

Our Places

Gouger Street Revitalisation – Briefing Workshop

To provide an overview of the 70% design, outline potential design refinements, and identify minor versus major changes relative to cost, scope and timing.

Program: Infrastructure

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Approving Officer: Tom McCready, Director City Infrastructure

The purpose of this workshop is to present the design outcomes of the Gouger Street Revitalisation project and proposed design modifications as requested at the Council meeting on 28 October 2025.

THAT COUNCIL

1. Notes that the Gouger Street Revitalisation Project will continue to finalise design, service coordination, value management and authority approvals prior to progressing to procurement for construction.
2. Notes that further investigations will be undertaken during detailed design to respond to community feedback, including provision of:
 - 2.1 Safe and convenient micromobility access for people wheeling and scooting that minimises conflicts with pedestrians and vehicle
 - 2.2 Convenient access to and egress from off-street car parking facilities, including on Mill Street and associated turning movements to and from Gouger Street.
3. Notes that a 70% Design Overview Pack has been prepared to support Council and community understanding of the proposed works as contained in Attachment A to Item 7.2 on the Agenda for the Infrastructure and Public Works Committee held on 21 October 2025.
4. Requests administration provide a briefing workshop at the meeting of the Infrastructure and Public Works Committee on 18 November 2025, to explore the feasibility of further design amendments.

Gouger Street Revitalisation – Briefing Workshop

Purpose



Council at its meeting on 11 November 2025 further discussed the resolution of 28 October 2025 and resolved:

THAT COUNCIL

1. Notes the extensive community consultation and key stakeholder engagement undertaken in relation to the Gouger Street Revitalisation Project.
2. Notes that a further design review may result in delays to the finalisation of the Gouger Street Revitalisation Project and could require additional community consultation and stakeholder engagement.
3. Reaffirms that maintaining the existing timeline for project completion is critical to ensure effective coordination with the Market Square redevelopment, to avoid disruption to Market operations, and to facilitate stakeholder activation planning.
4. Confirms that the scheduled workshop of the Infrastructure and Public Works Committee on 18 November 2025 will explore the feasibility of minor design amendments that are not material to project delivery; and that any proposed amendments or changes to the design are considered in terms of scope, available funding and delivery timeframes to ensure the commencement of construction mid-2026.

Gouger Street Revitalisation – Briefing Workshop

Key Questions



KEY QUESTION

Do Council Members have any feedback on the current design scope, area and budget of the Gouger Street Revitalisation Project as previously presented as part of the 70% detailed design?

KEY QUESTION

What are Council Members' views with the proposed amendments to the Mill Street intersection design and associated safety improvements?

KEY QUESTION

Do Council Members have any feedback whether the proposed design appropriately addresses micromobility and accessibility outcomes?

- The Gouger Street Revitalisation is a major Main Streets renewal, delivering improved safety, accessibility and amenity while retaining on-street parking for customers and servicing.
- The current 70% design:
 - Reflects extensive engagement and coordination with key stakeholders and service authorities.
 - Achieves inclusive movement for pedestrians and micromobility users within a low-speed, pedestrian-priority environment.
- Administration will outline which potential refinements are *minor design improvements* (can be incorporated within program) and which are *major changes* (would impact delivery and cost beyond November 2026).

Project Context and Scope

Project Area: Gouger Street, from Morphett Street to King William Street.

Purpose: Deliver coordinated *new and upgrade* works improving safety, accessibility, greening and activation, supported by targeted *renewal* of selected elements.

Key Elements (New & Upgrade):

- Wider, safer footpaths and consistent crossfalls.
- Enhanced lighting, wayfinding and public seating.
- New kerbs, stormwater infrastructure and street trees.
- Retention of on-street parking and loading zones informed by consultation.
- Infrastructure supporting small and large-scale community events.

Key Elements (Renewal):

- Replacement of stormwater infrastructure and lighting assets to current standards.
- Targeted replacement of defective pavers and other end of life assets.

Investment: Approximately \$27million across renewal and new & upgrade funding streams.

Outcome: Revitalise Gouger Street enhancing safety, accessibility and business activity while strengthening its identity as Adelaide's heart of multicultural dining and market precinct.

The Current 70% design has been developed to address the identified priorities.

Engagement Undertaken and Influence on Design

Approach: Multi-stage engagement since project commencement in July 2023, ensuring meaningful input from traders, businesses, residents and agencies.

