

# Melbourne Street Revitalisation - Community Consultation Summary

**Tuesday, 16 June 2026**  
**Infrastructure and Public  
Works Committee**

Strategic Alignment - Our Places

**Program Contact:**  
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## EXECUTIVE SUMMARY

The purpose of this report is to seek Council approval to progress the Melbourne Street revitalisation project into detailed design, following Council's endorsement of the concept plans at the Council Meeting held on 9 December 2025 and receipt of stakeholder engagement feedback at the Infrastructure and Public Works Committee workshop held on 19 May 2026.

In response to feedback raised by Council Members during the workshop at the Infrastructure and Public Works Committee meeting on 19 May 2026 regarding the process and outcomes of community consultation, this report also provides further analysis of the engagement results, and an assessment of the effectiveness of the engagement approach undertaken against recognised local government community engagement best practice principles.

Further analysis of the engagement outcomes was undertaken, including consideration of geographic response patterns and community perceptions of similar flexible kerbside space treatments. The analysis found that community views on the proposed flexible kerbside spaces have been significantly influenced by perceptions that Melbourne Street would incorporate a steep rollover kerb treatment, identical to installations delivered in other Council jurisdictions, this is not what is being proposed within Melbourne Street. These perceptions contributed to concerns regarding safety and accessibility of proposed flexible kerbside space, noting that the relevant Council has also acknowledged the steep kerb profile as an ongoing issue.

The robustness of the adopted engagement approach was also assessed and found that the consultation process was comprehensive, accessible, and appropriately designed to support informed decision-making and the continued progression of the project.

The consultation outcomes and proposed concept design support Council's broader objective of transforming Melbourne Street into a vibrant and desirable destination where people want to live, do business and visit, while improving safety, accessibility, amenity and economic activity within the precinct. While the proposed concept design received strong overall support from stakeholders and the community, feedback from Council Members and the community identified opportunities for further technical development, authority coordination, stakeholder engagement and refinement of construction staging during the next phase of the project.

The report further seeks Council approval to implement a 40 km/h speed limit along Melbourne Street in conjunction with the delivery of the Stage 1 wombat crossings. The proposed speed reduction aligns with community feedback received during consultation for the Stage 2 works and has received approval from the Department for Infrastructure and Transport, as the relevant authority responsible for speed limit changes.

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# RECOMMENDATION

The following recommendation will be presented to Council on 23 June 2026 for consideration

THAT THE INFRASTRUCTURE AND PUBLIC WORKS COMMITTEE RECOMMENDS TO COUNCIL

THAT COUNCIL

1. Approves to progress Stage 2 streetscape concept to detailed design, which will incorporate community feedback to further refine key design elements.
2. Notes the community engagement process and feedback on the proposed concept design, as contained in Attachment A to Item 7.4 on the Agenda for the meeting of the Infrastructure and Public Works Committee held on 16 June 2026.
3. Notes additional information regarding promotional and outreach activities to encourage community participation for Stage 2 streetscape upgrade, as contained in Attachment B to Item 7.4 on the Agenda for the meeting of the Infrastructure and Public Works Committee held on 16 June 2026.
4. Notes that a project update will be provided to Council once 70% design and a construction staging plan incorporating community feedback are completed for Stage 2 streetscape upgrade.
5. Endorses speed limit of 40km/h on Melbourne Street to be implemented in conjunction with Stage 1 wombat crossings, which is expected to be completed by 30 September 2026.

## 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. “Deliver quality street and laneway upgrades, main streets, precincts, and neighbourhood revitalisation and improvements that make Adelaide well-designed, safe and unique.”
Policy	Not as a result of this report
Consultation	On-going community engagement throughout the project lifecycle.
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
25/26 Budget Allocation	The total project budget for Melbourne Street Revitalisation is \$15.5 million and comprises <ul style="list-style-type: none"> <li>• New &amp; Upgrade \$7.1m (including \$600,000 State Government Funding contribution to 2 x Wombat Crossings)</li> <li>• Renewal \$8.4m</li> </ul> <p>New and Upgrade budget of \$600,000 is allocated to undertake design and planning activities for the overall revitalisation project in 2025/26.</p>
Proposed 26/27 Budget Allocation	The remaining approved New and Upgrade forward estimate of \$6,500,000 and applicable Renewal allocation will be confirmed via the Annual Business Plan and Budget processes over 2026/27 and 2027/28.
Life of Project, Service, Initiative or (Expectancy of) Asset	Dependent on type of asset, with asset life expectancy between 20-50 years.
25/26 Budget Reconsideration (if applicable)	Not as a result of this report
Ongoing Costs (eg maintenance cost)	Minimised through design. 2% per annum maintenance cost increase will be anticipated due to installation of new assets.
Other Funding Sources	To be pursued where relevant opportunities become available.

