

4 ISSUES AND STRATEGIES

4.1 Location and types of future urban growth

Metropolitan Adelaide is forecast to need up to approximately another 200,000 dwellings in the next twenty-five years or so. Non-residential uses will also expand. With the Urban Containment Boundary in place, most of this growth will need to occur in the existing built-up area. This could occur as scattered infill, which has been the pattern over the last decade and more. The preferred and more strategic alternative is to concentrate this growth into areas that either need change or can easily accommodate it, leaving existing high-quality living environments subject to minimal change.

These areas of concentrated change could provide more services to the new occupants than conventional suburbs, be more walkable, and offer higher quality public open space. If these areas were on existing or new rail lines, high quality public transport could also be provided. Like any network, the public transport system becomes more useful the more other points are connected to it. These areas, with a more built-up character and more street life, would have a distinctly different character than the largely low-density residential areas that currently make up most of the metropolitan area.

Using this model of concentrated change, the 1994 Victorian Urban Villages Study found that 74% of the area of metropolitan Melbourne could remain unchanged. A similar percentage or higher can be anticipated in metropolitan Adelaide, given the forecast slower rates of population growth.

Further investigations are needed to determine possible and preferred locations for these areas of concentrated change, and possible public transport routes to string them along. Likely corridors include:

- Elizabeth regional centre via central Adelaide to Noarlunga regional centre
- Glenelg via central Adelaide to Tea Tree Gully
- Semaphore via central Adelaide to Mt Barker

Given Adelaide is largely a north-south metropolis, the Elizabeth to Noarlunga corridor appears to provide the greatest redevelopment potential and the greatest benefit to the entire community. The corridor might follow the existing rail line or a new route picking up more existing regional and district centres.

Other routes might be developed decades after the Elizabeth to Noarlunga corridor, if the need for extra development potential warrants it.

[Figure 40: Urban redevelopment corridors: an indication of possible routes for further consideration](#)

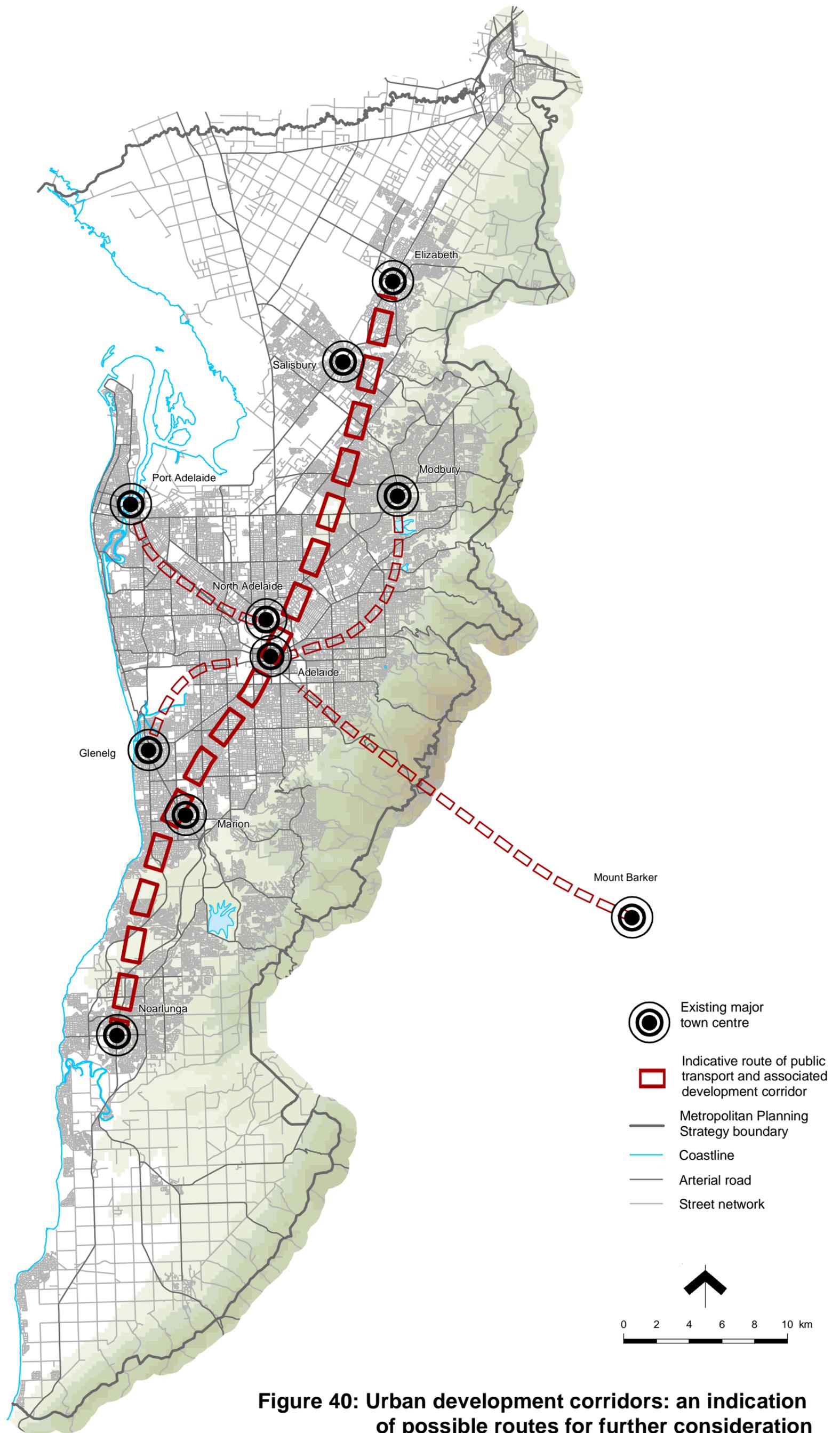


Figure 40: Urban development corridors: an indication of possible routes for further consideration

S 1: Concentrate medium- and high-density urban growth into one or more redevelopment corridors

Concentrate urban growth into one or more redevelopment corridors. Base any corridors on public transport routes. Corridors should take in as many regional and district centres as possible. Concentrate the metropolitan area's medium- and high-density retail, residential and commercial development within the centres so served.

4.2 Local structure

The size and structure of urban areas have traditionally been determined by the demands of the predominant mode of passenger transport: walking. Since 1945, the possible sizes and structures of urban areas have changed dramatically, as the motor car has become the predominant mode of passenger transport. In Adelaide, as in other Australian cities, new urban areas created since 1945 typically have street patterns that include large distances between intersections, indirect routes, dead-ends, and town centres beyond walking distance. Typically they are not easy to walk in, even if there is somewhere to walk to. These urban areas, and the people living within them, are 'car-dependent'.

