



THE COMMITTEE AGENDA & REPORTS

for the meeting

Tuesday 21 April 2020 at
6:00 pm



Members - The Right Honourable the Lord Mayor [Sandy Verschoor];
Councillor Hyde (Deputy Lord Mayor) (Chair)
Councillors Abrahamzadeh, Couros, Donovan, Hou, Khera, Knoll,
Martin, Moran and Simms (Deputy Chair).

1. Acknowledgement of Country

At the opening of the Committee Meeting, the Chair will state:

'Council acknowledges that we are meeting on 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.

And we also extend that respect to other Aboriginal Language Groups and other First Nations who are present today.'

2. Apologies and Leave of Absence

Nil

3. Confirmation of Minutes – 7/4/2020 [TC]

That the Minutes of the meeting of The Committee held on 7 April 2020, be taken as read and be confirmed as an accurate record of proceedings.

4. Discussion Forum Items

Presentations

4.1. Presentation - Festival Plaza Update – Renewal SA

Strategic Alignment – Creative

4.2. Presentation – Cultural Mapping

Workshop

Strategic Alignment – LiveableVS2019/

4.3. Workshop – Action (Master) Plans for Melbourne, O'Connell and Hutt Streets [VS2019/4396] [Page 2]

5. Closure

Action (Master) Plans for Melbourne, O'Connell & Hutt Streets

Workshop Purpose:

To update Council on the approach and status of preparing Action (Master) Plans for Melbourne, O'Connell and Hutt Streets.

A BEAUTIFUL
DIVERSE CITY
WITH AN
ENVIABLE
LIFESTYLE THAT IS
WELCOMING TO
PEOPLE AT ALL
STAGES OF LIFE

LIVEABLE

PROGRAM: PLANNING, DESIGN & DEVELOPMENT

AUTHOR: Grace Lin | APPROVING OFFICER: Shanti Ditter

The Committee Meeting - Agenda - 21 April 2020

KEY MESSAGES

- **'Master Plans for Melbourne, O'Connell & Hutt Streets'** is a CoA Integrated Business Plan 2019/20 project currently underway
- **A holistic approach considers 3 key areas:**
 - public space improvements
 - business positioning
 - stakeholder engagement
- The key project deliverable for 2019/20 is to identify **short, medium and long term actions** to guide future investment in these streets
- Actions will be informed by **research and analysis** of existing conditions and projected changes
- **Priority 'quick wins'** for Q1 2020/21 delivery and budget estimates will be presented to Council for consideration and approval in June 2020

Do elected members have views on the following for the Action (Master) Plans:

1

the **project approach**
that has been taken

?

2

the **project focus**,
considering Covid-19

?

IMPLICATION	COMMENT:
Policy	<p>CoA 2020-24 Draft Strategic Plan</p> <p>Strong Economies - <i>Activate main streets and develop unique precincts to support local businesses and communities / Further diversify our local economy / Develop 88 O'Connell Street</i></p>
Consultation	<p>Extensive recent and ongoing stakeholder and community consultation has informed this project. Further stakeholder engagement is currently under review given current Covid-19 restrictions.</p>
Resource	<p>Not as a result of this workshop.</p>
Risk / Legal / Legislative	<p>Not as a result of this workshop.</p>
Opportunities	<p>To support businesses and increase visitation to the street by improving the safety, amenity and experience of the Main Streets.</p>

Action (Master) Plans for Melbourne, O'Connell & Hutt Streets

BUDGET / FINANCIAL IMPLICATIONS

IMPLICATION	COMMENT:
19/20 Budget Allocation	\$370,000
19/20 Budget Reconsideration (if applicable)	Not as a result of this workshop
Proposed 20/21 Budget Allocation	Not currently budgeted, may be considered based on the outcomes of this workshop.
Ongoing Costs (eg maintenance cost)	Not as a result of this workshop.
Life of Project or Life Expectancy of Asset	Not as a result of this workshop.
Other Funding Sources	Not as a result of this workshop.

12 March 2019 Council Decision 2019/00464

Motion on Notice - Council's 19/20 Budget

That Council:

Requests the Administration consider in the Council's draft 19/20 budget the following initiatives for North Adelaide and the City, along with the estimated cost of;

- i) The development of a master plan for the Melbourne Street Business Precinct
- ii) The development of a master plan for the O'Connell Street Business Precinct.
- iii) The development of a master plan for the Hutt Street Business Precinct.

