

# Gouger Street Revitalisation Concept

Strategic Alignment - Our Places

Public

**Tuesday, 18 June 2024**

**Infrastructure and Public Works Committee**

**Program Contact:**

Mark Goudge, Associate Director  
Infrastructure

**Approving Officer:**

Tom McCready, Director City  
Services

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## EXECUTIVE SUMMARY

The purpose of this report is to update the Council Members on progress made to date on the Gouger Street Revitalisation Project Concept Plan and to seek Council's approval on the Vision and Design Principles for the project. This approval will enable the detailed design phase to commence.

The project was approved by Council as part of the 2023/24 Annual Business Plan and Budget, and a program of investigation and stakeholder engagement has been completed. The outcomes of this work have informed the vision, design principles, project objectives, and the development of a concept plan.

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## RECOMMENDATION

The following recommendation will be presented to Council on 25 June 2024 for consideration

THAT THE INFRASTRUCTURE AND PUBLIC WORKS COMMITTEE RECOMMENDS TO COUNCIL  
THAT COUNCIL

1. Approves the Gouger Street Revitalisation Project's Vision, Design Principles and Concept Plan as contained in Attachment A to Item 7.7 on the Agenda for the meeting of the Infrastructure and Public Works Committee held on 18 June 2024 and progress to key stakeholder and community engagement.
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## IMPLICATIONS AND FINANCIALS

City of Adelaide 2024-2028 Strategic Plan	<b>Strategic Alignment – Our Places</b> Facilitate and activate our places in a safe and accessible way for our community. <i>“Deliver quality street and laneway upgrades, mainstreets, precincts, and neighbourhood revitalisation and improvements that make Adelaide well-designed, safe and unique”.</i>
Policy	Not as a result of this report.
Consultation	Stakeholder and community engagement has occurred to inform the presentation of information within this report. Additional consultation and engagement will be undertaken to seek direct feedback on the concept plan, to inform development of a detailed design phase.
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	\$500,000
Proposed 24/25 Budget Allocation	\$1,250,000, subject to adoption of the draft 2024/25 Business Plan and Budget.
Life of Project, Service, Initiative or (Expectancy of) Asset	Detailed design is proposed to be undertaken in the 2024/25 financial year. The project is forecast for construction in the 2025/26 financial year. Delivery may be staged to minimise the impact on existing uses, to be determined once detailed design is finalised and construction methodology is understood. Final costs to be determined pending final design outcomes. Asset will be designed for a minimum life of 25+ years.
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	To be pursued where relevant opportunities become available.

# DISCUSSION

## Background and Context

1. The Gouger Street Revitalisation Project's Concept Plan has been developed through a community-led model, considering best practice asset management planning and budget planning requirements
2. This approach ensures the Concept Plan responds to community feedback while considering financial constraints, long-term asset requirements, and general alignment with other Main Street projects being developed.
3. The Gouger Street Revitalisation Project supports the outcomes and actions of the City of Adelaide Strategic Plan 2024-2028 through the delivery of quality street upgrades and precinct improvements that make Adelaide well-designed safe and unique.
4. The Gouger Street Revitalisation Project was initiated through the 2023/24 business plan and budget process and has progressed significantly since.
5. In March 2024, a series of community engagement activities were undertaken which sought to announce the project, define the project boundaries (area, budget, and technical requirements), and seek feedback from the community and key stakeholders in the precinct on areas of importance.
6. This feedback aimed to shape the project, maintaining Gouger Street's relevance as a key local main street and destination, with consideration of significant forecast population growth in the city's south-west.
7. In May 2024, the project team re-engaged with the community to verify the project vision and guiding principles and show how these could be reflected in a streetscape upgrade.
8. This approach ensures the community's feedback responds to the area's strengths, opportunities, and risks, and promotes transparency through the design development process.
9. From the design themes presented to the community, a wide range of feedback and specific design comments were received. Key feedback areas included matters such as:
  - 9.1. Prioritise pedestrians over cars and enable safer walking and people movement on the street.
  - 9.2. Improve pedestrian safety by widening footpaths, providing better crossing options especially around the Courts precinct and facilitating other modes of transport such as bicycles and scooters including parking/storage areas.
  - 9.3. Improved North-South links across the street and between Gouger and Grote Streets.
  - 9.4. Improve overall safety and decrease crime in the area by increasing CCTV cameras, providing better lighting and supporting local businesses for successful trade.
  - 9.5. Regarding the prioritisation of pedestrians, feedback on parking in the area was polarized. Some stakeholders value convenient on-street and free parking, while others advocate for the removal of all on-street parking.
  - 9.6. Overwhelming support for Gouger Street hosting more food and culture markets, special events and festivals with whole or partial street closures.
  - 9.7. Recognition of Gouger Street's unique, diverse and rich historical area with the iconic Adelaide Central Market and Chinatown and the slightly eclectic vibe.
10. The Community Engagement Report – Concept Plan which incorporates the feedback received can be viewed at [Link 1](#).
11. The outcomes of this approach have directly informed and accelerated the preparation of the Concept Plan, including its vision and design principles.
12. Key features of the draft Concept Plan include:
  - 12.1. Improved Pedestrian Experience: The draft Concept Plan aims to enhance the pedestrian experience within the designated area.
  - 12.2. Continuous At-Grade Footpaths: Implementation of continuous at-grade footpaths is proposed to ensure seamless pedestrian movement.
  - 12.3. Flexi-zones and Activity Zones for Improved Access/Connectivity and Outdoor Dining: The introduction of flexi-zones and activity zones is intended to enhance access, connectivity, and facilitate outdoor dining opportunities.

