

Adelaide Fringe 2024 Event Road Closure

Strategic Alignment - Dynamic City Culture

Public

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City Community Services and
Culture Committee

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EXECUTIVE SUMMARY

This report is to inform Council of the Adelaide Fringe Road Closure application which proposes to close Rundle Road, between East Terrace and Dequetteville Terrace from 7 February until 21 March 2024 (six weeks).

The application request comes from event organisers; Adelaide Fringe, Gluttony and the Garden of Unearthly Delights (GOUD).

The six-week road closure will allow the three parties to expand on their existing event sites and offerings.

The 2024 Adelaide Fringe is to be held between 16 February and 17 March 2024.

Public consultation will be undertaken for the proposed road closure as a requirement under section 223 of the *Local Government Act 1999 (SA)*.

RECOMMENDATION

The following recommendation will be presented to Council on 11 July 2023 for consideration

THAT THE CITY COMMUNITY SERVICES AND CULTURE COMMITTEE RECOMMENDS TO COUNCIL

That Council:

1. Notes the closure of Rundle Road for Adelaide Fringe 2024 is currently proposed for a six-week period from 7 February until 21 March 2024.
 2. Notes a 21 day public consultation will be undertaken, including targeted consultation with key stakeholders, including residents, as required under section 223 of the *Local Government Act 1999 (SA)*.
 3. Notes a report will be presented to Council in September 2023 for decision relating to the road closure.
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IMPLICATIONS AND FINANCIALS

City of Adelaide 2020-2024 Strategic Plan	<p>Strategic Alignment – Dynamic City Culture</p> <p>The proposal outlined in this report aligns with Key Action 3.11: Expand Adelaide’s global reputation as a ‘magnet city’ and UNESCO City of Music, through world class events, live music, festivals and activation.</p>
Policy	This event application has been assessed against the requirements of the Adelaide Events Guidelines 2022.
Consultation	<p>Public consultation will be undertaken for the proposed road closure as a requirement under section 223 of the <i>Local Government Act 1999 (SA)</i>.</p> <p>The commencement for the proposed consultation is subject to all required information being provided by the event organisers. We are proposing to open consultation in mid July 2023.</p> <p>Key stakeholders will be targeted as part of the public consultation this includes East End residents and businesses, SA Police, SA Metropolitan Fire Service, SA Ambulance Service, the Department of Infrastructure and Transport and the City of Norwood, Payneham and St Peters.</p> <p>We note the previous advice of Council on 13 June 2023 regarding community consultation and will ensure a robust engagement plan is developed to target residents and traders.</p>
Resource	The event will be facilitated within existing resources.
Risk / Legal / Legislative	Council has the delegation from the Minister of Transport under the <i>Instrument of General Approval and Delegation to Council</i> to approve the road closure under Section 33 of the <i>Road Traffic Act 1961</i> for the Event.
Opportunities	<p>This event will result in increased visitation to the Adelaide CBD across the proposed event dates.</p> <p>Adelaide Fringe, Gluttony and the Garden of Unearthly Delights (GOUD) are all committed to prioritising the use of South Australian based suppliers, vendors, and industry to deliver and support the Adelaide Fringe 2024 Road Closure.</p>
23/24 Budget Allocation	Not as a result of this report
Proposed 24/25 Budget Allocation	Not as a result of this report
Life of Project, Service, Initiative or (Expectancy of) Asset	<p>If approved, the event organisers would be issued a road closure permit for the use of Rundle Road as part of their event in 2024.</p> <p>However the organisers have noted their desire for this to become an annual proposition. Occupation of the Park Lands for Gluttony 2024 and the Garden of Unearthly Delights (GOUD) 2024 events will be authorised via an Event Licence.</p>
23/24 Budget Reconsideration (if applicable)	Not as a result of this report
Ongoing Costs (eg maintenance cost)	Not as a result of this report
Other Funding Sources	Not as a result of this report

