



Strong Economies

Main Streets Revitalisation - Concept Designs for Hindley Street, Hutt Street, and Melbourne Street

Infrastructure and City Experience
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ADELAIDE

Key Messages

Workshop Purpose

The purpose of this Workshop is to present Concept Designs for discussion, for the following Main Streets, as requested by Council in December 2021:

- 5. Notes the draft concept designs and associated budgets will be progressed for Hindley Street, Hutt Street and Melbourne Street and will be presented to Council in April 2022 and the draft concept designs for O'Connell Street will be progressed in 2022/23 in alignment with the 88 O'Connell Street development.*
- 6. Notes the 2022/23 budget includes a proposed budget allocation for each main street subject to Council approval.*

The concept plans and costings presented represent a whole of street design response incorporating replacement of assets and community feedback incorporated into enhancements.

It should be noted that the majority of the renewals are not recognised within the LTFP until years 10 onwards.

Concept Plans:

- Hindley Street ([Link 1](#))
- Hutt Street ([Link 2](#))
- Melbourne Street ([Link 3](#))

Key Messages

Workshop Overview

- Journey to date
- Engagement
- Summary of costings
- Recommended concept designs
- Funding Strategy
- Proposed short term trials
- Next Steps

Main Streets Revitalisation

Key Questions

KEY QUESTION 1

What are Council Members views on the street concept plans presented?

KEY QUESTION 2

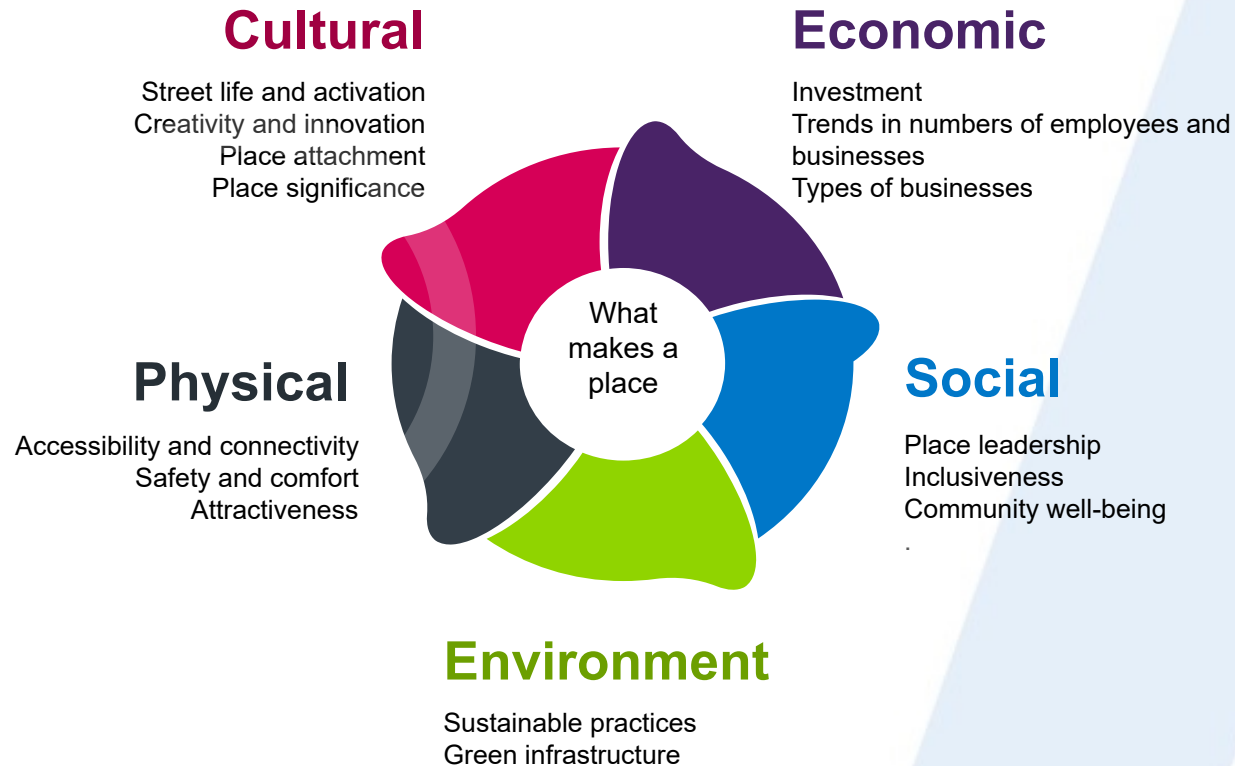
What are Council Members views on allocating a specific fund aligned to key principles and themes?

Implications

Implications	Comment
Policy	The Strategic Asset Management Policy and Adelaide Design Manual may need to be updated to support implementation
Consultation	Stakeholder and community engagement is ongoing, with feedback helping to inform the draft long-term vision and objectives for each main street. Concept Designs will be presented to the community for consultation through the Place Model approach in 2022
Resource	The delivery of detailed design documentation for any street will require re-allocation of existing resources from other projects, or additional resources sourced
Risk/Legal/Legislative	As required by Council's Asset Management Plans, all new and renewal works are undertaken to meet current Australian Standards and legislative requirements
Opportunities	This approach provides an opportunity to articulate priorities which support the city, and to realign levels of service as guided by community expectations in a financially sustainable manner

Budget/Financial Implications

Implications	Comment
21/22 Budget Implication	The short-term trials for all three streets can be funded through the 2021/22 budget
21/22 Budget Reconsideration (if applicable)	Not as a result of this workshop
Proposed 22/23 Budget Allocation	Detailed design costing for the tailored revitalisation approach for each main street has been included within the Draft 2022 – 2023 Business Plan and Budget (as presented on 15 March 2022) in line with Guiding Principles
Ongoing Costs (eg maintenance cost)	Any changes to existing Levels of Service would have budget implications
Other Funding Sources	Council may wish to explore other funding sources and partnerships in line with the Guiding Principles



Main Streets Revitalisation

Snapshot of Place Model Approach (from February 2021)



