

Main Streets Concept Options

Tuesday, 2 August 2022
The Committee - Pre-Council
Discussion Forum

Strategic Alignment - Strong Economies

Public

Program Contact:
Geoff Register, Acting Associate
Director Infrastructure

Approving Officer:
Tom McCready, Director City
Services

EXECUTIVE SUMMARY

The Main Streets Revitalisation of Hutt Street, Melbourne Street and Hindley Street is underway. Since the Main Street Revitalisation update presentation to The Committee on 17 May 2022, further investigations and analysis to support the progress of the concept plans has been undertaken.

This report outlines the next steps for implementation of short-term initiatives, a recommended approach for the spend of the State Government election commitment funding of \$3 million for Hutt Street and \$1 million for Melbourne Street aligned with the vision for each street and the draft Concept Plans for Melbourne Street and Hindley Street.

The following recommendation will be presented to Council on 9 August 2022 for consideration

That Council

1. Approves the proposed key deliverables for the State Government's funding of \$3 million for Hutt Street as detailed in Attachment A to Item # on the Agenda for the meeting of the Council held on 9 August 2022:
 - 1.1. Delivering an entry statement which will welcome residents and visitors to the city through Hutt Street, that echoes a similar treatment/ artwork piece in the village "Heart of Hutt".
 - 1.2. Wayfinding and lighting improvements between South Terrace and Halifax Street.
 - 1.3. Increasing greening and amenity through newly planted trees, entry statement plantings and landscape treatments.
 - 1.4. Creating a shared path along Hutt Road, formalising the Park Lands edge and increased amenity.
 - 1.5. Creating meeting places for locals and visitors.
2. Approves the proposed key deliverables for the State Government's funding of \$1 million for Melbourne Street as detailed in Attachment B to Item # on the Agenda for the meeting of the Council held on 9 August 2022:
 - 2.1. Rationalisation and refurbishment of the flag poles including an illuminated public art gateway to the precinct.
 - 2.2. Rationalisation and refurbishment of non-fixed and fixed street furniture (including planter boxes).
 - 2.3. Installation of a pedestrian crossing to facilitate a safe crossing point for Ronald MacDonald House patrons and surrounding businesses.
3. Notes the draft Concept Plans for Melbourne Street and Hindley Street as detailed in Attachment B and C, to Item # on the Agenda for the meeting of the Council held on 9 August 2022.
4. Notes that further concept plans on Hutt Street, Melbourne Street and Hindley Street will be presented to Council in March 2023 to allow for consultation ahead of the 2023/24 Business Plan & Budget process.

IMPLICATIONS AND FINANCIALS

City of Adelaide 2020-2024 Strategic Plan	Strategic Alignment – Strong Economies Supports the 2020-2024 Strategic Plan priorities of ‘Activate main streets and develop unique precincts to support a diverse range of businesses and communities’
Policy	The Strategic Asset Management Policy and the Adelaide Design Manual may need to be reviewed to support the implementation.
Consultation	Stakeholder and community engagement is ongoing, with feedback collected continually, helping to inform the long-term vision and objectives for each street.
Resource	The delivery of detailed design and documentation for each of the Main Streets will require resource re-allocation.
Risk / Legal / Legislative	All new upgrades and renewal works are undertaken to adhere to current Australian Standards and legislative requirements, as stipulated by Council’s Asset Management Plans.
Opportunities	This approach provides an opportunity to articulate priorities that support the city, and to realign levels of service as guided by community and stakeholder expectations in a financially sustainable manner
22/23 Budget Allocation	\$500,000 for design
Proposed 23/24 Budget Allocation	To be presented as part of the 2023/24 Business Plan & Budget process.
Life of Project, Service, Initiative or (Expectancy of) Asset	20 – 50 year asset life expectancy.
22/23 Budget Reconsideration (if applicable)	Not as a result of this report.
Ongoing Costs (eg maintenance cost)	Not as a result of this report.
Other Funding Sources	Not as a result of this report.