Car-dependent suburbia generates several fundamental problems: it contributes to the social dislocation of a community, mitigates against physical activity and the derived health benefits, and it is not adaptable to times of more expensive energy.

Recent research has quantified the lesser health and greater obesity of people living in car-dependent urban areas compared to those living in walkable neighbourhoods. With less people walking, less unstructured social interaction occurs, social bonds weaken and the sense of community is diminished.

Walkable urban areas can generally adapt to times of cheap energy, as demonstrated by the South Adelaide grid. However, car-dependent urban areas cannot easily adapt to times of expensive energy. Given that urban areas typically have a life of centuries, if not millennia, it is possible, if not probable, that there will be times in the future of metropolitan Adelaide when energy is significantly more expensive. It is therefore prudent to structure suburbia to be walkable as well as drivable.

The parts of the metropolitan area that need better structure at the neighbourhood level can be determined by mapping the areas beyond a walkable distance of somewhere to buy a carton of milk or a loaf of bread. Figure 8: Car dependence: urban areas where daily life is based on car travel illustrates that currently over half of the metropolitan area is beyond a walkable distance to convenience retailing. These areas can therefore be assumed to be car-dependent.

To achieve an appropriate local structure, that is, a walkable neighbourhood, requires:

- a street pattern that enables effective walking
- a neighbourhood centre to encourage day-to-day walking

Street patterns tend to have the longest life of any urban element, much longer than lot boundaries, buildings or trees. Many of the street patterns in Roman colonial towns, laid down two thousand years ago, survive largely unchanged. Light's road pattern for the Adelaide Plains, now over one hundred and sixty years old, has survived urbanisation with only minor changes. Once laid down, the inherited urban street pattern is very difficult to significantly change.

Although difficult, changes to street patterns can be achieved, given strong enough incentives and sufficient means. Paris created the boulevards that cut through the medieval urban area at a time of rapid population growth that accompanied industrialisation. The intense development pressure made the creation of the boulevards profitable for the state. Given the low density of Adelaide's post-war suburbia, major changes to the street patterns are possible if designed at the same time as pressure occurs for a major intensification of built form. Suburbs with street patterns that are not easily walkable can be retrofitted to make them walkable if the opportunity to design the routes is seized before intensification occurs.

Creating new neighbourhood centres to provide a focus and reason for walking can also occur during intensification, if the design work has been done beforehand. Most of the activity in a neighbourhood centre is retail activity. While energy is cheap, neighbourhood centres are unlikely to thrive. However, local areas can still be structured to provide suitable locations for when the time is right. Greater intensification of population may provide a large enough market to support a corner store or more.

Intensification usually occurs incrementally. Without planning for a walkable street system and a site for a neighbourhood centre, the opportunities can be lost for centuries, if not forever. A study of metropolitan Adelaide will be conducted to analyse the car-dependent areas to:

- identify suitable locations for new neighbourhood centres
- identify the missing links in the street pattern that need to be created
- propose suitable development control mechanisms to identify strategies to encourage appropriate redevelopment.

S 2: Identify locations for new local centres

Analyse the car-dependent areas within the Urban Containment Boundary to identify suitable locations for new neighbourhood centres, and changes to the street system to enable walking.

4.3 Distinctiveness of each part of the metropolitan area

Metropolitan Adelaide suffers from a sense of sameness over much of the area. In many instances, one suburb looks much like another, one road the same as the next. Fortunately the road network is generally highly understandable and places are highly accessible, so this lack of distinctiveness does not have serious consequences beyond a strong sense of blandness.

This lack of distinctiveness of the parts is a result of:

- the flatness of the topography of the Adelaide Plains
- the relative scarcity of waterways or other distinguishing natural features on the plains
- each hill, and each section of hills, looking similar to the others
- the regular street and road grid, with most roads the same width and orientation
- the enormous length of most of the axial views along the arterial roads meaning opportunities to terminate the views are rare, compounded by the lack of structures to terminate these views where there are opportunities
- the similar character of many main roads to each other, using standard layouts, materials and furnishings
- the sameness of most post-war suburban residential and commercial development

- the remarkable lack of artificial metropolitan-scale landmarks
- the diminution of the distinct character of historic towns that are now part of the metropolitan area.

This blandness can be relieved. Doing so will improve the already good legibility of the metropolitan area, as well as create more interesting and distinctive localities. Techniques to dramatise the plains and create more visual incidents include:

- distinguishing individual hills or at least sections of hills through monumental buildings, sculptures, lighting, planting or other strongly defining features
- terminating axial views along the arterial roads, both within the plains and beyond, with defining features such as memorable buildings or lighting
- distinguishing roads from one another through thematic treatments using elements such as tree planting, street furniture, artwork and the built form of abutting town centres
- creation of more regional landmarks
- strengthening the existing character of historic town centres
- nurturing difference in those areas that already have some sense of physical or cultural difference
- determining and managing a preferred character for a neighbourhood

An example of a possible regional landmark is a feature that is officially and in the public mind the centre of the metropolitan area, the point from which distance is measured. This could be in Victoria Square, the centre of the South Adelaide grid, and next to the traditional centre-point, the GPO, but it could be further north along King William Street, near the focus of activity.

S 3: Facilitate the differentiation of arterial road routes

Assist local governments, and where necessary coordinate them, to determine and achieve a preferred physical character for prioritised arterial road routes within the metropolitan area.

S 4: Prepare a night lighting strategy

Prepare a night lighting strategy for highly publicly visible locations, such as key arterial roads and hill peaks, using different colours, forms and sequences, to create incident, distinguish one route from another, improve understanding of the structure of the urban area, and to delight.

S 5: Create more regional landmarks

Create more regional landmarks, such as major buildings, monuments and public art.

S 6: Plant trees to distinguish districts

Encourage local governments to create distinctive districts within the metropolitan area through planting of a limited range of tree species in each district's streets.

Some town centres in the metropolitan area, such as Norwood, Blackwood and Jetty Road, Glenelg, have a built form and layout that demonstrate their origins as early towns outside the City of Adelaide. These places have a character that is distinctively different from the 20th Century suburbia around them. Especially distinctive are the two storey stone buildings built to the street line.

Development of both public and private sites within an existing historic centre should be contextual, but not necessarily imitative. Contextual infill involves new construction having respect for the materials, size, proportion and scale of its surroundings, and careful positioning on the site. This applies as much to new road works, street furniture and planting as it does to new buildings.