Before



After

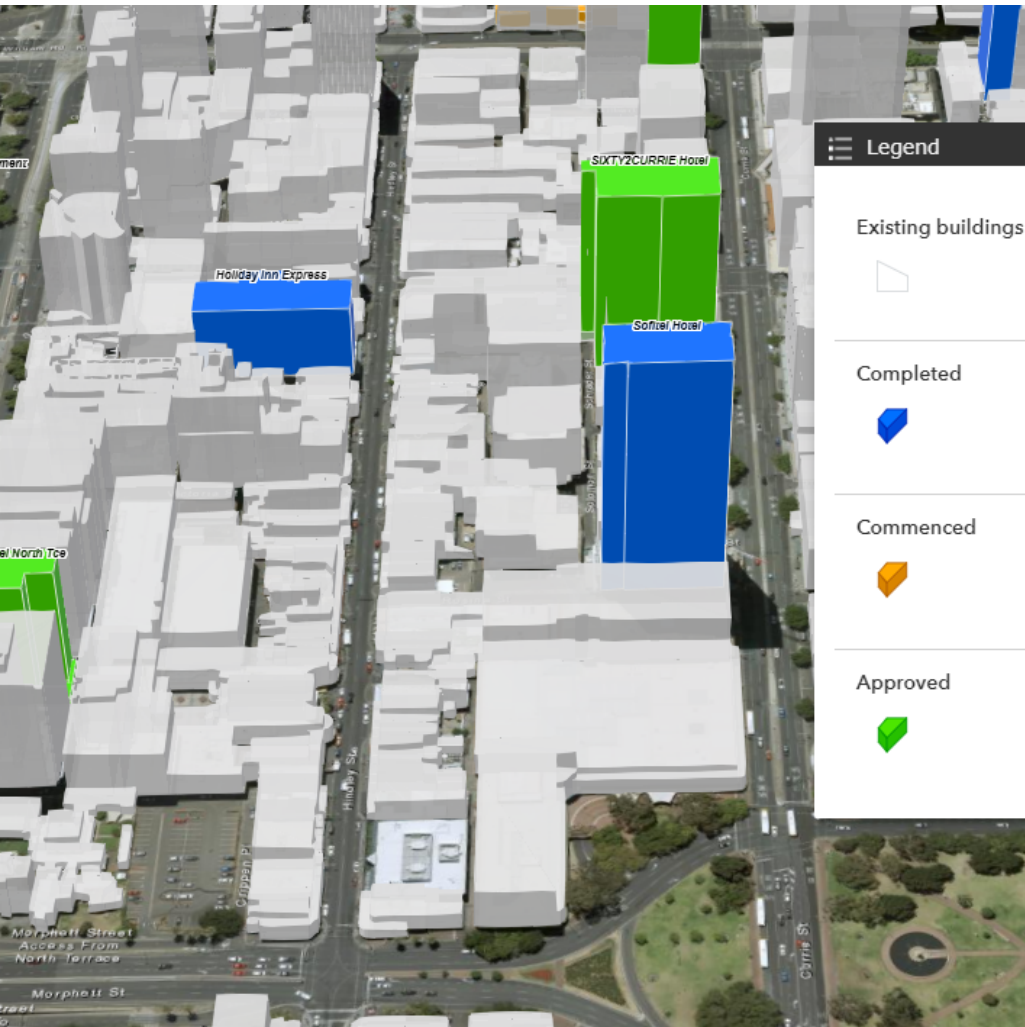


Private Development

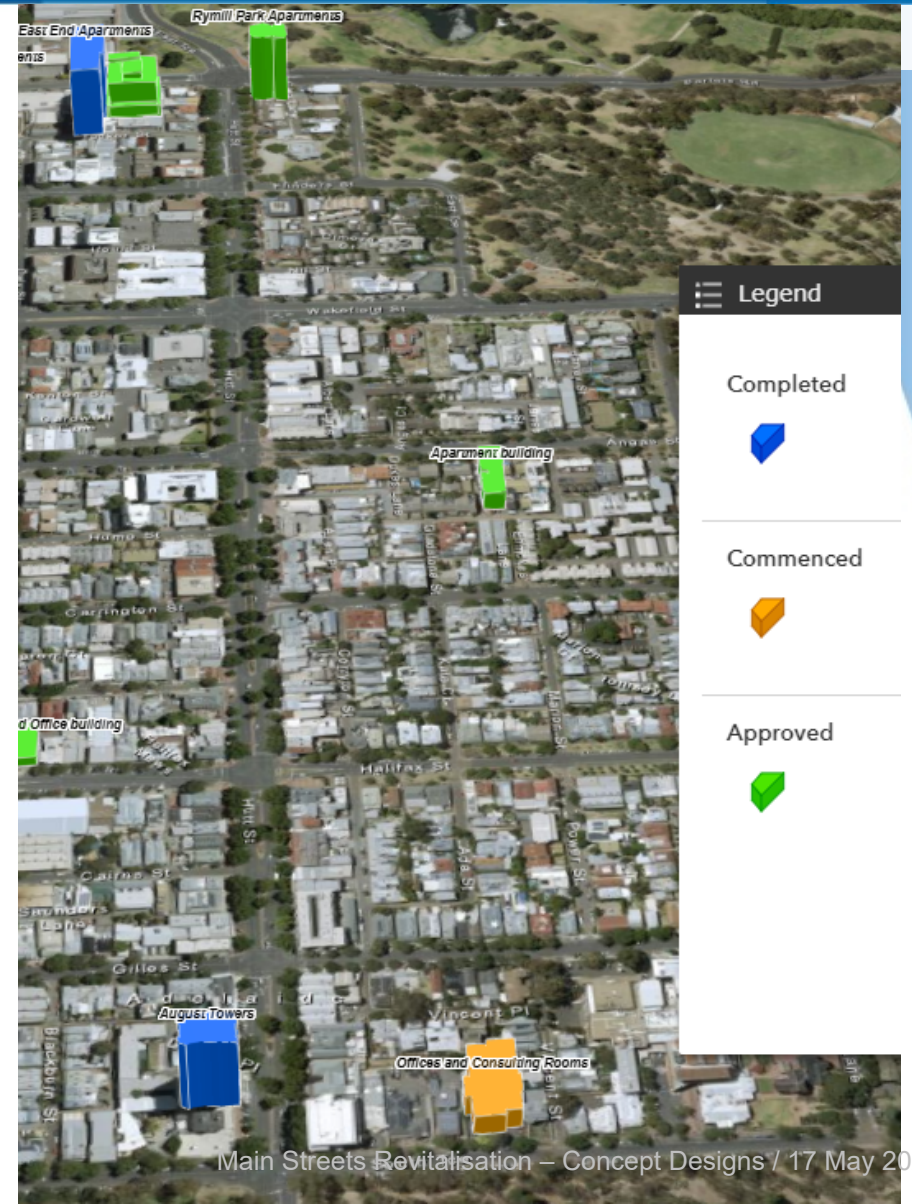
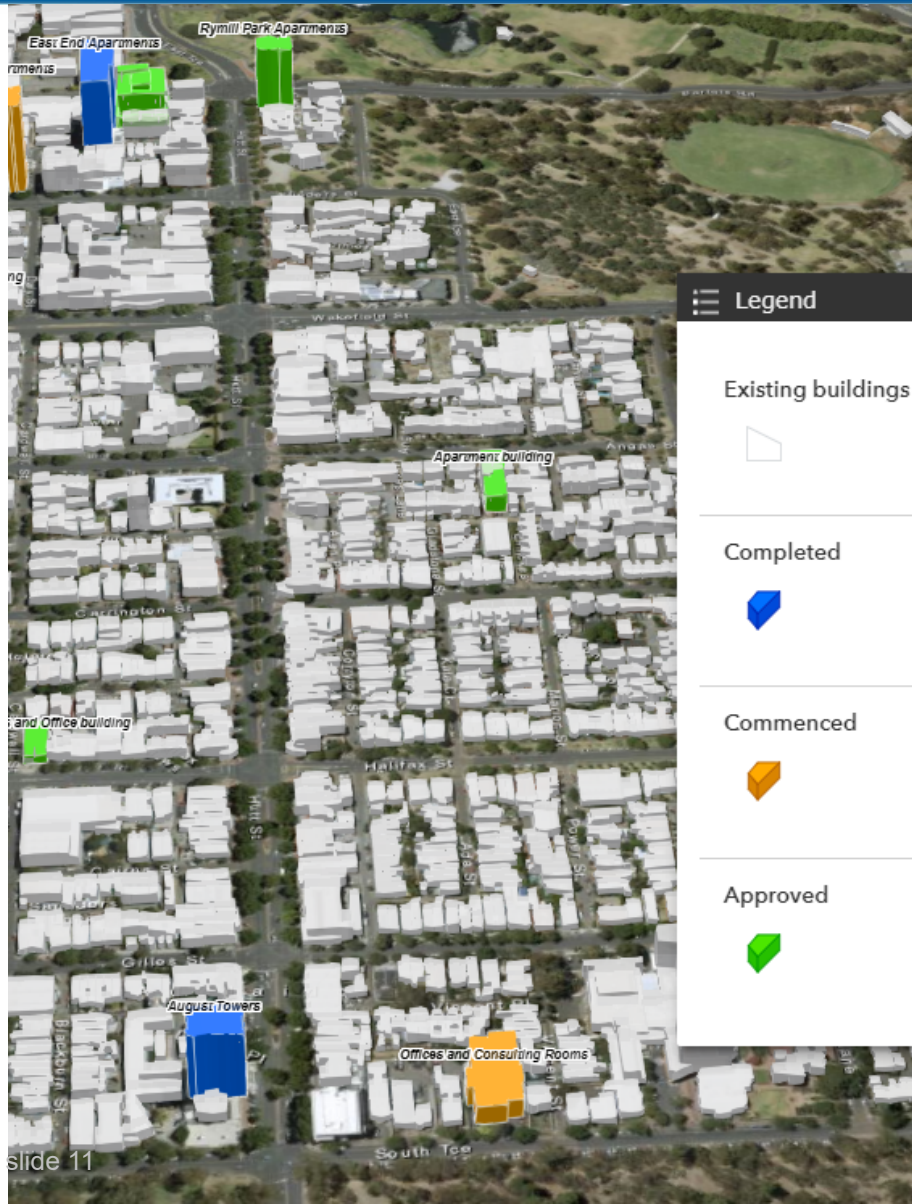
The following slides illustrate existing approved and proposed development within Hindley Street, Hutt Street and Melbourne Street.

Consideration was given to optimise the interface between proposed street activation as part of approved private development and the recommended option.

