relevant Council documents, programs and policies;
- A meeting with Council Officers and representatives of the Goodwood Central Traders and Services Association followed by a site visit (1 April 2009);
- Meetings or telephone discussions with individual stakeholders representing businesses, Government Departments, community facilities, Unley Street Life Trust, Council Officers;
- A preliminary workshop with representatives of the Goodwood Central Traders and Services Association (8 April 2009);
- Preparation of an Analysis/Opportunities Plan and other accompanying documentation;
- The convening of a stakeholder workshop to discuss preliminary ideas and issues (5 May 2009);
- A Steering Committee meeting to discuss a draft Report (18 May 2009);
- A Council Briefing (27 May 2009).
- Copies of the draft report were made available on Council's website, within the Goodwood Library and Community Centre, at the Council offices and other strategic locations within the Precinct;
- A display board detailing various aspects of the draft UDF was established at the Goodwood Library and Community Centre and within a shopfront on the western side of Goodwood Road within the Precinct;
- A notice was placed in the local newspaper advising of the draft UDF, viewing opportunities, the period for which to make written submissions, and the date of a proposed 'open session';
- An 'open session' was conducted over an afternoon/early evening where members of the Consultant Team and Council's Project Manager were available to discuss any aspect of the draft UDF;
- An opportunity was provided for written submissions on the draft UDF.
- Following this, the Consultants in collaboration with Council's Project Manager refined and finalised the UDF.

APPENDIX 2

Stakeholder Workshop Summary

STAKEHOLDER WORKSHOP

The following is a summary of the issues and ideas generated at the stakeholder workshop held on 5 May 2009. Some of the points relate to the Analysis/Opportunities Plan and Design Elements (**see Appendices 4 and 5**), which were presented at the workshop and are discussed briefly below.

Ideas / Issues Raised in General Discussion

- Move proposed pedestrian crossing to in front of the former Institute Building. Proposed location south of Victoria Street will impact on parking for funerals associated with Church and not facilitate traffic movements into/out of Victoria Street.
- Consider the idea of providing a pedestrian bridge over Goodwood Road, possibly near the Tram Station, to facilitate east-west movement.
- Opportunity to reduce speed limit to 40km/hour within the Precinct.
- Possibility of having electronic changing speed signs (60 during peak hour, 50 at all other times) similar to signs on the South Eastern Freeway.
- Opportunity to coordinate pedestrian crossing(s) with Tram signals- is it possible?
- Council has already rejected pedestrian refuge/median option because of the lack of road width.
- Stagger top floors of suggested shop top housing back from rear edge adjacent to residential areas. General concern about the form of the suggested shop top housing diagram.
- Centre zoning boundary may be difficult to shift back into residential areas because of impact on Historic (Conservation) Zones and traffic impacts on residential areas.
- Council has a current DPA out (DPA3) looking to change some boundaries. This will provide an indication of support or otherwise for re alignment of zoning boundaries.
- Explore opportunities for a road seal which is quieter.

Group One Feedback

- Explore opportunities to widen Goodwood Road within sections sufficient to accommodate safety barriers/median strips
- Pedestrian crossing at former Institute Building is a must - should be synchronised with other crossings*.
- Continue common art and signage themes along the full extent of the Precinct
- Common trees and greenery etc.
- Consistent pavement level is a good idea.
- Why does Prospect Rd go to single lane? Why not Goodwood Road?
- Any underpass upgrade should consider the Precinct.
- Undergrounding of power (whole Precinct).
- Develop tram crossing and stop area - suitable as café and meeting zone.
- Signage theme would be very engaging - continue mosaic theme and in footpath (involve school children).
- Major statement for Precinct.
- Street furniture as an art collaboration - put a few ideas out for community vote (Introduce now as a pilot project)*.
- More public art needed*.
- Life of the Precinct to extend to the back of premises (away from Goodwood Road and noise/traffic).

*** = Prioritise**

Group Two Feedback

Opportunities

- Fresh paint, upgrade front of buildings:
 - Provide incentives to encourage this happening.
- Significant tourist potential - opportunities to attract tourists using the tram on their way to/from Glenelg/City.
- More restaurants needed.
- Need for another quality café (e.g. Café Buongiorno):
 - Requires a change in parking ratio requirements to facilitate this.

