

Our Places

Melbourne Street Revitalisation – Community Engagement Outcome

Present a summary of community's feedback on the
proposed concept design

Program: Infrastructure

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Purpose

- To present a summary of the Community engagement process and feedback provided.
- To provide the advice from the Department for Infrastructure and Transport (DIT) as the relevant authority on proposed speed limit changes within Melbourne Street.

Background

Council approved the concept plans for Melbourne Street Revitalisation Project at the Council Meeting held on 9 December 2025. Melbourne Street Revitalisation Concept Endorsement - Decision:

THAT COUNCIL

1. Approves the concept plans for Melbourne Street Revitalisation Project as contained in Attachment A to Item 6.1 on the Agenda for the Special meeting of the Infrastructure and Public Works Committee held on 2 December 2025.
- 30 2. Notes the construction of Stage 1 works (Melbourne Street wombat crossings), were brought forward due to strong community support and timing of the external grant funding, which is anticipated to be completed by June 2026.
3. Notes the community will be engaged to provide views on the proposed concept for Stage 2 capital works of Melbourne Street Revitalisation Project, and their feedback will be reviewed to be incorporated in the subsequent design and construction phase.
4. Requests a summary of the community engagement be presented to a workshop of the Infrastructure Public Works Committee by June 2026, prior to feedback being incorporated into the subsequent design phase.

The Community was subsequently engaged to provide feedback on the proposed concept.

Key Question

KEY QUESTION

What are Council Members' views on the feedback on the community engagement process and how it might assist in progressing the concept plan to a detailed design?

How we engaged

Consultation Period

25 February – 25 March 2026

Engagement activities

- Online survey
- Business forum
- Community events
- Stakeholder meetings
- Others (submissions, email/phone enquiries)

Promotion tools

- Our Adelaide
- Letter drop
- Street signages and posters
- Social media



Who we heard from

- 109 survey responses
- 61 people attended on-street community events
- 14 written submissions
- 14 businesses at business forum
- 4 stakeholder/advocacy groups
- Open and transparent process
- Multiple options for engagement and participation
- Face-to-face engagement allowed for greater depth and nuance
- Survey as the key data source with largest response rate

What we heard from our community - Summary

- A strong participation rate, with good representation from residents, local businesses, stakeholders and visitors, was received during engagement.
- 66% of survey respondents shown as being supportive or very supportive of the concept, driven by a shared aspiration to see the street evolve from a car-dominated corridor into a more people-focused, attractive and vibrant main street that encourages visitation, social activity and economic vitality.
- While the support for the proposed concept design is strong, feedback calls for some elements to be refined through the next stages of design.

What the community supports:

- Greening
- Pedestrian safety (safer crossings, wider footpaths, traffic calming)
- Improved paving, lighting, street furniture and a more cohesive streetscape
- Reduced vehicle speeds
- Outdoor dining and activation

Key concerns raised:

- Loss of on-street car parking
- Congestion and spillover into local streets
- Mixed views on flexible kerbside spaces
- Adequacy and safety of cycling treatment in a narrow, high traffic corridor
- Accessibility impacts associated with bus stop consolidation
- Construction impacts on businesses

What we heard from our community – Survey results

A wide range of engagement tools were used, with the survey being the key data source with 109 responses. The survey included 20 questions, split into 3 main components.

Demographic information

- Most respondents go to Melbourne Street to shop/play
- Even split of rate payers and non-rate payers
- High level of age diversity
- Just over half with North Adelaide post code

Current and future use of Melbourne Street

- 37% to visit Melbourne St, 24% live near the street and 23% travel through the street
- Most travel to and through the street via vehicles (33%), walking (30%), cycling (15%) and public transport (14%)
- Dining/café was the most common reason for visiting (30%), followed by socialising or entertainment (20%) and shopping and retail (18%)
- Almost 50% of respondents visit the street daily
- More than 50% of respondents typical spends more than 1 hour in the street
- Outdoor dining and greening received the most response to encourage them to spend more time on the street, followed by a greater mix of shops/services, and slower traffic and calmer street

Views on overall concept and key design elements

- Two-thirds (66%) indicated support for overall concept and 12% indicated unsupportive
- Flexi-zone received mixed views with 57% supportive, 19% neutral and 16% unsupportive. Divided views from businesses owners
- 72% supports reduced speed limit
- Over 50% of respondents were supportive of combining bus stops to create more space, with a high proportion (34%) indicating a neutral response
- Very high level of support for greening (95%)
- Over 50% of respondents supportive of the proposed cycling treatment, with a high level of respondents (28%) indicating a neutral view

What we heard from our community – other engagement tools

A wide range of engagement tools were used, including community events, business forum, stakeholder meetings and written submissions.