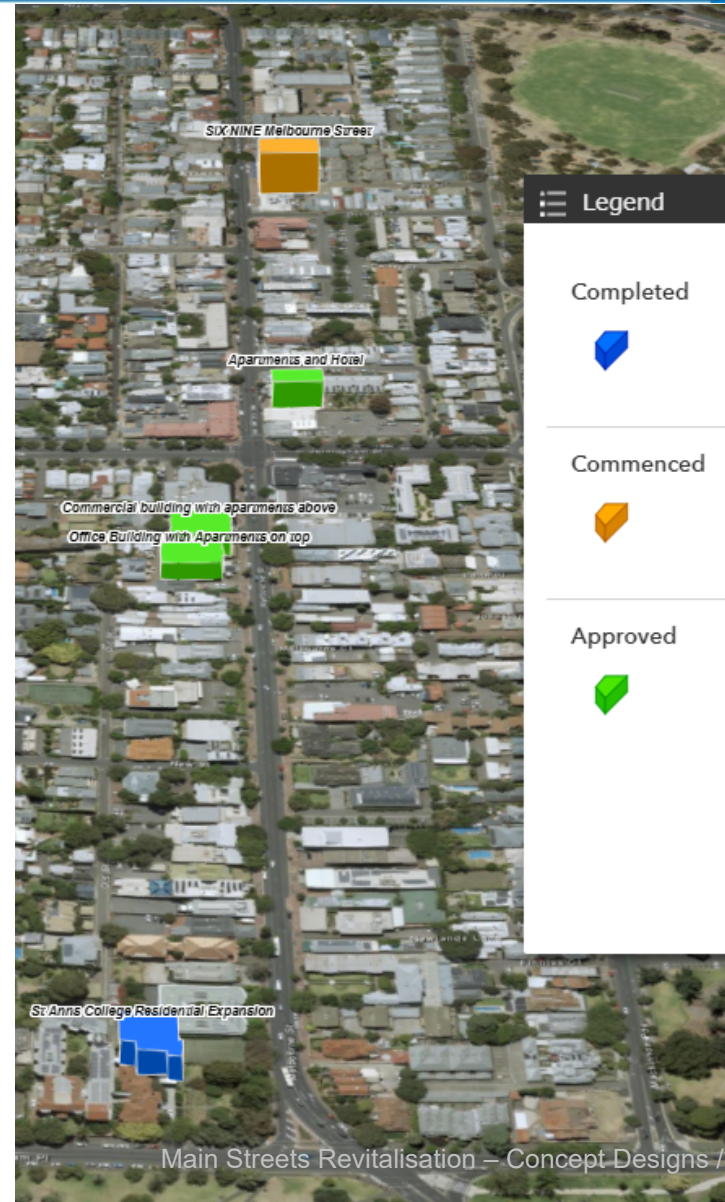
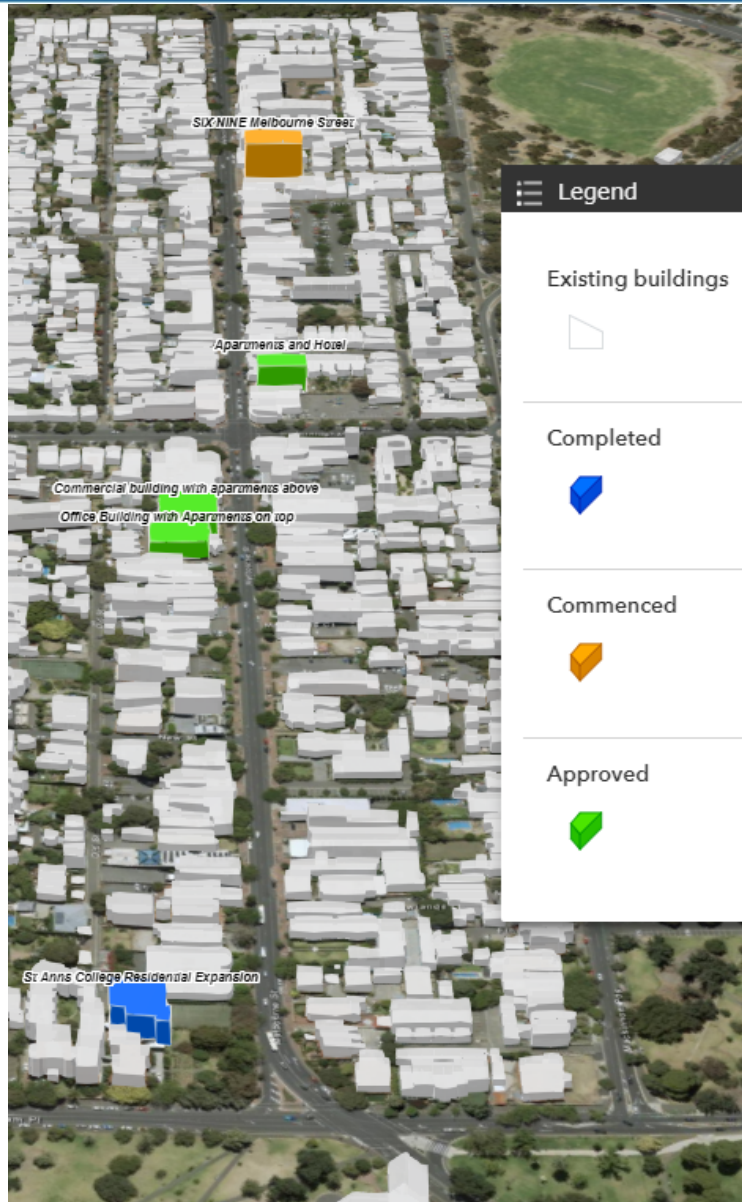
Main Streets Revitalisation Development interface - Hindley Street



Main Streets Revitalisation Development interface - Hutt Street



Main Streets Revitalisation Development interface - Melbourne Street



Main Streets Revitalisation

Journey to Date

WE ARE HERE

MAY 2022 JUNE 2022 JULY 2022 AUG 2022 SEPT 2022 OCT 2022 NOV 2022 DEC 2022 JAN 2022 FEB 2022 MAR 2022 APR 2022 MAY 2022 JUNE 2022

Continued Community Engagement throughout all phases from concept development through to delivery and implementation

Development of Concept Plans

Council Feedback on recommended approach

30% Design Council Feedback

80% Design Council Feedback

'Your Say' Community Consultation of finalised Concept Plan

Internal and external stakeholder engagement

Including but not limited to:

- DIT Consultation
- City Operations
- Asset planning and investigations
- Emergency Services
- Traffic checks, Traffic analysis
- Traffic data collection/ report
- Stormwater analysis and design
- Lighting assessments
- Public Art engagement and strategy

Budget submissions 23/24 and onwards

'Your Say' Community Consultation of finalised Concept Plan

Implementation short term trials, phased improvements and evaluation
State Government funding and other funding opportunities

Main Streets Revitalisation

Stakeholder and Community Engagement

Engagement through the Place Model approach continues to be the foundation of the Main Street Revitalisation Program

Feb 2021 – Dec 2021	Engagement has been undertaken to inform the draft vision, objectives and design principles for each main street.
Feb 2021 – April 2022	Engagement and Your Say public consultation undertaken to share draft vision, objectives and design principles for each main street. <i>The overall feedback from the community engagement undertaken in Feb/April 2022, is consistent and supportive of the draft vision, objectives and design principles presented</i>

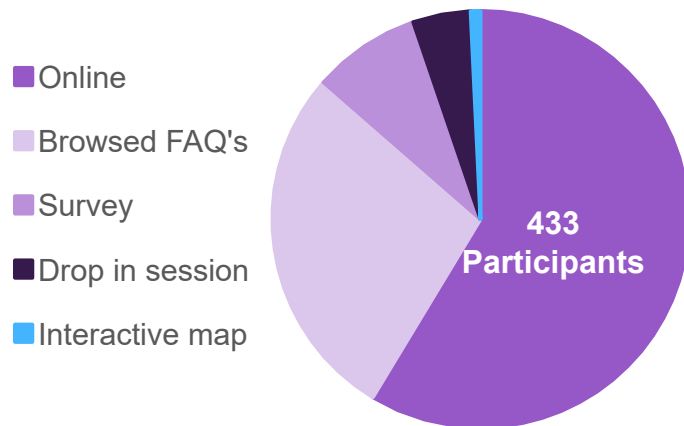


Main Streets Revitalisation

Community Feedback – Hindley Street

Vision

Hindley Street provides safe, vibrant and welcoming day and evening experiences for all users, while celebrating its 'West-End' character.



