

# Main Streets Round Tables Summary Report

Tuesday, 5 March 2024  
City Community Services and Culture Committee

Strategic Alignment - Our Places

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Public

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## EXECUTIVE SUMMARY

This report outlines the role of the former Lord Mayor's Round Tables (2019-2022) within the Main Street Revitalisation program, summarises the feedback collected at the Lord Mayor's Round Tables and notes how this feedback has been used as part of the Main Street Master Planning process.

The report also summarises other community engagement initiatives and Council reports relating to the Main Street Revitalisation program,

This report responds to a decision of Council on [28 November 2023](#):

*'That Council:*

- 1. Notes of the many round table discussions on Mainstreets held in the previous term of council with the community and updates presented to councillors for noting*
- 2. Asks the administration to prepare a report based on the compilation of updates from the round table discussions and other consultations associated with the Mainstreets.'*

The report notes that the former Lord Mayor's Round Tables occurred during the previous term of Council and have now concluded. Participants in the former Lord Mayor's Round Tables will be included in consultation as part of the detailed design phase for each Main Street upgrade.

Further, Administration continues to engage with the participants through its Place Coordinators to strengthen the collaborative and productive working relationships with external stakeholders that were borne from these engagement activities. The Place Coordinators lead the delivery of a range of placemaking initiatives, several of which were identified through the former Lord Mayor's Round Tables.

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## RECOMMENDATION

The following recommendation will be presented to Council on 12 March 2024 for consideration

THAT THE CITY COMMUNITY SERVICES AND CULTURE COMMITTEE RECOMMENDS TO COUNCIL THAT COUNCIL

1. Notes this report including the compilation of updates from the former Lord Mayor Round Tables discussions and other consultations associated with the Main Street Revitalisation program.
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# IMPLICATIONS AND FINANCIALS

City of Adelaide 2024-2028 Strategic Plan	<a href="#">Strategic Alignment – Our Places</a> Deliver quality street and laneway upgrades, main streets, precincts, and neighbourhood revitalisation and improvements that make Adelaide well-designed, safe and unique.
Policy	Not as a result of this report
Consultation	This report contains a summary of the stakeholder and community engagement that has occurred to inform the Main Street Revitalisation program. Preparation of this report has occurred in consultation with the City Services team.
Resource	Not as a result of this report
Risk / Legal / Legislative	Not as a result of this report
Opportunities	Not as a result of this report
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	Not as a result of this report
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

## Background and context

1. During the previous term of Council a number of round tables were hosted by the then Lord Mayor, taking place between 2019 and 2022.
2. The Main Street Revitalisation program for Hutt Street, Hindley Street, Melbourne Street and O'Connell Street was initiated as a request for Master Plans through the 2017/18 Business Plan and Budget.
3. The Main Street Revitalisation Program adopted a place-led approach, with stakeholder engagement through the Office of the Lord Mayor, supported by the City Shaping portfolio through the Place Coordinators. These forums informed the development of Master Plans by Council's City Services portfolio.
4. The consultation process began with the Lord Mayor's Round Table for Hindley Street, which was trialled as a way to engage with the key stakeholders on the street to ensure an in-depth understanding of the opportunities, issues and priorities raised by these participants. Council noted the success of this approach on 28 January 2021 and requested that Lord Mayor's Round Tables be initiated for the other main streets.
5. In February 2021, the Hindley Street Round Table model was implemented for O'Connell Street, Melbourne Street and Hutt Street.
6. Master Plans for Hindley Street, Hutt Street, O'Connell Street and Melbourne Street are now complete and the Lord Mayor's Round Tables have concluded.
7. Administration is progressing the long-term implementation of the Main Street Master Plans in accordance with Council's Business Plan and Budget.
8. Administration continues to engage with stakeholders and deliver place-led events, activations and initiatives through the Place Coordinators. These continue to be informed by feedback provided by previous and ongoing engagement with stakeholders involved in the former Lord Mayor's Round Tables.