S 7: Respect the character of historic centres

Through policies and advice, encourage local governments to respect the former character and layout of historic town centres.

S 8: Encourage diverse physical expression in the public realm

Through policies and advice, encourage local governments to nurture existing physical or cultural differences, such as the Vietnamese cultural expression around Hanson Road. Local government can support changes on privately owned land as well as make changes on public land.

All urban areas have a physical character, that is, the ‘look and feel’ of the area. In some cases this is cohesive, from a single period, or made up from a single building form or land use. In other cases the character is more eclectic and more complex. As identified in the previous chapter, many parts of the metropolitan area suffer from not having a strong sense of place. Where the existing character is cohesive, recent new development may be strongly out of character with its surroundings, leading to a loss of cohesion.

The State Government is well placed to act in a leadership role in the development of policies to deal with neighbourhood character issues, including policies to define contextual considerations for infill development.

S 9: Encourage determination of a preferred character for each neighbourhood

Provide advice to local government on neighbourhood character, including a model study methodology and a development plan module, to facilitate local government to determine a preferred character for each neighbourhood.

4.4 Distinctiveness of the metropolitan area

Australian cities, including Adelaide, are culturally very similar to each other. The physical expression of this culture produces urban areas of very similar character. Time may lead to a greater cultural difference (or even less), but to try to force this to rapidly create a distinctive urbanism would be difficult, if not impossible.

As discussed in Sections 2.6 and 2.7, the metropolitan area does have a distinctive character – not strongly distinctive, but distinct nevertheless. Much of this difference is structural, and therefore unlikely to change significantly. Some of it, however, is generated more from individual private development, with comparatively subtle distinguishing features. There is a danger that new development will erode this character rather than reinforce it, especially as local materials and design are increasingly easy to swamp with imported ideas and materials.

Local government can steer development towards a preferred neighbourhood character, and so over time create neighbourhoods that have a strong sense of place and are strongly differentiated from each other. However, there is a danger that the sum of the parts may not provide a clear image, or may not be a preferred image. Just as local government is needed to help a local community determine and achieve a preferred neighbourhood character, so the state government needs to help the metropolitan community determine and achieve a preferred metropolitan character.

S 10: Determine a preferred character for the metropolitan area

Encourage and inform a public debate on the options for the future metropolitan character, and determine a preferred character to guide overall public and private development.

Creation of a preferred metropolitan character will be slow work. However, a significantly different sense of place can be achieved by creating something that is recognised as a powerful symbol of the metropolitan area, an ‘icon’. Examples from other cities include features ranging from the small to the enormous - Copenhagen’s Little Mermaid, Perth’s Swan Bells, Sydney’s Opera House, London’s Big Ben, and Rome’s Coliseum. Such a symbol generates both local pride and extra tourism.

An icon can become a ‘must-see’ attraction for interstate and overseas visitors. Without a feature that is unique, world-renowned and of interest to others, there is no special reason for people to visit the Adelaide metropolitan area when they can obtain a similar experience of Australian urbanism in Sydney, Melbourne or Perth and see the Opera House, Federation Square or the Swan Bells as well.

The earlier section, *A comparison of Adelaide’s structure and character*, compares the Adelaide metropolitan area with other large Australian cities. Only two significantly distinctive features emerge from this analysis: the ring of the Park Lands around the central city; and the backdrop of the hills escarpment. Both these need their relevant distinguishing qualities protected: the hills as a vegetative backdrop to the urban area, and the Park Lands as a complete ring of publicly accessible open space.

The western escarpment of the hills contains bushland, rural uses, and some suburban areas. The community clearly wants to retain the bushland or rural character of the backdrop to the metropolitan area. To do so would mean restricting suburban development visible on this backdrop to its current extent, preserving or re-establishing bushland, and preserving and enhancing the rural uses. This may mean revising the boundaries of the Hills Face Zone, as well as other changes to the planning regulations.

S 11: Protect the hills escarpment as the metropolitan area’s vegetative backdrop

Ensure that planning controls covering the parts of the Mt Lofty Ranges visible from the Adelaide Plains maintain or increase the bushland or rural character.

S 12: Ensure that suitable alienated parts of the Park Lands are returned by 2036

Ensure that the proposal in the recently released Parklands 2036 strategy for a schedule for the return of suitable alienated parklands in the Adelaide Park Lands is developed and implemented.

Although both the hills and the Park Lands are significant features, they are not major tourist draw cards and they do not provide a stunning and memorable visual image. Neither do the features mentioned by the people surveyed in the market research, such as the Festival Centre or Light's Vision.

The ridgeline of the Mount Lofty Ranges provides Adelaide with excellent sites for an iconic feature, one that can lend a presence and a distinct sense of place to much of the metropolitan area. The site could be Mount Lofty itself, or elsewhere on the skyline of the range. The length of the ranges may contain one hundred or more potential sites. The application of siting criteria, such as visibility from town centres and major public places, accessibility, and habitat value, will determine the most strategic sites. Although an iconic feature would most probably be a single structure, it might also be two or more structures that relate to one another. The reservation of up to six sites will preserve options for a variety of possible structures and uses.

S 13: Reserve up to six ridgeline sites for possible future iconic structures

Identify sites at the skyline of the Mount Lofty Ranges that terminate the axes of major arterial roads, determine siting criteria for one or more possible future iconic structures to provide an internationally recognised image of Adelaide, and then reserve up to six of the most strategic sites for this use.

An iconic feature could be constructed on the ridgeline, large enough to be seen from Outer Harbour and the airport, as well as much of the metropolitan area.

To warrant such a prominent site and such an effect on the community, any iconic feature should strongly convey something about the deeper aspirations and or values of the community. Examples of iconic features performing a similar role include the Statue of Liberty in New York harbour and the statue of Christ overlooking Rio de Janeiro in Brazil.

It could be aligned to one of the central city's east-west streets. If visible from the South-Eastern Freeway and the Melbourne rail line, it would herald arrival to metropolitan Adelaide, a function currently performed by the prosaic transmission towers on Mount Lofty.

An iconic feature on the skyline would also help to make the Mount Lofty Ranges internally differentiated – at the moment, it is very difficult for most people to distinguish one peak from another.

S 14: Create an iconic feature on the hills skyline

Create an iconic feature on the skyline of the hills to be an internationally recognised image of Adelaide, and that strongly conveys something about the aspirations and or values of the community.