Methods:

- Over 1,000 letters, five workshops, pop-ups and information sessions.
- Door-knocking and targeted briefings with Adelaide Central Market Authority (ACMA), Central Market Arcade Redevelopment (CMAR), and Courts Administration Authority (CAA).
- Access and Inclusion Panel engagement.
- Project webpage, enquiry line, and hard copies available at City Libraries and the City of Adelaide Customer Centre.
- Presentation and workshop at Mainstreet SA Masterclass (2024).

Outcome: Feedback informed kerb alignments, loading and accessible parking, crossing types, tree locations and activation zones.

Summary: Transparent, iterative engagement has shaped the design and maintained confidence among business and community stakeholders.

Gouger Street Revitalisation – Briefing Workshop

Micromobility Access and Integration



Context: The June 2024 Concept Design included a short, cycle link to strengthen north-south access across Gouger Street. This was later reviewed with traders, access advocates and traffic engineers during detailed design in the context of alternative supporting measures.

Consideration: Reintroducing a short, separated cycle link could provide limited cycling protection but would reduce space for wider footpaths, outdoor dining, greening and loading areas, and reintroduce conflict risks at intersections. Feedback during consultation indicated some cyclists found the previous short, discontinuous section confusing within a shared-street environment. The completion of the Field Street Upgrade with its slow street/20km environment now provides an additional cycling link in close proximity, linking direct to Moonta Street.

Design Response: The current 70% design provides a safer 30 km/h shared road environment with raised thresholds at side streets, dedicated convenient micromobility parking with ramp access, signage including sharrows, more designed crossing points, and cycle boxes at signalised intersections, aligning with *Smart Move* and *Access and Inclusion* strategies.

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Micromobility Access and Integration

Summary of Proposed Design Interventions:

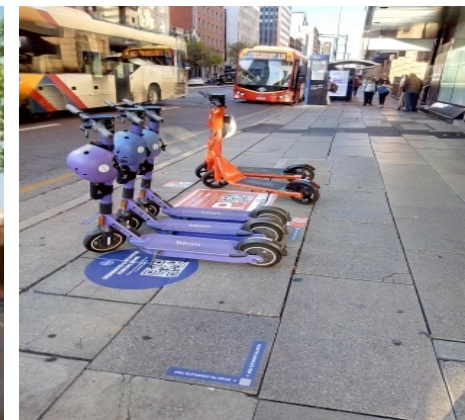
- 30km/h speed limit, raised thresholds at side streets, and road corridor narrowing to slow and calm traffic.
- Road marking including sharrows to increase visibility of cyclists on-road.
- Convenient, accessible storage for bicycles, cargo bikes, e-bikes and e-scooters with ramp access.
- Geofencing for e-scooters to limit speeds within Gouger Street.
- Bicycle boxes at signalised intersections.
- Clear sightlines between road users.
- Increased designated road crossing points.
- Reinstated dedicated crossing point from Compton Street Quiet Way cycling route to northern footpath.



Gouger Street : Wider footpaths, convenient bike storage, designated crossings



Gouger Street: Green bike boxes (on road) for increased protection of cyclists



CoA e-scooter parking

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Micromobility Considerations

Micromobility Considerations	Summary – Key Positives / Negatives	Recommended
Sharrow Pavement Marking – Marks shared lane use by vehicles and micromobility	+ Alerts both drivers and micromobility to share a lane safely where no designated cycle lane is provided – No legal meaning – Vehicular traffic can be delayed	YES
Bicycle Boxes - A designated area that allows micromobility to position themselves in front of motor vehicle traffic	+ Micromobility are more visible to drivers. + Reduced exposure to exhaust fumes + Cycle lanes are installed on all downstream intersection legs bookending the project – At UPark Central Market, Morphett Street, and King William Street, would be non-standard applications without a preceding cycle lane. Queued vehicles block access to the bicycle box leading to micromobility needing to thread through queued traffic or divert to footpath – Minor delays to vehicular traffic dependent upon micromobility numbers – Creates expectation about higher level of micromobility service along Gouger Street	NO: Morphett and King William Streets Unless a lead-in cycle lane stub can be installed YES: UPark Central Market
Modal Filter	+ Reinstatement of modal filter across Gouger Street extending from the South Terrace micromobility 'Quiet Way' which terminates at the intersection of Gouger and Compton Streets to provide safer network access to a range of cycle storage, including cargo bikes, adjacent the Central Market	YES
Cycle Lane Link	+ Cycle lane transition from upstream Angas Street cycle route into Gouger Street for increased micromobility safety and access across King William Street, replacing removed merge lane in Gouger	YES

Mill Street Intersection – Design Adjustment

Issue: Two vehicle-on-pedestrian crashes (2020–2024) involving right-turning vehicles – one from Mill Street onto Gouger Street and one from Gouger Street into Mill Street. Pedestrians were crossing Gouger Street outside formal crossings.