## 2019-2022 Lord Mayor's Round Tables

9. The Lord Mayor's Round Tables were established and managed as an initiative of the Office of the Lord Mayor between April 2019 and August 2022 and served as a valuable sounding board for the informative discussion of issues and opportunities during the preparation of Master Plans for Hindley Street, Hutt Street, Melbourne Street and O'Connell Street.
10. The attendees invited by the former Lord Mayor included business owners, representatives from community groups, representatives from Precinct Associations and other key stakeholders for each priority main street. A total of 50 external stakeholders attended the Lord Mayor's Round Tables across all streets.
11. The minutes of the Round Tables reflect the wide variety of topics discussed, unique to each main street, including the following key areas:
  - 11.1. Place identity and aspirations
  - 11.2. Vision and guiding principles for Master Planning
  - 11.3. Transport, traffic and access
  - 11.4. Infrastructure and upgrades
  - 11.5. Safety and presentation
  - 11.6. Actions including improvements, marketing initiatives and activations.
12. The Lord Mayor's Round Tables generated frank discussion and valuable insights from stakeholders connected to each main street.
13. Advice, feedback and ideas that informed the development of Master Plans have been reported to Council through the various Main Street Revitalisation / Master Plan Council reports as outlined below in point 27.
14. Outcomes from the meetings that informed and led to place specific events, activations and marketing initiatives have continued to be communicated to Council Members via E-News.
15. Results and outcomes from other engagement activities with the community were presented and discussed at the Lord Mayor's Round Tables to test for consistency and to ensure a holistic understanding of the community's views.
16. Updates on the Master Plans including concept design options were also presented and discussed at the Round Tables to facilitate a process of continuous engagement and refinement.

17. There were 40 Lord Mayor's Round Tables during the last Council term and Minutes of these meetings were made available to Council Members via E-News on 30 October 2023.
18. Consultation Summary Reports that include attendee lists and summary feedback from each of the Lord Mayor's Round Tables are provided as a link to this report (Link 1 – [Hindley Street](#), [Hutt Street](#), [Melbourne Street](#), [O'Connell Street](#)).
19. The Lord Mayor's Round Tables were designed to conclude after the creation of Main Street Master Plans and Concept Designs.
20. The Lord Mayor's Round Tables ceased at the conclusion of the previous term of Council.

### **Summary of research, engagement and community consultation**

21. Since the commencement of the Main Street Revitalisation program the Lord Mayor's Round Table feedback has been overlaid against input from a program of research and engagement with the broader community including:
  - 21.1. Focus Groups – in June 2021 consultancy firm Square Holes was commissioned to lead focus group discussions better to understand people's perceptions of each priority main street ([Link 2](#)).
  - 21.2. City User Profile Survey - In June 2021 additional questions were included in the City User Profile Survey to provide an additional snapshot of the people that frequent the four priority main streets ([Link 3](#)).
  - 21.3. Residents Survey - In September/October 2021 the Residents Survey included a new section about Main Streets to collect local-level data for Hindley Street, Hutt Street, Melbourne Street and O'Connell Street ([Link 4](#)).
22. The results from the focus groups, City User Profile Survey and Residents Survey were discussed at the Lord Mayor's Round Tables. They informed the development of draft Master Plans for Hindley Street, Hutt Street, O'Connell Street and Melbourne Street that were presented to Council in December 2021 and endorsed for community consultation (Hindley Street ([Link 5](#)), Melbourne Street ([Link 6](#)), Hutt Street ([Link 7](#)), O'Connell Street ([Link 8](#))).
23. Formal community engagement took place in March and April 2022 to seek feedback on the Vision and Objectives outlined in the draft Master Plans. This included online Your Say surveys and a series of drop-in sessions for each of the priority main streets.
24. The community engagement feedback was discussed at the Lord Mayor's Round Tables and informed the development of concept design options for Hindley Street, Hutt Street and Melbourne Street consistent with the vision and objectives. The overall consistency of the community engagement with the feedback provided as part of the Lord Mayor's Round Tables was noted.
25. Concept designs and a summary of the community engagement feedback were presented to Council on 17 May 2022 (Hindley Street ([Link 9](#)), Melbourne Street ([Link 10](#)), Hutt Street ([Link 11](#)), O'Connell Street ([Link 12](#))).
26. The Council report on 9 August 2022 presented the preferred concept plan for each of the four priority main streets. It also included the verbatim feedback to the Main Streets Community Consultation undertaken in March/April 2022 ([Link 10](#)).

