

Hutt Street

Concept Plan

REVISED
AUGUST 2024



City of Adelaide.



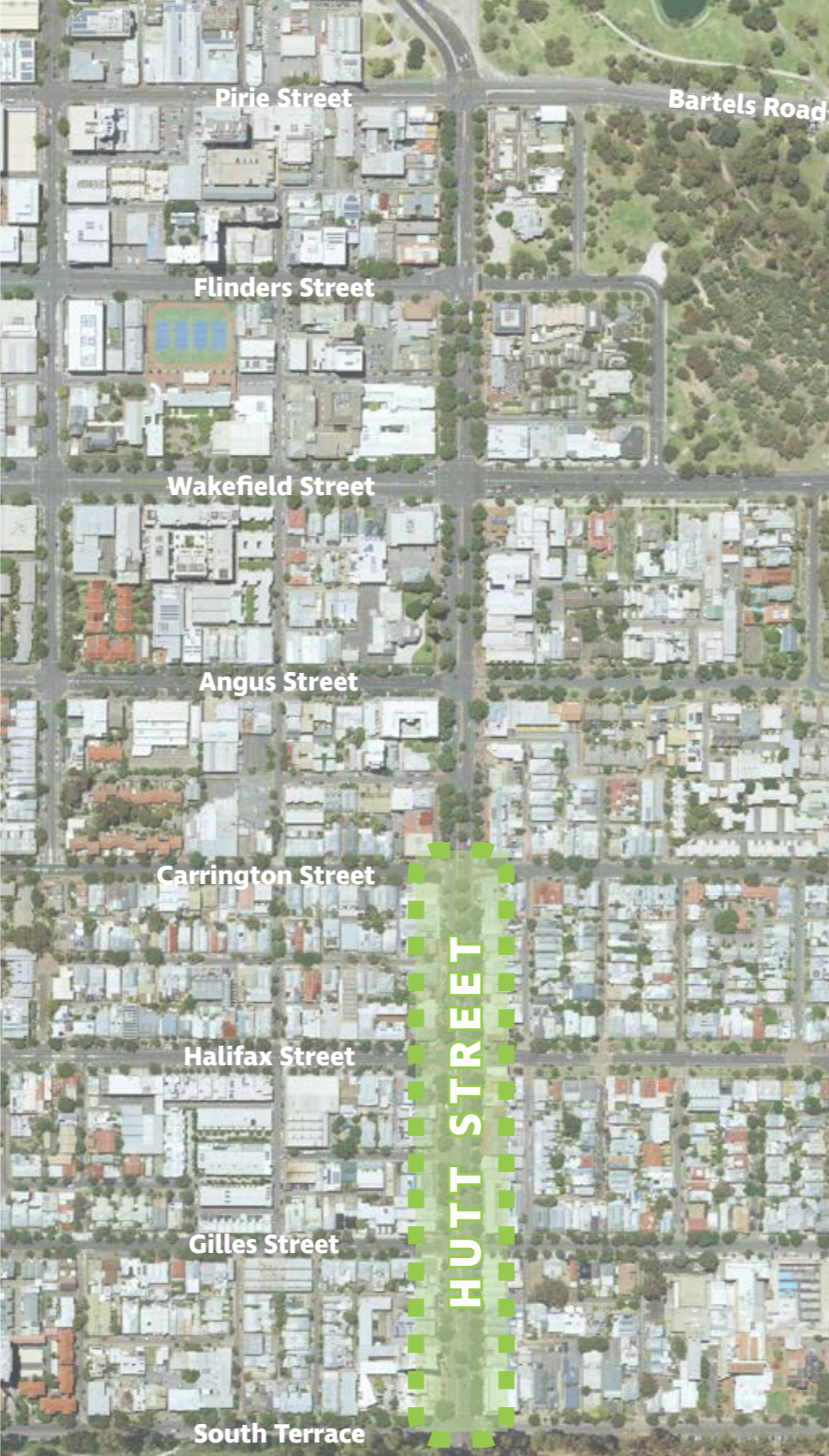
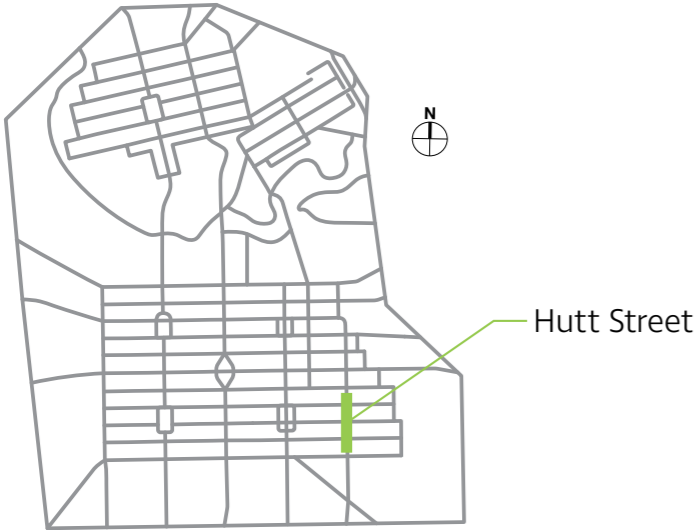
Contents

Acknowledgement of Country

City of Adelaide tampinhi, ngadlu Kurna yartangka panpapanpalyarninhi (inparrinhi). Kurna miyurna yaitya mathanya Wama Tarntanyaku. Parnaku yailtya, parnaku tapa purruna, parnaku yarta ngadlu tampinhi. Yalaka Kurna miyurna itu yailtya, tapa purruna, yarta kuma puru martinhi, puru warri-apinhi, puru tangka martulayinhi.

City of Adelaide acknowledges the traditional country of the Kurna 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 Kurna people living today.



	Page
1. What Makes a Great Main Street	4
What Makes a Great Main Street?	5
Executive Summary	6
Vision	7
Guiding Principles	8
Project Background	9
2. Project Context	10
City Context	11
Street Context	12
Existing Street Dynamics	13
Key Statistics	14
Opportunities	15
3. Community Engagement	16
Community Engagement Process	17
Summary of Results	18
Community Feedback	20
4. Concept Design	21
Design Principles	22
Design Overview	23
Design Summary	24
Design Benefits Statistics	25
Concept Design	26
Cross Sections	29
Artist's Impressions	31
5. Appendices	33
A. Transport Patterns	34
B. Precinct Car Parking Opportunities	35
C. Visitation & Vacancy Data	36
D. Benefits of Reallocating Public Space	37
E. Economic Benefits of Cycling	38

Part one

What Makes a Great Main Street



What Makes a Great Main Street?

An integration of design and place-led approaches will lead to a successful, thriving, beautiful, and connected main street. Here are some of the key ingredients that make a great main street:

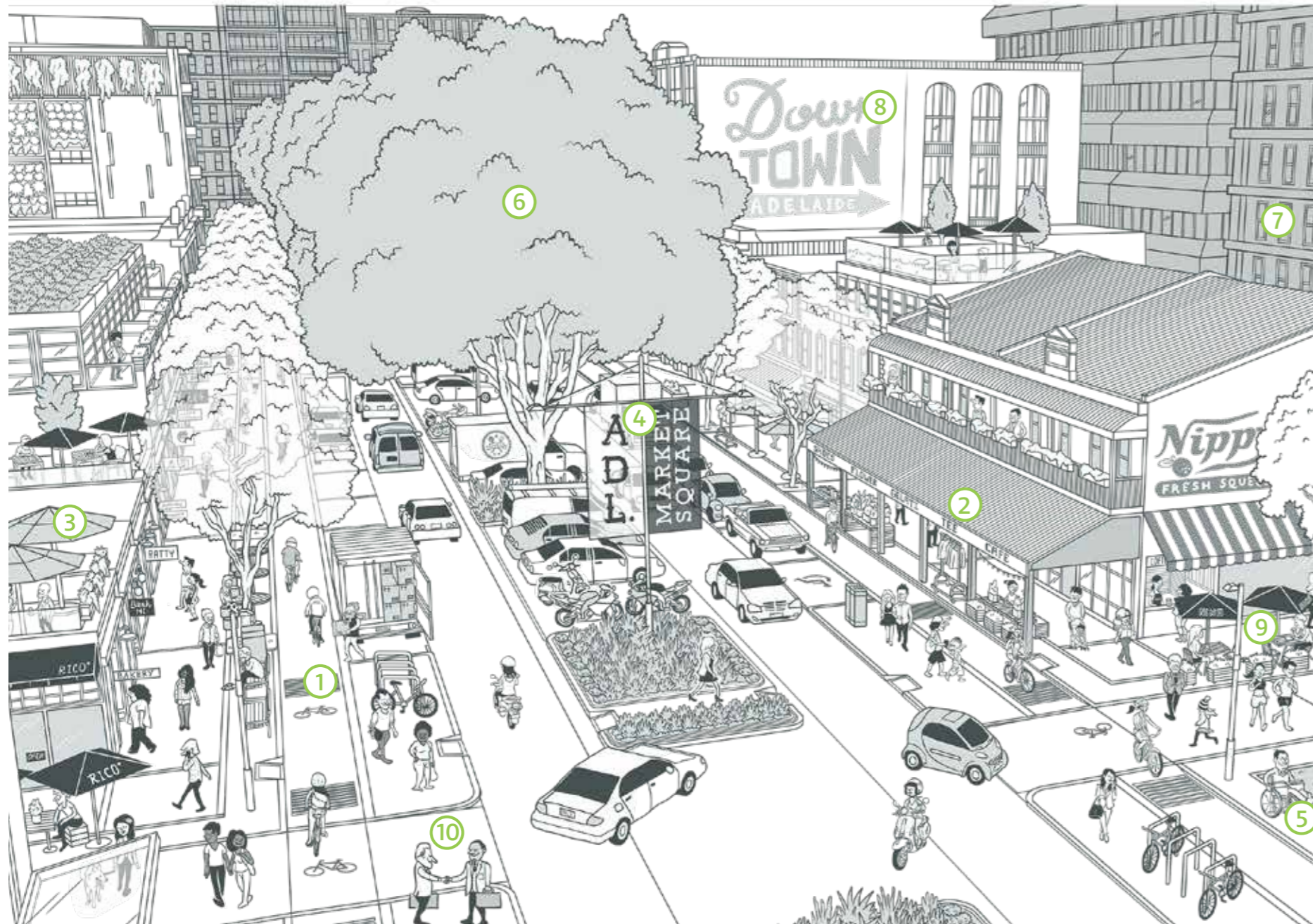


Image: CoA Adelaide Design Manual (<https://www.adelaidedesignmanual.com.au/>)

1. High quality public realm and amenities

2. A diverse and competitive commercial mix with active frontages and attractive shopfronts

3. Public spaces / gathering spaces that encourage active and passive activity

4. Authentic marketable and identifiable destination branding on-street and online

5. Accessible and safe for all users, including pedestrians, cyclists and vehicles

6. Green, connected canopies, shaded and pleasant

7. People living close by, servicing and supported by the local population, with a human scale density and a 'heart'

8. Celebration of the unique local and heritage character

9. Tailored events and activations that act as an anchor for visitation by locals and external visitors

10. Connected stakeholders working collaboratively towards a common vision

Executive Summary

Hutt Street

Hutt Street is the epicentre of the south-east precinct, providing a village-like cluster of cafés and restaurants alongside day-to-day essentials and community services. It is valued for its green, quiet atmosphere and heritage charm.

The street's distinct identity encompasses its well-known avenue of leafy green plane trees enclosing wide boulevard proportions, proximity to popular Adelaide Park Lands destinations, abundant supply of on-street car parking spaces, and an engagingly quirky mix of general and specialist retail, commercial, medical, and accommodation services, with proactive local business and residential communities. It is also well serviced by multiple bus routes including the free City Connector bus, and transected by key cycling routes through the Park Lands and into the city.

However, the street's function as a key road linking into the CBD for peak hour traffic with multiple lanes and waves of through traffic adversely impacts pedestrian experience, access and health. Coupled with angle parking and unindented bus stops, the road environment also poses a hazardous environment for even the more experienced people cycling.

Stretches of narrow footpath running along some of the street's busiest pedestrian sections are hemmed in by parking and cluttered with street furniture, which lead to awkward pinch points and conflict between the mix of users and discourages quality community interactions.

Focus group and survey feedback further suggests new residents remain largely unaware of what their main street offers and as a result utilise alternative shopping, dining, and entertainment options despite Hutt Street's proximity to home.

The Concept Plan offers a vision of Hutt Street as a revitalised, modern urban village set within its appealing heritage character and dynamically providing for the needs and wants of its local community while attracting a broad cross-section of visitors from further afield. It seeks to achieve this through ensuring Hutt Street is a people centred main street; creating a safe, comfortable, and attractive public realm supporting local business and community activity.

"I visit Hutt St for coffee at least twice a week. Access to Hutt St by bike is ok for me as a confident rider but not ideal when riding with my wife or friends - it just doesn't feel that safe. I love the concept image of wider footpaths, protected bike path and narrow car lane reinforcing Hutt St as a place for people. Well done!"