Assessment and Design Progression: Council traffic engineers developed five options testing one-way/two-way operation of Mill Street and turn restrictions into and out of Mill Street. Option 3 restricting right in and right out of Mill Street was recommended. Traffic consultants, CIRQA, undertook swept-path analysis and refined the preferred layout for 70%.

70% Design Consultation: Concerns about the impact of restricting turns at this intersection raised by local stakeholders were acknowledged and a reconsideration of the proposed design completed.

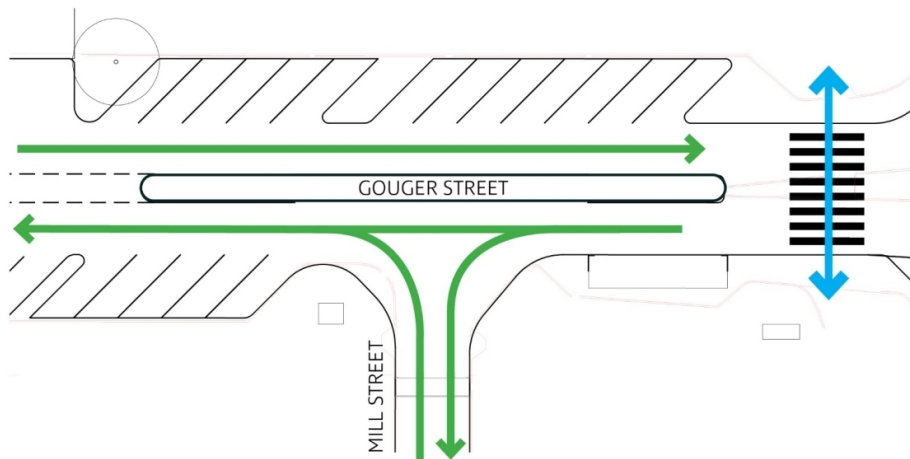
Design Response: Based on feedback from key stakeholders it is recognised that there are potential impacts associated with the flow of traffic to an off-street parking business and a newly developed office block with adjoining car park. We have reviewed the road layout and can accommodate a redesign to maintain existing right in and right out turns at Mill Street. The surrounding traffic controls and road design may need to be adjusted to accommodate the altered traffic movements, however this modification can be accommodated.

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Mill Street Intersection – Design Adjustment

70% DESIGN SOLUTION - OPTION 3 (CONCEPT PLAN June 2024)

- Left turn in and out of Mill Street at Gouger Street
- Two-way movement on Mill Street retained



PROS:

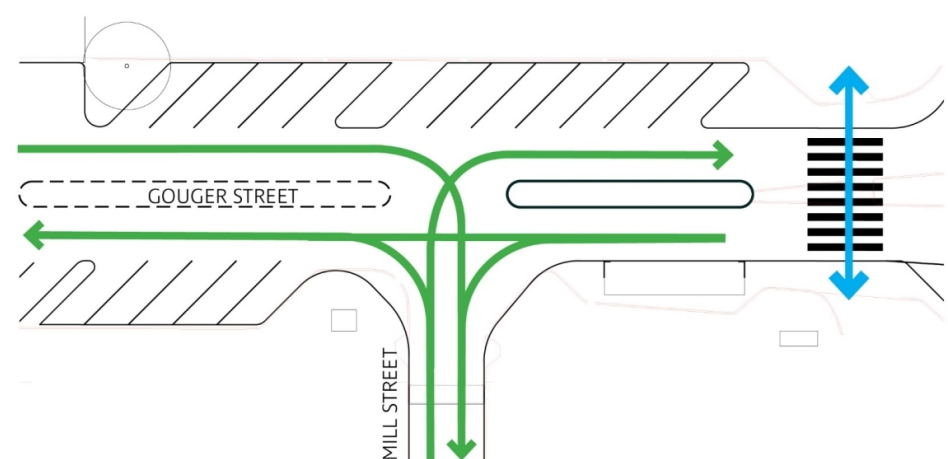
- Simplifies street flow
- Reduces conflict risk with formal pedestrian crossing
- Reduces conflict points between vehicles, and with pedestrians/cyclists
- Traffic calming