I'd love to see more colour and spaces for live music"

"The grit of Hindley street is still important"

"The footpath widening has been a great success"

"Provision to close street when necessary"

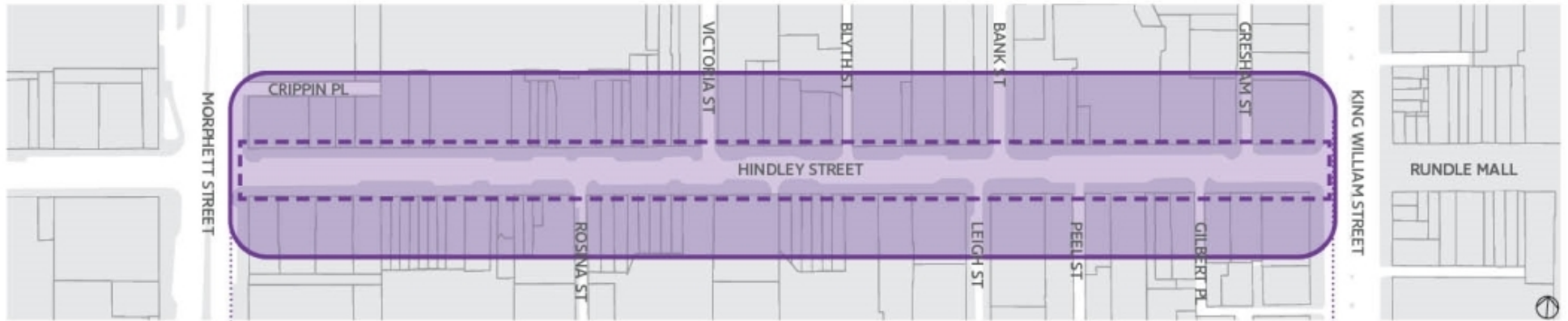
Principles (ranked in order of importance)

- 1 Prioritise Pedestrians
- 2 Enhance frontages
- 3 Revive, add surprise and sparkle
- 4 Organise and declutter
- 5 Robust greening
- 6 Optimise activity zones

Themes (ranked in order of importance)

- 1 Diversity of hospitality/retail, balanced day/night
- 2 Safe, clean, greener public space
- 3 Pedestrian focused spaces
- 4 Increased cultural tourism

Recommended Approach – Hindley Street



Concept 2 - Activated Street

(Morphett St to King William St)

\$23.9M

(\$17.7M Replacement + \$6.7M Enhancement)

NOTE: the costs estimates provide for a full street upgrade. It is our intent through detail design to provide an overview of a staged approach and implementation fully reflected from 23/24 and out years.

Key Attributes

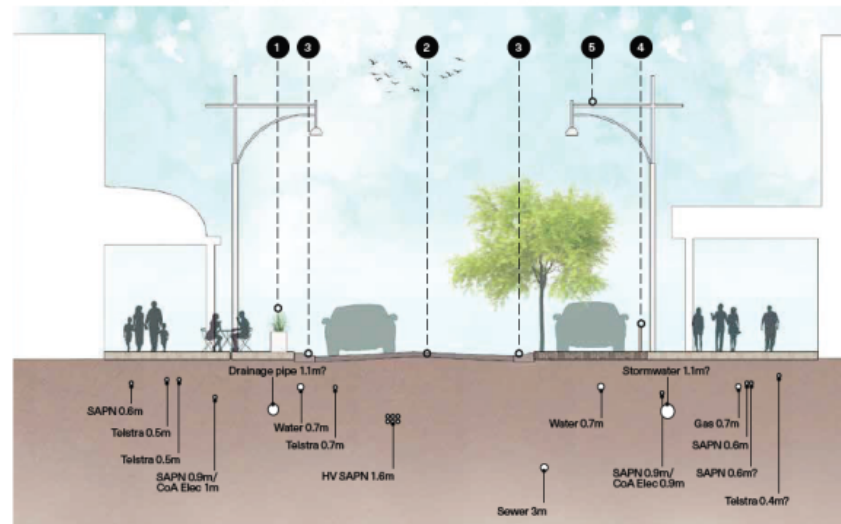
- Widened footpaths and alleviate pinpoints
- Reallocation of some carparking spaces
- Tree planting on Southern side and additional greening opportunities
- Declutter and rationalise activity zones and street furniture
- Flexi-zones that allow for outdoor dining and public artwork
- Safe street crossing locations and continuous raised thresholds
- Increase greening with additional street trees
- Climbers over verandah posts
- Enhanced facades, decorative lighting and signage
- Diversify tenancy types
- Good variety of day and night mixed-uses

Main Streets Revitalisation

Recommended Approach – Hindley Street



Concept 2 - Activated Street
(Morphett St to King William St)

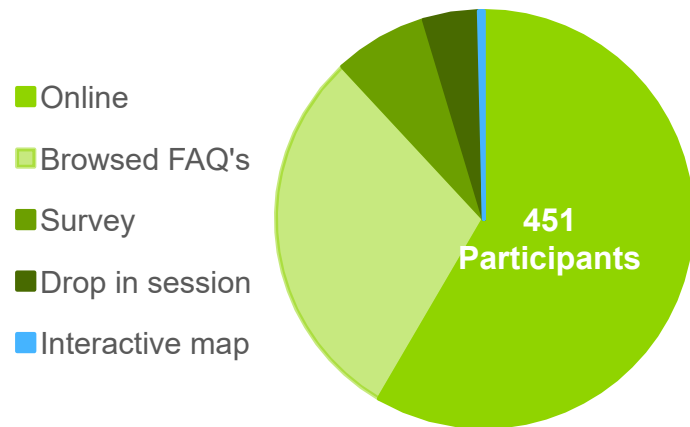


Main Streets Revitalisation

Community Feedback – Hutt Street

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.



Principles (ranked in order of importance)

- 1 Community and village feel
- 2 Enhance amenity, green space and connections
- 3 Embrace culture and music
- 4 Celebrate Heritage

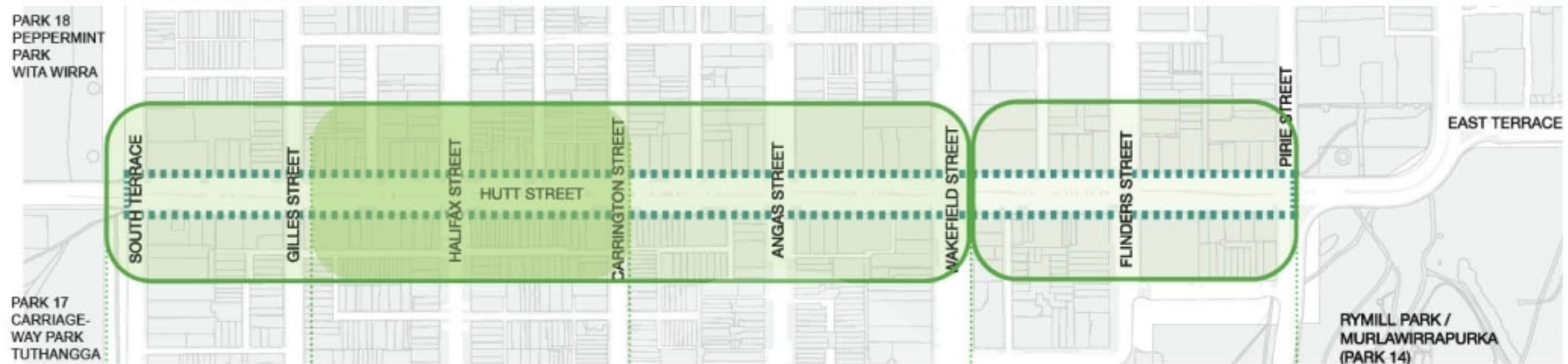


Themes (ranked in order of importance)