- Focus Group Participant



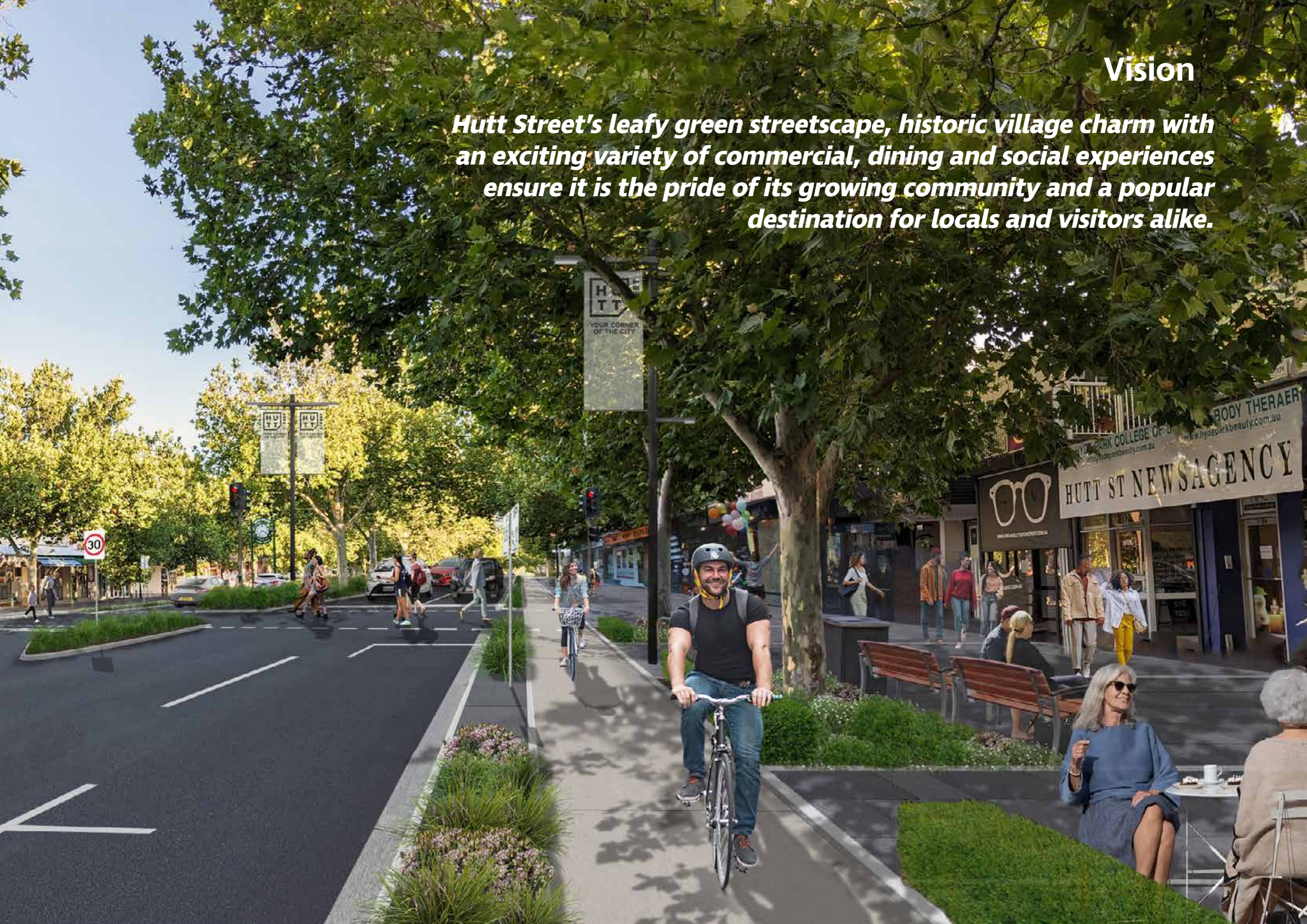
View looking north along Hutt Street with two lanes and a safe crossing with pedestrian priority improvements

The Concept Plan responds positively to the street's existing conditions, opportunities, and community engagement responses through the following key design elements:

- Clear definition of the village heart as a pedestrian centred zone through lower vehicle speeds, safe pedestrian prioritised crossings, and reconfiguration of traffic lanes and parking to accommodate increased opportunities for outdoor dining and other activities;
- Upgraded footpaths with raised thresholds across minor side streets and increased crossing points to comfortably accommodate higher use and accessibility between destinations along and across the street by people walking or wheeling, cycling and scooting
- Protected cycle paths with low speeds to provide micromobility transport options for local residents and visitor access
- Public art and wayfinding which strengthen the identity of the street and create ongoing interest and engagement opportunities
- Improved pedestrian realm lighting for increased night-time appeal and safety
- Enhancement of Plane Trees and reconfigured garden beds for cooling and softening of the urban environment

Vision

Hutt Street's leafy green streetscape, historic village charm with an exciting variety of commercial, dining and social experiences ensure it is the pride of its growing community and a popular destination for locals and visitors alike.



Guiding Principles

Hutt Street

Community engagement was undertaken between 7 March and 4 April 2022 to seek feedback on the draft Vision and Design Principles, to better understand community priorities for Hutt Street (refer to Part 3 Community Engagement for more detail, pages 16-20). These Design Principles set the foundation for, and guide the concept design presented in this document.

These Design Principles are listed in order of priority.



Accessibility & Sustainability

Provide a well-planned street that is welcoming, accessible and comfortable, that balances the needs of businesses, residents, and visitors using all modes of transport and contributes to our wellbeing and sustainability goals.



Cultural Significance & Amenity

Celebrate and reinforce the existing leafy green streetscape and historic village charm.



Multi-modal Transport and Connectivity

Rationalise the reallocation of public space from vehicle use (parking and traffic lanes), to achieve a more equitable allocation of public space and a good balance between transport modes, trees, landscaping, outdoor dining opportunities, to support businesses and enhance social interactions, and provide safer movement.



Public Heart & Community

Create a new public 'heart' as the epicentre and provide unique experiences ensuring a robust local community.



Public Art & Activation

Public art opportunities, activation and improved amenity to support businesses and enhance the visitor experience, driving future investment and economic uplift.



Destination & Economic Vitality

Establish a business and retail identity with a diverse offering to increase its popularity as a destination for locals and visitors.

Project Background

Hutt Street

Community engagement has been undertaken using a range of approaches since 2018.



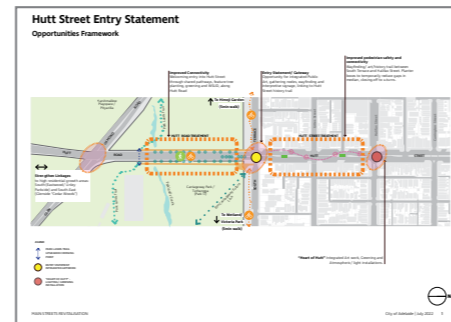
Hutt Street Master Plan
City of Adelaide
December 2021

A Master Plan was reviewed and endorsed by Council in December 2021



Concept Plan Draft
City of Adelaide
May 2022

Concept design options were presented as part of a workshop to Council, including summaries of community engagement activity that informed the designs.



Draft Consultation Concept Plan
City of Adelaide
August 2022

Preferred Concept Plans were presented to Council.

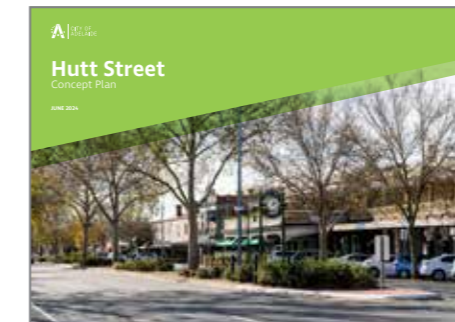
Presentation to Council on the Main Street Concept options, outlining the steps for implementation of short-term initiatives and a recommended approach for the State Government election commitment funding of \$3 million for Hutt Street, with the proposal for 'Hutt Street Entry Statement' aligned with the vision of the street



Concept Plan for Community Engagement
City of Adelaide
April 2023

Concept Plans presented to Council as part of the draft business plan and budget.

Council endorses Mainstreet's Upgrades (Hindley Street, O'Connell Street, Melbourne Street, Hutt Street and Gouger Street)



Updated Concept Plan
City of Adelaide
August 2024

Decision to revise the Concept Plans to reflect the approved delivery budget

WE ARE HERE

(This document)

Next Steps

Engage with Community through Detailed Design phase to ensure alignment of expectations.

Further review, revise and refine the design documentation to align with community feedback and approved budget.

COMMUNITY ENGAGEMENT MILESTONES

Research (2018-2020)	Short term (2021–2023)		Medium term (2024–2025)	Long term (2025–2026)
<p>Working group developed with CoA staff to support immediate actions to respond to issues (e.g. cleansing, public realm audits safety CCTV)</p> <p>Lord Mayor Roundtable established and stakeholder engagement commenced</p>	<p>Medium and long term objectives identified by stakeholders and agreed upon</p> <p>Medium and long term improvement plan developed</p>	<p>Design and implement trial to test long term improvement objectives (e.g. footpath extensions)</p> <p>Main Street Revitalisation team established with Place Coordinator (Single point of contact)</p>	<p>Stakeholder feedback and short term trial monitoring evaluation</p> <p>Detailed design and delivery of Stage 1 'Hutt Street Entry Statement' project</p>	<p>Detailed design commences including data analysis, further investigations and continued stakeholder engagement</p> <p>Phased improvements to continue to be funded, designed and delivered</p>

Part two

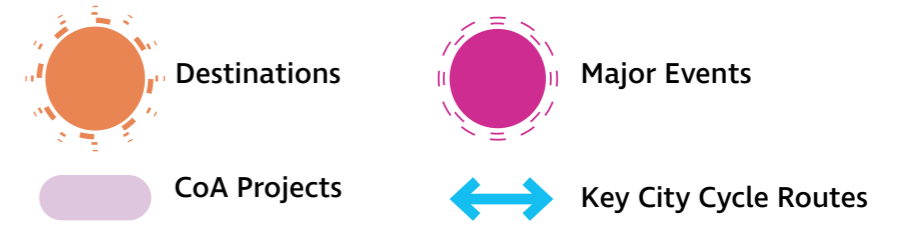
Project Context



City Context

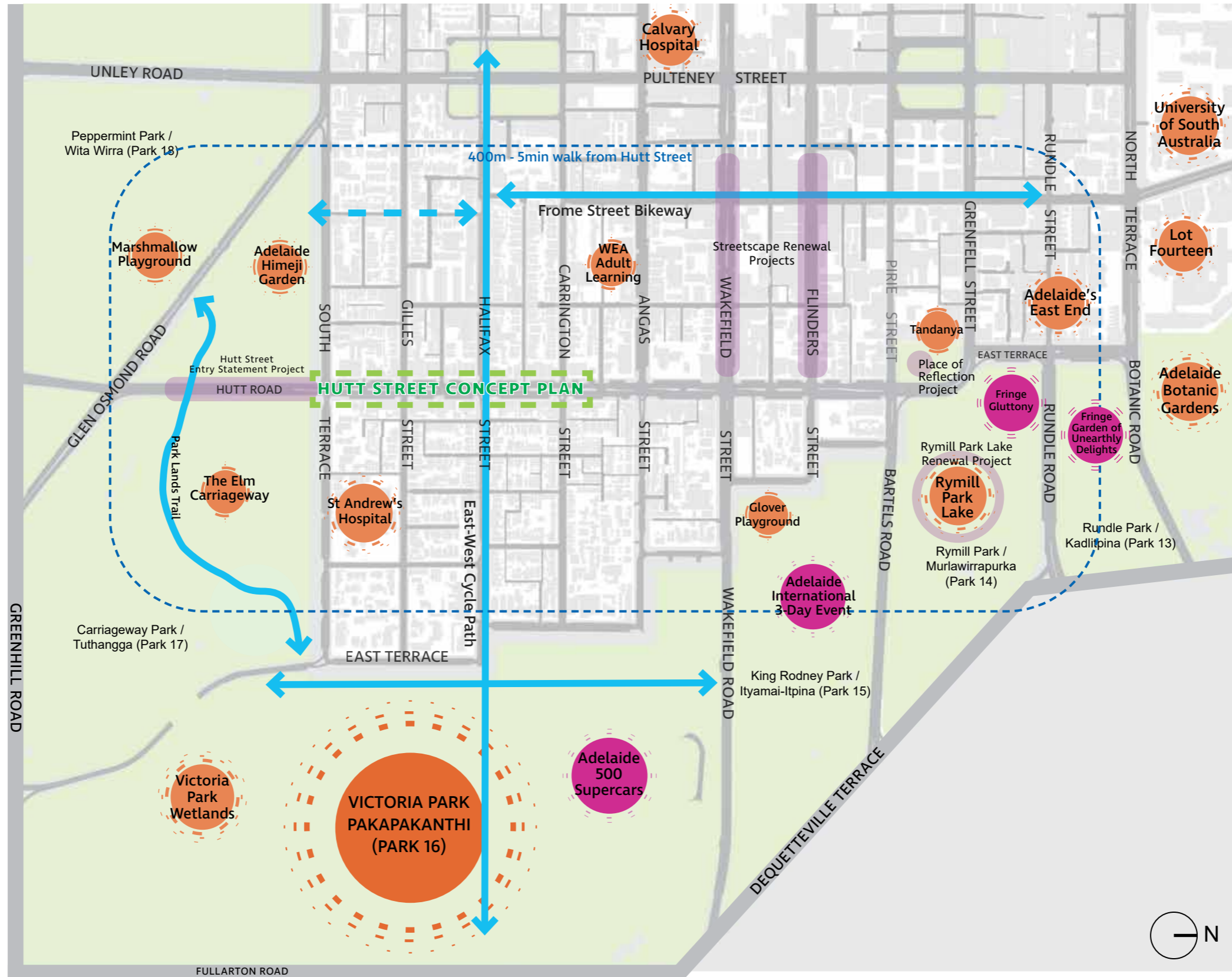
Hutt Street

Hutt Street is centrally located in the south-east precinct of the city, within easy walking distance of Victoria Park / Pakapakanthi and surrounding Adelaide Park Lands including many recreational facilities and program of cultural events and entertainment. Hutt Street also functions as a supporting road link into the CBD primarily for commuters in cars and buses.



PARK 18
PEPPERMINT PARK
WITA WIRRA

PARK 17
CARRIAGEWAY PARK
TUTHANGGA



Street Context

Hutt Street

Hutt Street is a main street and city road link well known for its shady green avenue of Plane Trees and heritage buildings, providing easy access to the surrounding Adelaide Park Lands, the East End, and St Andrew's Hospital precinct. The street is home to a diverse range of local services including retail, health services, medical specialists, hospitality venues, offices, accommodation, and support services. Local residents and visitors are well served by regular bus services, on-street car parking, and road links to key cycle paths.