Community events

- Approximately 61 people across 2 sessions
- Residents and local business owners
- Strong support for revitalising the street
- Broad endorsement for upgrades to street furniture, lighting, greening and paving treatments
- Consistent support for greening
- Interest in precinct banners
- Support for bus stop consolidation
- Mixed views on flexible kerbside spaces
- Mixed view on reduced speed limit

Business forum

- 14 Representatives from local businesses with a mix of retail, hospitality, and boutique businesses
- Strong concerns on loss of parking
- Queries on purpose and implementation of flexible kerbside spaces
- Mixed views on speed limit and safety measures
- A range of detailed questions on design intent, fees, construction disruption and project timing

Stakeholder meetings

- North Adelaide Precinct Association (NAPA)
 - Presented proposed concept
 - A formal submission was subsequently made
- North Adelaide Society
 - Offer was declined due to conflicting priorities
 - Cycling and walking advocacy groups.
 - Agreed overall treatment along with a 30km/h speed limit would provide a safer environment for cyclists and pedestrians
- Accepts that the street is narrow and doesn't allow dedicated cycle lanes and that nearby alternative is suitable for commuter cycling

Written submissions

- 14 Submissions received
- NAPA
 - Supportive with concerns for parking
- Walking SA
 - Supportive, particularly for initiatives that improve pedestrian safety, accessibility, comfort and overall place activation
- 5 Submissions from businesses
 - General support for revitalisation and that aesthetic improvements alone would not offset negative impacts associated with reduced parking, access or visibility
- 5 Submissions from residents
 - Overall support for revitalisation with strong support of safety improvement, the importance of ongoing maintenance and concerns on carparking, traffic management and frequency of buses and associated noise and emission impacts

What we heard from our community – Key findings

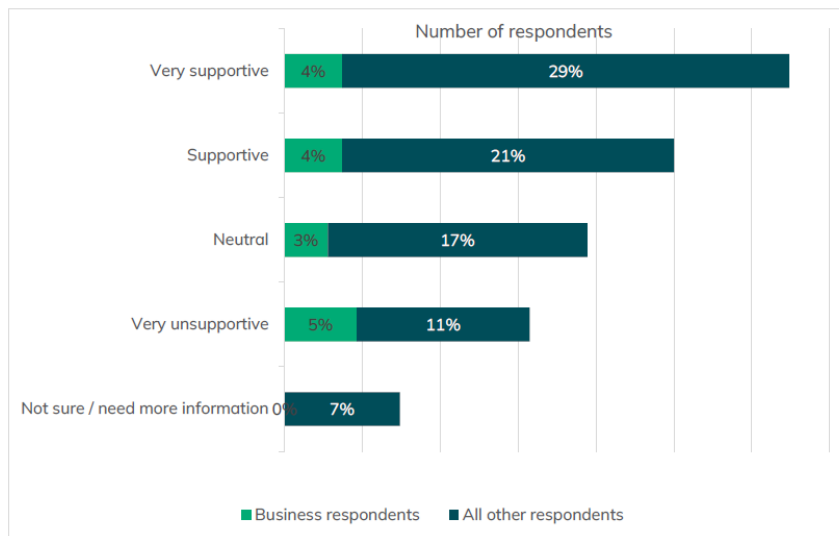
Flexible kerb side spaces

Views on flexible kerb side spaces from the community and businesses are divided in survey results. Strong concerns were raised due to potential loss of parking in the business forum.

It was recognised that the benefits of additional kerbside spaces vary depending on business type, location and how the space can be used, acknowledging not all businesses experience the same level of advantage.

The support for activation is balanced by concerns on safety, parking loss and practical implementation.