- 1 Welcoming, accessible and comfortable
- 2 Reinforce existing leafy street and historic village charm
- 3 Equity for pedestrians and vehicles
- 4 Create a new public heart and provide unique experiences
- 5 Opportunities for public art and activation

Main Streets Revitalisation

Recommended Approach – Hutt Street



Concept 2 - Activity zone

(South Tce to Gilles Street)

\$12.6M
(\$9.4M Replacement
+\$3.2M Enhancement)

Concept 4 + (Concept 2)

(Gilles Street to Carrington Street)

\$27.7M
(\$20.7M Replacement
+\$7.0M Enhancement)

Concept 2 - Activity zone

(Carrington Street to Wakefield Street)

\$25.6M
(\$19.1 M Replacement
+\$6.5M Enhancement)

Concept 1 - Asset Replacement

(Wakefield Street to Pirie Street)

\$19.4M
(\$19.4M Replacement)

Key Attributes

- Enhanced village heart
- Public art and entry statements,
- Additional greening opportunities
- Raised continuous footpaths
- Reallocation of some carparking spaces
- Economic uplift through activation of shop frontages
- Reconfiguration of parking

Key Attributes

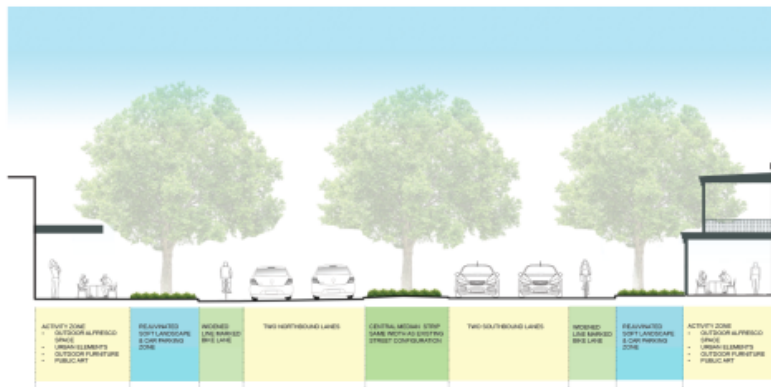
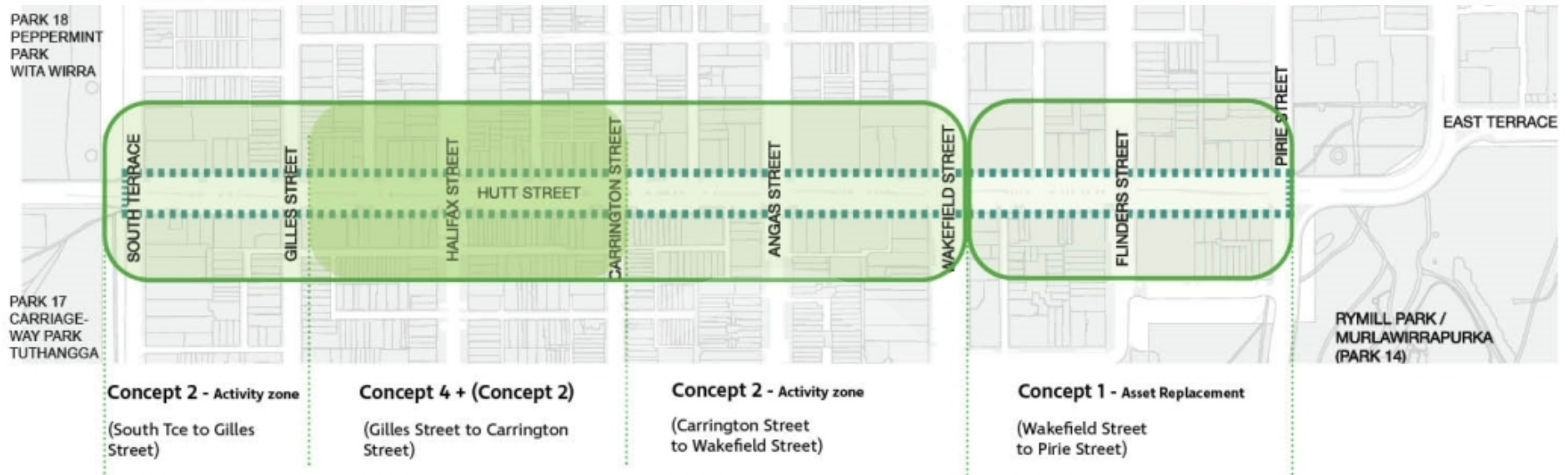
- Full replacement of public realm elements

NOTE: the costs estimates provide for a full street upgrade. It is our intent through detail design to provide an overview of a staged approach and implementation fully reflected from 23/24 and out years.

(Associated costs for Asset Renewal is for discussion purposes and assumes full renewal cost at end of life. The funding source, whether new/upgrade or renewal, is dependent on the year of delivery.)

Main Streets Revitalisation

Recommended Approach – Hutt Street

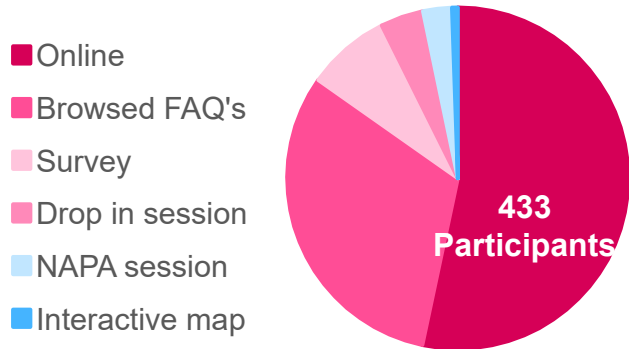


Main Streets Revitalisation

Community Feedback – Melbourne Street

Vision

Melbourne Street is an appealing destination of choice for locals and visitors. Known for its polish, Melbourne Street provides a range of artisan experiences and celebrates its dining culture to its east, while providing specialist services to its west.