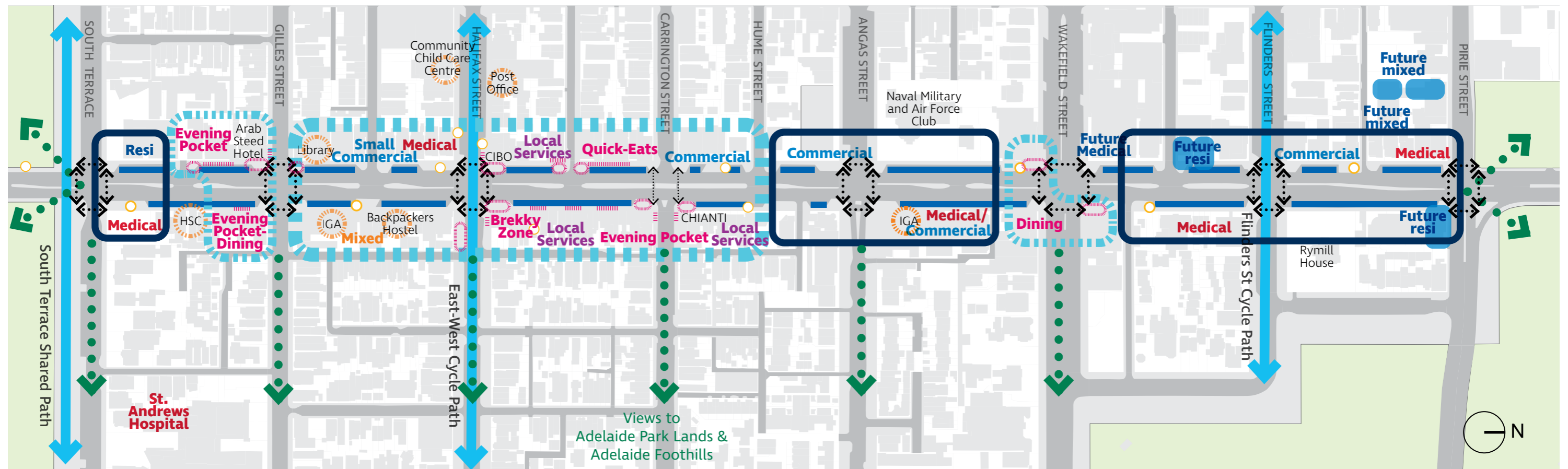
- Major Peak Hour Traffic
- Key City Cycle Route
- Bus Stop - Low Use
- City Connector Bus
- Heritage Listed Place - Local
- Heritage Listed Place - State
- Existing and Proposed Public Art Elements
- New & Approved Development



Existing Street Dynamics

Hutt Street

- Signalised Pedestrian Crossing
- Designated Crossing - Unsignalised
- Key City Cycle Routes
- Established Outdoor Dining - Footpath
- Tree Lined View to Park Lands & Adelaide Hills
- Bus Stop - Low Use
- On-Street Parking
- Approved Development

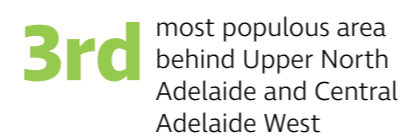


Key Statistics

Hutt Street

Hutt Street spans both the 'South East Corner' (south of Wakefield Street) and 'CAD East' (north of Wakefield Street) profile areas by the Australian Bureau of Statistics/Profile ID. The CAD East profile area is bounded by North Terrace in the north, East Terrace in the east, Wakefield Street in the south, and King William Street in the west. The South East Corner profile area is bounded by Wakefield Street in the north, East Terrace in the east, South Terrace in the south, and Pulteney Street in the west.

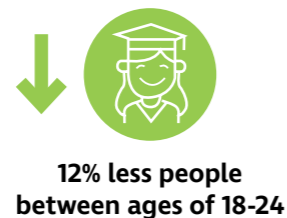
Population



Above from ABS Estimated Resident Population, Profile ID 2021

Current Demographics

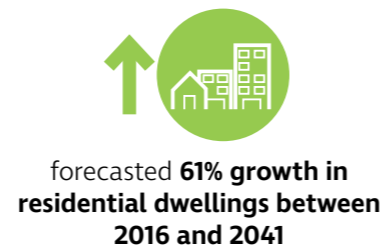
This corner of the city is the **3rd most populous area**. The residential population is made up of **more parents with dependent children, homebuilders and people over retirement age**, than the City of Adelaide average, with significantly less tertiary student residents. This demographic make-up is reflected in the currently low-rise and heritage housing stock and proximity to surrounding services including schools.



Above from ABS Estimated Resident Population, Profile ID 2021

Forecasted Growth

The South East is predicted to experience **a reasonable 43% growth in residents in the next 20 years**. Surrounding city areas directly west and north are predicted to experience more substantial population growth, 133% in City South and 170% in Central Adelaide East.



Above from ABS Forecast Resident Population, Profile ID 2021



Approx. 300 on-street car parking spaces

Roughly 1.5 parks per property facing Hutt Street. South of Angas Street car parking spaces are unticketed but timed.



On-street precinct parking

Public on-street parking opportunities along streets running off Hutt Street are constrained by residential permit parking. Non-residential streets to the west of Hutt Street provide additional public parking capacity within a 5 minute walk. Refer Appendix B: Precinct Car Parking Opportunities, page 40.



Limited off-street parking

Very few public off-street parking opportunities. Some private undercroft parking to medical facilities and commercial businesses, mostly in the northern portion of the street.



Proximity to cycling routes

Convenient access via cycling routes including the Park Lands Trail, Frome Street Bikeway and Halifax Street route connecting east through Victoria Park.



Low bus boarding numbers = Short dwell times

Low bus boarding numbers for Hutt Street, especially travelling to north and east through the CBD. The street is also serviced by the City Connector.



Walkable neighbourhood

Walking is the main form of transport in the South Ward for 53% of people. The Main Street 'core' of Hutt Street takes approx. 5 minutes to walk, and Victoria Park is less than 10 minutes walk from the Halifax Street intersection.



14%

Business vacancy rate remains consistently moderate

Data provide by AEDA, March 2023. Refer Appendix C, page 41 for more details.

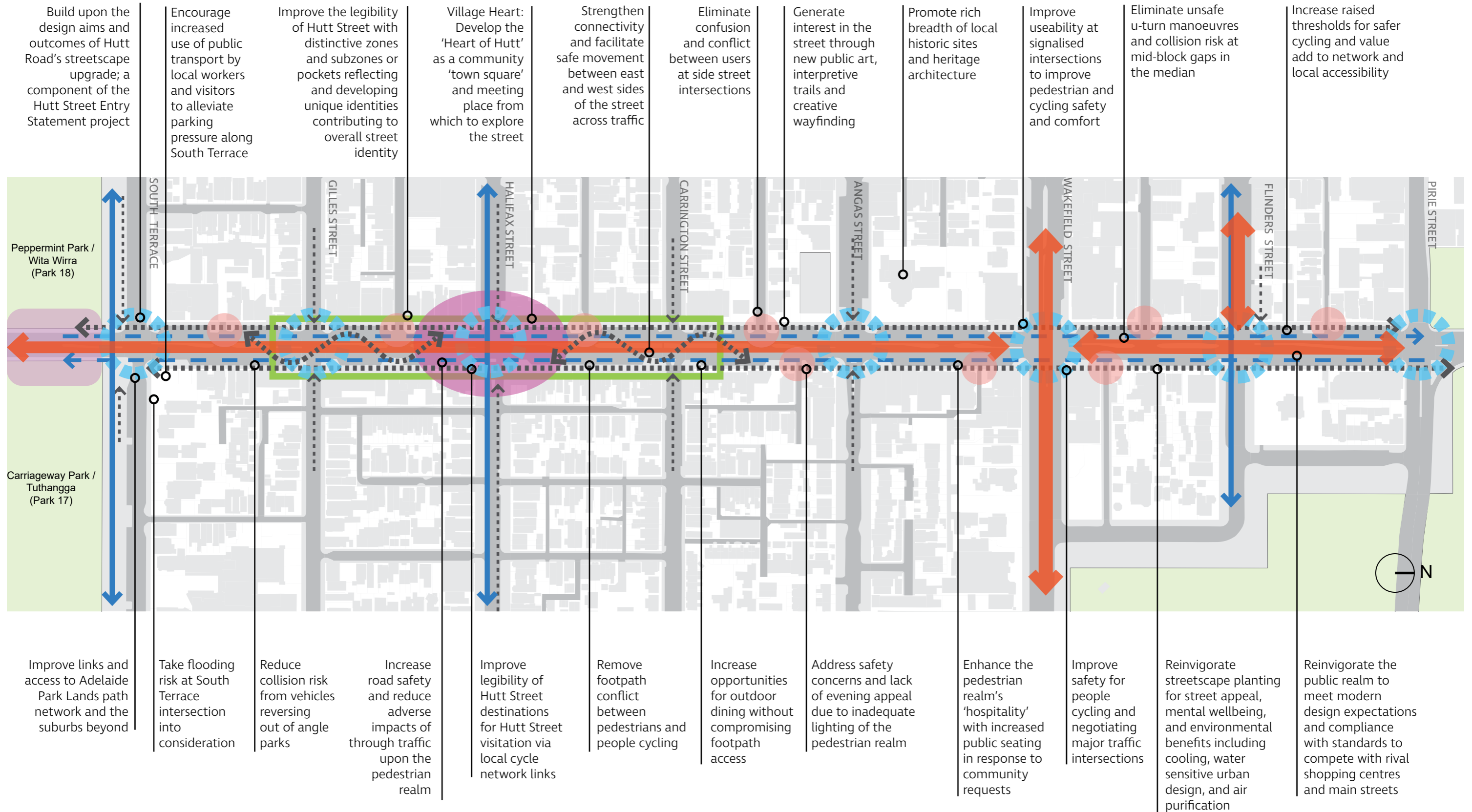
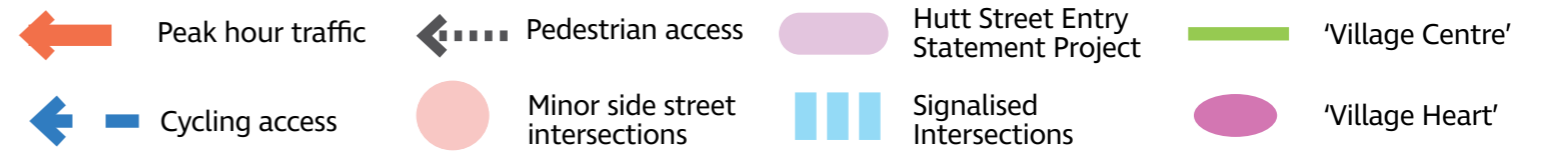
	Average Number of Vehicles	Average Speed
Morning Peak	2071	35 km/hr
Afternoon Peak	2015	37 km/hr
Average Inter-Peak	1109	39 km/hr
Average of Above	1732	37 km/hr

* Averages taken over 5 weekdays (Monday-Friday)

* Inter-Peak refers to xxxx (definition TBC)

Opportunities

Hutt Street



Part three

Community Engagement



Community Engagement Process

Hutt Street

Each of the Main Streets across the city have active and engaged traders, property owners and residents including traders and precinct associations. The City of Adelaide has adopted a place-led, evidence based approach to developing designs that will deliver positive outcomes for the community, and has sought feedback from stakeholders at key milestones during the development of the concept design.

A number of studies and community and business engagements have been undertaken in Hutt Street over the last few years.

Phase 1 - Benchmarking

Since February 2021, the following was achieved:

- Place audits for each of the streets
- Single Point of Contact (Place Coordinator) allocated to each Street to build relationships and community connections, and to identify opportunities that are place specific.
- Lord Mayor Roundtables
The Lord Mayor Roundtable worked together with stakeholders to address challenges and identify opportunities to improve the amenity of the Main Streets for businesses, residents, and city users.
- City User Profile Survey – City of Adelaide
The City User Profile survey is important for profiling our city residents, workers, students, and visitors - it tells us, who uses the city, how they use it and how their behaviours are changing. Designated questions were asked to identify the Main Street profiles as an area of importance and prepare CoA for future needs and help measure how successful our current city initiatives are.

June 2021

Focus group discussions were led by consultancy Square Holes on behalf of the City of Adelaide to better understand people's perceptions regarding the Hutt Street precinct, including how people visiting the street felt, how often they visited and how they believe it could be improved.

Phase 2 - Vision and Design Principles

March - April 2022

Stakeholders were asked to review and comment on the proposed vision for Hutt Street, rank and prioritise a range of design principles (objectives), to create a series of themes for the street.

Next Steps

Phase 3 - Concept Design

From September 2024

Stakeholders will be asked to review the proposed concept design for Hutt Street to ensure it aligns with community expectations and the agreed design vision and principles. If supported, this design will then form the basis for detailed design development for construction; pending funding availability.



Summary of Results

Phase 1 - Benchmarking

Square Holes was engaged to conduct focus group discussions for four priority main streets (Hindley, Melbourne, O'Connell and Hutt Streets) with residents living within three kilometres of each area, to understand the strengths and challenges of each of the main streets by gaining an in-depth understanding of residents' attitudinal and behavioural responses to the relevant street.

Objectives of the research included:

1. Understand residents' use and interaction with each given main street
2. Examine residents' perceptions of the individual character and strengths of each main street
3. Examine residents' perceptions of the shortcomings of each main street
4. Identify the key competitors to each main street, including other streets, precincts, or online
5. Explore drivers to increase resident visitation

Summary of findings:

- Those familiar see Hutt Street as a village
- The area has a relaxed ambiance but can be too quiet at times
- The diversity of local eateries is not enough to attract visitors to the area and there is an opportunity to bring more services which appeal to residents
- There is a need to consider how to ensure Hutt Street can thrive after sunset in order to attract more patrons



"Vibrancy arises from genuine activity; a village needs useful shops."

- Focus Group Participant, June 2021

"Giving local restaurants, cafes and business owners priority on footpaths and taking out car parking for more outdoor dining."

- Focus Group Participant, June 2021



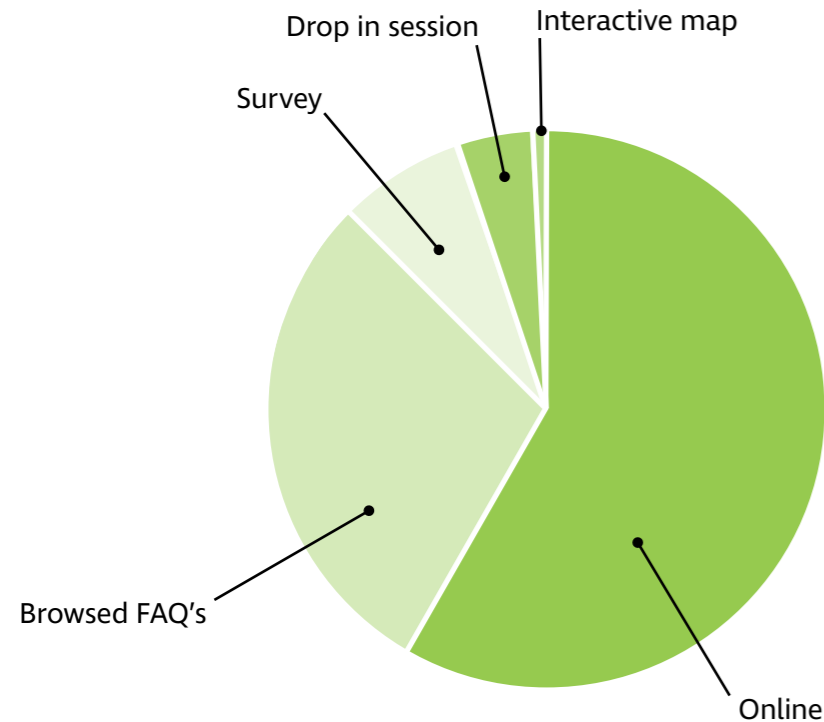
**Information from "Exploring Priority Mainstreets", Square Holes, June 2021*

Summary of Results

Phase 2 - Vision & Design Principles

Undertaken in March and April 2022, community engagement on the Hutt Street vision and design principles reached 451 people online.