CONS:

- Longer drive to access King William Street / Victoria Square from Mill Street
- Left turn only from Mill Street directs motorists through the most important pedestrian/cyclist and dwell area of Gouger Street
- Reduced permeability of local traffic network around Gouger Street

70% REVIEW - EXISTING VEHICLE MOVEMENTS WILL BE RETAINED

- Left and right turn into Mill St
- Unrestricted entry and exit from Mill Street at Gouger Street
- Two way movement on Mill Street retained



VEHICLES

PROS:

- Greater local traffic network flow and flexibility
- Direct access to King William Street / Victoria Square from Mill Street
- Direct access to Mill Street from Gouger Street eastbound vehicle lane

CONS:

- Uncontrolled right turns increasing conflict points

PEDESTRIANS

PROS:

- N/A

CONS:

- More conflict points with vehicles

Council Discussion – Raised Carriageway Proposal (Options Considered)

Background: Several pavement configuration options were assessed to improve accessibility and safety while maintaining functionality, cost balance and deliverability.

Option	Summary – Key Positives / Negatives
Full Raised Carriageway	+ Universal access, strong pedestrian priority. – 30 - 40 % cost increase (\$12m - \$22.5m additional funding required), major drainage and service upgrades, ~18 -month project delay (design +12 – 18 - month construction), significant business disruption through construction and ongoing impacts to ongoing operations, especially service, vehicular access and loading vehicles. Significant engagement required with Utility and Service providers due to key infrastructure contained within the road reserve.
Kerb-Defined Street (Current Design)	+ Meets accessibility intent within budget, compatible with drainage, minimal disruption, aligns with current budget and timeline expectations. – Not fully level across carriageway.

Conclusion: The full raised-carriageway option was reviewed but was not considered feasible within the approved scope, budget and delivery program and with limited benefit noting the existing and future vehicle movements. The current design achieves the accessibility intent of these options through raised thresholds and kerb realignment, providing an optimal balance of safety, accessibility, cost and delivery certainty.

**(A “raised carriageway treatment” refers to pavement built to footpath level to improve accessibility and pedestrian legibility.)*

Council Discussion – Full Raised Carriageway / Shared Zone Considerations

Definition: Pedestrians have priority over traffic. Requires 10 km/h limit, little to no on-street parking, significant bollards and/or curving traffic paths, and kerb removal - suitable only for short, preferably one-way, low-traffic streets less than 160m in length. Longer sections would require further restrictive physical interventions to support and enforce the 10km/h speed limit.

Impact on Gouger Street:

- Would require full street reconstruction and drainage redesign.
- Would require adjustment of all service pits within roadway, currently requiring minimal intervention.
- Likely loss of all parking, loading and accessible bays.
- Restricts essential Central Market and Trader vehicle access (deliveries, taxis, service vehicles).
- Shifts congestion to surrounding streets impacting customer access to the precinct.
- Adds visual clutter through bollards and barriers, reducing pedestrian flexibility and use of the street as an event space.

Conclusion: A shared zone is incompatible with Gouger Street's established role and ongoing functionality. The current 30 km/h shared-speed design achieves safety and accessibility without the significant loss of parking, and other business servicing and operating capacity.

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Parking and Loading Management



Community Feedback:

- Parking was one of the most divisive topics during community consultation.
- Some participants strongly supported retaining convenient on-street parking to sustain local business activity and short-stay access.
- Others argued for reducing or removing on-street parking to expand footpaths, outdoor dining and public space, and to improve pedestrian safety.
- Angled parking was raised as a safety concern and perceived to prioritise vehicles over people.
- Common ground existed around improving the clarity of loading and drop-off areas and discouraging vehicle queuing for limited bays.

Design Response:

- The design retains essential on-street parking and loading zones for customers and servicing, while reallocating surplus bays to widen footpaths, tree planting and activation areas.
- The number and configuration of angled bays have been reduced where geometry allows, shifting to parallel or short-stay bays to improve safety and manoeuvring.
- Day/night controls will support business operation while maintaining safe pedestrian movement during events and high-footfall periods.