Figure 14: Level of support for flexible kerbside spaces (business owners)



Bring the street alive

Have been shown to work elsewhere

Appreciate the flexibility and hope it is utilized instead of defaulting to parking only

Reducing car parking without offering parking elsewhere is detrimental to business

Too difficult to park in

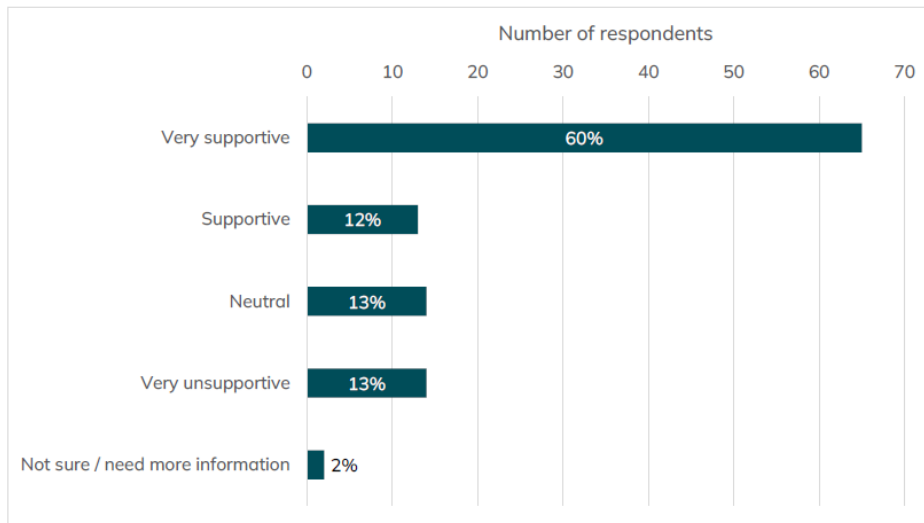
Very vulnerable without separation

What we heard from our community – Key findings

Reduced speed limit

Strong support for lowering speed limits, with opposition centred on concerns about congestion, traffic function and necessity of change.

Figure 15: Level of support for reduced speed limits



Respondents were invited to indicate their level of support for reducing vehicle speeds along Melbourne Street to create a safer and calmer street. It is important to note that while a reduction to 30 km/h was referenced elsewhere in the proposed concept plan, the survey question did not specify a particular speed limit. Accordingly, responses reflect sentiment toward speed reduction in general unless respondents explicitly referred to a specific speed (9 specific mentions).

This is a street not a road. Throughput shouldn't be a priority

Make it safer for pedestrians

Loud, fast traffic makes the road uncomfortable and discourages outdoor dining

Slowing traffic increases congestion

It's a main route, traffic should flow quickly

Divert driver to other roads

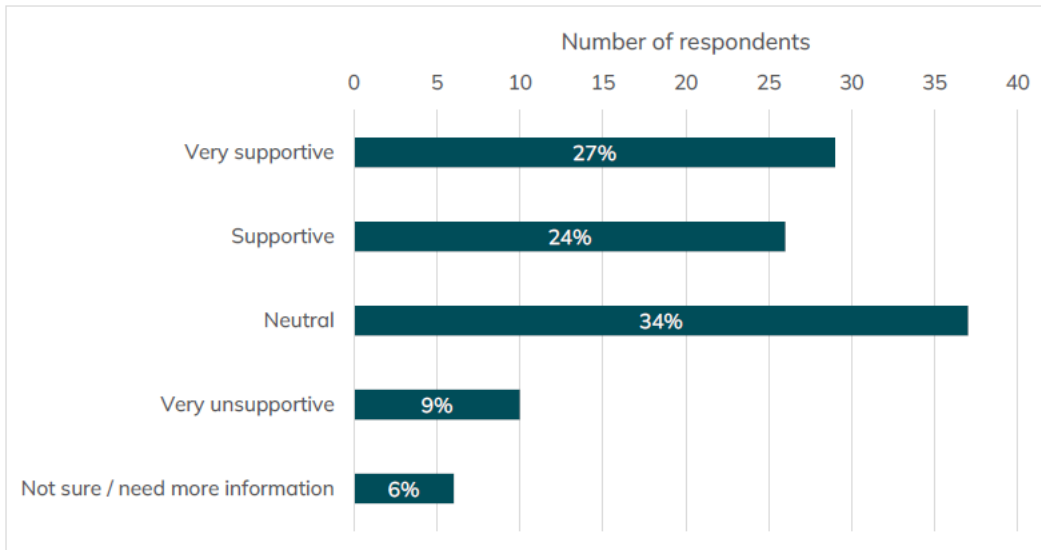
What we heard from our community – Key findings

Bus stop consolidation

More than 50% of respondents indicated support for combining the bus stops, viewing the change as practical and efficient. Those who did not support highlighted accessibility concerns and that public transport should be prioritised over parking.