Issues

- Reduce speed limit to 50km/hr from underpass to Greenhill Road.
- Entry ways essential to Precinct (e.g. differential paving of carriageway).
- Sufficient off street parking - Council needs to facilitate (e.g. incentives, need to think creatively to achieve).
- Another set of pedestrian lights required.
- Consider some no right turns onto and off Goodwood Road.
- Loved landscape ideas.
- Keep pedestrians safe with bollards if necessary.
- Well lit car parks.
- Village Green idea - well liked.
- Shady car parks.

Group Three Feedback

Supportive of the following:

- Raised Footpaths.
- Signage strategy.
- 'Welcome to Goodwood Precinct' signage a priority.
- Continue public art projects.
- Public space and shelter in front of school hall / former church.
- Seating required in southern part of Precinct (explore opportunities for unique mosaic / timber construction).
- Car park behind Foodland to be repaired and upgraded for visual appeal.
- Differential paving at street junctions to slow traffic.
- Consolidate off street parking - requires landlord involvement.
- Signage to direct patrons to rear car parking areas.
- Swap green space and community car park.
- Increase off-street parking.
- Lighting strategy.

APPENDIX 3

Final Community Consultation

GOODWOOD ROAD URBAN DESIGN FRAMEWORK

FEEDBACK (prepared by the City of Unley)

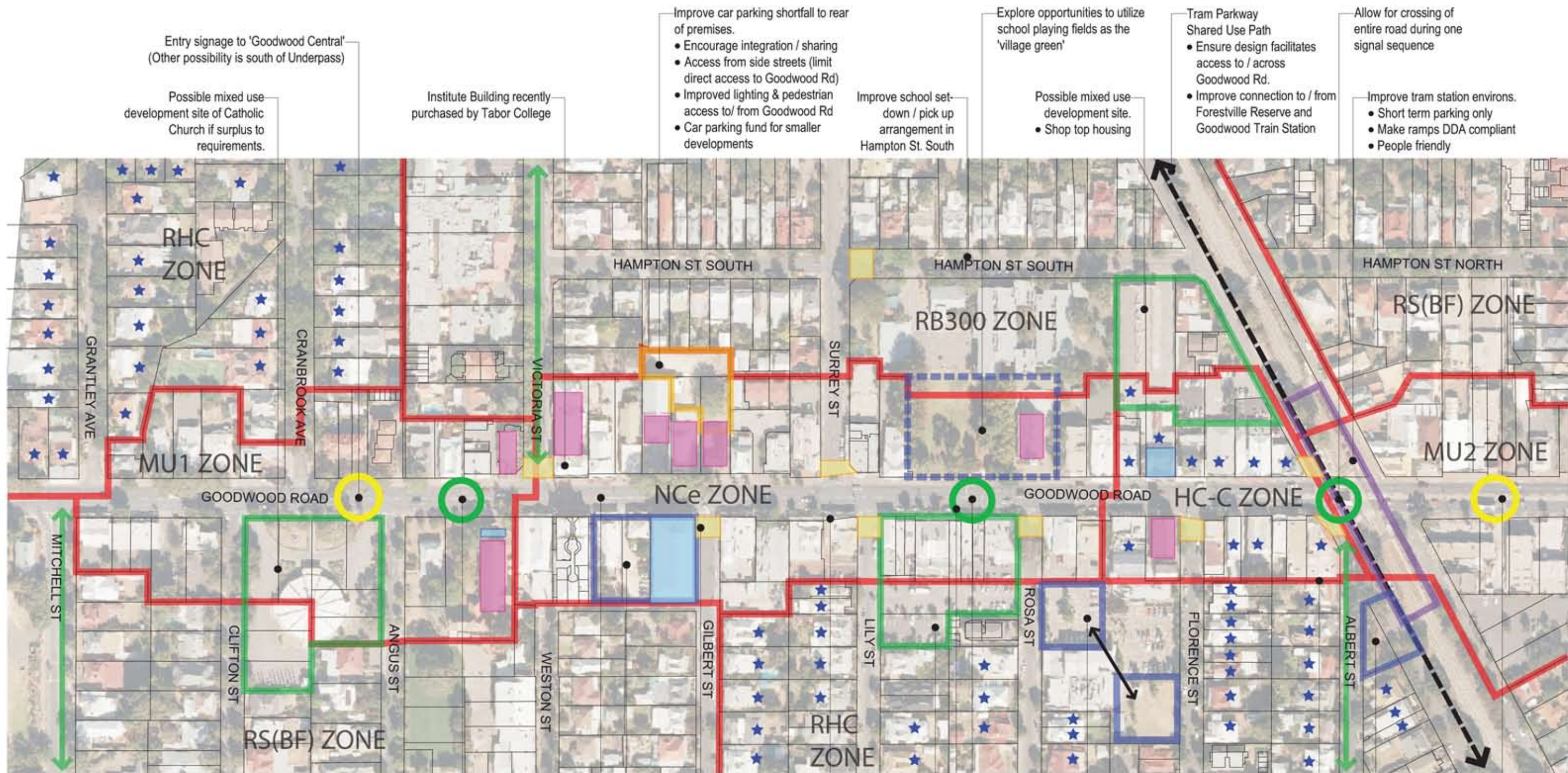
Ten responses have been received.