Outcome:

A balanced approach that responds to both ends of the feedback - maintaining essential parking and loading functionality for traders while enhancing pedestrian space, accessibility and street amenity.

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Design Change Feasibility Matrix

Category	Example Topics	Delivery Impact
Minor Design Improvements	Pavement markings, tactile indicators, micromobility storage, parking control signage.	Can be incorporated prior to Final Design without schedule impact.
Major Design Changes	Raised carriageway, major drainage or geometry changes.	Require redesign, re-approval and re-procurement; delays > 6 months.

Key Message:

Administration will continue to refine the design up to construction commencement and can accommodate minor refinements within program constraints while tracking for construction commencement in mid-2026.

Summary / Next Steps



- Administration will continue the development from the 70% detailed design, including services coordination and value management.
- Minor refinements can be incorporated prior to construction commencement within current scope and budget.
- Construction remains on track for commencement in mid-2026, with a separable portion of works adjacent CMAR to be completed prior to November 2026.
- Feedback from this workshop will inform the final design package to be presented to the Infrastructure and Public Works Committee in early 2026.

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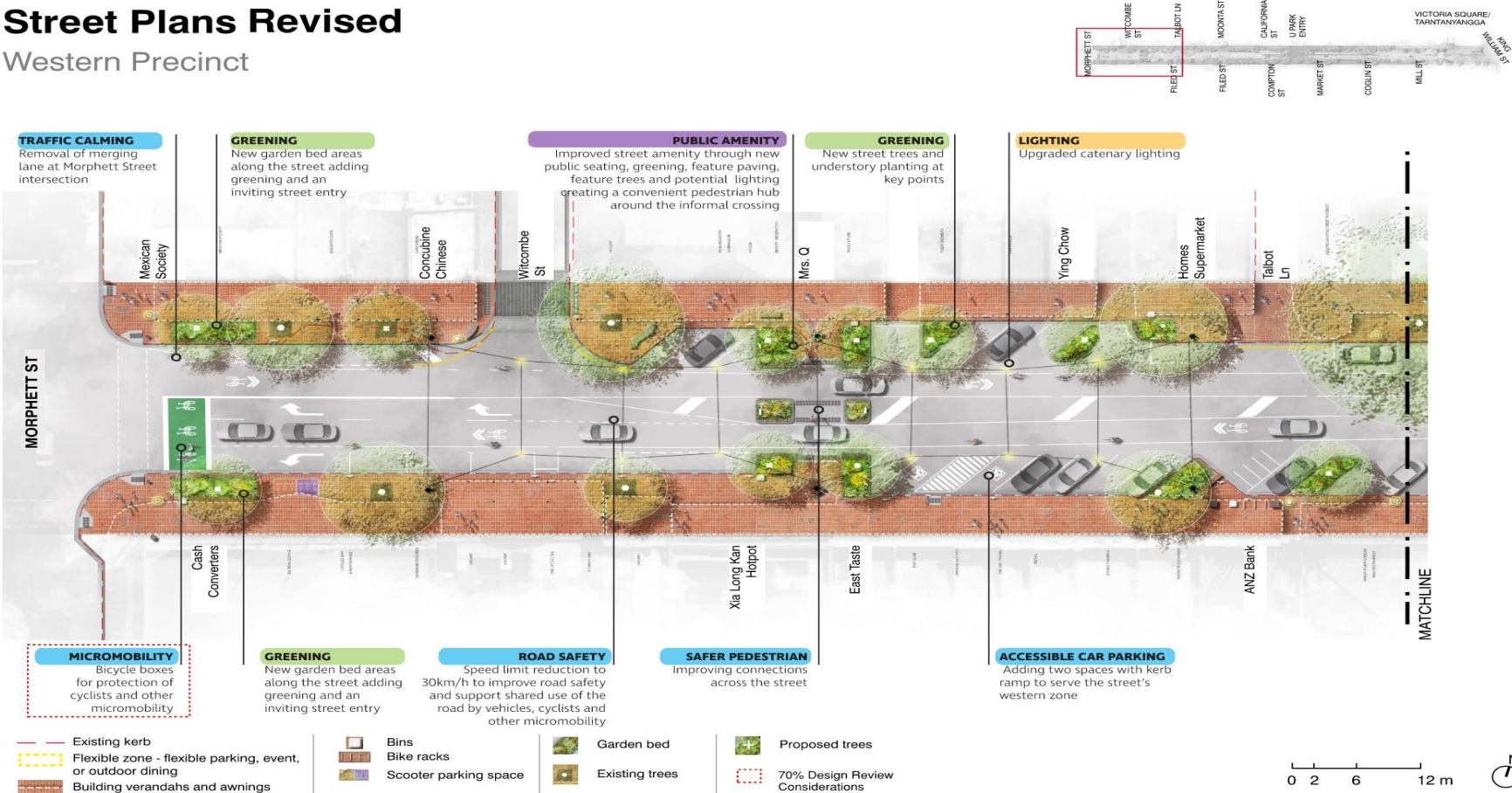
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Gouger Street Revitalisation – Briefing Workshop Plans