Note, the proposal to consolidate bus stops is supported by DIT as the relevant authority and is within acceptable limits for bus stop spacing. Benefits include more on-street carparks, accessible space on the footpath for pedestrians, and more efficient bus route.

Figure 16: Level of support for bus stop consolidation



Makes sense

Less holdups

Free up more space

Lots of older people use this area and shouldn't be made to walk too far

We should be supporting more public transportation use, not removing bus stops

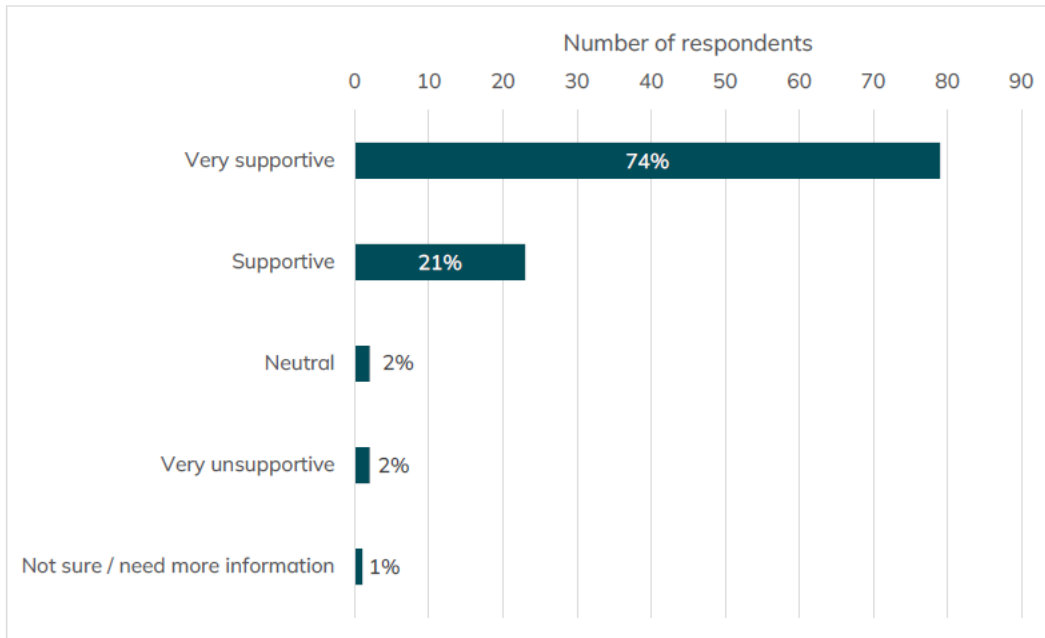
Does not promote not using your car

What we heard from our community – Key findings

Greening

Received very strong support for the proposed greening initiatives, with a small percentage of respondents unsupportive of greening initiative due to loss of parking.