Four respondents stated they supported the proposals in principle. It was acknowledged that traffic flows have increased along Goodwood Road because of the road work being carried out on South Road. Comments in general include:

- ... seems thorough enough. The only thing I would like to add is that Goodwood Road is not much fun to ride your bike on. As a bike user could the footpaths be made for bike riders and pedestrians.
- I like all the proposals... More bicycle parking rails please. Existing rails are not wide enough ... More shelter for outside sitting areas...
- Goodwood Road shopping area is unsafe because of the traffic. I believe there should be no parking from the tram line to Victoria Street. The speed limit also needs to be lowered.
- What I would like to see is a tunnel from the tramline to the Goodwood Road underpass, like the underground in New York where in parts of this system the road is dug out and the road is then put over the top of the tunnel.
- There is an amount of dangerous driving within the shopping precinct at both peak and off peak times. The 60km/h speed sign immediately to the north of the tram crossing is particularly poorly placed, encouraging some cars to speed up when the red lights start flashing.
- regret the change that took place when Foodland replaced Hazels and introduced its ugly front window. Most people hoped that the ... precinct would be a bit like Brunswick Street in Melbourne.
- ... the seat in front of Foodland is far too high to be comfortable or for young children ... It needs to be lowered considerably ...
- I have a sense of dread when large areas are renovated and when street sculpture is introduced at one time en mass rather than being allowed to evolve.
- This is not part of the plan but it would be a boon to seniors in the area if there were a fully equipped gym run by the council ...
- Agree with the upgrade. The surface is awful. Also "enclosures" at back of shops, bins and their vehicles make the amount of car parking greatly reduced. Also why not close the median strip at Mitchell Street/Goodwood Road.
- ... I express my support of the concept of upgrading the precinct. I encourage consideration of indigenous/native species for both structural plantings and other landscapes.
- Traffic definitely needs calming between underpass and Leader Street.
- Pedestrian activated lights south of Victoria Street may well face the same problems of those near Young Street on Unley Road – motorists fail to observe.
- Different road surface would be a good idea.
- There are safety issues with new tram crossing – confusion for pedestrians and cyclists as to why traffic is stopping.
- Bikeway east of Goodwood Road dumps cyclists into roadway and left hand turning traffic.
- Need to maximise green space opportunities.
- Retain character of buildings.
- Improve seating but not right on road edge.
- Shops adjacent to tramline not inviting for commuters to ... explore Goodwood.
- Long term parking at tram stop encourages people to keep cars out of Adelaide.
- General lack of signage within precinct. More geared up to motorists.
- Pedestrian low points at intersections seem to be more about design/appearance rather than usefulness.
- Disagree with suggestion of four storey medium density housing.
- General maintenance of car parking areas has been neglected.

APPENDIX 4

Analysis / Opportunities Plan



Entry signage to 'Goodwood Central'
(Other possibility is south of Underpass)

Possible mixed use
development site of Catholic
Church if surplus to
requirements.