28 May 2019 Council Decision 2019/19334

Motion on Notice - Atmospheric Lighting

That Council:

Requests that administration investigate options for atmospheric lighting (similarly to that on Rundle Street) for O'Connell Street and Melbourne Street in North Adelaide, with prioritisation given to solar options.

Undertaking – Atmospheric Lighting

In response to queries from Councillor Couros, an undertaking was given to ensure that the atmospheric lighting would be complementary to the Splash program.

28 January 2020 Council Decision 2019/00951

Motion on Notice – Hutt Street Masterplan

That Council:

1. Notes that no substantive updates have been provided on the progress of the Hutt Street, O'Connell Street and Melbourne Street Masterplans since they were included in this year's Council Budget.
2. Requests the administration to continue the master planning process and expedite where possible, adopting the model underpinning creation of the Hindley Street Masterplan with necessary adjustments to reflect the premier neighbourhood main streets we wish Hutt Street, O'Connell Street and Melbourne Street to become and including the presentation of "quick wins" to council for approval.
3. Requests those "quick wins" are identified and included for consideration in the 2020-21 Council Budget and that they, if accepted, will be completed by the end of quarter one of the 2020-21 financial year.

‘Master Plans for Melbourne, O’Connell & Hutt Streets’

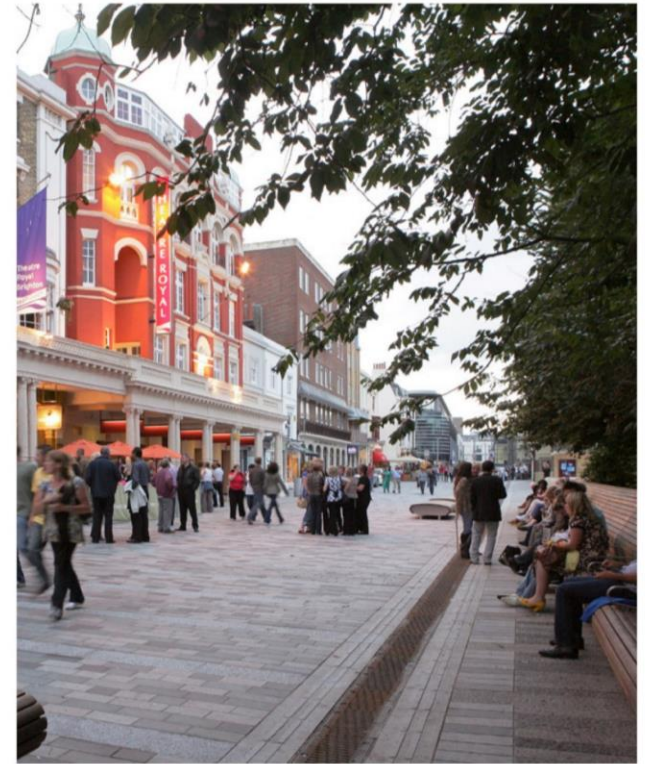
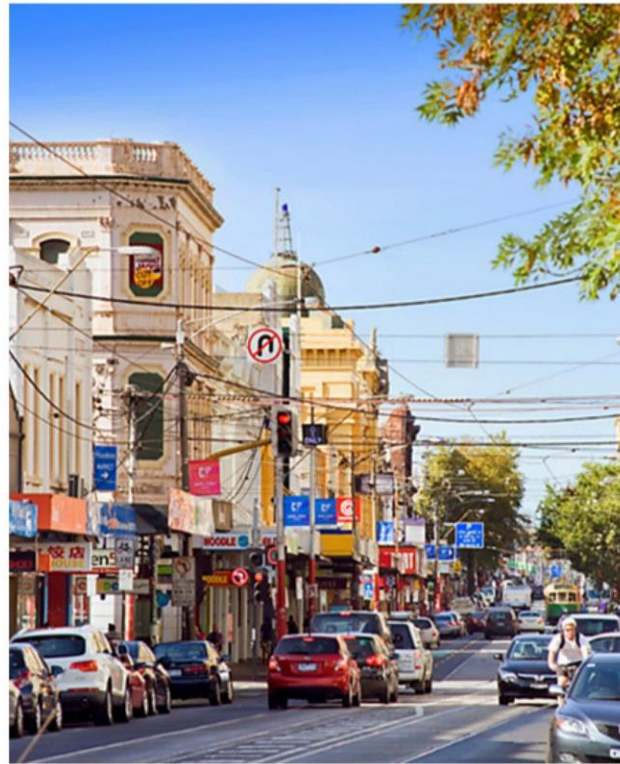
- Consider three key areas:
 - public space improvements
 - business positioning
 - stakeholder engagement
- Informed by research and analysis
- Identify short, medium and long term actions
- Council approval of ‘quick wins’ in June 2020