Figure 17: Level of support for greening



Do wonders for the local environment

Cools the street, counteract the heat from the built environment

More inviting

The right trees, in the right places, properly maintained

This will just eat up more room for parking

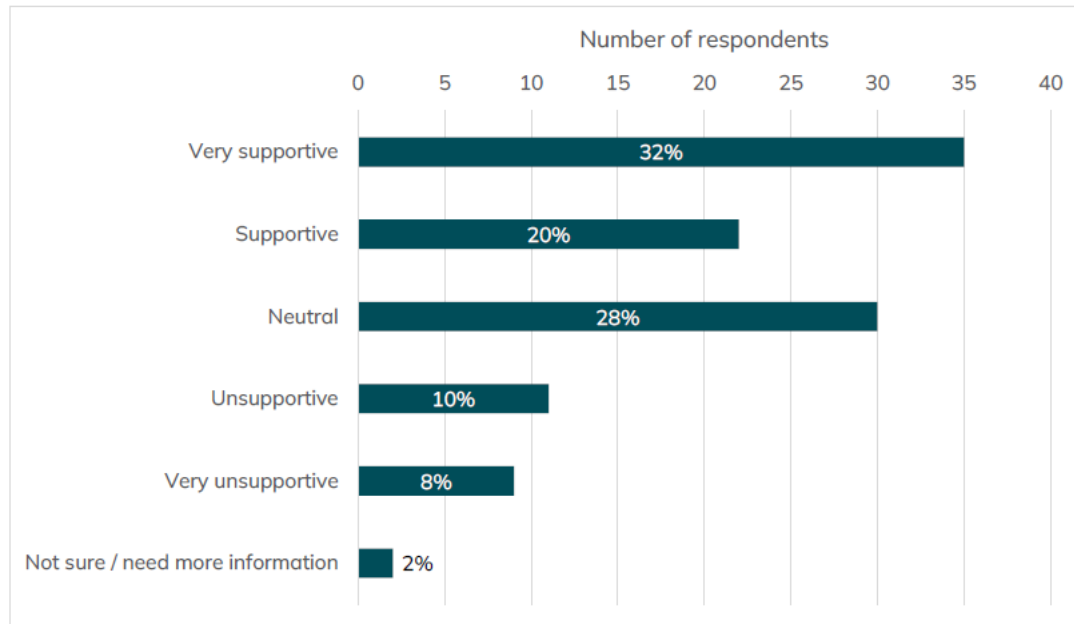
Not if it (greening) reduces parking

What we heard from our community – Key findings

Cycling treatment

More than half were supportive of the proposed cycling treatment, with broad acceptance that the street is not suitable for commute cycling.

Figure 18: Level of support for cycling treatments



Road markings don't make it safer for cyclists

Melbourne Street is not suitable for bikes

Help promote cycling hopefully leading to a reduction of motor traffic

Directed onto other streets in parallel

Should be made as safe as possible

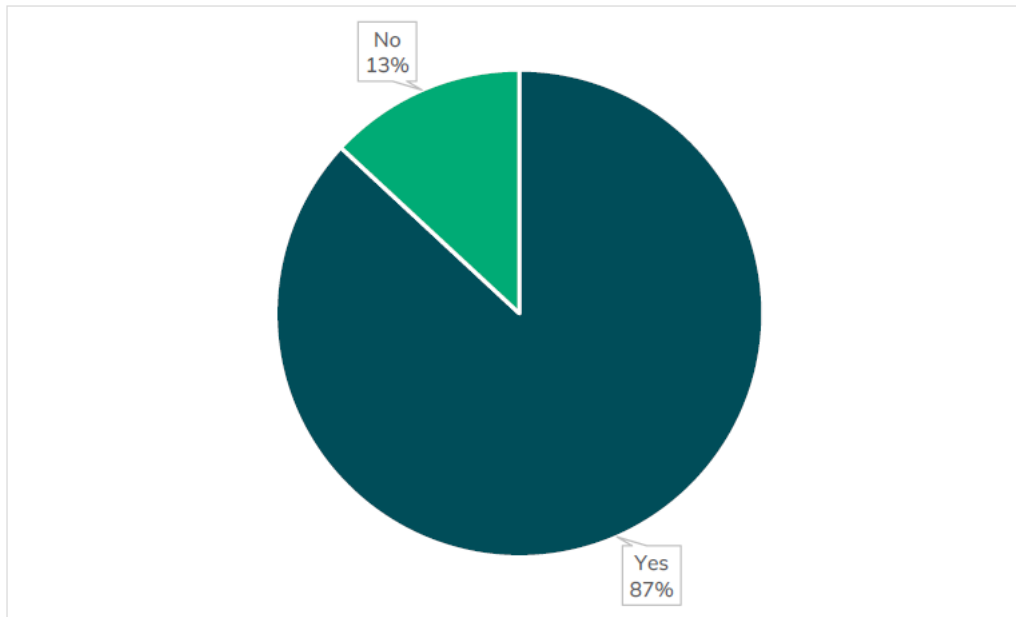
The current road is hostile to cycling and dangerous to ride through

What we heard from our community – Key findings

Public art

Over two thirds of respondents are aware of existing art and design features and provided feedback that art and design could be improved by making it more modern, local and changeable with strong links to greenery and community use.