Street Plans Revised

Western Precinct

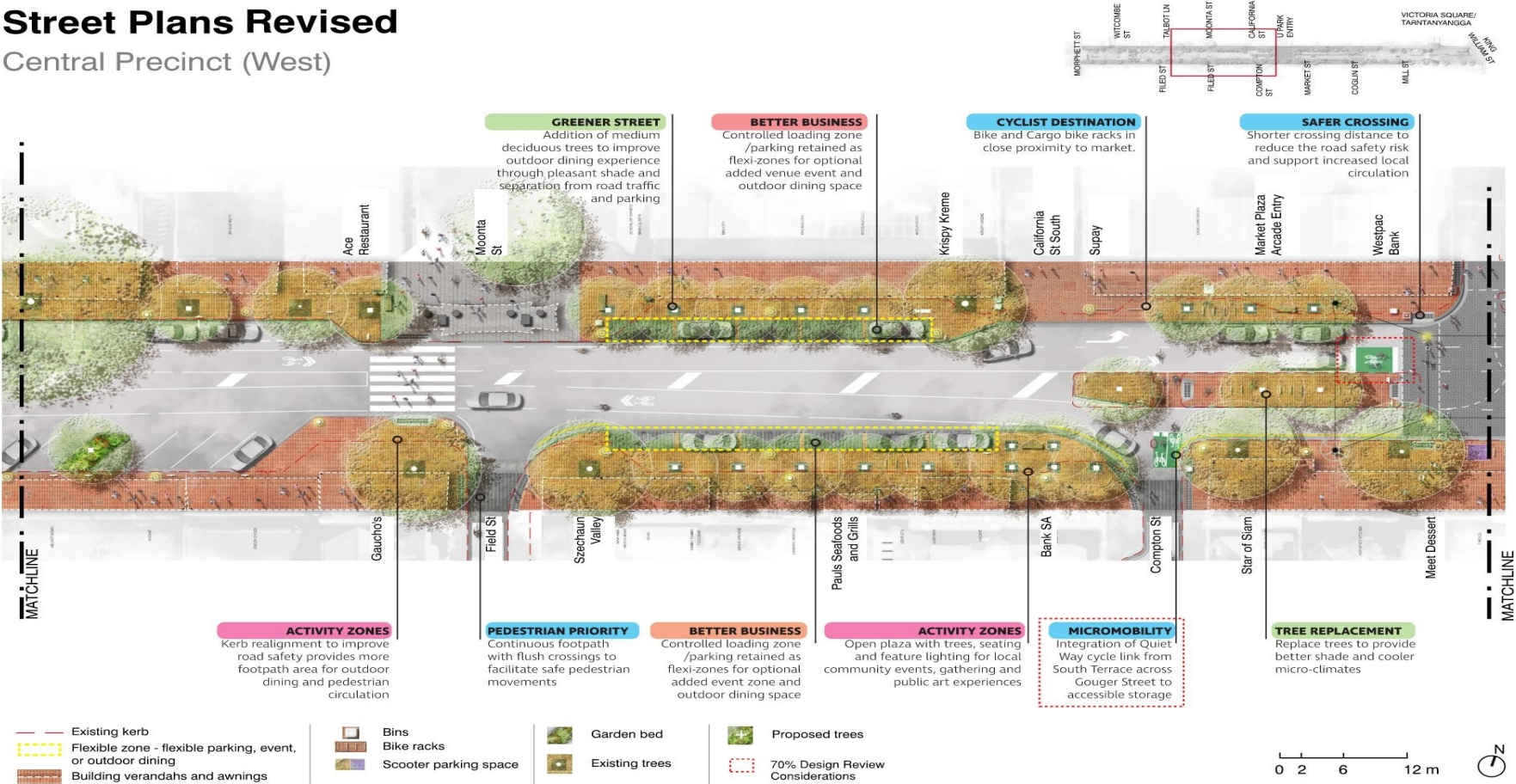


Gouger Street Revitalisation – Briefing Workshop Plans



Street Plans Revised

Central Precinct (West)