# DISCUSSION

## Background

1. Melbourne Street businesses, residents and key stakeholders commenced discussions and planning on the future direction and potential improvements to this main street in 2019, signalling Council's intention and the Community's wish to invigorate and activate the street.
2. Post this initial engagement from 2019, the Administration has in the lead up to this report engaged extensively with Council and key stakeholders towards setting a vision for the street, that vision being;  
***“Melbourne Street is an appealing destination of choice for locals and visitors. Known for its polish, Melbourne Street offers a range of artisan experiences and celebrates its dining culture to its east, while providing specialist services to its west”.***
3. In recognition of this vision, guiding principles were developed and consultation, engagement and seeking Council's direction and Council approvals commenced.
  - 3.1. Melbourne Street Master Plan - City of Adelaide - December 2021 (*a Master Plan was reviewed and endorsed by Council in December 2021*).
  - 3.2. Draft Concept Options - City of Adelaide - May 2022 (*Four concept design options were developed and presented to Council in May 2022*).
  - 3.3. Short-Term Improvement Works - City of Adelaide - August 2022 (*State Government \$1M Grant funding received for the project*).
  - 3.4. Project Budget and Priority for Delivery - City of Adelaide - June 2023 (*Council approves the project budget for planning and design in 2025/26 and construction to commence from 2026/27*).
  - 3.5. Revised Concept Plan - City of Adelaide - November 2025 (*Present concept plans revised to consider the approved project budget*).
4. At its meeting on 9 December 2025, Council endorsed the concept plans for the Melbourne Street Revitalisation Stage 2 project and requested that the outcomes of the subsequent community consultation be presented to Council. ([Link 1](#))
5. Community consultation on the proposed Stage 2 Melbourne Street concept plans was undertaken between 25 February and 25 March 2026 through a broad range of engagement activities. Awareness of the proposed changes and opportunities to provide feedback was promoted through multiple communication channels, with a variety of participation methods provided, including face-to-face engagement sessions and online surveys, to encourage meaningful and accessible community input. Refer to **Attachment A** for the Concept Design Engagement Summary Report.
6. At its meeting on 19 May 2026, a summary of the community engagement process and consultation outcomes were presented to seek Council Members' feedback to inform the progression of the concept plan into detailed design. The advice from the Department for Infrastructure and Transport (DIT) as the relevant authority for speed limit changes was also presented. ([Link 2](#))
7. This report responds to Council Members' feedback and provides the next steps to progress the project in alignment with the revised project delivery timeline approved through the development of the 2026/27 Business Plan and Budget process which can be viewed here ([Link 3](#))

## Community Engagement Process

8. The objectives of the engagement were to:
  - 8.1. Gather meaningful community feedback to support Council in making informed decisions about the Melbourne Street Revitalisation concept design, while recognising that these views will be considered alongside technical requirements and budget constraints.
  - 8.2. Design and deliver an engagement process to capture a broad range of perspectives, including input from Melbourne Street businesses, local residents, key stakeholders, and the wider community.
  - 8.3. Accurately and faithfully report the feedback to the project team and the public to close the loop.
9. The engagement process sought to understand:
  - 9.1. Community connection to Melbourne Street.
  - 9.2. How Melbourne Street is currently being used.
  - 9.3. Community aspirations for the street in the future.