DISCUSSION

Background and progress of Main Streets Revitalisation

1. At its meeting on 14 December 2021, Council approved the Draft Master Plans and principles for Hutt Street, Melbourne Street and Hindley Street for community consultation.
2. These Master Plans summarised detailed investigations, analysis, and suggested short and medium term actions. The Master Plans provide a high-level plan that illustrates a vision and sets out clear objectives to guide developments into the future, and defines how the character and quality of each street can be conserved, improved, and enhanced to benefit the wider community. This work provides the foundation for the development of detailed Concept Plans.
3. Early Draft Concept Plans detailing options, options analysis and a recommended approach for Melbourne Street, Hindley Street and Hutt Street were presented and discussed at the Strategic Discussion meeting of The Committee on 17 May 2022 ([Link 1](#)).
4. It should be noted that the concept plan for O'Connell Street will be progressed in mid-2023.
5. Since the recommended approaches for each street was presented to The Committee on 17 May 2022, we have progressed the recommended approaches for Hindley Street and Melbourne Street to a concept plan. Works continue with the Hutt Street design to progress it to a concept plan.

Community and Stakeholder Engagement

6. Community Engagement and Your Say public consultation occurred between 7 March and 4 April 2022, and has been ongoing. The feedback from the community and stakeholders ([Link 2 view here](#)) is consistent and aligns with the draft vision, objectives and design principles supported by Council.
7. Community engagement sought feedback on the vision and principles for each street.
8. The principles were ranked in order of importance and key themes emerged. This enabled the designs for the concept plans to move forward and to validate the options that were being investigated.

Hutt Street

9. The principles for Hutt Street are:
 - 9.1. Community and village feel
 - 9.2. Enhance amenity, green space and connections
 - 9.3. Embrace culture and music
 - 9.4. Celebrate heritage.
10. Following The Committee Workshop, further discussions about the potential opportunities for the Hutt Street configuration highlighted the need for further investigations prior to preparing a draft consultation concept plan.
11. An opportunity has arisen due to the State Government's election commitment of \$3 million for Hutt Street which can be utilised to revitalise the street as the social and economic epicentre of its growing and changing neighbourhoods and create an exciting and meaningful Entry Statement for Hutt Street as detailed in **Attachment A**.
12. The creation of a welcoming southern entry into Hutt Street will connect and link residents and visitors from south and south-east of the city where there is significant residential growth and urban infill, and removes the perceived barrier, attracting people via different transport modes (pedestrians, cycling, e-scooters, mobility scooters) through the Park Lands and into Hutt Street.
13. The entry statement will also link iconic destinations and recreational facilities (Marshmallow Park, Himeji Gardens, the new Wetlands) with activity nodes and businesses along Hutt Street.
14. Key deliverables/ improvements include:
 - 14.1. Delivering an entry statement which will welcome residents and visitors to the city through Hutt Street, that echoes a similar treatment/ artwork piece in the village "Heart of Hutt".
 - 14.2. Wayfinding and lighting improvements between South Terrace and Halifax Street.
 - 14.3. Increasing greening and amenity through newly planted trees, entry statement plantings and landscape treatments.
 - 14.4. Creating a shared path along Hutt Road, formalising the Park Lands edge and increased amenity.

14.5. Creating meeting places for locals and visitors.

15. Indicative high level cost estimate breakdown:

Item	Cost (ex GST)
Greening	\$350,000
Village 'Heart' Statement /Artwork	\$330,000
Entry Statement / Artwork	\$270,000
Wayfinding/ urban elements/ Lighting	\$400,000
Transport Infrastructure/ Service Enhancements	\$450,000
Urban Address, linkages connectivity and pedestrian prioritisation	\$700,000
<u>SUB TOTAL</u>	<u>\$2,500,000</u>
<i>Preliminaries/ Site preparation/ Site Management (8%)</i>	\$200,000
<i>Design and Construction Contingencies (10%)</i>	\$250,000
<u>TOTAL:</u>	<u>\$2,950,000</u>

Melbourne Street

16. The principles for Melbourne Street are:

- 16.1. Brand and Identity
- 16.2. Curate the business mix
- 16.3. Introduce more vibrancy
- 16.4. Refresh the public realm
- 16.5. Accessibility.

17. Melbourne Street is already an intimate street with a local village feel. Community engagement prioritised a need for a brand and identity for the street.

18. The concept plan as detailed in **Attachment B** maintains the current street configuration with slight modifications to remove the on-road bike lane and provide better cycling connections to Melbourne Street.

19. The concept plan provides outdoor dining through flexible parking zones at footpath level during off-peak vehicle times.