- 66 people made contributions to the survey
- 3 people made 17 contributions to the interactive map
- 229 people were informed and browsed supporting documents and, or FAQs
- 33 people attended one of two drop-in sessions at locations on Hutt Street.



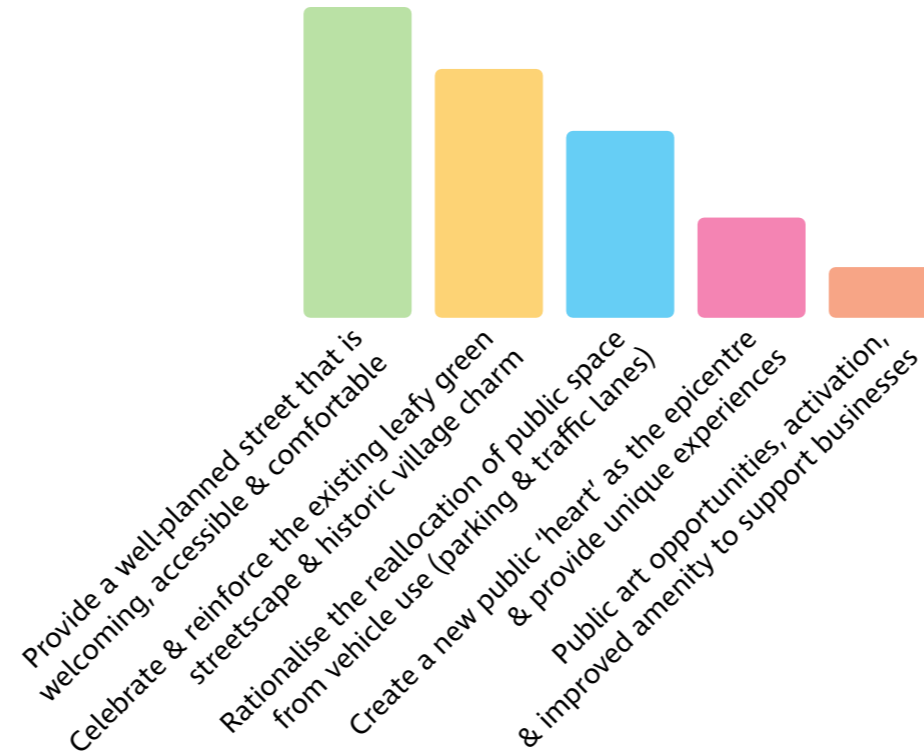
A 'ranking question' was used as a tool to better understand community priorities for the identified **Design Principles and Objectives** for Hutt Street.

The results indicate that the community considers **'Community and Village'** to be the highest priority **Objective** for Hutt Street.

The results indicate the community considers **'Provide a well-planned street that is welcoming, accessible and comfortable'** to be the highest priority **Design Principle** for Hutt Street.

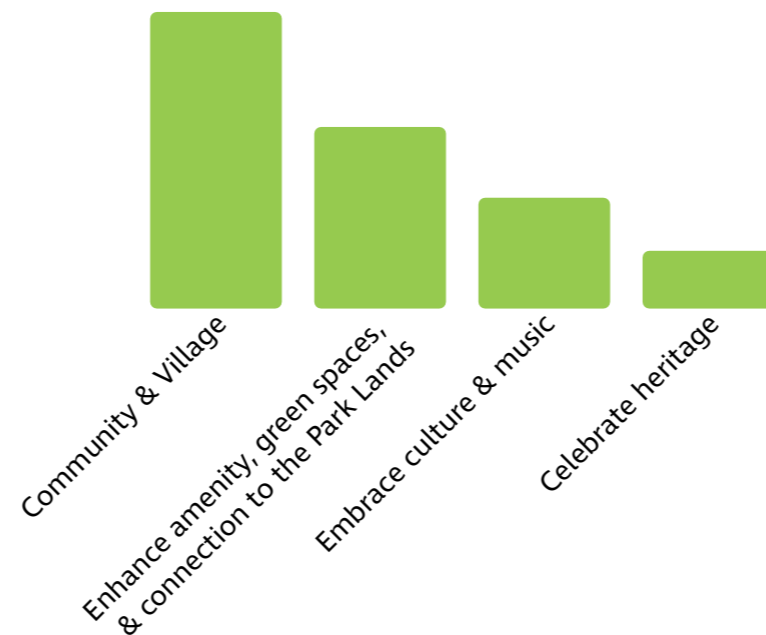
Design Principles - top priority results:

*Top priority (first choice/preference) results only



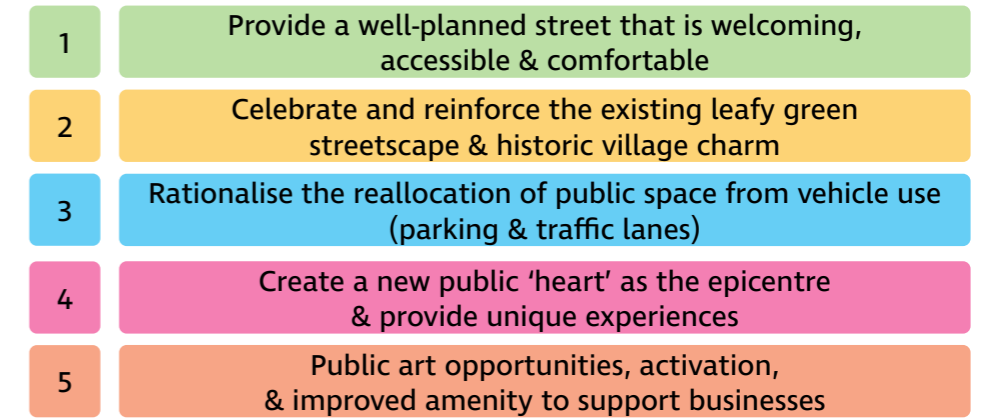
Objectives - top priority results:

*Top priority (first choice/preference) results only



Design Principles - ranked in order of importance:*

*Results of all preferences, averaged



*Design Principle: 'Establish a business and retail identity' was excluded from the community engagement activity which focused upon elements the community could influence and the Council could directly deliver through the public realm.

Objectives - ranked in order of importance:

*Results of all preferences, averaged



Community Feedback

"Vibrancy arises from genuine activity; a village needs useful shops."

"Attract more young people and young families to the area."

"We need the entrances to the city square more visible with a 'Welcome to the South-East Entrance to Adelaide' signage."

"Magnify and beautify the entrance to this historic avenue through the southern Park Lands".

"It is important to create a genuine sense of place, keep a local, village feel to the street and ensure diverse shop fronts that profile and showcase high quality goods, high quality local creatives, high quality services."

"Preserve the existing heritage and village charm, lighting improvement and safety."

"I think Hutt St would benefit from: a separated bike lane, more pedestrian crossings, more outdoor dining, more tree planting and change to one lane of traffic for most of the street in order to accommodate the above."

"Ensuring access through to Park Lands for all road users, cyclists and pedestrians are included. Giving local restaurants, cafes and business owners priority on footpaths and taking out car parking for more outdoor dining."

"We have lived just off Hutt St in the same townhouse for over 17 years and love the strip. It's great to see it burgeoning again after a period of low tenancy and lack of attention. It gives us the option of going 'out on the town' without straying too far from home and our kids."

"As a resident for 30 years, there is still a village feeling."

"Access to Hutt St by bike is ok for me as a confident rider but not ideal when riding with my wife or friends - it just doesn't feel that safe. I love the concept image of wider footpaths, protected bike path and narrow car lane reinforcing Hutt St as a place for people."

** Verbatim feedback from "Main Streets Revitalisation Community Consultation 2022", City of Adelaide, July 2022*

Part four

Concept Design



Design Principles

Hutt Street

The concept design consolidates community feedback, data analysis, and a variety of design expertise, to set the framework for a cohesive design. These Design Principles, prioritised by the community, set the foundation for and guide the following concept design. Refer to pages 16 to 20 for more information regarding community feedback results.



Accessibility & Sustainability

Provide a well-planned street that is welcoming, accessible and comfortable, that balances the needs of businesses, residents, and visitors using all modes of transport and contributes to our wellbeing and sustainability goals.



Public Heart & Community

Create a new public 'heart' as the epicentre and provide unique experiences ensuring a robust local community.



Cultural Significance & Amenity

Celebrate and reinforce the existing leafy green streetscape and historic village charm.



Public Art & Activation

Public art opportunities, activation and improved amenity to support businesses and enhance the visitor experience, driving future investment and economic uplift.



Multi-modal Transport and Connectivity

Rationalise the reallocation of public space from vehicle use (parking and traffic lanes), to achieve a more equitable allocation of public space and a good balance between transport modes, trees/landscaping, outdoor dining opportunities, to support businesses and enhance social interactions, and provide safer movement.

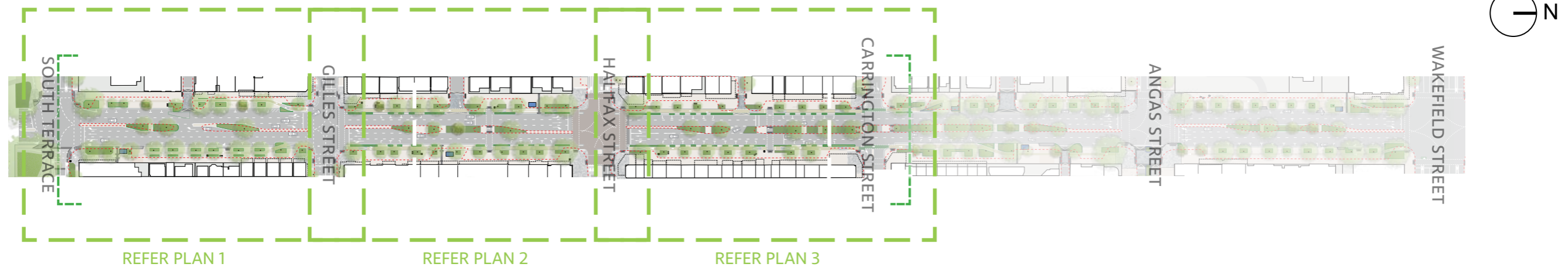


Destination & Economic Vitality

Establish a business and retail identity with a diverse offering to increase its popularity as a destination for locals and visitors.

Design Overview

Hutt Street



'Village Centre'

Features

Roads and Footpaths

- Widened footpaths to comfortably accommodate users and activities, and minimise conflict.
- Widened dedicated retail and hospitality activated zones supporting economic activation and vitality (Refer Appendix D - Benefits of Reallocating Public Space).
- New road and footpath surface treatments.
- Destination focused.

Protected Cycle Lanes

- All-inclusive, accessible, separated and dedicated cycle paths.
- Cycle paths vary in their configuration along the street according to the available space and clearances from trees; and are proposed as slow zones for people cycling of all abilities.

Raised Threshold Crossings

- Safe and accessible footpaths with raised thresholds at minor side streets to prioritise pedestrians, improve safety and accessibility and street amenity.

Traffic Controls

- Mid-block pedestrian and cycle crossings to improve accessibility across the street.
- Additional traffic controls to reduce vehicle accidents and foster traffic calming.
- Opportunities for removing gaps in the median to reduce risky manoeuvres.
- Existing right hand turn slip lanes at signalised intersections are retained to maintain local access and traffic flow.

Parking

- Reconfigured parking from angle to parallel for a safer street and an expanded pedestrian environment.
- Outer traffic lane in each direction through the village centre functions as a parking lane during off-peak hours and as a clearway for northbound traffic during morning peak hour and for southbound traffic during afternoon peak hour.
- The reduction in car parking spaces allows for conformance with Australian Standards.

Vehicle Speed Limit

- Opportunity to reduce speed limit to 30 km/h. (Refer Design Benefits Statistics page 25).

Greening

- Upgrades and improvements to landscape garden beds for increased amenity with additional greening enhancing and complementing the established tree canopy.
- Opportunities for water sensitive urban design (WSUD) will be explored through detailed design.

Lighting

- New public lighting to improve lighting levels to the streets bringing greater night-time activation and safer access.

Public Art Opportunities

- Public art installations that promote the 'Heart of Hutt' are being delivered through Stage 1 Hutt Street Entry Statement project.
- Celebrate and enhance existing public art.







Street Furniture

- Rationalise placement and provide new street furniture along Hutt Street.

Note: Consultation is required with emergency services and service authorities to further resolve the design.

Design Summary

Hutt Street

Overall	 Car Parking Spaces	 Activity Zone (inc. footpath)	 Protected Cycle Paths & Separated Footpaths	 Raised Thresholds	 Trees & Garden Beds	 Traffic Speed limit
Existing Conditions	131	4244m ²	0	0	Trees 70 Garden Beds 725m ²	50km/h
Asset Replacement	131	Negligible Increase	No Change	No Change	Negligible Increase	50km/h
Concept Design	57	6528m ²	795 linear m	3	Trees 75 Garden Beds 1739m ²	Desirable: 30km/h*

Notes

Protected Cycle Paths and Separated Footpaths exclude on-road cycle lanes designated only by linemarking.

Refer to the Appendices for further information regarding:

- Transport patterns
- Precinct car parking opportunities

* These numbers are based on the concept design and may change during design development.

* The reduction in car parking spaces allows for widened footpaths for outdoor dining and improved pedestrian movement in key locations.

Refer to page 25 and page 42 for supporting information around economic benefits of reallocation of public space.