- 9.4. Levels of support for the key concept design elements.
10. Opportunities to participate in the engagement process were promoted through the following activities. Refer to **Attachment B** for relevant records and evidence of the consultation promotion and outreach activities:
- 10.1. Our Adelaide website – 1,614 total views, the top three traffic sources being direct, Google search and through Facebook posts.
  - 10.2. Fact Sheet - Letter box dropped to 1,325 properties on/in proximity to Melbourne Street including businesses and posted to 763 owners of property on/in proximity to Melbourne Street.
  - 10.3. Social media - four posts, with a total of 47,210 impressions and 28,800 reach, during the consultation period all pointing traffic to Our Adelaide. An additional two social media posts were released leading up to the consultation to notify the upcoming opportunity to provide feedback.
  - 10.4. Street signage - 30 x A2 corflute posters attached to light poles on both sides of Melbourne Street.
  - 10.5. Consultation packs (hard copy) - distributed to all City of Adelaide community centres and libraries.
  - 10.6. Business forum invitation - distributed by hand (A4 invitation letter) to approximately 50 businesses and commercial premises on Melbourne Street, and email invitation sent to 125 business owners in and around Melbourne Street, with two subsequent emails sent as a reminder to participate by attending the business forum and provided information on other ways to provide feedback.
  - 10.7. City of Adelaide Place Partner for North Adelaide sent two emails to approximately 125 businesses during consultation period to provide information on the business forum and other ways to provide feedback.
  - 10.8. Stakeholder meetings invitations were emailed to five key stakeholders:
    - 10.8.1. North Adelaide Precinct Association – meeting held and written submission provided.
    - 10.8.2. Walking SA – meeting held and written submission provided.
    - 10.8.3. Bike Adelaide – meeting held.
    - 10.8.4. Bicycle SA – meeting held.
    - 10.8.5. North Adelaide Society – meeting declined due to conflicting engagements. Members invited to attend other events.
11. A variety of engagement activities were delivered, providing community members with the opportunity to participate in the way which best suited their needs and preferences. Some community members chose to participate in multiple activities. Engagement activities and participation rates are as follows:
- 11.1. Online survey – 109 responses.
  - 11.2. Written submissions – 14 received from advocacy groups, businesses and residents.
  - 11.3. Business Forum – 14 business representatives attended.
  - 11.4. Community events – 61 people attended across two events.
  - 11.5. Stakeholder meetings – two meetings held representing four advocacy groups.
12. Both qualitative and quantitative data has been used to analyse the overall engagement outcomes. A total of 109 survey responses were received and analysed as part of quantitative assessment. Although encouraged, not all engagement participants provided a written response. Survey respondents, based on post code, comprised of:
- 12.1. 59 respondents from North Adelaide (post code 5006), including 12 businesses.
  - 12.2. Ten respondents from Adelaide (post code 5000).
  - 12.3. 39 respondents from other suburbs, the majority being inner-city suburbs including Walkerville, Bowden and Croydon.
13. Survey respondents residing outside of North Adelaide, including those from Adelaide, indicated that they visited Melbourne Street for shopping, dining, services etc or travelled through Melbourne Street to other destinations.
14. In analysing levels of support for key elements of the concept plan based on geographical considerations, the following can be derived:
- 14.1. There are greater levels of support for flexible kerbside spaces from respondents residing in North Adelaide than elsewhere (37 compared to 25 respondents). Support for flexible kerbside spaces was

divided amongst business owners. Of the 16 responses, eight indicated support and eight gave neutral/unsupportive responses. Flexible kerbside parking was a key issue raised at the Business Forum, with several participants raising concern related to a perceived loss of on street parking.

- 14.2. Both North Adelaide residents and those residing elsewhere support reduced speed limits (39 respondents of both North Adelaide or elsewhere are very supportive or supportive).
- 14.3. Both cyclists and non-cyclists support the proposed cycling treatments included in the Concept Design.
- 14.4. Of the 24 respondents that indicated they use public transport to travel to Melbourne Street, 13 of those respondents indicated support for bus stop consolidation.
15. Refer to **Attachment A** for further details on the activities, participation and feedback through all engagement activities.
16. The consultation for Melbourne Street was considered to be a robust approach as it utilised a range of engagement methods to reach a broad cross-section of stakeholders, including residents, businesses, property owners, visitors and special interest advocacy groups.
17. The purpose of consultation to hear feedback on the overall concept, and the key design elements, to inform the subsequent design development was clearly articulated.
18. Multiple participation channels, including online surveys, drop-in sessions, stakeholder meetings, direct correspondence as well as digital and physical promotion, were used to maximise accessibility and awareness.
19. Feedback was analysed using both qualitative and quantitative methods and captured both supportive and opposing views. The engagement was inclusive, transparent and accessible, which has provided Council with a balanced understanding of community sentiment to inform decision making and progression to the next step with the approved timeline and budget considerations.

### **Community Engagement Outcome**

20. Overall feedback indicates strong to moderate support for the proposed concept design and the broader intent of revitalising Melbourne Street. Around two-thirds of survey respondents indicated they were either supportive or very supportive of the concept.
21. Support was driven by a shared aspiration to see Melbourne 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.
22. At the same time, feedback revealed concerns and areas of contention, particularly among business owners and some residents. Some respondents placed value on parking and traffic flow, while others placed value on increased activation, and safe movement of pedestrians and cyclists. This highlights the importance of balancing placemaking outcomes with access, parking and traffic function.
23. A key theme raised through community engagement was divided support for flexible kerbside zones which is the core of the concept to enable adaptable use of the streetscape, allowing spaces to transition between parallel parking, outdoor dining and community activation areas as required. 57% of the survey respondents indicated that they were either very supportive or supportive of flexible kerbside spaces and 16% of respondents giving a very unsupportive response.
24. The mixed community response to the flexi-zone was expected due to two key factors:
  - 24.1. 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.
  - 24.2. Community views were also influenced by the perception that the proposed flexi-zone kerb design will be identical to the installation at “Design King William” project led by the City of Unley. While the project is widely recognised as a successful streetscape project that has transformed the precinct, it is also acknowledged that there are ongoing safety and accessibility concerns that the kerb edge of the flexi-zone is too steep.
25. The community were also asked to select up to three most liked design elements of the proposed concept, and “more outdoor dining and activation” ranked second with a total of 48 responses, whereas “easier parking” ranked comparatively lower with 30 responses. This shows that support for activation is balanced by concerns on safety, parking loss and practical implementation.