Institute Building recently
purchased by Tabor College

Improve car parking shortfall to rear
of premises.
• Encourage integration / sharing
• Access from side streets (limit
direct access to Goodwood Rd)
• Improved lighting & pedestrian
access to/ from Goodwood Rd
• Car parking fund for smaller
developments

Improve school set-
down / pick up
arrangement in
Hampton St. South

Explore opportunities to utilize
school playing fields as the
'village green'
Possible mixed use
development site.
• Shop top housing

Tram Parkway
Shared Use Path
• Ensure design facilitates
access to / across
Goodwood Rd.
• Improve connection to / from
Forestville Reserve and
Goodwood Train Station

Allow for crossing of
entire road during one
signal sequence
Improve tram station environs.
• Short term parking only
• Make ramps DDA compliant
• People friendly

- EXISTING ZONE BOUNDARY
- POSSIBLE MIXED USE DEVELOPMENT SITE
- - - POSSIBLE DUAL USE SCHOOL PLAYING FIELDS & VILLAGE GREEN
- TRAM ENVIRONS UPGRADE
- POSSIBLE FUTURE CAR PARKING
- ↔ CONNECTOR ROAD

- CONTINUOUS / RAISED FOOTPATHS
- STATE HERITAGE PLACE
- LOCAL HERITAGE PLACE
- ★ CONTRIBUTORY PLACE

Possible location
for a pedestrian
actuated crossing
Traffic calming between tram and
Victoria St.
• Reduce speed limit
• Provide median
• Provide differential road paving
• New landscaping

Continuous / raised
footpaths on side
streets within 'core'
area of Centre
Explore redevelopment
of adjacent sites and
integration with the Capri
Cinema

Possible mixed
use development
site - shop top
housing
Encourage 'active'
frontages at ground
level in 'core' area &
discourage offices

Improve crossing
times outside of
peak periods
• Red light camera
Longer term streetscape upgrade
within 'core' (tram line to Victoria St.)
• Underground power lines
• New pedestrian paving
(incorporating existing art)
• Improved pedestrian & street lighting

Possible 'Village Green' & move car
parking to 'vacant' site
• Explore opportunity for multi deck
car park using parking fund

Review zone boundaries to
facilitate long term
development options
• Consider implications for
RHC Zone

Consider road
closure and
expansion / upgrade
of park
Entry signage to
'Goodwood Central'







SCALE 1:1000 @ A1
SCALE 1:2000 @ A3

GOODWOOD PRECINCT URBAN DESIGN FRAMEWORK ANALYSIS / OPPORTUNITIES PLAN

MAY 2009





- | | | | |
|----------------------------------|---|-----------------------|---|
| EXISTING BENCH SEAT |  | PROPOSED BENCH SEAT |  |
| EXISTING MOSAIC COUCH |  | PROPOSED MOSAIC COUCH |  |
| EXISTING SEAT AROUND TREE |  | | |
| EXISTING BUS SHELTER (WITH SEAT) |  | | |



SCALE 1:1000 @ A1
SCALE 1:2000 @ A3

APPENDIX 5

Design Elements and Street Furniture Plan

1. Signage

Introduction

Signage is an important wayfinding element to all towns and streets. There is a need for improved signage along Goodwood Road, and an opportunity for improved and more consistent signage throughout the core.

Signage falls into a number of different categories, including:

- Directional;
- Identification;
- Information;
- Interpretive;
- Welcome;
- Statutory/ regulatory.

Signage Strategy

There is opportunity to commission a Town Centre Signage Strategy to help create a legible directional system, identify important places of interest for visitors, and to tell the story of Goodwood in an interesting and informative way.

Signage graphics should aim to reflect the eclectic character of Goodwood in a clean, modern style. Local artists should be involved in the creation of signage graphics.

There are a number of examples of popular existing signs on Goodwood Road. These need consideration when a signage strategy is developed.

Community Notice Board

There is an opportunity to provide a community notice board somewhere centrally located within the Goodwood core. This notice board should be designed as part of the signage strategy design suite.