4.5 Unfinished edges

The metropolitan area has a clearly defined edge to the west along the coast, at least as far north as both sides of the LeFevre Peninsula. It also has, in most parts, a clear edge to the east, although this has been blurred in places, such as Mount Osmond. However, the southern and northern edges are jagged and unfinished, awaiting the next expansion of speculative bungalows. The Urban Containment Boundary (UCB) now provides definite northern and southern edges to the urban area. This statutory edge will be stronger if clearly marked by physical boundaries that are easily perceived by the public, such as roads, parks and shelterbelts. If the public has taken the UCB to heart, as it has the Hills Face Zone, then the more public exposure of the edge through roads the better.

In some especially critical locations, incrementally removing or camouflaging existing buildings may be appropriate. In creating these physical boundaries, some minor changes to the course of the UCB may be appropriate.

S 15: Clarify the edges of the metropolitan area

Ensure the future northern and southern edges of the metropolitan area, as mandated by the Urban Containment Boundary, are clearly and publicly marked through physical elements such as roads and shelterbelts.

The metropolitan area includes a number of large open areas within or abutting the built-up area. Some, such as the Park Lands, have clearly perceived edges, are loved and well maintained, and provide a welcome relief from the surrounding built-up areas. Others, such as the land around the Salisbury Highway interchange, appear as leftover spaces, without clearly perceived edges, and are often unloved and poorly maintained. These 'left-over' spaces form perceptual holes in the structure of the urban area. These breaks in the urban fabric appear as unfinished and tend to divide the urban communities on either side, rather than simply separating them. Further planning and design work is warranted to 'finish' this unfinished business.

Figure 41: [Unfinished edges: edges of the urban fabric that need to be 'hemmed'](#)

Areas needing further planning and design work include:

- Elizabeth where 'bottle-necked' by DSTO
- the Little Para River through Salisbury
- the contiguous non-residential uses of Parafield Airport, Gepps Cross, the salt pans and Gillman, which reinforce the divide between the central sector and the northern sector
- West Beach and the Adelaide Airport
- the break at O'Halloran Hill, which separates the central sector from the southern sector
- the Port Stanvac-Field River gap

S 16: Investigate resolving the unfinished gaps between the built-up areas

Through further planning and design studies, investigate ways to resolve the unfinished gaps and tears in the built-up areas, typically by creating a deliberate edge between a built-up area and open space.

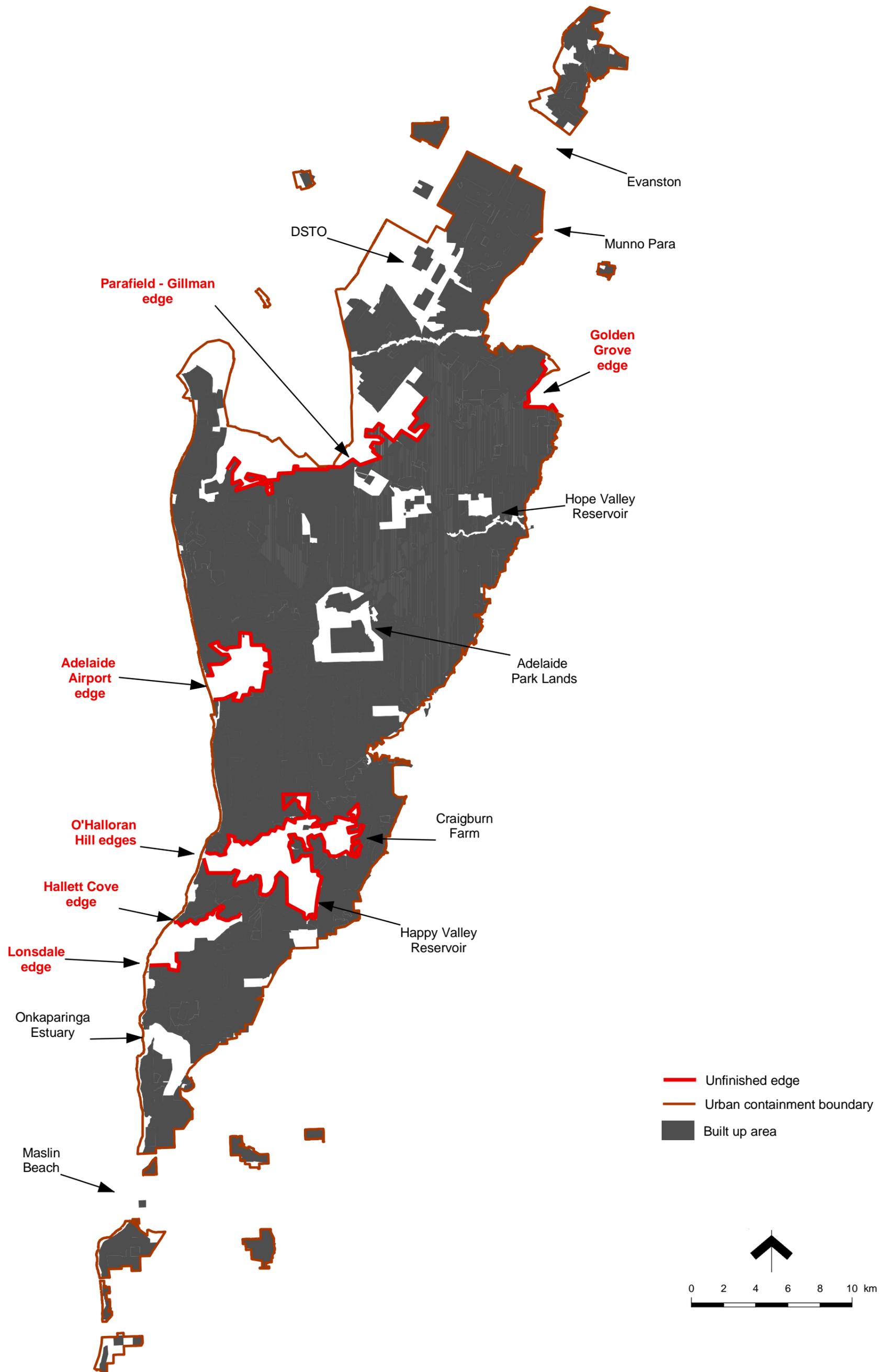


Figure 41: Unfinished edges

4.6 Natural drama

Given the general sameness of much of the metropolitan area, the greatest possible use should be made of the drama inherent in the natural features of the metropolitan area.

Linear parks like the Torrens Linear Park could be created along most of the metropolitan waterways. Such parks offer the potential for pedestrian and cycle paths with similar use and perceptual importance as the one along the Torrens. Unfortunately, with the exception of the Torrens, the waterways in the northern and central sectors of the metropolitan area have not significantly affected the pattern of urban development. Especially in the central sector, the creeks have typically been channelled and often run over private land. They are often hidden, inaccessible, and their routes are difficult to understand and remember.