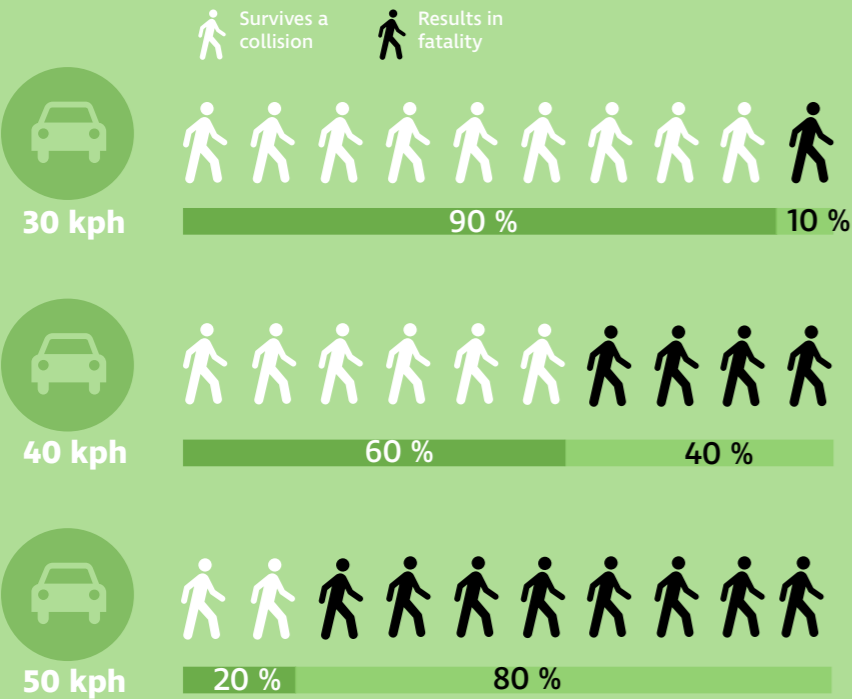
* Changes may occur in detailed design due to Department for infrastructure & Transport approval requirements, sightline assessments, vehicle turn path assessments and safety assessments.

* Reduced speed limits are the subject of a citywide speed limit review underway and will be subject to Council and DIT approval

Design Benefits Statistics

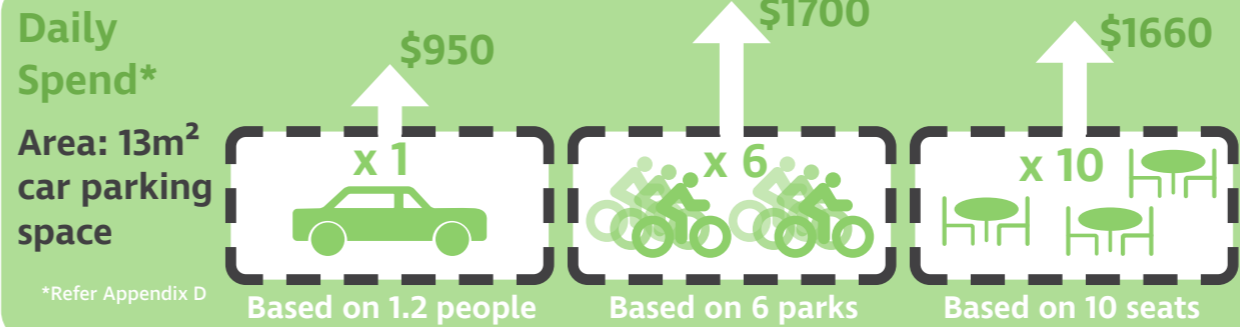
Hutt Street

A safer street

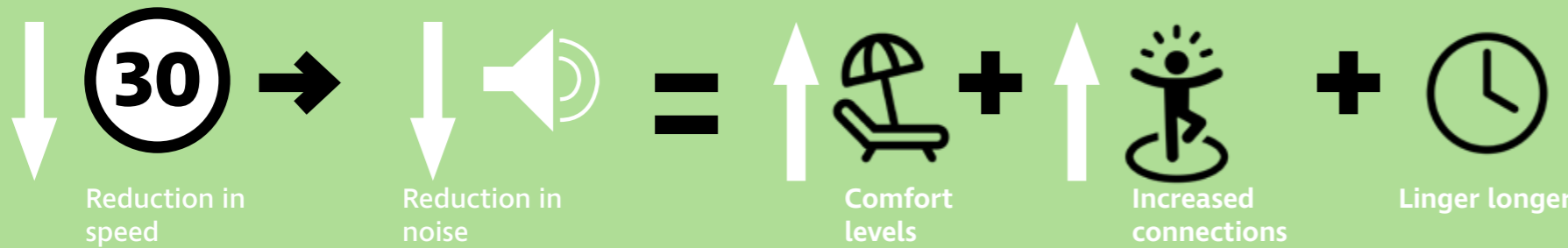
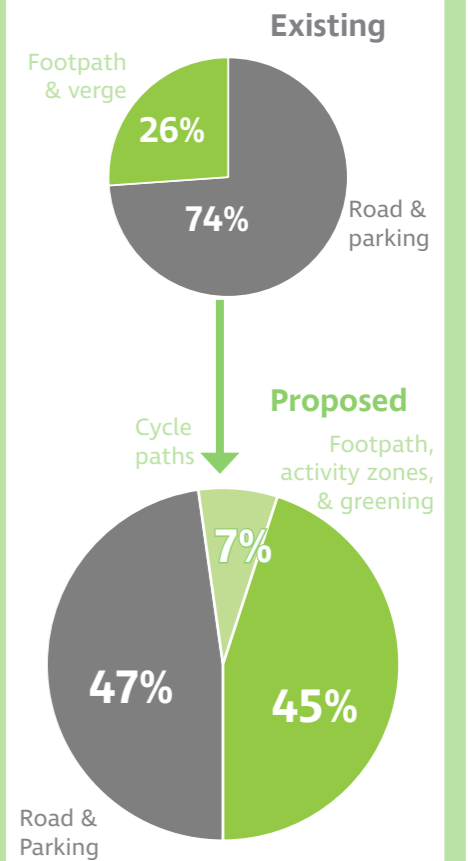


Source: carsp.ca/research/resources/road-safety-information/safe-speeds

A slower street encourages people to use active transport and spend time on streets, contributing to sense of community. More people walking, wheeling, cycling and dwelling is **better for business**. A slower street will contribute to improving people's health and wellbeing and help main streets thrive.



Reallocation of private vehicular space to space for people



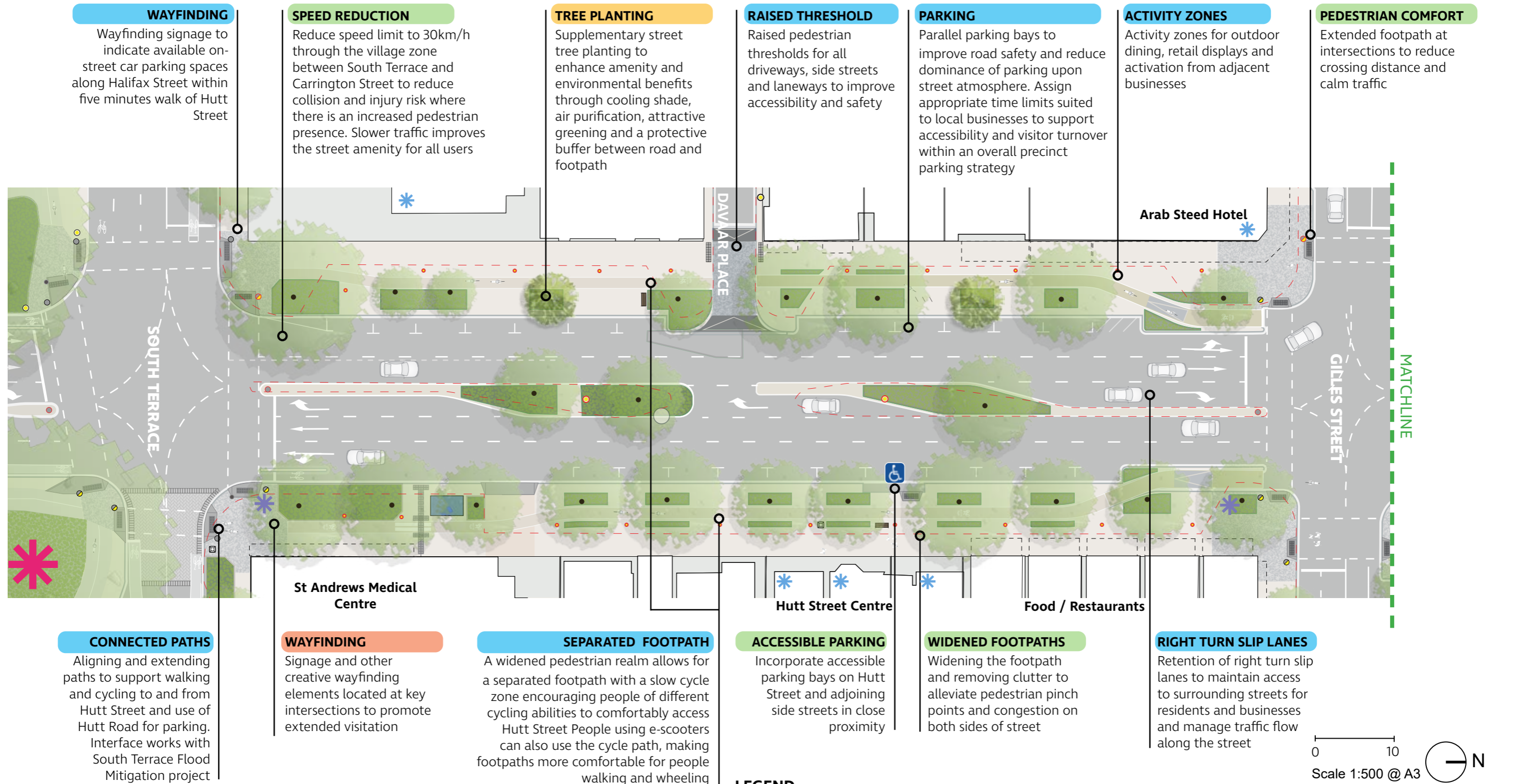
Reduced noise. The WHO suggests traffic noise is the second biggest environmental stressor on public health, after air pollution.

A quieter street means a more comfortable street for people to have conversations and community interactions. Reduced need for longer sight lines means better visibility and more space for trees and greening, adding to the comfort levels of the street.

Improved liveability & increased visitation

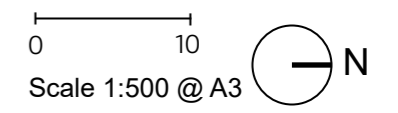
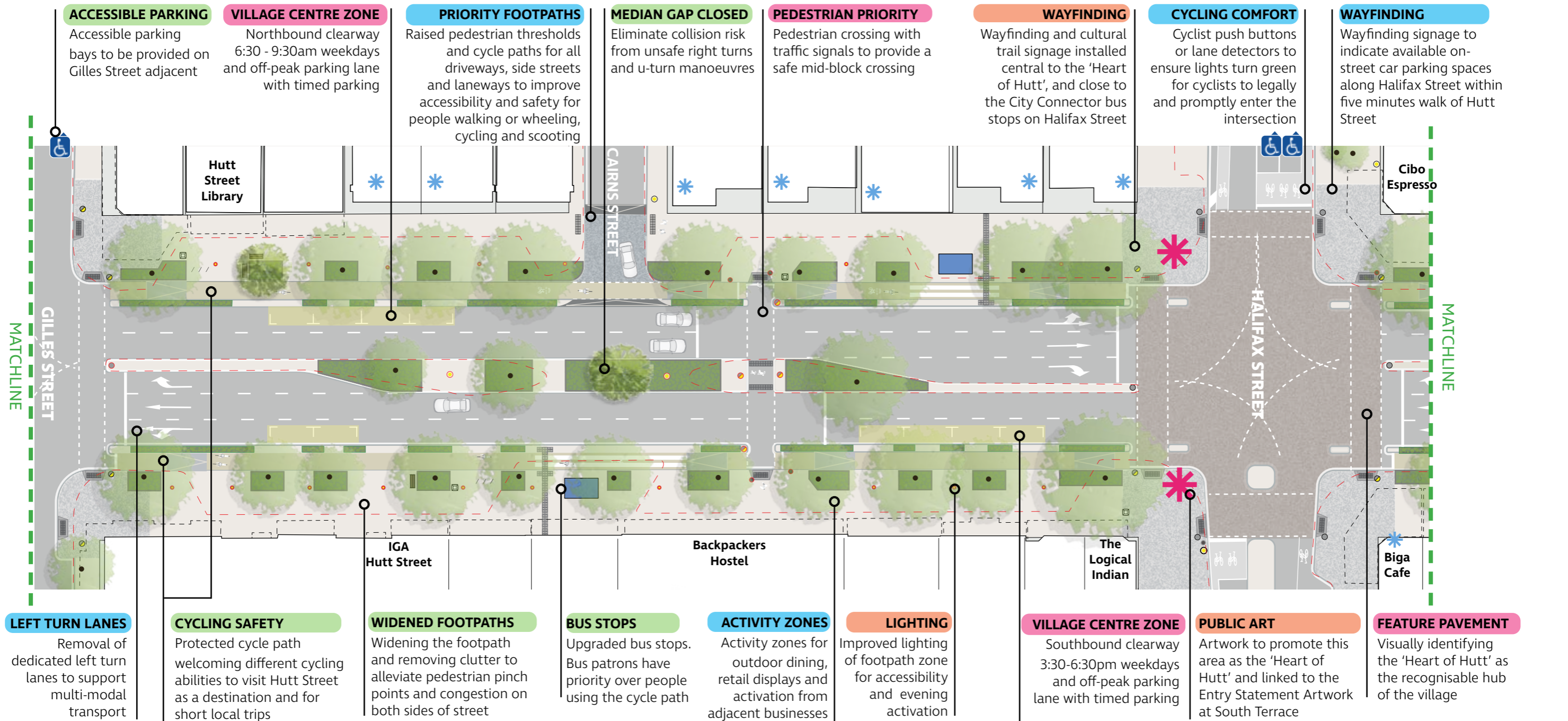
Concept Design

