



POLICY

MIXED USE MANAGEMENT POLICY

Approved by: *City Strategy Committee 9 February 2009*

Next Review Date: **February 2010**

Responsible Officer

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1. INTRODUCTION

Council aims to increase the number of people living, visiting, working and learning in the City to an optimum sustainable level. Council's Strategic Management Plan specifies measurable targets for population growth as well as the desired cultural, environmental, economic and community qualities of the City.

With a focus on the City centre, an increased number and mix of residents, workers, visitors and students presents excellent opportunities for City communities to be vibrant and cohesive. Increasing the number of people in the City brings with it the challenge of managing potential conflicts between City users, in particular between residents and other City users.

2. POLICY OBJECTIVES

- 2.1 City communities that are vibrant and cohesive.
- 2.2 The mix of different land uses necessary to achieve Council's population growth and City quality goals are well managed.
- 2.3 Employ innovative, collaborative and integrated approaches to managing mixed use environments.

3. POLICY STATEMENTS

- 3.1 Council supports the mixing of uses due to the benefits that arise, including active and vibrant streets, more efficient use of public infrastructure, safer environments, greater social and community inclusion, and increased housing, cultural, employment, business and investment choice.
- 3.2 Council recognises that the integrated management of policies, projects and operational practices, modified over time, are necessary to achieve outcomes of population growth and vibrant and cohesive City communities.
- 3.3 Council recognises the potential impact of residential uses on other types of land use and vice versa.
- 3.4 Council recognises that some sound is an inevitable aspect of a vibrant Capital City but acknowledges the need to minimise negative and undue noise impacts upon City users arising from different activities within the City in order to work towards vibrant and cohesive mixed use communities.
- 3.5 Council will actively pursue a multiple approach of creating successful mixed use communities through it's roles of informing and assisting, managing and coordinating and regulating.
- 3.6 Community engagement and input are important in City communities to determine the appropriate mix of uses, strategies, polices and practices applicable in local areas.
- 3.7 The management of mixed uses within the City reflects the desired character statements that form part of the Adelaide (City) Development Plan, the development and review of which is based on extensive investigations and public consultation.
- 3.8 The Adelaide (City) Development Plan is the primary policy instrument to control changes of land use and new buildings to achieve the City's desired future. Council recognises that the degree of mixed use sought throughout the City varies, as does the degree of management required to address the various levels of mixed land use, in particular evening and late night land uses. Accordingly, careful management of the interface between land uses is important, particularly between dedicated residential areas and more mixed use areas.
 - 3.8.1 The Central Business Area Zone - Continue to support and further enhance the existing intensity and mix of uses in this area. Foster Hindley Street east's premier City entertainment role, Rundle Mall's retail focus, and the Central Market as metropolitan Adelaide's principal food produce market.

- 3.8.2 The Mixed Use Zone – Facilitate an increase in the intensity of use by increasing the range of housing and a complimentary mix of compatible uses, including a limited proportion of small entertainment venues intermingled. Continue to foster the unique blend of eating, drinking, working, shopping and living in and around Rundle and Gouger Streets. In the West End, foster a similar mix of uses but with an increased focus on student accommodation, as well as increased intensity associated with the Balfours and Bus Station precincts.
- 3.8.3 The Main Street Zones of Hutt, O’Connell and Melbourne Streets – Continue to support the variety of uses servicing residential areas and non-residential uses appropriate to the inner City, provided such uses maintain nearby residential amenity.
- 3.8.4 The Residential Zones of the City – Support ongoing residential uses, with a limited range of support land uses appropriate to residential amenity and home based businesses desired.
- 3.9 Council recognises that simply controlling new development will not be sufficient to meet the challenges of managing mixed uses. Council is therefore committed to employing other policy mechanisms (as illustrated in the diagram “Managing Mixed Use Urban Environments - How do the Pieces Fit”) in addition to, or instead of, development control. In doing so, differing weight will be placed on differing instruments depending on which are appropriate in each particular case.

4. LEGISLATIVE REQUIREMENTS AND CORPORATE POLICY CONTEXT

In adopting this policy, Council recognises that specific legislative requirements to be met as well as other Corporate goals.

Relevant major legislative requirements are the:

- Local Government Act, 1999
- Development Act, 1993
- Liquor Licensing Act, 1997

This Mixed Use Management Policy is to be implemented in conjunction with the Council’s Strategic Management Plan and other relevant Council strategies, policies and projects including:

- Noise Management and Mixed Use Management Program
- Behaviour Management Strategies:
 - Safer Dispersal – provision of Managed Taxi Ranks – to be located in areas where patrons of late night entertainment precincts may contribute to anti-social behaviour and its resultant amenity impacts through inadequate transport options.
 - Ongoing program of Audits – collaborative approach to identifying and resolving safety issues in the public realm.
 - Identification of further behaviour management strategies over time as required.
- Liquor Licensing Policy
- Local Area Parking Action Plans
- Outdoor Dining Policy
- Social Development Strategy
- Social Sustainability Partnership Agreement
- Community Safety Strategy

External Strategies which work in conjunction with Council policies:

- Licensing Accords
- Dry Area
- State Government late night bus services

5. KEY PERFORMANCE INDICATORS, MONITORING AND REVIEW

- Population growth in all growth groups (measured against the Strategic Management Plan via Quarterly Progress Reports)
- Reduced complaints
- Increased satisfaction in population growth groups
- Increased diversity of land use (based on the Land Use Survey)

MANAGING MIXED USE URBAN ENVIRONMENTS – How do the Pieces Fit?