A coordinated CoA program to improve and reinvigorate the main streets over time



Action (Master) Plans for Melbourne, O'Connell & Hutt Streets **OUR MAIN STREETS COULD BE...**

...the economic, cultural and social hubs of their communities. (Mainstreet SA)



Action (Master) Plans for Melbourne, O'Connell & Hutt Streets GREAT MAIN STREETS NEED...



Quality public realm

Diverse commercial mix

Active & attractive shopfronts

Public spaces that promote activity

Identifiable branding

Accessible and safe facilities for all users

Greening

A well connected local community

Human scale design

To celebrate local & heritage character

KEY INFLUENCERS



-  Quality public realm
-  Diverse commercial mix
-  Active & attractive shopfronts
-  Public spaces that promote activity
-  Identifiable branding
-  Accessible and safe facilities for all users
-  Greening
-  A well connected local community
-  Human scale design
-  To celebrate local & heritage character



Static population
growth



Increased suburban
competition



Deregulation of
shop trading hours



Changing consumer
behaviours

Action (Master) Plans for Melbourne, O'Connell & Hutt Streets

KEY DRIVERS – ALL STREETS



- High vacancy & churn rates
- Business and retail offerings lack diversity
- Lack of identity & destination
- Dispersed/insufficient activity
- Parking and movement
- Significant heritage character
- Good street infrastructure

All streets:

- Declutter street
- Activate vacant shopfronts
- Improve shopfronts
- Improve intersections/ traffic calming
- Urban interventions / activations
- 'Deep clean' and maintenance
- New drink fountains
- Atmospheric lighting
- More greening / planter boxes
- Develop digital presence and marketing
- Actions from business & retail study (to be advised)

HUTT STREET

- green, local village charm
- social and safety concerns
- street renewals and enhancements planned
- major developments
- growing population



Additional priority 'quick wins' – Q1 2020/21:

- Install shopfront lighting (temporary)
- Prune trees (to improve lighting)
- Feature lighting centre trees
- Stage 1 renewal and street enhancements - build
- Greening competition
- Improve connections through Park Lands
- Identify heritage buildings for façade restoration

O'CONNELL STREET

- once a dining and entertainment street
- identity now diluted
- higher visitor than local spend
- major north-south arterial road
- future 88 O'Connell



O'CONNELL STREET

Additional priority 'quick wins' – Q1 2020/21:

- Atmospheric lighting at northern and southern entrances (temporary)
- Improve Park Land connections

MELBOURNE STREET

- once the centre of fashion
- lacks identity now
- higher visitor than local spend
- competition with O'Connell St
- high traffic and bus volumes
- future of Women's and Children's Hospital?



MELBOURNE STREET

Additional priority 'quick wins' – Q1 2020/21:

- Entry statements to east and west ends of street (temporary)
- Install vines to unused arbours
- Wombat crossing at Ronald McDonald House

- **Data collection and analysis** - drafted
- **Business and Retail strategy** - underway
- **Vision, objectives and actions** – drafted
- **Immediate/Splash interventions** – planning and delivery – under review



At 20 March 2020:

- Atmospheric lighting - engagement with precinct groups
- Set up Hutt Street Reference Group
- Council Report - June 2020

At 21 April 2020, with Covid-19 restrictions:

- Hold and review Immediate/Splash actions for 2019/20
- Review engagement approach
- Update Council

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Action (Master) Plans for Melbourne, O'Connell & Hutt Streets

DISCUSSION