Existing Signage Pillar



Various examples of other forms of signage



Typical example of Community Notice Board

GOODWOOD PRECINCT URBAN DESIGN FRAMEWORK DESIGN ELEMENTS

Jensen Planning + Design
May 2009

2. Materials + Furniture

Introduction

Materials and furniture should be chosen to complement the existing elements used along Goodwood Road. Materials need to be robust and maintenance free where possible. Colouring should consider the site context and built form of the adjacent buildings, as well as landscape colours to complement or contrast for maximum effect.

Paving

Carefully selected paving materials (and street furniture) are important elements in uniting a precinct as they introduce consistent themes of colour, texture, form and pattern.

Unit pavers provide a high quality pedestrian surface.

Typically they are used to highlight entrances and to pave high quality pedestrian thoroughfares and plazas.

Generally, unit pavers are made of stone (such as granite and bluestone), however concrete pavers (some of which incorporate stone aggregates) have become more popular recently, are less expensive and equally durable.

Paving bands and header courses introduce a rhythm and pattern to the precinct and can act to delineate pedestrian and other spaces. Paving bands and colours could be used to designate driveway crossovers and road junctions.

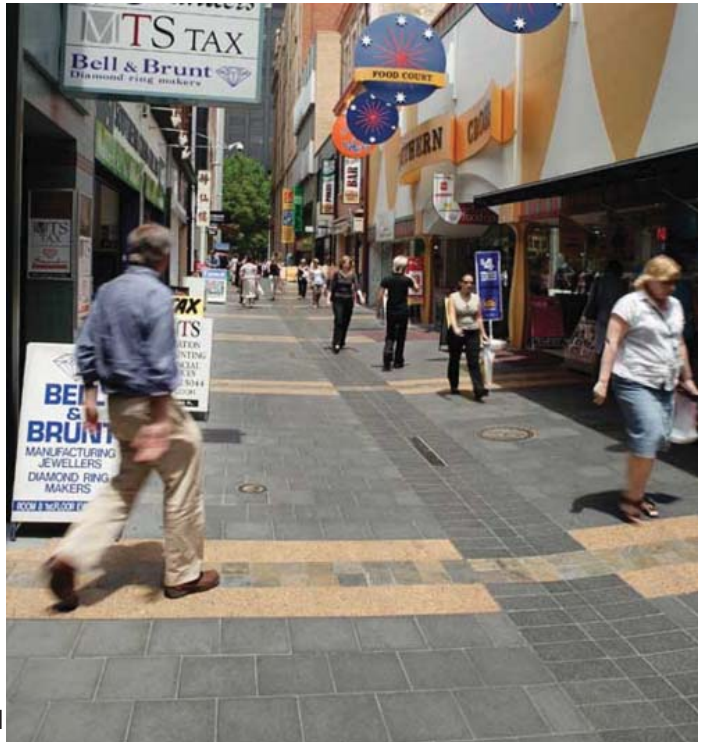
Any upgrade in paving to Goodwood Road should consider existing paving artwork and seek to retain and integrate the artwork.

Shade

Shade is important for business owners and pedestrians along Goodwood Road. Some stretches of Goodwood Road are well shaded by awnings and verandahs with cascading vines growing along them, while other sections are barren of these elements.

Street trees are inconsistent, and in some instances there is no opportunity in which to plant them.

Future development along the road could provide more awnings for shade and separation from traffic noise. More climbing plants on trellises & awnings could be planted to provide further protection.



Paving bands in James Place Adelaide



Existing Goodwood Road footpath art



Typical building facade uplighting



Adepole Smart Pole

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2. Materials + Furniture Continued

Lighting

Lighting performs a functional and security role, however it can also be used for way finding and to uplight or illuminate important elements in the landscape.

There is opportunity to upgrade the street lighting in the Goodwood Road core precinct and provide a distinctive light pole to distinguish the core from the remainder of the road. This feature pole would need to meet standard ETSA requirements for lumination and maintenance purposes. Uplighting has been used to illuminate the library at night, however additional uplighting could target buildings of significance such as the Institute Building, and entry signage into the core precinct. Coloured LED uplights (similar to median uplights on Hutt St. in Adelaide) could be one way of branding or distinguishing the Goodwood core precinct.



Existing mosaic tile artist designed bench on Goodwood Road

Furniture

Street furniture should be complementary to the paving material and furniture items should complement each other in materials, texture and form. Local artists should be involved in the design or choice of street furniture.