Figure 19: Respondent awareness of existing art and design features



Fun and whimsical

Makes me smile

Kids love seeing the mannequins change for events and seasons

Active and changing art spaces

More greenery... plant-based art like gardens

Adds colour, character, life and interest

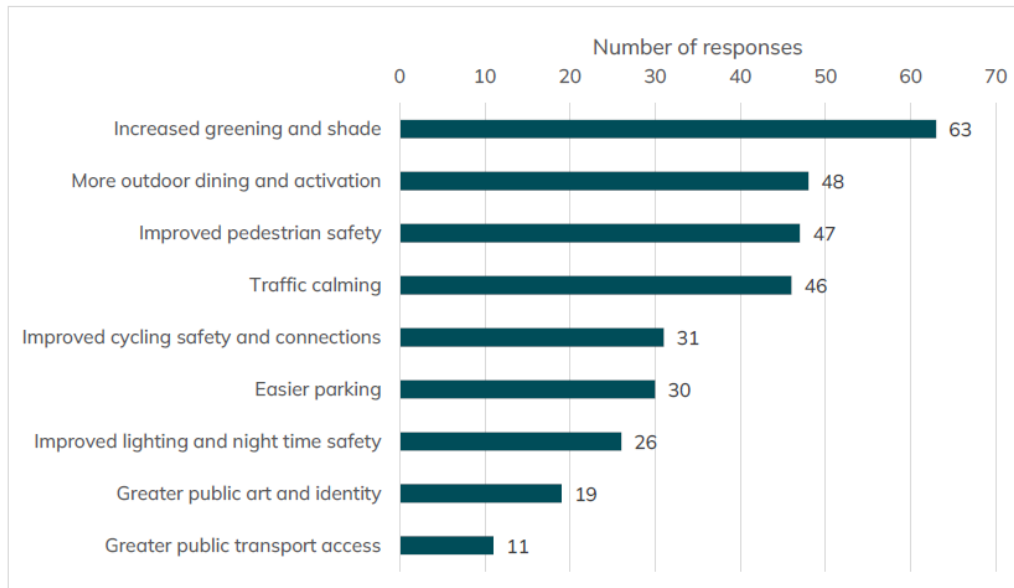
What we heard from our community – Key findings

Most liked design element/s

The community were able to select up to three elements of the proposed concept.

The top choices were increased greening and shade, followed by more outdoor dining and activation, improved pedestrian safety and traffic calming.

Figure 20: Concept plan elements prioritisation



The Melbourne Street Revitalisation Project Concept Design Summary Report can be viewed [here](#)

Proposed speed limit change on Melbourne Street

The Department for Infrastructure (DIT) was consulted as the relevant authority to approve a lower speed limit.

- DIT is supportive of a 40km/h speed limit on (the full length of) Melbourne Street in conjunction with the Stage 1 wombat crossings installation, which is anticipated to be completed by Q2 2026/27.
- DIT does not provide in-principle support for the 30km/h speed limit on Melbourne Street as part of the Stage 2 streetscape upgrade due to the following considerations:
 - 30 km/h speed limits are “best suited to locations where the road has been specifically designed to create a speed environment of 30 km/h and alternative routes are available to drivers to discourage through traffic”.
 - The proposed streetscape works between Jerningham Street and Dunn Street are consistent with a 30km/h speed environment.
 - However, beyond this section, the road cross section in Stage 2 does not change significantly from the current arrangements to support 30km/h speed environment.
 - Preference to avoid multiple changes in speed limit along the road.
- DIT recommended further works to identify alternative routes if the intent is to reduce the volume of through traffic, and to monitor any changes in traffic patterns and speeds post implementation of the wombat crossings.

Summary

- While support for the proposed concept design is strong, feedback received calls for some elements to be refined through the next stages of design.
- These include:
 - Considered design of flexible kerbside spaces to address community's concerns on safety and practicality.
 - Develop policies for the management of kerbside spaces, allowing Council to ensure the benefits for economic vitality for businesses are optimised with potential parking loss impact.
 - Continued collaboration with DIT.
 - Engagement with businesses to develop construction staging plans, which incorporate access and staging requirements to minimise impacts to businesses and the public.

Next Steps

- Subject to Council Members' views, incorporate where practical Community feedback into the design phase and present a report for Council consideration once 70% Detailed Design is achieved.
- Notify the community and implement 40km/h speed limit change as part of Stage 1 wombat crossings, inline with the proposed installation of the two Wombat Crossings commencing in 2025/26.

Key Question

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