DISCUSSION

Adelaide Fringe Road Closure 2024

1. The East End Precinct, Rundle Park / Kadlitpina (Park 13) and Rymill Park / Murlawirrapurka (Park 14) have long played home to three of the largest Adelaide Fringe venues, being the Adelaide Fringe Corner Box Office, Gluttony and the Garden of Unearthly Delights.
2. To facilitate the Adelaide Fringe Corner Box Office, Gluttony and the Garden of Unearthly Delights 2024, the closure of Rundle Road in both directions, including the use of on street carparking areas, is sought for a six-week period. The six-week period includes pre-event for bump in, event days, and event bump out.
3. The application proposes to close Rundle Road from 7 February until 21 March 2024 (six weeks).
4. The road closure will allow the three parties to expand on their existing Park Lands event sites and present new offerings.
 - 4.1. The road closure will enable two extra venues, one 800-seater and one 1,000-seater purpose built in collaboration with SA suppliers. These venues would house unique national and international performances, which event organisers advise would not be possible without the road closure due to the space limitations and challenges with topography of the current Park Lands sites.
 - 4.2. The venues would have up to four shows a day for 28 days, resulting in the potential for an added 200,000 + ticketed attendance across both sites.
5. The Adelaide Fringe period is known as one of the most vibrant times of the year, with strong economic returns for the City. Adelaide Fringe has reported that during the 2023 event, \$58.7 million total expenditure attributable to the Adelaide Fringe was reported within the City of Adelaide. A total of 72,463 tourist nights were also reported by the Adelaide Fringe within the City during this period.
6. The event organisers advise that the road closure will also assist in moving the Fringe Corner Box Office to the central road position which will enable greater accessibility for audiences, including collaborating with SA Care to deliver a quiet space and change facility for those with mobility access needs and neuro-divergent audiences, which is otherwise not available in the Park Lands sites.
7. This proposal is a pilot for 2024 which the applicants hope to renew annually on an ongoing basis.

Traffic Considerations

8. On the eastern side of the City, Wakefield Road, Bartels Road, Rundle Road and Botanic Road all facilitate motorist and cycling access into and out of the City.
9. Of these roads listed above, Rundle Road has the lowest level of vehicle traffic daily (Approximately 9,500 vehicles daily according to State Government data).
10. The event would require use of the footpaths and bike lanes on either side of the road within the road closure area; however, pedestrian and cyclist access will be maintained throughout the temporary closure through a mutual carriageway along Rundle Road, linking the East-West thoroughfare from East Terrace to Dequetteville Terrace.
11. South Australia Police and the Department for Infrastructure and Transport have already been engaged and will be consulted with throughout the process. The road closure would require the detouring of some bus services.

Other Considerations

12. The road closure event fee based on current approved fee schedules is a one off \$850 fee.
13. The potential loss to Council of on street parking revenue has been valued at approximately \$76,540 over the period the road is proposed to be closed.
14. The Rymill Park Lake Renewal project will be occurring during the Adelaide Fringe in 2024 and will impact the Gluttony event in 2024. It will include a loss of event area Gluttony were proposing to access and some potentially significant adjustments needing to be made within the Gluttony event site.
15. Rundle Road is currently already closed on weekend evenings during the Adelaide Fringe period each year, as part of Council's East End Unleashed activity. This provides an added level of safety given the significant volume of people within this area on weekend evenings drawn to the two major Fringe venues.
16. East End Unleashed is a Council activation, created to support vibrancy and safety in the East End during the Adelaide Fringe period each year. Rundle Street and other supporting laneways and roads are closed each Friday, Saturday and Sunday evening, with organised outdoor dining and entertainment occupying the roadways during this time.

Next Steps

17. Public and targeted consultation can commence once event organisers have provided a sufficient level of application information, and is proposed to commence in mid-July, subject to receipt of final information from the event organisers.
18. Engagement will target residents and businesses within the East End and surrounding area.
19. An Engagement Plan will be developed to ensure that strong engagement is undertaken, and feedback sought and applied where relevant and appropriate.
20. A report to the Council meeting in September 2023 is proposed to assess community feedback and determine whether to accept or decline the road closure request.

ATTACHMENTS

Nil

- END OF REPORT -