Metropolitan Adelaide has the potential to create a network of linear parks along its waterways to link the hills and the sea, offering regional recreational opportunities within easy reach of most suburbs. Planning for and implementation of this network is already underway, with the recent release of the Parklands 2036 strategy and the ongoing creation of Coast Park.

Figure 42: [Potential regional park network](#)

S 17: Build a regional park network along the waterways

Using the waterways that link the hills to the coast, create a network of regional linear parks throughout the metropolitan area. Use these parklands for habitat links, water catchment management and wetland augmentation, as well as walking and cycle paths.

A topographical feature that has been largely lost from consciousness under suburban development is the Prospect Ridge. This spur of the Mount Lofty Ranges begins at Greenwith, continues southwest to just south of Grand Junction Road, then almost south to North Adelaide. Although the landform is still there, it is hard to appreciate it as a continuous ridge, because it is hard to view it and impossible to travel along it. More could be done to bring it back to public awareness – creating viewing locations, name signs and interpretive signs, and the planting of tall trees on the ridgeline to emphasise it.

S 18: Draw attention to the Prospect ridge

Draw attention to the ridgeline that extends between Golden Grove and North Adelaide through public viewing spots, planting of tall trees, and interpretive signs.

4.7 The experiences offered by the main routes

More than any other single type of element, major urban roads shape people's experience of Australian cities. They are typically the most important structuring elements, and with private passenger vehicles the primary transport mode, they are the medium through which a place is experienced by residents and visitors.

This is true of metropolitan Adelaide. Both the strong rectilinear grid of arterial roads and the even stronger diagonal routes of the central sector are the most important structuring elements, and are central to the experience of the metropolitan area by residents and visitors.

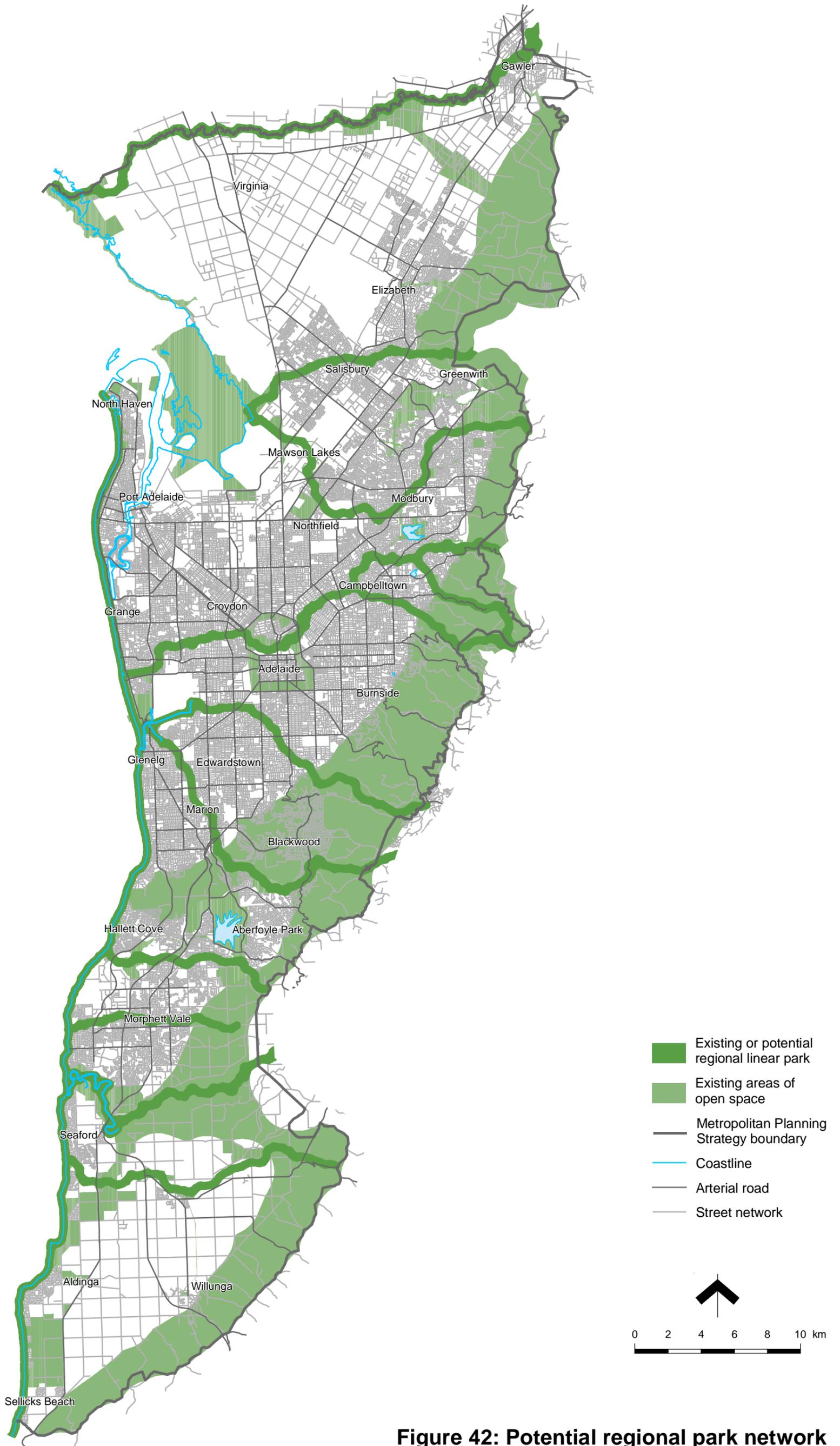


Figure 42: Potential regional park network

Major roads present the opportunity to provide grand, bold and stimulating experiences: to wow visitors and to instil a strong sense of pride in the locals. St Kilda Road in Melbourne is a good example of the role these streets can fulfil.

At the moment the grandest such experience that metropolitan Adelaide offers is Anzac Highway. Anzac Highway was replanted recently, and will certainly be grander when these trees mature. However, the buildings adjoining the road provide little enclosure, and visually are far too low to have much impact on such a wide road reserve. It has potential. Port Road has not had any recent investment. It is wider still, with correspondingly greater potential.