Street furniture will consist of the following elements:

- bench seats;
- bollards;
- bins;
- bike rails;
- drink fountains;
- lighting;
- public art/ sculpture.



Typical artist designed bin enclosure (Cordillo Bin) and timber bollard (Foreshore Bollard)



Concourse Seat by Street Furniture Australia



Grindle Seat by Street & Park Furniture



Edge Bench by Urban Art Projects

GOODWOOD PRECINCT URBAN DESIGN FRAMEWORK DESIGN ELEMENTS

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3. Planting

Introduction

Trees and plants should be chosen to complement the existing planting palette while being suitable for the climate and character of Goodwood Road. Species should also be chosen to reinforce the eclectic and colourful character of the Goodwood Road core precinct and could be of European descent to reflect the varying architectural styles of surrounding buildings.

Proposed Street Trees- Goodwood Road Precinct

Street trees should be consistent with what is already planted along Goodwood Road. Currently there is a mixture of Common Ash (*Fraxinus excelsior*) and Claret Ash (*Fraxinus oxycarpa* "raywoodii") south of the train underpass, Plane (*Platanus orientalis*) and Black Locust (*Robinia pseudoacacia*) between the underpass and the tram line, and Common Ash (*Fraxinus excelsior*) and Claret Ash (*Fraxinus oxycarpa* "raywoodii") north of the tram line. There is evidence of recent plantings of Claret Ash along the road, and we recommend continued planting of this tree in a gradual replacement program as the older Common Ash trees either die or are strategically removed over time.

Claret Ash Tree (*Fraxinus oxycarpa* "raywoodii")
Mature height 10-15m, width 7-10m

Proposed Street Trees- Goodwood Road Core

Ornamental trees could be planted where possible around the entry thresholds into and out of the core, and throughout the core generally. They serve to provide colour, interest and visual separation from the rest of Goodwood Road.

As the road is narrow and space for trees is limited we recommend planting a smaller tree such as one of the following:

Chinese Pistachio (*Pistachia chinensis*)
Mature height 6-8m, width 6m

Freemans Maple (*Acer freemanii* "Jeffersred")
Mature height 6-8m, width 6m

Japanese Zelkova (*Zelkova serrata* "Green Vase")
Mature height 10-15m, width 8-10m

Manchurian Pear (*Pyrus ussuriensis*)
Mature height 8-10m, width 5-8m



Claret Ash Tree



Chinese Pistachio



Japanese Zelkova

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3. Planting Continued

Proposed Planter Box Plants

Planter boxes are a great way of getting vegetation into confined urban spaces. Some of the existing planter boxes on Goodwood Road are well maintained, while others have not been maintained and plants have since died.

The existing miniature citrus trees could be reinforced with other hardy food or sensory plants such as Rosemary (*Rosmarinus officinalis*).

Drought tolerant ornamental native grasses can also provide colour and texture with minimal maintenance. The following species have been chosen for their hardiness and colour.

- Black - Anther Flax Lily (*Dianella revoluta*)
- Black Heads (*Enneapogon nigricans*)
- Hard Mat - Rush (*Lomandra longifolia* "tanika")
- Knobby Club Rush (*Isolepis nodosa*)
- Tasman Flax Lily (*Dianella tasmanica*)

Proposed Climbing / Cascading Plants

Climbing and cascading plants provide good shade and visual separation from the street. There are good examples of climbing plants (Glory Vine) attached to awnings, verandahs and arbours on Goodwood Road already. The following species have been chosen for their hardiness and colourful flowering attributes in addition to the existing Glory Vine (*Vitis sp.*).

- Bougainvillea (*Bougainvillea sp.*)
- Honeysuckle (*Lonicera sp.*)
- Native lilac (*Hardenbergia violacea*)
- Star Jasmine (*Trachelospermum jasminoides*)



Existing citrus trees in planter boxes on Goodwood Road



Drought tolerant ornamental native grasses. Tasman Flax Lily (left) and Hard Mat - Rush (right)



Native lilac



Bougainvillea

GOODWOOD PRECINCT URBAN DESIGN FRAMEWORK DESIGN ELEMENTS

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