“More parklets for businesses and calm peak hour traffic”

“The street doesn’t reflect its million dollar suburb like it once did”

“Better street flags and more benches. Provide more reasons to linger”

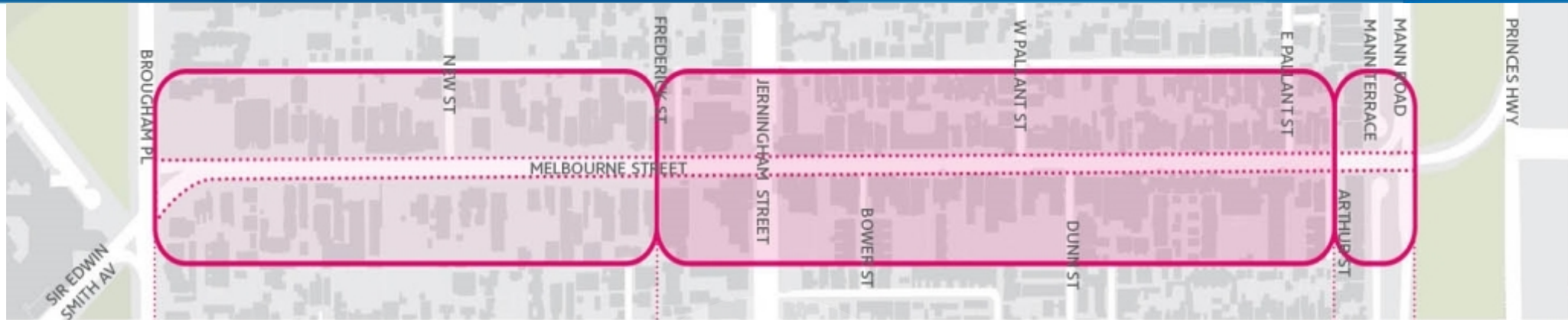
“Increase footpath and bicycle lane to slow the flow of vehicle traffic.”

Principles (ranked in order of importance)

- 1 Brand and Identity
- 2 Curate the business mix
- 3 Introduce more vibrancy
- 4 Refresh the public realm
- 5 Accessibility

Support for Jerningham Street closures

- | | |
|----|----------------------|
| 27 | Several times a year |
| 14 | Once a month |
| 5 | Once a year |
| 4 | Never |



Concept 2 - Activity Zone

(Brougham Pl to Frederick St)

\$22.7M
(\$16M Replacement + \$6.7M Enhancement)

Key Attributes

- Refresh the public realm through upgraded materiality
- Upgraded lighting elements for improved safety and improved amenity
- Traffic Calming with prioritised pedestrian focussed spaces, including safe crossing provisions

Concept 3 - Balanced Street

(Frederick St to Arthur St)

\$28.8M
(\$20.2M Replacement + \$8.6M Enhancement)

Key Attributes

- Create a positive identity and branding
- Refresh the public realm
- Upgraded materiality
- Public art and decorative lighting
- Traffic Calming with pedestrian-focussed spaces
- Continuous footpaths
- Widened activity zones
- Reallocation of parking
- Flexible parking zones
- Village heart that is bespoke and enhances character
- Vibrant shopping and dining experience

Concept 2 - Activity Zone

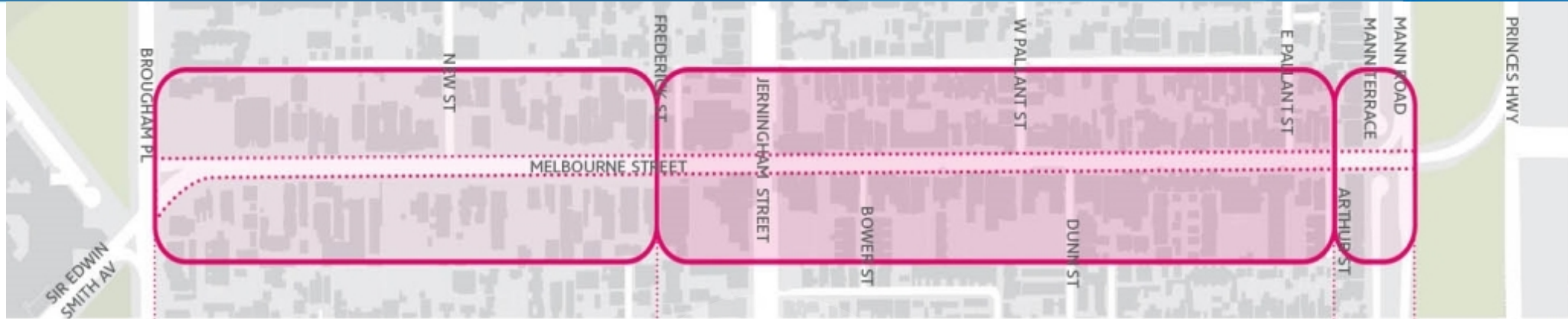
(Arthur St to Mann Rd)

\$2.4M
(\$1.7M Replacement + \$0.7M Enhancement)

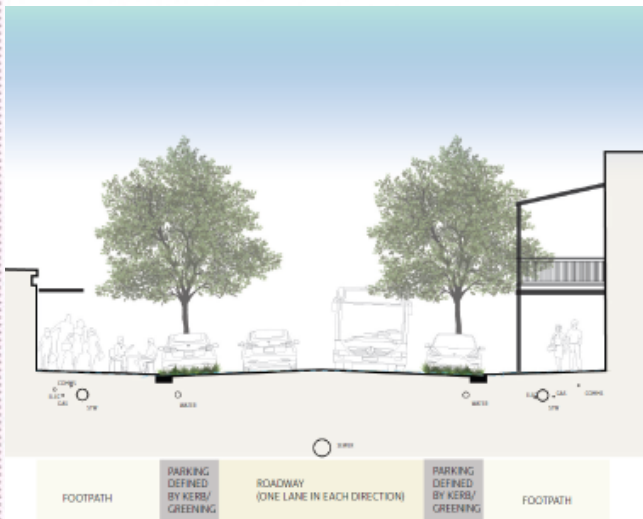
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Main Streets Revitalisation