These and other major roads, such as Sir Donald Bradman Drive and Main North Road, deserve treatment to make them grander, bolder and more stimulating for the many thousands of people who use them every day. On the publicly owned land of the road reserve, treatment might include tree planting, street lighting, street furniture, artwork and monumental features. The creation of a strong sense of enclosure through buildings facing the street aligned to a consistent setback and of a substantial height is at least as important as any treatment of the street space itself. To provide a sufficiently strong sense of enclosure to the street, building height should be at half the building-face-to-building-face width. Allowing and encouraging a mix of uses within these buildings will create safer and livelier conditions.

Figure 43: Visual enclosure and emphasis illustrates those routes that are especially important to visually enclose and emphasize to provide grander, bolder and more stimulating experiences for visitors and locals. Some are two sided, to provide a strong axial experience. Others are one-sided, to border open spaces such as the coast and the Adelaide Park Lands with a substantial edge. The figure also suggests major destinations to these routes that may be worth visually emphasising through buildings higher than three storeys.

[Figure 43: Visual enclosure and emphasis](#)

While Figure 43 suggests an ideal from the point of view of perceptual significance, the anticipated growth of floor space in metropolitan Adelaide for the foreseeable future suggests this is impossible to achieve, even if all new development occurred in these corridors. Given this situation, Figure 44: Priority urban redevelopment corridors and nodes: priority based on perceptual significance of arterial routes shows those corridors and nodes that should be given priority in the first instance, for perceptual significance, with secondary routes being redeveloped only after the priority ones are largely built out.

[Figure 44: Priority urban redevelopment corridors and nodes: priority based on perceptual significance of arterial routes](#)