20. Both sides of the street would be activated, with bespoke street furniture and areas for public art allowing for refreshed materiality and improvements to safety, supporting the offices and businesses.

21. Designated safe crossing points for pedestrians at key locations along the street will be incorporated to assist people of all abilities and add a level of comfort for pedestrians encouraging ease of movement, linking the street.

22. These improvements along with greening enhancements will create vibrancy and encourage people to stay.

23. The State Government has provided \$1 million for Melbourne Street following its election commitment. It is proposed this funding be utilised to provide initiatives that align with the future vision to uplift and create vibrancy along Melbourne Street. Key deliverables/ improvements include:

- 23.1. Rationalisation and refurbishment of the flag poles including an illuminated public art gateway to the precinct.
- 23.2. Rationalisation and refurbishment of non-fixed and fixed street furniture (including planter boxes).
- 23.3. Installation of a pedestrian crossing to facilitate a safe crossing point for Ronald MacDonald House patrons and surrounding businesses.

Hindley Street

24. The principles for Hindley Street are:

- 24.1. Prioritise pedestrians
- 24.2. Enhance frontages

- 24.3. Revive, add surprise and sparkle
 - 24.4. Organise and declutter
 - 24.5. Robust greening
 - 24.6. Optimise activity zones.
- 25. The Hindley Street concept plan as detailed in **Attachment C** responds to the highest priority of the community feedback to prioritise pedestrians through providing wider footpaths to alleviate pinch points, continuous wider footpaths and raised thresholds which will create ease of movement and improve safety for pedestrians (complementing the current 30km/h speed limit).
 - 26. Flexible parking spaces provide space for both vehicles and pedestrians, with the flexibility to prioritise vehicles or pedestrian's dependant on the need at the time, for example, this can prioritise pedestrians for activities, for outdoor dining, and for queuing at night.
 - 27. Removes ride share to encourage drop off/pick up on larger adjacent streets.
 - 28. Declutters and rationalises activity spaces to allow for the sparkle and surprise that the community are asking for. With more room to include trees to cool the street and improve amenity and comfort, and more room for lighting, public art, with enhanced building frontages, these initiatives assist in attracting a diverse tenancy mix, for both day and night-time activity.

Place Led Activation

- 29. The prioritised principles and themes influenced the development of the recommended short-term actions and activations aligned with the overall vision.
- 30. The Main Streets Revitalisation Program works through a Place Coordination approach to deliver on Action Plans which include activation, street improvements, marketing and engagement activities.
- 31. The proposed short-term improvements will respond to the Concept Plans for each of the streets, continuing to deliver on the Action Plans activities whilst the design investigation and development progresses.
- 32. Current activations during 2020-2022 and proposed are detailed in (Link 3 view [here](#)).

Funding pathway and Recommended Timing and Implementation

- 33. Discussions at the workshop with Council Members on 17 May 2022 provided insight into a methodology for funding allocation to utilise existing project planning methodology, to ensure budgets are approved as and when designs become delivery ready, allocating budgets via the Business Plan and Budget process. This will ensure consideration, affordability and prioritisation of delivery to be staged and tailored.
- 34. The current Asset Management Plans (under review) will seek to consider stormwater upgrades, culvert and road upgrades/ renewals and any other associated infrastructure to assist in addressing flooding.
- 35. Significant upgrade components may require additional funding. We will explore funding on a case-by-case basis and where appropriate seek external funding sources.
- 36. The endorsed 2022/23 Business Plan & Budget includes \$500,000 for design funding to progressively finalise detail designs, which will then determine the necessary future capital outlay for construction.
- 37. Preliminary cost estimates were presented to the Committee in May based on a number of assumptions for the design focused area, along with the Concept Plans.
- 38. Through detailed design, the intention is to provide an overview of a staged approach and implementation fully reflected from 2023/24 onwards.

DATA AND SUPPORTING INFORMATION

Link 1 – Main Streets Revitalisation Workshop, 17 May 2022

Link 2 – Main Streets Community Consultation Verbatim Feedback

Link 3 – 2020-2022 Place Led Activation

ATTACHMENTS

Attachment A – Hutt Street Draft Entry Statement Framework

Attachment B – Melbourne Street Draft Concept Plan

Attachment C – Hindley Street Draft Concept Plan

- END OF REPORT -