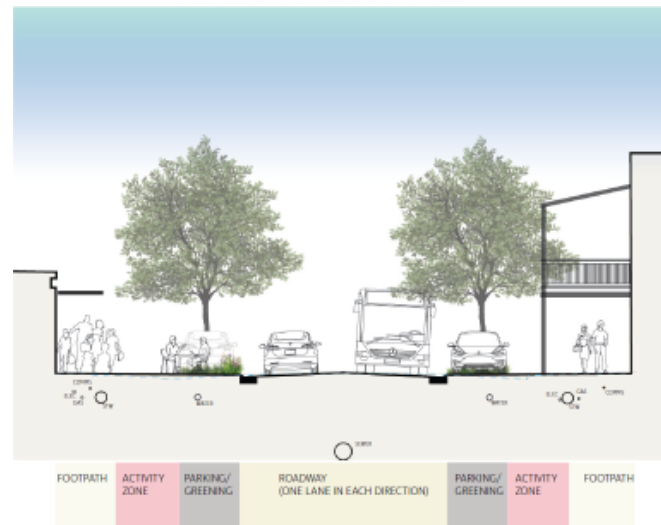
Recommended Approach – Melbourne Street



Concept 2 - Activity Zone
(Brougham Pl to Frederick St)



Concept 3 - Balanced Street
(Frederick St to Arthur St)



Concept 2 - Activity Zone
(Arthur St to Mann Rd)

Main Streets Revitalisation

Funding Pathway

In December 2021 Council requested options regarding a Main Streets Revitalisation Fund.

Establishment of a “fund” is possible via the following options:

- A separate rate for ratepayers on main streets. Monies received into the “fund” are then quarantined to ensure they are expended on upgrade of the main streets.

OR

- A set budget based on a % allocation of Asset Renewal funding where a certain % of renewal budgets are allocated to main streets.

OR

- A budget allocation which picks up keys themes and focuses on building to budget. Example: Rundle Mall Masterplan had a budget of \$62m, Council set a \$30m budget target and design and delivery focused on key themes.

Items to consider:

- Separate rate needs extensive consultation and clarity on the purpose. Significant time required to establish and consideration of community appetite to accept a separate charge devoted to main street upgrades.
- Setting a % based budget on an annual basis could increase likelihood of carry overs given funds will not align with project status regarding design and delivery.
- Each street options require significant funding and consideration regarding affordability and delivery is not being considered on a case by case basis.
- Note upon inspection a number of the major assets within each street have an asset lifecycle **beyond 10 years** for renewals. Refer to [Link 4](#)

Asset Management Plan (AMP) Option:

- Instead of a fund, utilise existing project planning to ensure budgets are approved as and when designs become delivery ready and allocate budgets via Business Plan and Budget process.
- Ensures consideration affordability and delivery on a case by case basis to factor in staged delivery per tailored approach.

Items to Consider:

- Current AMP's under review suggest certain timing of delivery for renewal of each main street.
- Renewal may not cover service requirements of underground requirements eg stormwater.
- Significant upgrade components to be considered and will require additional funding.
- Funding on a project case by case basis expands the opportunity to seek external funding sources from State Government or via other developments.
- Council could consider a notional allocation for each street where the Administration would seek to design and build to budget.

Strategic Projects – Place Led Activation

- Short and medium term action plans to be delivered by the Main Street Revitalisation Program. The short term action plans will include delivery of activation, street improvements, marketing and engagement activity.
- The proposed short term improvements will respond to the concept plans for each of the streets whilst the design work is continuing.
- Proposed 22/23 budget allocation for activation, marketing and engagement is a total of \$175k.
- Proposed 22/23 budget allocation for the short term improvements is \$50k, however, depending on the outcome of the workshop and concept designs the budget can be re-forecasted accordingly.

Capital Projects

- Allocation of design funding - \$500k to finalise detailed designs (will determine future capital outlay).

State Government Funding Commitment

- Current Government proposal \$3m Hutt, \$1m Melbourne (yet to establish a working group to align strategic intentions).

Main Streets Revitalisation

Existing and proposed Short Term Trials

	Current Actions	Proposed 2022-2023
Hindley Street (King William St to Morphett St)	<p>2020-2022</p> <p>Footpath Extensions</p> <ul style="list-style-type: none"> • Design and delivered three footpath extensions including outdoor dining, street greening, and community led activations program • Footpath audits and deep clean and declutter • Shop front cleaning program undertaken • Activation, marketing and engagement program 	<ul style="list-style-type: none"> • Continue the Footpath Extension trial including activation program • Footpath and shop front audit and cleaning • Wayfinding and laneway connection signage trials • Vacant tenancy window display program • Activation, marketing and engagement program
Hutt Street (South Tce to Pirie St)	<p>2021-2022</p> <ul style="list-style-type: none"> • Footpath audit and repairs • Garden bed upgrades • Vacant tenancy window display program • New street banners • Footpath artwork and bollard wraps • Partnership with Gang Green from the Hutt St Centre on a planting project for street planters • Decorative street lighting repairs • Cirkidz strategic partnership with program of engagement activities • Activation, marketing and engagement program 	<ul style="list-style-type: none"> • Footpath Extensions <ul style="list-style-type: none"> • Lane width reduction through planter box placement • Seasonal street banners, footpath artwork and bollard paint updates • Decorative central median strip tree lighting replacement (Southern end) • Continue partnership with Gang Green from the Hutt St Centre on a planting project for street planters • Additional 6-8 garden bed upgrades • Activation, marketing and engagement program
Melbourne Street (Brougham Pl to Mann Tce)	<p>2021-2022</p> <ul style="list-style-type: none"> • Urban elements audit and minor repairs • Activation, marketing and engagement program • Decorative tree lighting installed • Melbourne Street Mannequin installation program 	<ul style="list-style-type: none"> • Footpath Extensions and Parklet program <ul style="list-style-type: none"> • Lane width reduction through planter box placement • Identify and support Parklet trial • Urban elements audit and minor repairs • Continue Melbourne Street Mannequin program • Activation, marketing and engagement program • Vacant tenancy window display program

Businesses located on the Main Streets were prioritised through the Reignite and Reignite 2.0 programs resulting in funding support for shopfront improvements and new/improved outdoor dining.

Next Steps

Activation

Short and medium term action plans to be delivered by the Main Street Revitalisation Program. The short term action plans will include delivery of activation, street improvements, marketing and engagement activity.

Next Steps

The Feedback provided by Council Members will inform the development of a Council report in August 2022 and will include;

- Recommended concept plans seeking endorsement for each main street
- Ongoing community engagement in parallel through the design phase

Council endorsement of design and budget allocation March 2023.



Main Streets Revitalisation

Key Questions

KEY QUESTION 1

What are Council Members views on the street concept plans presented?

KEY QUESTION 2

What are Council Members views on allocating a specific fund aligned to key principles and themes?