Hutt Street - Plan 1 of 3



Concept Design

Hutt Street - Plan 2 of 3

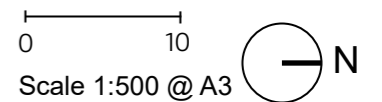
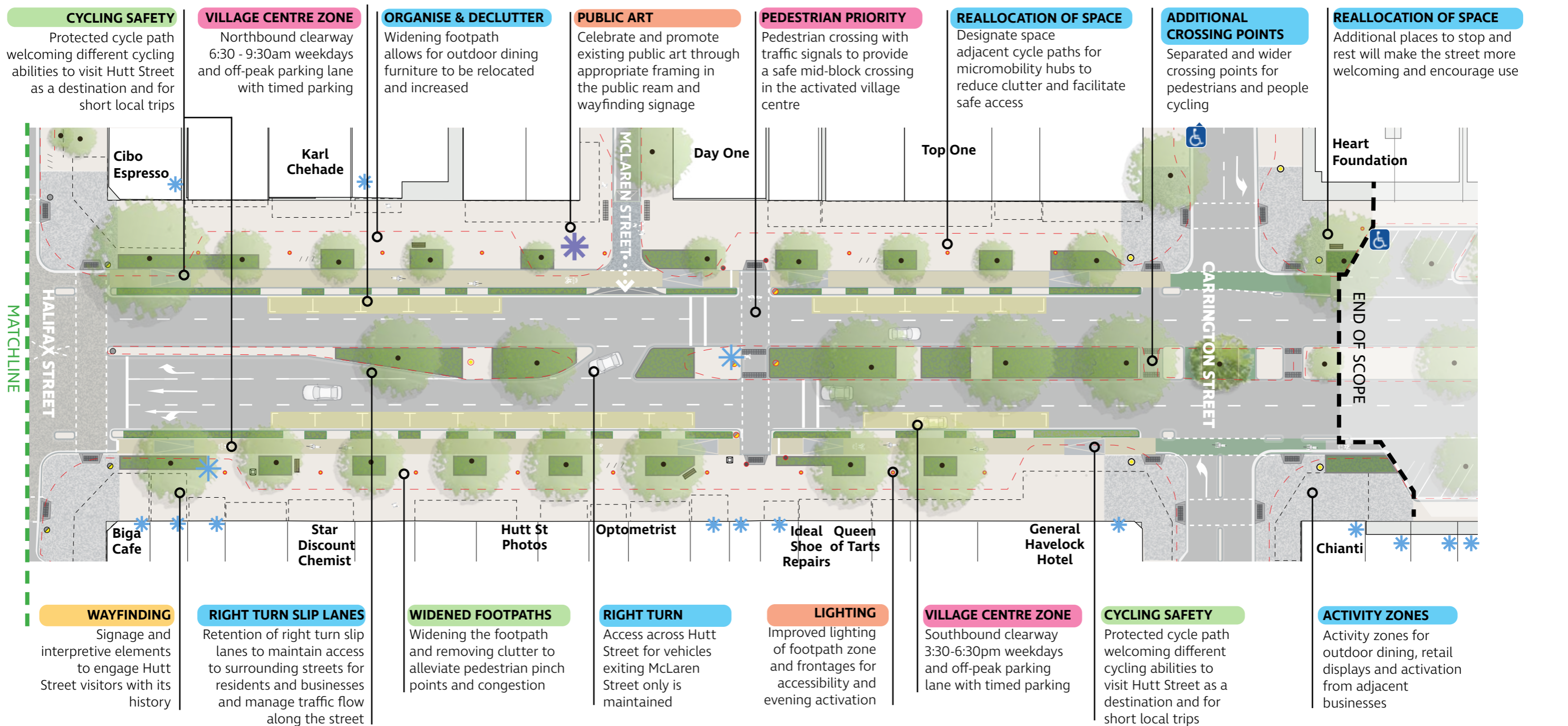


LEGEND

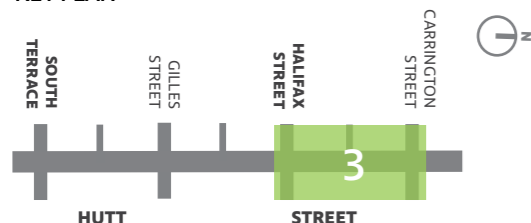
- EXISTING TREE
- CLEARWAY ZONE & OFF-PEAK PARKING
- ACCESSIBLE CAR PARK
- KERB RAMP
- TRAFFIC SIGNAL
- RAISED FOOTPATH THRESHOLD
- NEW TREE
- BUS STOP
- COMBINED LIGHT & SIGNAL POLE
- RAMP
- EXISTING KERB
- SEATING
- PEDESTRIAN & CYCLE PUSH BUTTON POLE
- CORNER NODE PAVING
- EXISTING AWNING
- BICYCLE RACKS
- STREET LIGHTS
- RUBBISH BIN
- FEATURE PAVEMENT
- PROPOSED PUBLIC ARTWORKS
- PROPERTY BOUNDARY
- TACTILE INDICATORS
- NEW GARDEN BED PLANTING
- 'HISTORIC HUTT STREET TRAIL'
- EXISTING PUBLIC ARTWORKS

Concept Design

Hutt Street - Plan 3 of 3



KEY PLAN

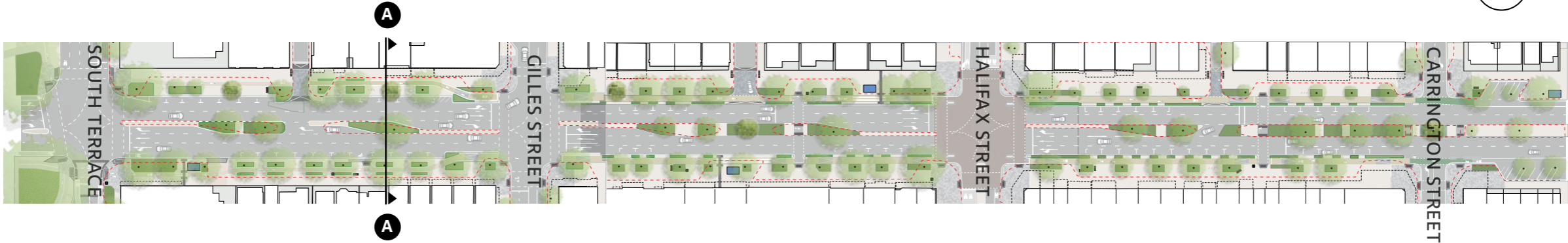
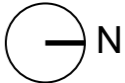


LEGEND

EXISTING TREE	CLEARWAY ZONE & OFF-PEAK PARKING	ACCESSIBLE CAR PARK	KERB RAMP	TACTILE INDICATORS
NEW TREE	BUS STOP	TRAFFIC SIGNAL	RAISED FOOTPATH THRESHOLD	NEW GARDEN BED PLANTING
EXISTING KERB	SEATING	COMBINED LIGHT & SIGNAL POLE	RAMP	'HISTORIC HUTT STREET TRAIL'
EXISTING AWNING	BICYCLE RACKS	PEDESTRIAN & CYCLE PUSH BUTTON POLE	CORNER NODE PAVING	EXISTING PUBLIC ARTWORKS
PROPERTY BOUNDARY	RUBBISH BIN	STREET LIGHTS	FEATURE PAVEMENT	PROPOSED PUBLIC ARTWORKS

Cross Sections

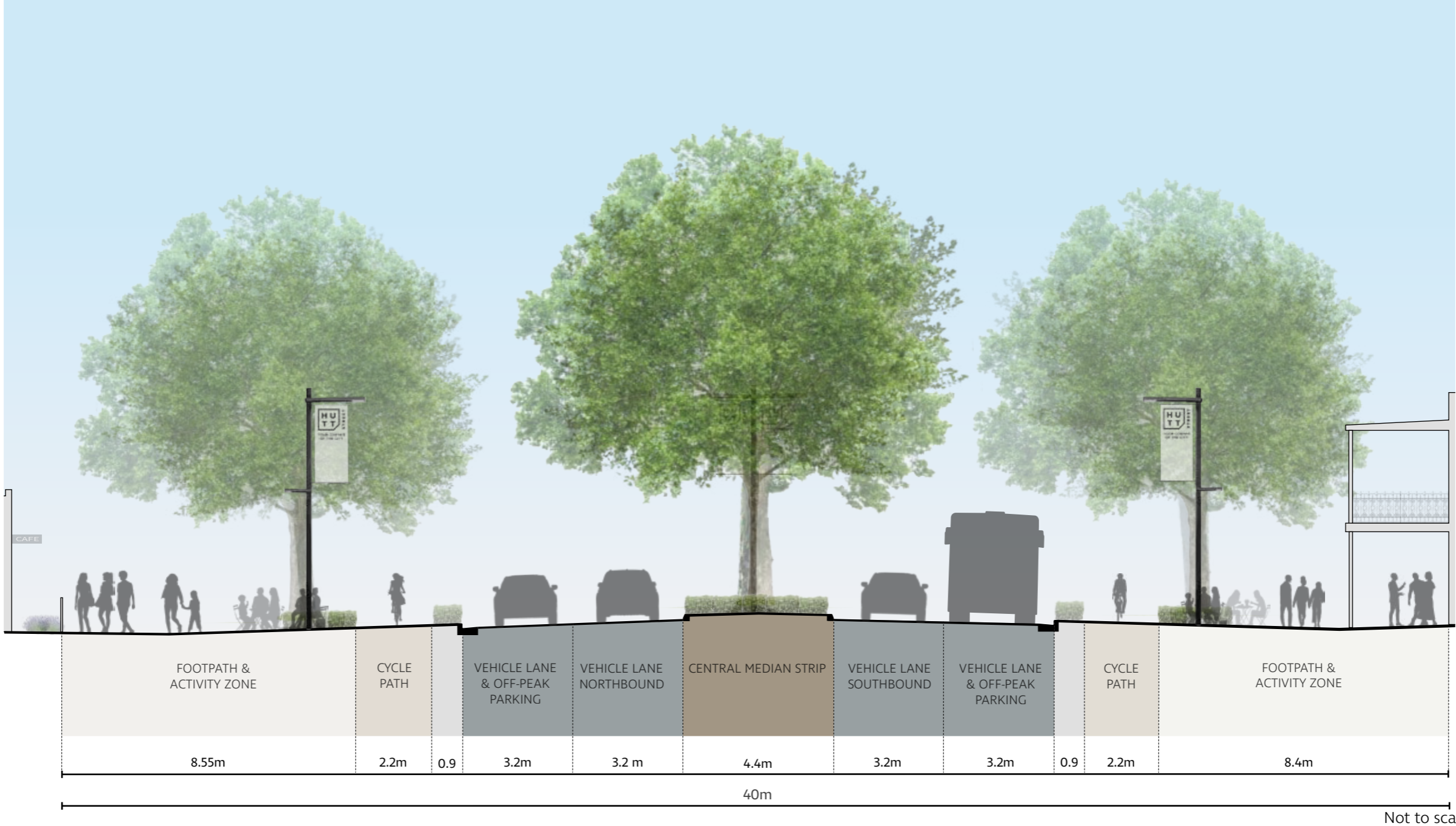
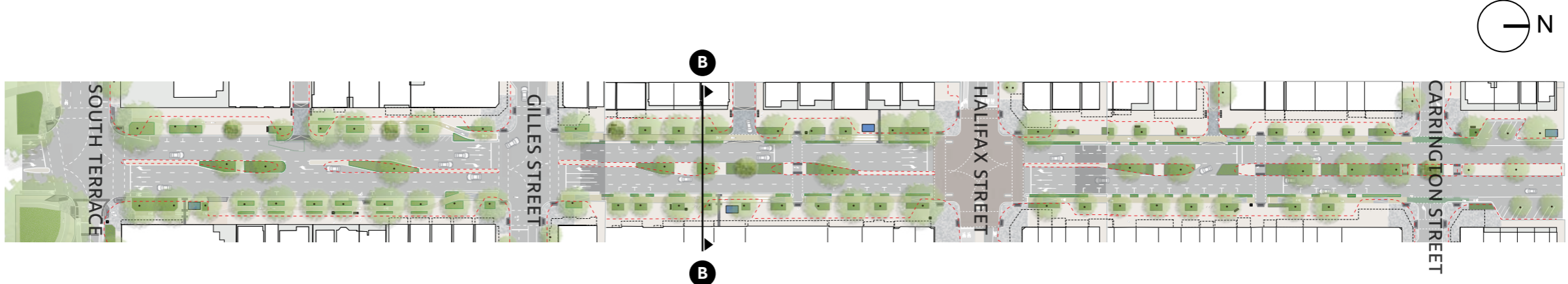
Hutt Street - Typical Section AA



Not to scale

Cross Sections

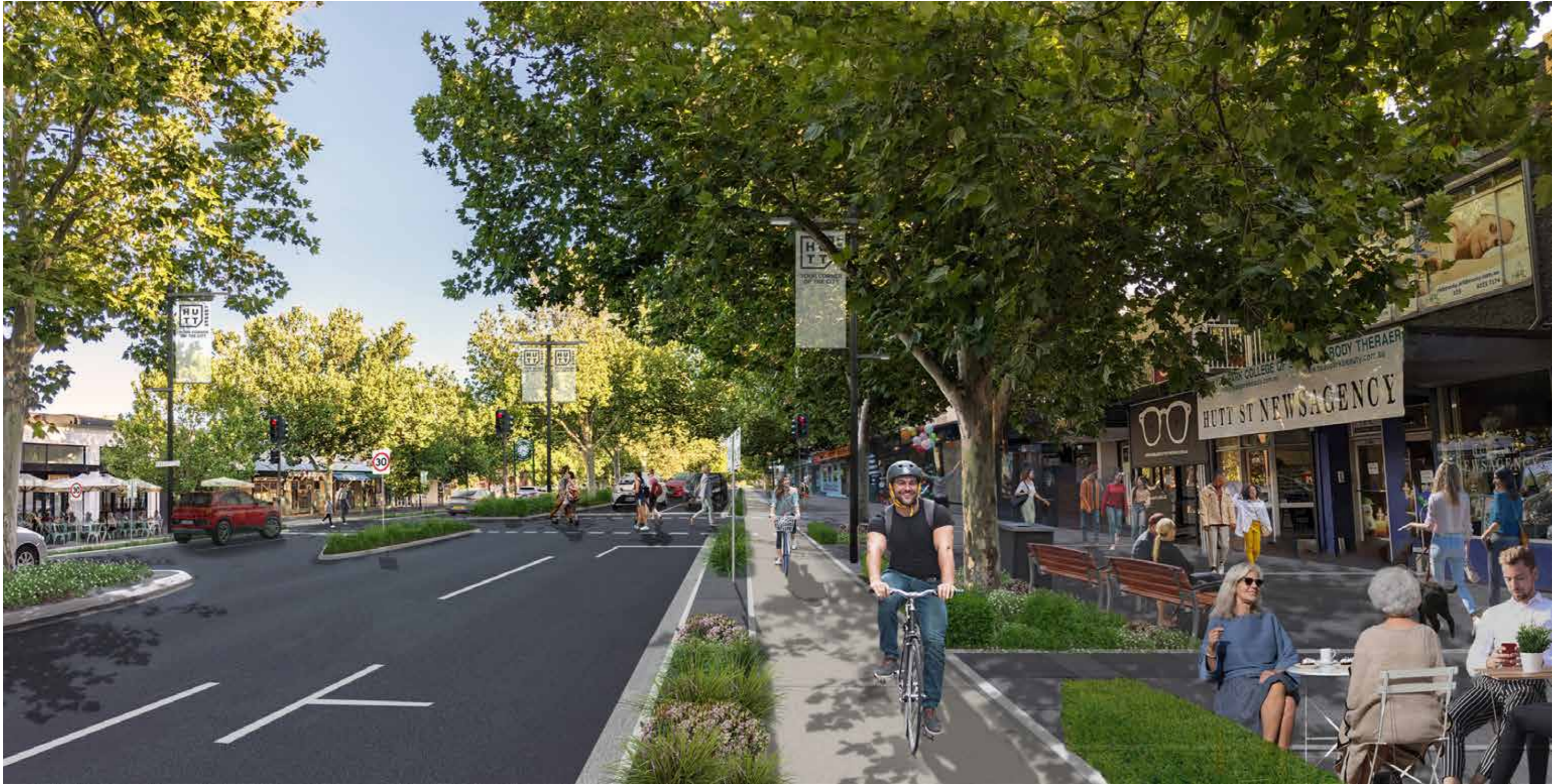
Hutt Street - Typical Section BB



Artist's Impression

Hutt Street

Proposed view looking north along Hutt Street showing separated cycleway, and off-peak parking and vehicular lane southbound.