## City of Unley Learnings

26. The City of Unley shared learnings across a wide range of areas, including safety, accessibility, maintenance considerations associated with the flexi-zone cross-section, street furniture and material selection, as well as observations relating to increased outdoor dining and activation, community perceptions of reduced traffic speeds and cyclists sharing traffic lanes, management of outdoor dining permits, and feedback from traders. Key findings included:
  - 26.1. Increased outdoor dining activity and greater interest in precinct activation following the introduction of flexible kerbside spaces. City of Unley experienced a large increase in outdoor dining permits from pre-development figures (4 permits) to the current number (32 permits).
  - 26.2. The use of a more gradual rollover kerb profile to improve safety for vehicle manoeuvring and for people entering and exiting parked vehicles.
  - 26.3. The importance of appropriately managing outdoor dining permits to maintain a balance between activation opportunities and the provision of on-street parking.
  - 26.4. The streetscape design, including flexible kerbside zones, has lowered barriers to outdoor dining by simplifying approval processes and reducing associated costs. This has increased investor confidence and supported business attraction by creating a more enabling environment for hospitality and retail operators, reinforcing the economic viability and vibrancy of the precinct.
27. In response to feedback provided by Council Members at the Infrastructure and Public Works Committee meeting held on 19 May 2026, testimonials and the relevant permit data provided by the City of Unley have been included in [Link 4](#).

## Proposed Speed limit changes

28. The Department for Infrastructure and Transport (DIT) was consulted as the relevant authority to approve a lower speed limit for the street. At this stage, DIT is unable to provide in-principle support for the proposed 30km/h speed limit as part of the Stage 2 streetscape upgrade due to the following considerations:
  - 28.1. 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”.
  - 28.2. 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.
  - 28.3. Preference to avoid multiple changes in speed limit along the road.
29. DIT is supportive of a 40km/h speed limit on (the full length of) Melbourne Street to be implemented with Stage 1 wombat crossings installation, which is anticipated to be completed by end of September 2026, in line with the external funding agreement. A reduced speed limit of 40km/h was approved by DIT on the basis that the current mid-block 85<sup>th</sup> percentile speed of 45km/h is already below 50km/h, and that localised 40km/h speed limits would otherwise be required at the proposed wombat crossings, resulting in multiple speed limit changes over a short distance along the corridor. This is in line with community’s call for a safer and calmer street, with 72% of respondents indicating that they were very supportive or supportive of reduced speed limits on Melbourne Street. Commentary from respondents indicating this as essential to improving safety, amenity and reinforcing Melbourne Street’s role as a destination rather than a traffic corridor.
30. DIT further recommended undertaking additional investigations to identify alternative traffic routes and monitor changes in traffic patterns and vehicle speeds following implementation of the wombat crossings, to help inform any future consideration of further speed limit reductions as part of the Stage 2 streetscape upgrade.

## Next Steps

31. While the support for the proposed concept design is strong, feedback from the community and Council Members calls for some design elements to be refined through the next stages of the project. These include:
  - 31.1. Considered design of flexible kerbside spaces to address community’s concerns on safety, accessibility and practicality.
  - 31.2. 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.
  - 31.3. Continued collaboration with the Department for Infrastructure and Transport.

- 31.4. Engagement with businesses to understand construction priorities to develop construction staging plans that incorporates considerations for access, communications, timing and duration to minimise impacts to businesses and the public.
32. The next stage of the engagement is to report the following outcomes to community:
  - 32.1. Consultation outcome;
  - 32.2. Council decision;
  - 32.3. Implementation of a safer speed limit of 40km/h as part of the stage 1 wombat crossings; and
  - 32.4. Opportunities for community engagement during the design development and delivery phases, aligned with the revised project timeline, which anticipates commencement of Stage 2 streetscape construction in 2028/29
33. Once 70% design is achieved, a project update along with a community-supported construction delivery approach that best manages the trade-off between level of interruption, construction duration and predictability of impacts specific to Melbourne Street, will be presented at the Infrastructure Public Works Committee for consideration.

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## DATA AND SUPPORTING INFORMATION

**Link 1** – Council Decision 9 December 2025

**Link 2** – Workshop at the Infrastructure and Public Works Committee on 19 May 2026

**Link 3** – Draft 2026/27 Business Plan and Budget for Consultation

**Link 4** – City of Unley - Testimonials

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## ATTACHMENTS

**Attachment A** – Melbourne Street Revitalisation Concept Engagement Summary Report.

**Attachment B** – Consultation Promotion and Outreach Activities Summary.

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