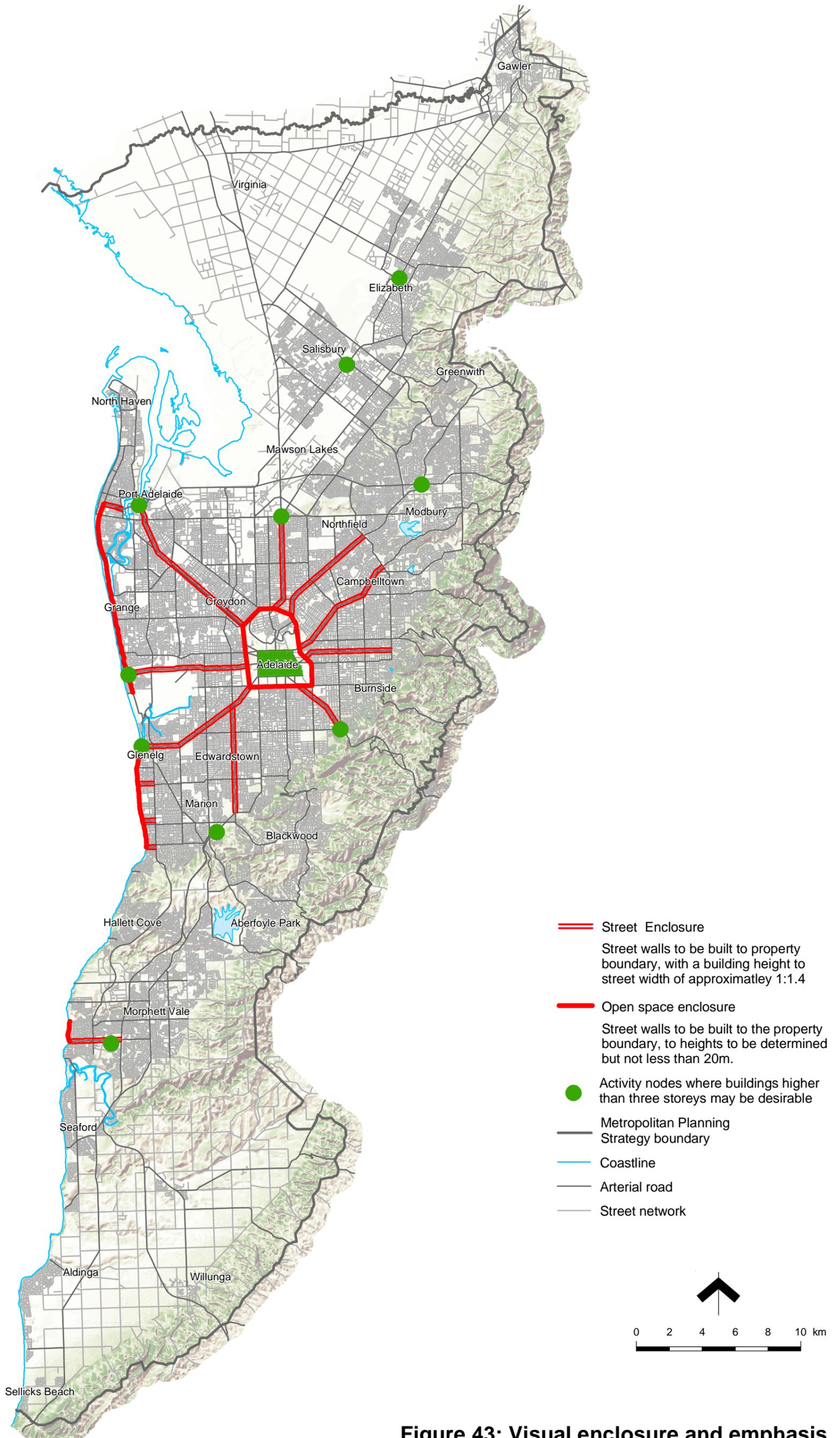


Figure 43: Visual enclosure and emphasis

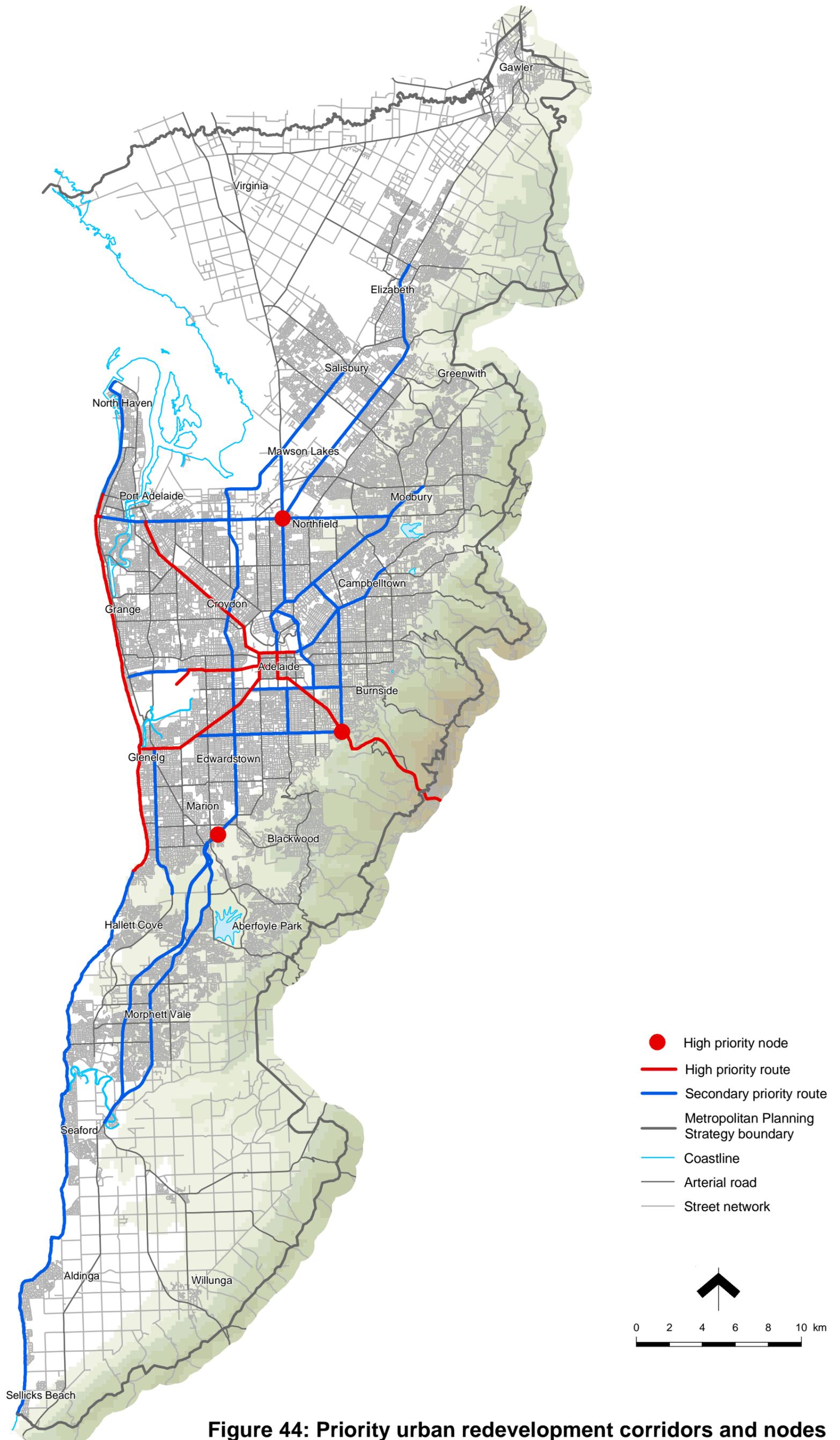


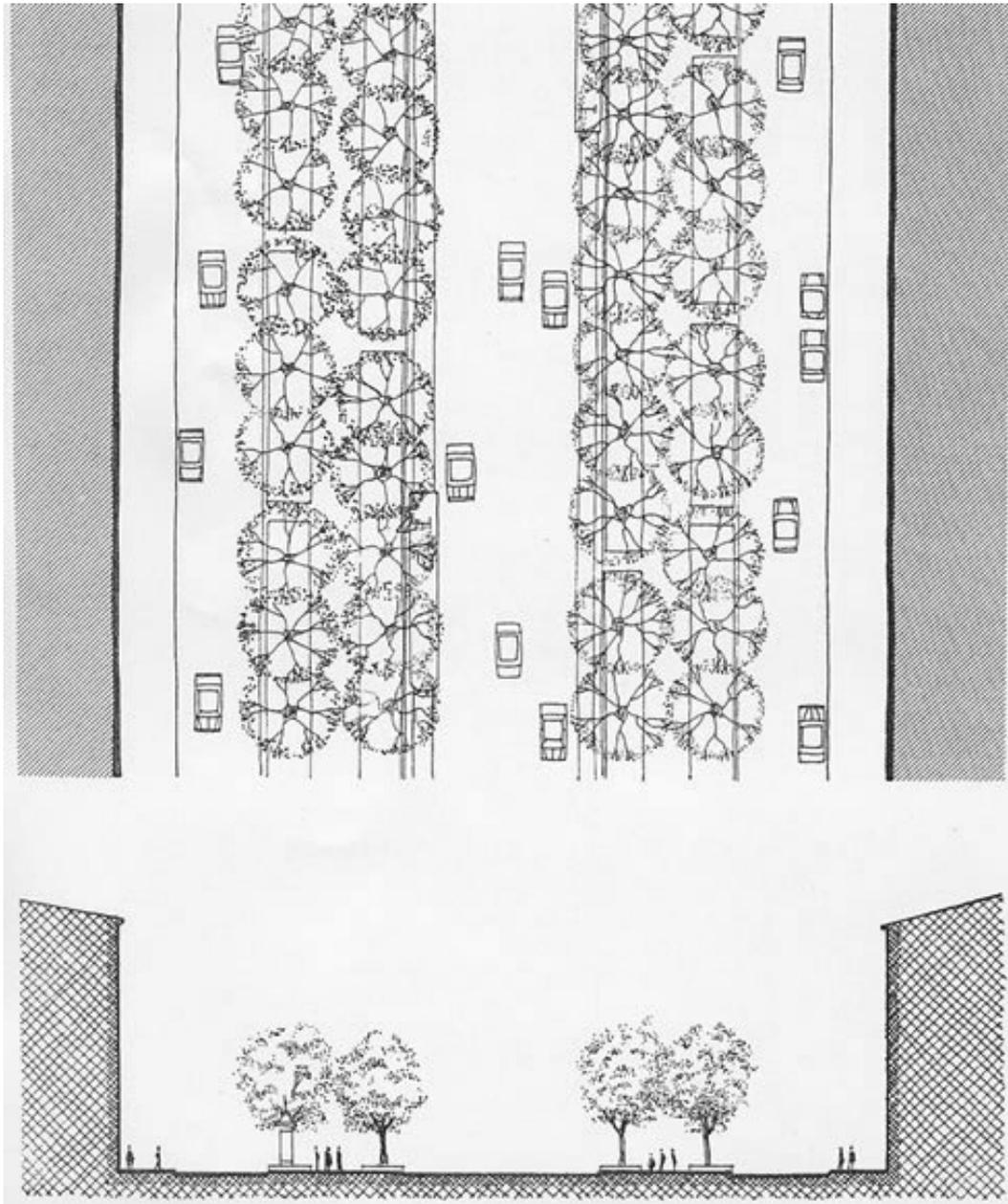
Figure 44: Priority urban redevelopment corridors and nodes

S 19: Provide grand, bold and stimulating urban experiences on significant arterial routes

Enhance significant arterial routes, including the Port Road, Anzac Highway, Sir Donald Bradman Drive and Glen Osmond Road, to be grand, bold and stimulating urban experiences, similar to Melbourne's St Kilda Road. Achieve this through tree planting, lighting, street furniture, artwork, and especially through enclosing mixed-use medium-rise buildings.