Artist's Impression

Hutt Street



Proposed view looking north along Hutt Street near Davaar Place.



Part five

Appendices



Transport Patterns

Hutt Street

Impacts to the wider transport network are being considered and potential mitigation measures will need to be developed when the project progresses.

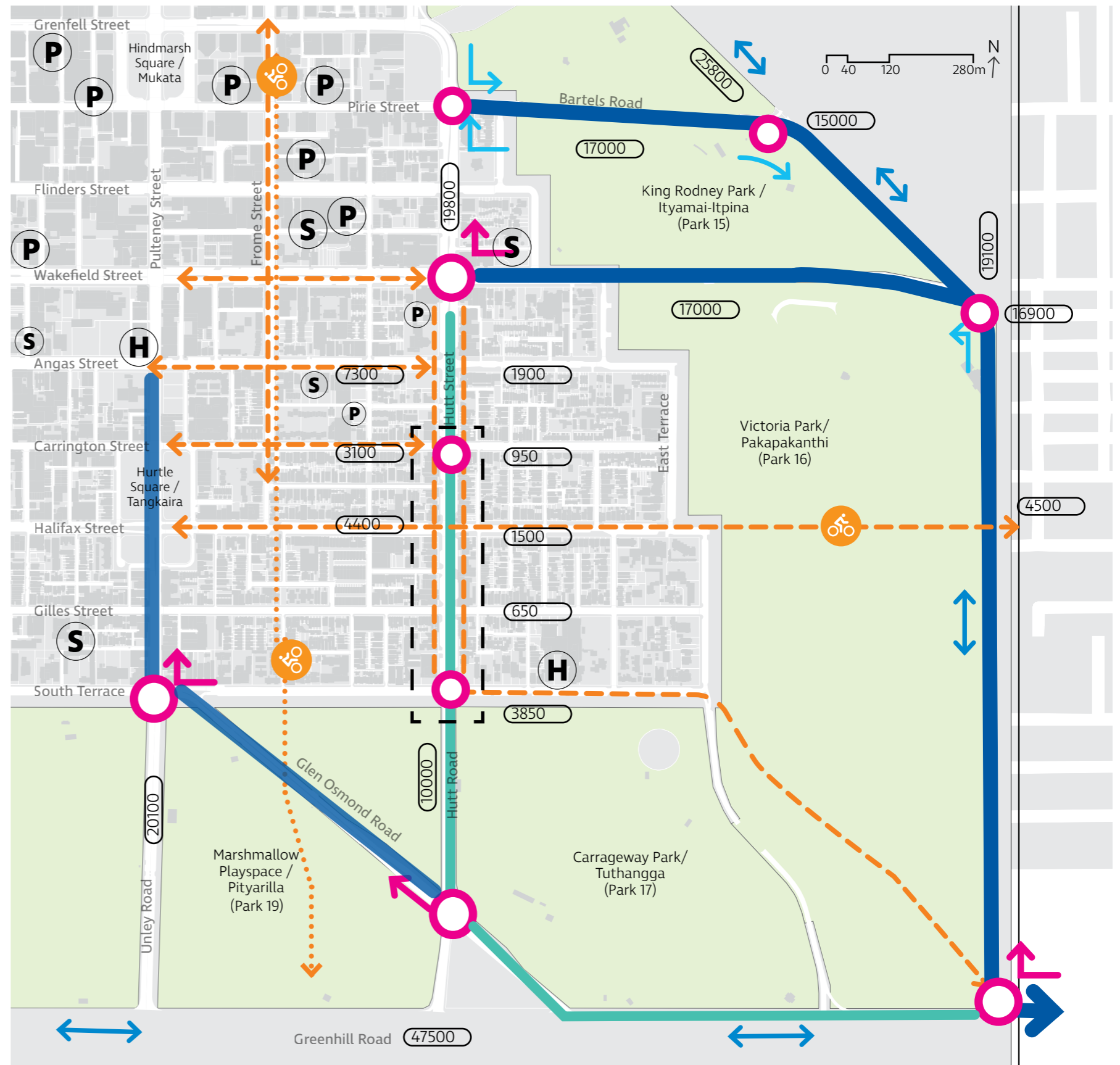
The project design supports policy to reduce through traffic on city streets.

Projected traffic increase onto parallel routes does not take into account mode shift and personal choice or decision to use other modes of transport.

Map shows daily traffic volumes (number of vehicles per day). The number of vehicles per day figure is informed by Department of Infrastructure and Transport's data.

Hutt Street is currently 50kph, and is proposed to be 30kph through the village centre between South Terrace and Carrington Streets with a change in the street configuration to support the reduced speed.

- Legend**
- P Destination Traffic Generator - Off-street car parking space
 - S Destination Traffic Generator - School/University
 - H Destination Traffic Generator - Hospital
 - Projected vehicle traffic increase
 - Assumed through-traffic reduction
 - Vehicle traffic unchanged
 - Future intersection modifications to accommodate potential additional movements
 - ← Movements identified for potential intersection modifications
 - ↗ Potential increase in turning vehicles
 - ↔ Suburb-to-suburb through traffic redistribution
 - 🚲 Popular cycling routes
 - ↔ Increase in cycle traffic with a higher footfall also anticipated but not shown



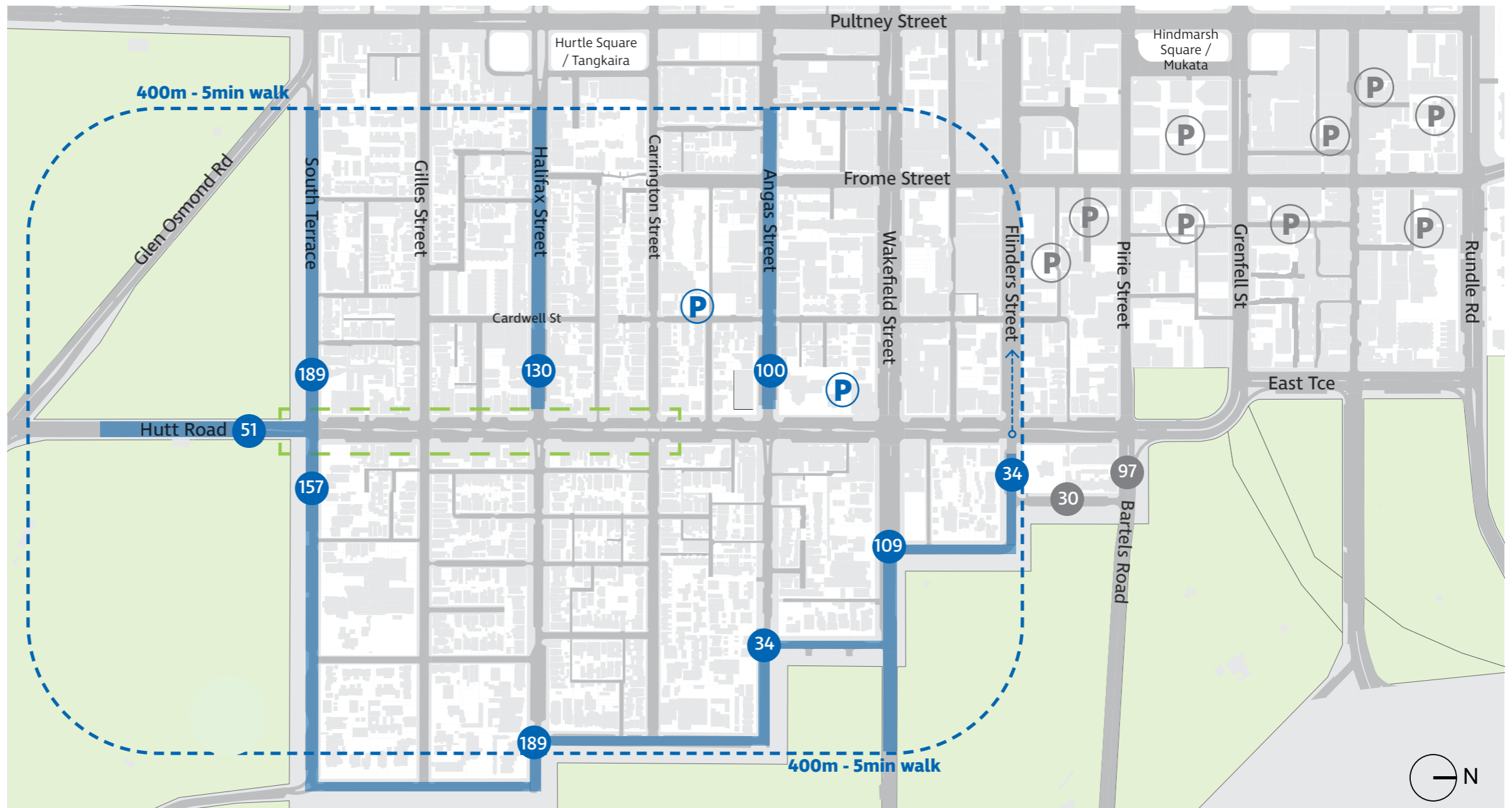
Mapping information source: Infraplan February 2023

Precinct Car Parking Opportunities

Hutt Street

An analysis of the car parking statistics show a reduction of on-street parking could occur through improving legibility of the precinct, and placing a greater emphasis on the capacity of the surrounding off-street car parks.

Monitoring of capacity through smart sensors will help to determine occupancy rates to facilitate parking during peak times.



1P
→
SIMPLIFIED LIMITS
Rationalise time limits of parking to improve legibility of restrictions and maximise turnover

WAYFINDING
Parking sensors will allow monitoring and management of on-street car parking spaces and identify utilisation throughout the precinct

BETTER 'END OF TRIP' FACILITIES
Improve public transport facilities to encourage take-up of alternative modes of transport.

WALKABLE PRECINCT
Encourage alternatives to private car transport such as public transport, bike riding and walking within the precinct.

P Off-street car park (paid parking) On-street precinct parking opportunities On-street car parking spaces - excl. Hutt Street, residential permit, and motorcycle. Total shown: 993



Rotation of on-street parking where possible

Visitation & Vacancy Data

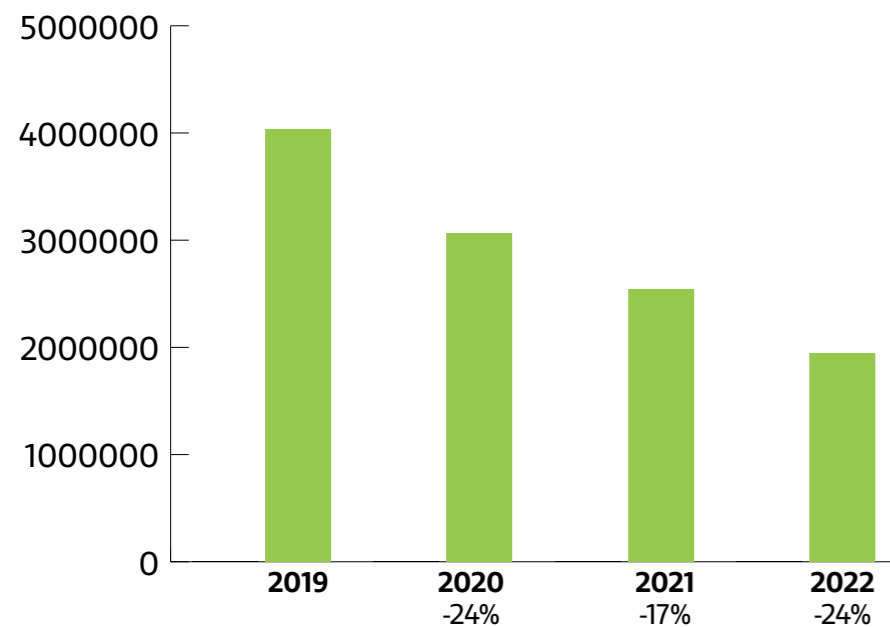
Hutt Street

The following data was collected by the Adelaide Economic Development Agency (AEDA) which is a subsidiary of the City of Adelaide. AEDA was established in January 2021 to accelerate economic growth in the city. AEDA works closely with businesses, industry groups, the State Government, and other relevant organisations to deliver a range of programs to achieve our vision in making Adelaide the most liveable city in the world. Led by a skills-based board with expertise across retail, hospitality, property development, place making, business development, investment, events, and tourism, AEDA aims to attract investment and support businesses, grow the visitor economy, support residential growth, as well as market the city and Rundle Mall.

Visitation (pedestrian numbers)

Foot-traffic is measured by physical sensors that ping mobile phones within a close radius to the sensor. Sensors are only positioned in key areas and do not explain complete city visitation. As people may visit without mobile phones, figures should be viewed as a best estimate for that specific location.