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T.C.L

Gouger Street Revitalisation
70% Design Overview Package Revised

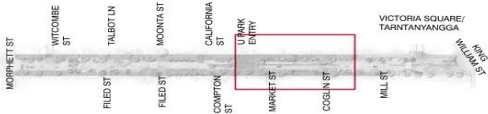
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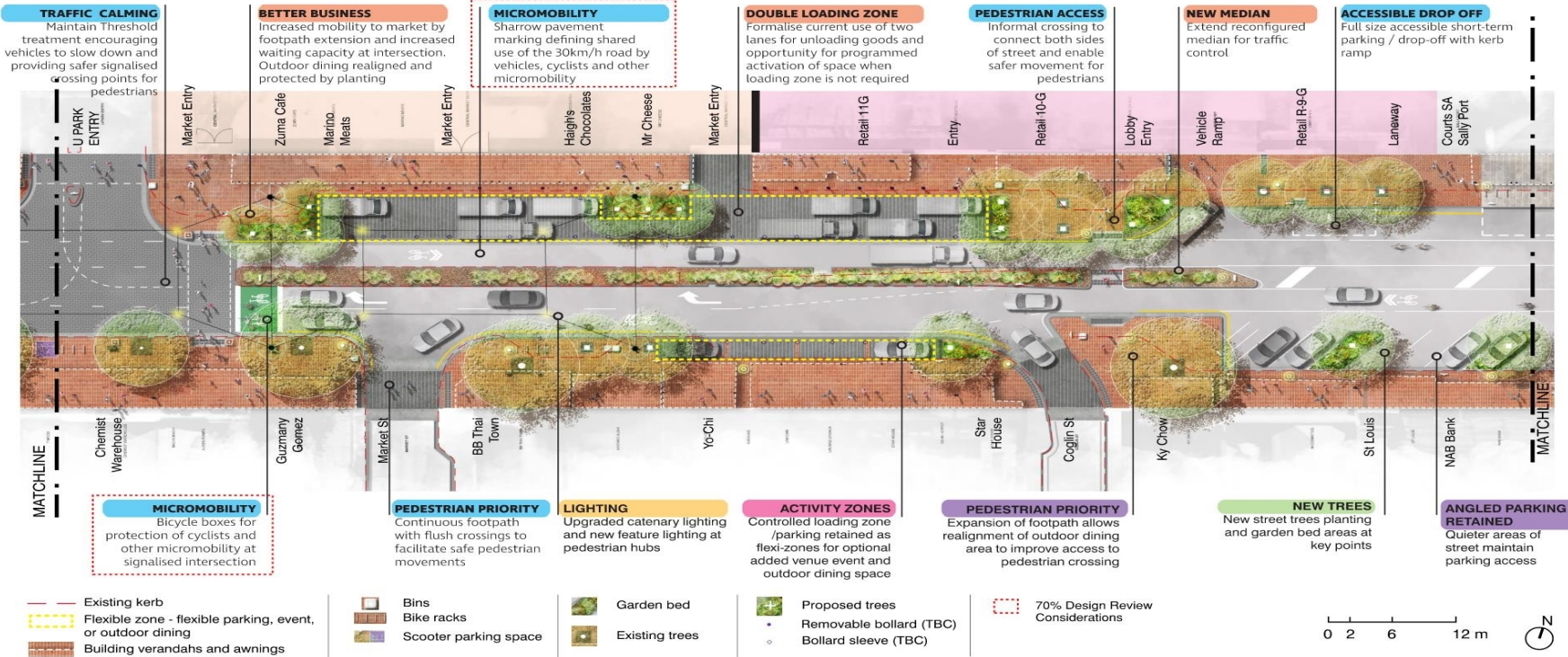
Street Plans Revised

Central Precinct (East)



MARKET SQUARE CENTRAL MARKET EXPANSION

ADELAIDE CENTRAL MARKET



CITY OF
ADELAIDE

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Gouger Street Revitalisation
70% Design Overview Package Revised

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Gouger Street Revitalisation – Briefing Workshop Plans



Street Plans Revised

Eastern Precinct & Victoria Square / Tarntanyangga