- 12.4. Improved Links to Existing Corridors and Pedestrian Cycleways: The plan includes measures to enhance connectivity by improving links to existing pedestrian corridors and cycleways.
  - 12.5. New Formal Zebra Crossings: The proposal suggests the installation of new formal zebra crossings to enhance pedestrian safety and accessibility.
  - 12.6. New Compliant and Decorative Lighting: Implementation of compliant and decorative lighting is planned to improve visibility, safety and aesthetic appeal.
  - 12.7. Additional Greening: The addition of greenery is proposed to enhance the aesthetic and year-round amenity of the area and support Council's strategic objectives.
  - 12.8. Additional Accessible Parking: Provision for three additional accessible parking spaces is included to cater to the needs of all users.
- 13. The Gouger Street Revitalisation Project, Vision, Design Principles and Concept Plan can be viewed in **Attachment A**.
  - 14. Whilst the Concept Plan is considered to address the community's key priorities, some design features are not proposed to be included, primarily due to budget and spatial limitations, and they are outlined below:
    - 14.1. Parallel Parking – There is significant cost in adjusting stormwater, road contours, and kerbs and gutters required for the inclusion of parallel parking, which is currently unfeasible within the project budget. The concept proposes to adjust parking in key areas for maximum benefit.
    - 14.2. Separated bicycle lanes – Gouger Street is recognised as a destination rather than a part of the commuter path network, which is in close proximity on Grote Street. Whilst destination cycling infrastructure will be incorporated into the design, the inclusion of separated bicycle lanes is not currently considered.
    - 14.3. Retaining/increasing existing parking numbers – Adjustments to existing parking arrangements are necessary to comply with current codes and to provide space for key features.
  - 15. The Gouger Street Revitalisation Project detailed design will also respond to the requirements of each relevant Asset Management Plan, once endorsed by Council.

### **Mainstreet Revitalisation Program**

- 16. The Mainstreet Revitalisation Program has been underway since February 2018, with the other streets (Hindley Street, O'Connell Street, Hutt Street and Melbourne Street) at varying levels of design progress.
- 17. The Gouger Street Revitalisation Project was added to the program in June 2023 with delivery prioritised to follow Hindley Street, which is currently the most progressed design.
- 18. To allow the development of the Gouger Street Revitalisation Project, the project team has accelerated the development of critical investigations, procured key consultancies, undertaken community engagement activities and considered the learnings from the other mainstreet projects.
- 19. The project scope outlined in the concept plan for Gouger Street includes assets due for renewal and incorporates priority design principles proposed by the community and key stakeholders through an engagement process.

### **Next Steps**

- 20. Subject to approval of the 30% Concept Design, the design outcomes will be communicated to the community and key stakeholders. Council Members will be invited to engagement sessions to be held between July and August 2024.
- 21. As the design progresses further updates will be provided to the Infrastructure and Public Works Committee for review and consideration.
- 22. The following table (Next 12 Months Work Schedule) provides an indicative schedule of activities to progress the Gouger Street Revitalisation project. The timelines may change and adapt to needs and funding opportunities as they arise, and Council will be regularly updated on progress of key milestones.

**Table: Next 12 Months Work Schedule**

<b>Month</b>	<b>Action</b>
June 2024	Council approval of concept design, including vision, objectives and design principles.
July – August 2024	Community and stakeholder engagement on concept plan Initiate procurement of detailed design consultancy team
April - May 2025	Seek Council approval of: <ul style="list-style-type: none"><li>• Feedback from consultation and stakeholder engagement</li><li>• 70% detailed design</li><li>• Cost estimate</li><li>• Delivery Proposal</li></ul>
June 2025	Council adopts Business Plan and Budget 2025/26 which includes funding for project delivery.  Initiate procurement of contractor to deliver project

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## DATA AND SUPPORTING INFORMATION

**Link 1** – Gouger Street Revitalisation Engagement Report – Concept Design

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## ATTACHMENTS

**Attachment A** – Gouger Street Revitalisation Concept Plan, Vision and Design Principles

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- END OF REPORT -