Colonel Light clearly understood the perceptual value of the diagonal routes, as well as their potential heavier traffic load, and gave Port Road and Anzac Highway extra width. The northeast diagonal function is split between North-east Road and Lower North-east Road, and so these routes are the standard two-chain width. The fourth diagonal, Glen Osmond Road, is not a Light original, but rather a later insertion. As the shortest route to the hills, and the overland route to the southeast of the state and Melbourne, it quickly took on great importance.

It is now one of the major entry routes taken by visitors using road transport, as well as other visitors to Adelaide taking day trips to the hills. Its width does not correspond to its perceptual significance. Widening into a grand boulevard to match the width of Anzac Highway is warranted. If such a widening does occur, major land acquisition will be needed on one or both sides. The opportunity should be taken with this acquisition to purchase sufficient land to reconfigure the lot boundaries and redevelop buildings to present a substantial building wall to the road, thus creating a strong sense of enclosure. The widened road reserve, although potentially having more traffic capacity than currently, could be configured to maintain the existing capacity.



FROM P.145 "GREAT STREETS", ALLAN B JACOBS, MIT PRESS. USED WITH PERMISSION.

Figure 45: Cross-section through a boulevard - a possible treatment of Glen Osmond Road

S 20: Widen Glen Osmond Road to create a boulevard

Widen Glen Osmond Road to create a boulevard, as is warranted by its role within the structure of the metropolitan area. Maintain the existing traffic capacity.

The intersections identified earlier as important to the structure of the metropolitan area have great potential to be emphasised as the junctions of significant routes and as transitions from one road grid to something else. However, like the significant routes themselves, they are currently spatially underdeveloped and in need of careful treatment.

S 21: Provide grand, bold and stimulating urban experiences at significant intersections

Enhance significant intersections, including Gepps Cross and the junction of Main South Road with the Southern Expressway, to be grand, bold and stimulating urban experiences, similar to the recent upgrade of the Glen Osmond Gateway. Achieve this through tree planting, lighting, street furniture, artwork, and especially through enclosing mixed-use medium-rise buildings.

4.8 Visitor entries

Major visitor entries in metropolitan Adelaide include Port Road from the Overseas Passenger Terminal at Outer Harbor, Sir Donald Bradman Drive from Adelaide Airport and the Keswick Rail Passenger Terminal, the freeway from the Adelaide Hills to the Adelaide Plains, Franklin Street from the Adelaide Bus Station and North Terrace from the Adelaide Rail Station.

These entrances provide visitors' first impressions of metropolitan Adelaide. They set the tone. They market the metropolitan area and the state to visitors and to residents. Done with care and creativity, they can enhance civic pride and increase tourist appeal.

While Light created imposingly wide routes from the port and Glenelg to impress newcomers arriving in central Adelaide, the same cannot be said about today's arrival routes. Along with the quality and location of the passenger terminals, they suggest Adelaideans have little interest in impressing visitors. The most important routes, those from the airport and by road from the southeast, are afterthoughts to the Light plan, and it shows.

Sir Donald Bradman Drive, the route from the airport, has recently had extensive streetscape works to enhance its visual appeal and amenity. More can be done.

While the South-eastern Freeway is impressive, Glen Osmond Road is traffic dominated, devoid of the grand width of the other diagonals leading into the central city. A better experience is warranted. A minimal upgrade would underground the electrical cables and plant more street trees of a consistent species. The grand vision would have the road reserve widened and the adjoining lots redeveloped as mid-rise mixed-use buildings of some architectural merit. The widening would allow more tree planting, reducing the sense of vehicle dominance, and could be configured so as to maintain the existing traffic capacity of the roadway.

The Glen Osmond Gateway, on the other hand, is an impressive high quality statement of arrival to the Adelaide metropolitan area that does suggest the owner-occupiers are occasionally house-proud. The recent work there is an excellent example of the type of thought and effort worth applying along all the entry routes.

Others routes have plans in place – including North Terrace and the redevelopment of the Adelaide Bus Station as part of the Central West Precinct. These plans should be encouraged and implemented where possible.

S 22: Provide a higher than normal standard of treatment to visitor entry routes

Provide a higher than normal standard of treatment along visitor entry routes, especially Sir Donald Bradman Drive and Glen Osmond Road, to provide an enhanced visitor entry experience.

4.9 Cluttering of views

The visual clutter of overhead cables, signage, diverse building forms and colors along arterial routes diminishes the experience people have of them. The pre-eminent example of this in the Adelaide metropolitan area is South Road.

People tend to like streetscapes in which there is variety and interest. However, some order is needed to avoid buildings, signs and cables creating visual chaos. Sometimes it is appropriate for advertisements or signs to be a dominating feature; more often, they need to be placed carefully within the urban context.

Ordering principles might include:

- standard setback or build-to distances
- the use of a restricted palette of colours materials, forms and heights
- strong tree planting.

S 23: Review controls on buildings and signs along major routes

Review the statutory controls on building form and colors, outdoor advertising and directional signage along major routes to minimise clutter and to ensure new development helps achieve the desired character for the area and the route.

Electricity cables blight the view throughout much of the metropolitan area. They are placed underground in new residential and industrial developments. The cost of undergrounding existing overhead cables is approximately \$4000 per allotment. At the current rate of undergrounding, the metropolitan area will be completed at best in over 350 years. Recent research has determined that consumers are prepared to pay more than current prices to achieve undergrounding. Efforts are needed to speed up undergrounding. Highest priority areas are those most visible to the public – namely town centres and major arterials.

S 24: Underground electricity cables in targeted areas

In the long term, underground all local electricity cables within the metropolitan area. In the short term, start first with the most important locations – town centres and major arterial roads.

4.10 Views to the hills

The hills form a backdrop to the entire metropolitan area. Consequently, this view is a significant feature of metropolitan Adelaide shared by all residents and all visitors. It is possibly the only distinctively 'Adelaide experience' shared by everyone who spends time in Adelaide, and it is an important ingredient of the metropolitan area's excellent legibility.