### **Summary of Previous Council reports**

27. Since the commencement of the Main Street Revitalisation program several updates have been presented to Council via workshops and reports.
28. The reports have included timelines of activity and summaries of the engagement activity and outcomes that have underpinned the revitalisation program.
29. The following reports have been presented to Council:
  - 29.1. February 2021 – Workshop presenting an outline of the place model approach to main streets ([Link 13](#)).
  - 29.2. December 2021 – Draft Master Plans for Hindley Street, Hutt Street, Melbourne Street and O'Connell Street were endorsed to go out to community consultation (Hindley Street ([Link 5](#)), Melbourne Street ([Link 6](#)), Hutt Street ([Link 7](#)), O'Connell Street ([Link 8](#))).
  - 29.3. 17 May 2022 – Concept design options for Hindley Street, Hutt Street and Melbourne Street were presented as part of a workshop to Council. The Concept Plans included summaries of the community engagement activity that informed the designs (Hindley Street ([Link 9](#)), Melbourne Street ([Link 10](#)), Hutt Street ([Link 11](#)), O'Connell Street ([Link 12](#))).

- 29.4. 9 August 2022 - Preferred concept plans for each of the four priority main streets were presented to Council for review. The report included the verbatim feedback to the Main Streets Community Consultation undertaken in March/April 2022 (Main Streets Revitalisation Community Consultation Verbatim Feedback Report ([Link 10](#))).
- 29.5. [17 May 2022 – The Committee Strategic Discussion Forum](#) - workshop on Concept Designs for Hindley Street, Hutt Street and Melbourne Street
- 29.6. [2 August 2022 – The Committee Pre-Council Discussion Forum](#) - presentation on the Main Street Concept options with a report outlining the next steps for implementation of short-term initiatives, a recommended approach for the spend of the State Government election commitment funding of \$3 million for Hutt Street and \$1 million for Melbourne Street aligned with the vision for each street and the draft Concept Plans for Melbourne Street and Hindley Street.
- 29.7. [9 August 2022 – Council](#) - report on the Main Street Concept Options.
- 29.8. [18 April 2023 – Infrastructure and Public Works Committee](#) - workshop on the Main Streets Revitalisation Program

### Next steps

30. The Lord Mayor's Round Tables have now concluded. Clarity and communication around consultation initiatives of the Office of the Lord Mayor prior to entering caretaker mode is recommended in future.
31. Council's Place Coordinators continue to communicate with former Round Table stakeholders through their regular engagement activities. Communication with Precinct Associations is also ongoing.
32. Further community consultation will take place as part of the detailed design phase for each main street upgrade.

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## SUPPORTING INFORMATION

**Link 1** – Consultation Summary Reports – Hindley Street, Hutt Street, Melbourne Street and O'Connell Street

**Link 2** – Focus Groups

**Link 3** – City User Profile Survey

**Link 4** – Residents Survey

**Link 5** – Draft Master Plan, Hindley Street

**Link 6** – Draft Master Plan, Melbourne Street

**Link 7** – Draft Master Plan, Hutt Street

**Link 8** – Draft Master Plan, O'Connell Street

**Link 9** – Concept Design, Hindley Street

**Link 10** – Concept Design, Melbourne Street

**Link 11** – Concept Design, Hutt Street

**Link 12** – Concept Design, O'Connell Street

**Link 13** – Workshop, February 2021

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## ATTACHMENTS

Nil

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