

I have been involved with an earlier submission to Council by Vital North Adelaide Inc which made the point that major human-scale visitor main streets such as Norwood Parade and King William St. Hyde Park and the incomplete O'Connell St. North Adelaide (which nevertheless has a robust night visitor night economy) are very few number in inner Adelaide and are high productivity zones and key generators of city character. That therefore they must be protected from loss of their critical human scale. They are so critical to a smaller city such as Adelaide that the loss of human scale in one of these precincts can have calamitous impacts, especially on the visitor economy, but also on street level vibrancy.

These few zones are at threat from planning policies which have been tried and abandoned, or significantly modified, in other jurisdictions in Australia, New Zealand, America and the UK.

One of these policies is that of urban corridor zones which allow taller development along main streets and which has the potential to conflict with human scale needs. At the least this sets a high baseline to which two other policies of questionable benefit add a compounding effect. These are Catalyst and performance planning. They can add huge hikes to building heights off this already heightened base. These policies in combination are demonstrating that they can be very destructive exactly where human scale is critical to the ability to attract visitors and therefore maintain that precinct's high productivity. Three such under threat zones are O'Connell St, Norwood Parade and in the CBD-our most dynamic such zone, the East End.

These are old and somewhat tired ideas that are being applied in a broad-brush indiscriminate way that threatens the whole of the city's visitor economy. Adelaide is a challenged economy due to its remoteness and it must lead with best-practice world-leading policy, or at the very least with policy that does no harm, which does not destroy the city's greatest asset: its natural attractiveness, and the valuable visitor economy that is essential to the flourishing of the city.

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