	Visitation	Difference
2019	4,037,667	
2020	3,062,379	-24%
2021	2,541,309	-17%
2022	1,940,493	-24%



Vacancy Rates

Q1 February/March 2023 (Count undertaken 03/03/2023)

Vacant	Occupied	Total	Vacancy Rate	Occupancy Rate
18	110	128	14%	86%

- Premises that were located on the corner of a main street and had a physical contribution to the main streets were included in the count, even if the official address was not on the main street.
- Premises located on level one or two of a building were not counted as these premises are typically office spaces and whilst they do contribute to the overall occupancy of the street they are not shopfronts which the audience considers is the reflection of the main street analysis.
- Premises that were vacant but leased were counted as occupied.

City Wide Expenditure

The spending data below is nominal and not adjusted to changes in inflation. Therefore, short-term month-to-month analysis may provide a better explanation in the data when compared to long-term year-to-year analysis. For example, if the price of goods rises over time and purchasing behaviour remains constant overall spending levels should increase.

Expenditure Type	January 2023	YoY Change %	January 2022	Real Growth (minus inflation)	2019 Benchmark
Total Local Spend	\$335 M	↑51%	\$222 M	↑44%	\$278 M
Visitor Local Spend	\$315 M	↑54%	\$205 M	↑47%	\$261 M
Resident Local Spend	\$20 M	↑17%	\$17 M	↑10%	\$17 M
Expenditure Category	January 2023	YoY Change %	January 2022	Real Growth (minus inflation)	2019 Benchmark
Dining/Entertainment	\$138 M	↑82%	\$76 M	↑74%	\$108 M
Retail	\$114 M	↑27%	\$90 M	↑19%	\$98 M
All other categories	\$82 M	↑51%	\$55 M	↑44%	\$70 M
Top category changes	January 2023	YoY Change %	January 2022	Real Growth (minus inflation)	2019 Benchmark
Transport	\$17 M	↑80%	\$10 M	↑74%	\$15 M
Other	\$2 M	↑62%	\$1 M	↑55%	\$4 M
Travel	\$21 M	↑59%	\$13 M	↑41%	\$18 M

*YoY = Year on Year

Benefits of Reallocating Public Space

Hutt Street

Evidence-based design and planning shows there are significant economic benefits associated with balancing space for parking, outdoor dining, cycle parking and other activities, mixing the use of public space.

“High quality walking and cycling environments around shops, neighbourhood activity centres and mainstreets are vital for the economic health of South Australia.”

- Dr Rodney Tolley,
Heart Foundation, Good for Busine\$\$, 2011

By improving the quality of the urban environment, people are more likely use a space and stay in a location. In order to make this change, often significant reallocation of space across a street (from boundary to boundary) is required. For example, widening footpaths by narrowing traffic lanes, or converting a former on-street car parking space to make room for trees and garden beds.

There is often a perception that a loss of car parking with the introduction of pedestrian and cycle friendly interventions would negatively impact retail sales. However, research has proven that this isn't the case.

“Better streets mean better business. Attractive public space and better designed streets are not simply aesthetic or safety improvements. Better streets attract more people and more activity, thus strengthening both communities, the businesses that serve them and the city's economy as a whole.”

- Janette Sadik-Khan,
Commissioner, New York City Department of Transportation, 2013



Above: Flexible Parking Zones on King William Street, Hyde Park. Image by Michael Haines Photography.

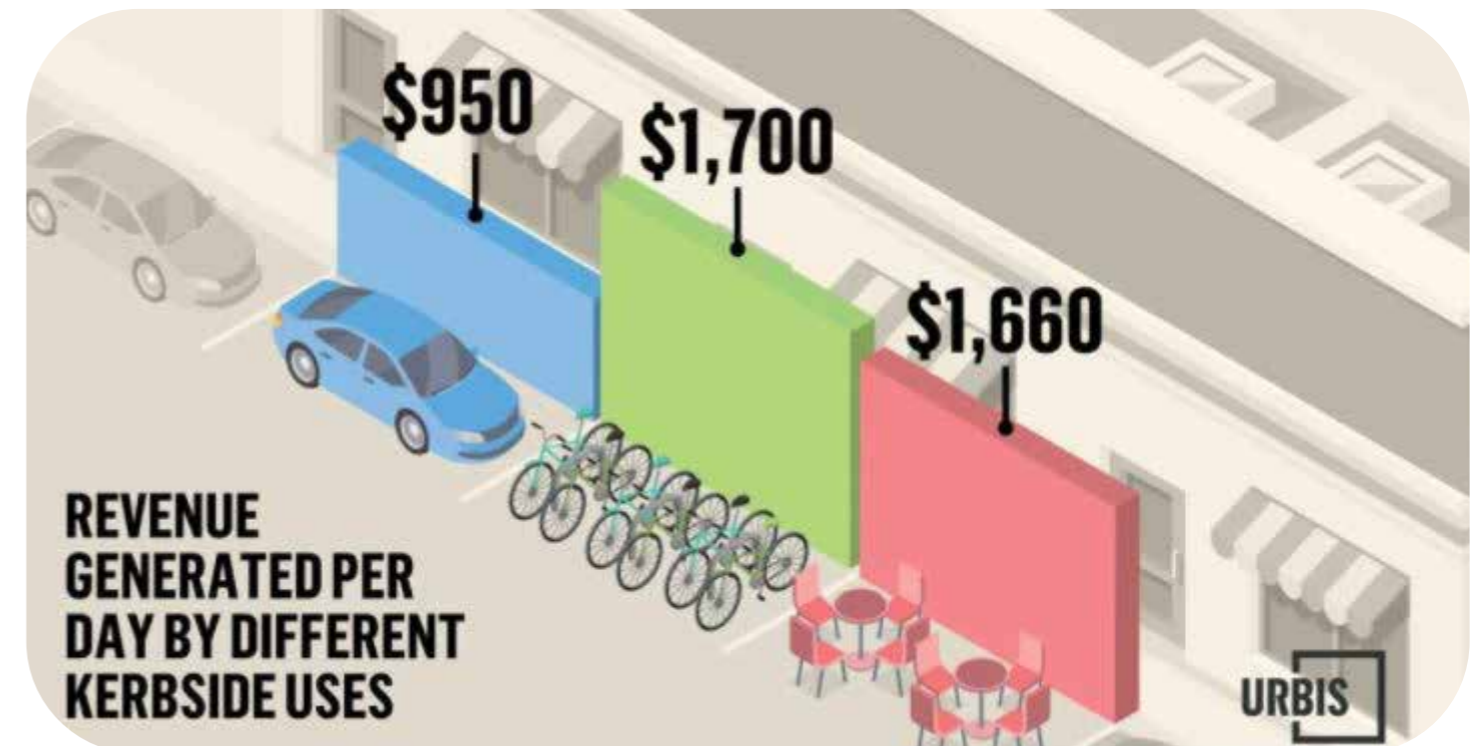
By reallocating space for parking, not removing parking all together, space is created for other activities; activities that have a direct benefit to directly adjacent businesses and surrounding businesses, lifting overall investment opportunities and appeal of the whole street.

“Kerbside parking is not dead, but the economic benefits of other uses suggest there must be more variety. Beyond the dining parklet, what other uses are there for our kerbs? How about supporting a broader range of businesses by using parking spaces for sports clubs and gyms, coffee carts, food vans, groceries and live music? Why not expand the idea of supporting thriving communities and using these spaces as galleries and museums, library classes, playgrounds and more green spaces?”

- Alison Lee, Director of Urbis

Further reading:

1. [Good for Busine\\$\\$, The benefits of making streets more walking and cycling friendly](#)
2. [Rethinking the Kerb](#)
3. [Economic benefits dining parklets bike parking car parking](#)
4. [The Economic Benefits of Sustainable Street](#)



Above: Image by Urbis, 2021, based on the following:

- Dining parklet occupancy, expenditure and duration of stay based on: Urbis, 2021, Extended Outdoor Dining Program Evaluation, for Cities of Melbourne, Yarra and Stonnington
 - Bike parking occupancy, expenditure and duration of stay based on: Alison Lee & Alan March (2010) Recognising the economic role of bikes: sharing parking in Lygon Street, Carlton, Australian Planner, 47:2, 85-93, DOI: 10.1080/7293681003767785 (factored into 2021 Australian Dollars)
- Other assumptions and notes
- Occupancy - bike parking 6 space, car parking 1.2 people per car, dining parklet 10 seats.
 - No. of hours per day of occupancy - bike parking 8 hours, car parking 14 hours [1hr timed parking with turnover], dining parklet 8 hours
 - Bike Parking Occupancy 61%, Dining Parklet Occupancy 63%, Car Parking Occupancy 85%

Economic Benefits of Cycling

Hutt Street

Cycling has wide ranging economic benefits to the individual and also to the broader community. It is a low-cost solution to health and climate issues facing our society. The significant benefits offered by investing in cycling infrastructure include:

- Saving people and society money
- Encouraging spending at local businesses
- Creating jobs
- Sparking new industries and economic opportunities.

Furthermore, the amenity offered by high-quality cycling infrastructure can result in increased property values and therefore increased property rate revenue.

Commercial areas such as main streets that are easily accessible by walking and cycling generally see higher retail sales.

“Pedestrians and cyclists spend more per month, especially at food service businesses, than drivers do. In fact, cyclists have been found to spend more per trip and to make shopping and dining trips more often than drivers.”

- Making the Economic Case for Cycling, D. Yanocha & S. Mawdsley, 2022

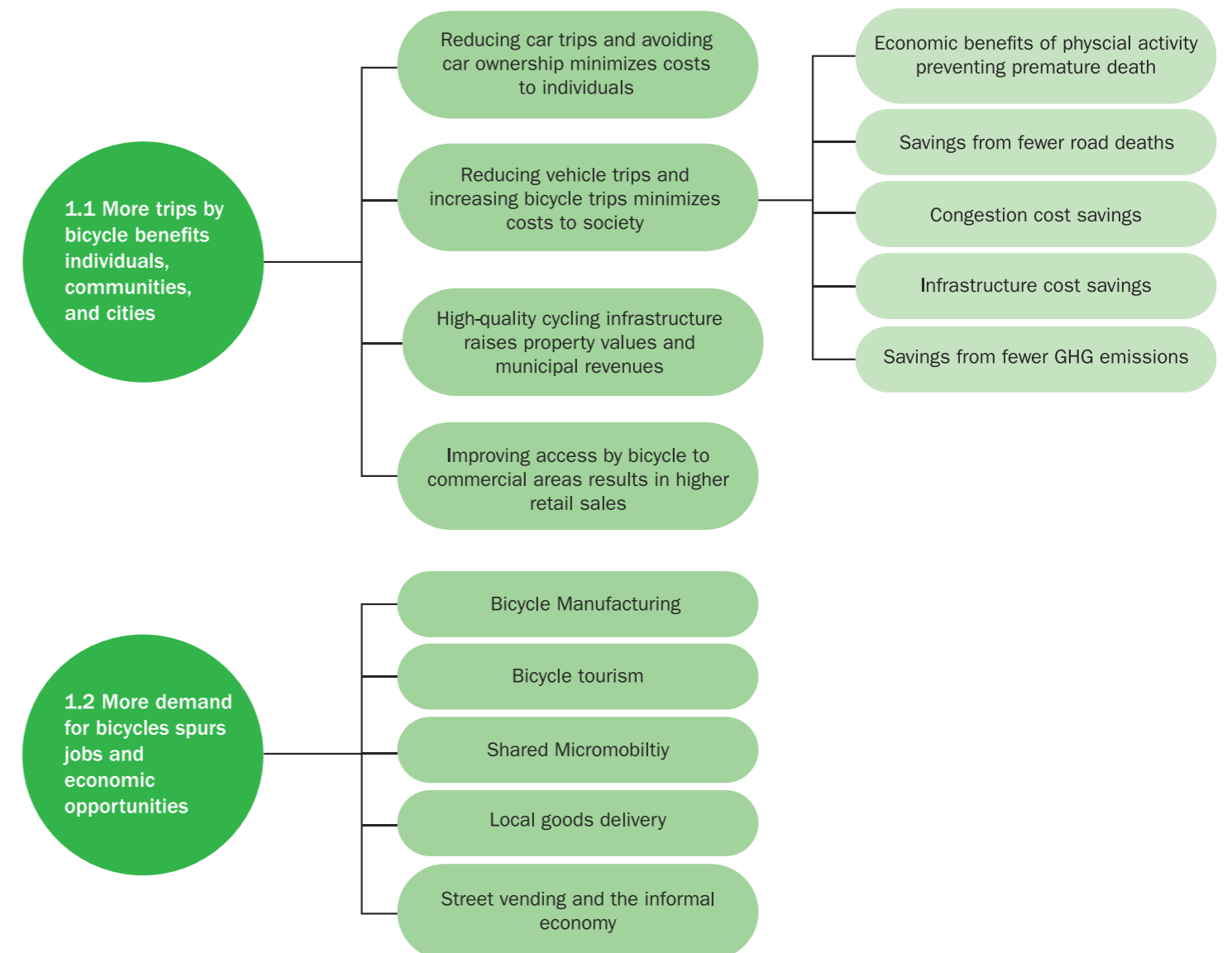
‘Cycling infrastructure’ refers to a broad range of interventions such as unprotected cycle lanes (painted lane on the road), off-road shared paths (e.g. Park Lands) and separated/segregated bike lanes (e.g. Frome Road Bikeway) and end-of-trip facilities (e.g. bike racks, bike shelters, bike repair stations).



MAIN STREETS REVITALISATION - HUTT STREET

It has been proven that low cost interventions such as unprotected cycle lanes do not offer enough safety and comfort for most people and are therefore not well utilised. Therefore, while the cost to implement is low, the return on investment is also low with no visible increase in the number of people using the infrastructure and/or no fewer traffic crashes involving cyclists.

A study conducted in Victoria, Australia, showed the passing distance between vehicles and cyclists was closer (and therefore cyclists were at higher risk) on streets with unprotected cycle lanes than on streets with no cycling infrastructure at all.



Above: Economic opportunities from expanded investment and access to cycling, from Making the Economic Case for Cycling, D. Yanocha & S. Mawdsley, 2022

Full report available here: www.itdp.org/publication/economics-of-cycling/

Image credits

All images and photographs used in this document belong to the City of Adelaide unless stated otherwise, and have been appropriately credited.



CITY OF
ADELAIDE

25 Pirie Street, Adelaide
Ph 8203 7320

cityofadelaide.com.au