



City of Adelaide

ADL18-0025

13 June 2018



Eighty Eight O'Connell Community Engagement Report



Community Engagement Report

13 June 2018

Lead consultant URPS

Prepared for The City of Adelaide

Consultant Project Manager Nicole Halsey, Director

Suite 12/154 Fullarton Road
(cnr Alexandra Ave)
Rose Park, SA 5067
Tel: (08) 8333 7999
Email: nicole@urps.com.au

URPS Ref 18ADL-0127

Document history and status

Revision	Date	Reviewed	Approved	Details
1	1 June	N Halsey		For City of Adelaide
2	1 June	N. Halsey		Inclusion of written submissions
3	6 June	N. Halsey	K. Wescombe	Minor amendments based on client review
4	13 June	N. Halsey	K. Wescombe	Minor amendments

© URPS

All rights reserved; these materials are copyright. No part may be reproduced or copied in any way, form or by any means without prior permission.

This report has been prepared for URPS' client. URPS and its associated consultants are not liable to any person or entity for any damage or loss that has occurred, or may occur, in relation to that person or entity taking or not taking action in respect of any representation, statement, opinion or advice referred to herein.

www.urps.com.au
ABN 55 640 546 010



Contents

Executive Summary	i
1.0 Introduction.....	1
1.1 Hearing from the community	1
2.0 Community Sessions.....	2
2.1 What did we do at the community sessions?	3
3.0 What did we hear?	6
3.1 ‘Tone and feel’ of the community sessions	6
3.2 Short term activation of Eighty Eight O’Connell	6
3.3 Services most needed in North Adelaide.....	7
3.4 The future of Eighty Eight O’Connell	9
3.5 How can Eighty Eight O’Connell assist in enhancing the vitality of the O’Connell Street precinct?	17
4.0 Online survey	18
4.1 Survey participants	18
4.2 Key themes from the survey.....	19
4.3 Short term activation of Eighty Eight O’Connell	19
4.4 Services most needed in North Adelaide.....	20
4.5 Experiences desired at Eighty Eight O’Connell	21
4.6 Additional comments.....	21
5.0 Written submissions.....	22
6.0 The ‘Community’s Brief’	23
Appendix A.....	24
Appendix B.....	25
Appendix C.....	26





Executive Summary

The City of Adelaide recently completed an engagement process to gather early input from the community about their aspirations for the short term activation and long term development of Eighty Eight O'Connell.

The engagement comprised:

- A series of five community sessions which were attended by 216 people
- On online survey on the Your Say Adelaide platform which was responded to by 25 people
- Six unsolicited written submissions.

The infographic overleaf summarises the engagement process and feedback received.

The engagement sought feedback about:

- The types of activities people would like to see at Eighty Eight O'Connell between now and development of the site
- The services needed in North Adelaide
- What people do and don't want to see developed at the site
- How the development of Eighty Eight O'Connell can contribute to the vitality of the O'Connell Street precinct and the city.

'Tone and feel' of the engagement

The engagement was characterised by constructive, positive discussion and a desire to see something developed at Eighty Eight O'Connell. There was strong sentiment that the site represented a "once in a lifetime opportunity" to create something special, that it was time for something to happen at the site, and for Council to "get on with it".

Short term activation of Eighty Eight O'Connell

Overall, comments indicated a strong desire to see the site used in some way over the short term, with the most frequently identified types of use being:

- Events that enable the community to meet, gather and be active
- Farmers', arts and craft, and night markets
- Community fetes/fairs
- Open air entertainment including art, music, theatre and outdoor movie events
- Mobile food vendor events
- Family and children's events or activities.

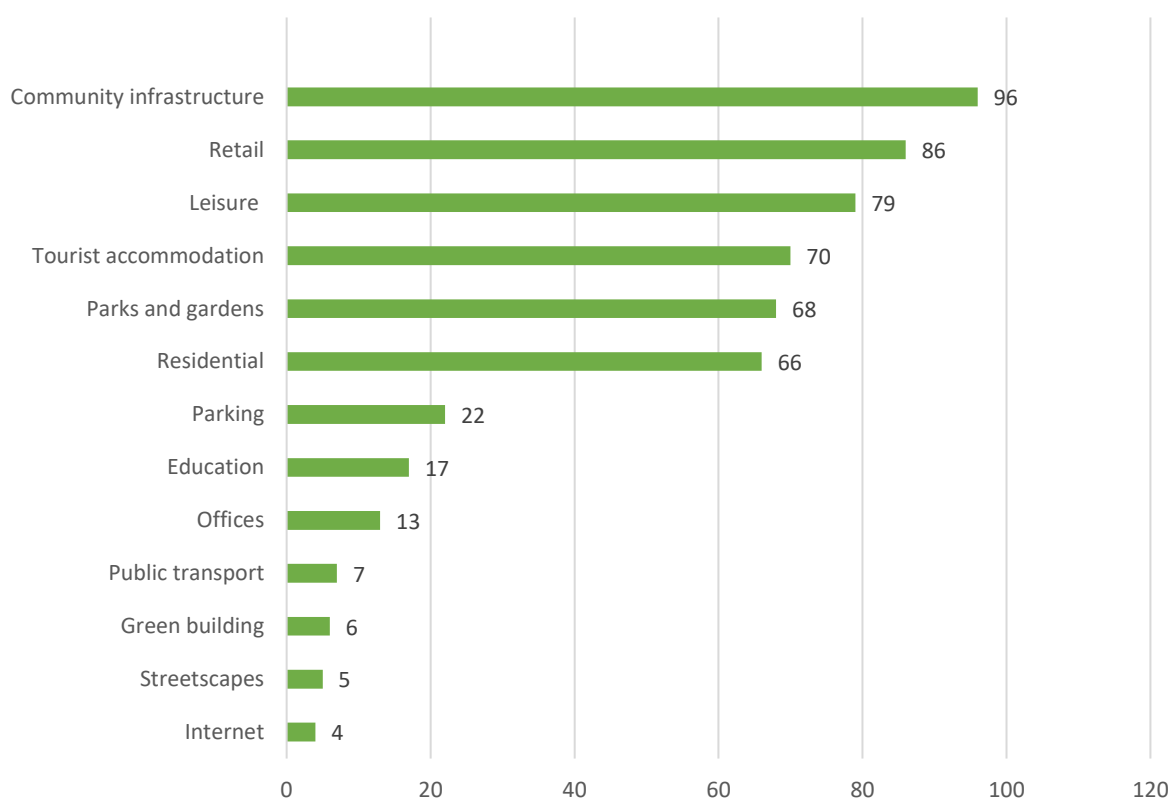
Many participants also identified that they would like to see the site used for car parking over the short term, while others did not want the site used temporarily for car parking at all.



Services most needed in North Adelaide

Both the community sessions¹ and the online survey sought feedback on the services needed in North Adelaide. The combined feedback (refer figure below) shows that the services people feel are most needed in North Adelaide are:

- Community infrastructure
- Retail
- Leisure
- Tourist accommodation
- Parks and gardens.



¹ Note this activity was not undertaken at the general community session



The Community's Brief for the development of Eighty Eight O'Connell

Based on the feedback gathered across the various engagement activities, the "Community's Brief" is to develop Eighty Eight O'Connell as a place that:

- Is iconic and unique
- Is of outstanding architecture and design
- Is a well-planned development delivered in a timely manner
- Attracts people to North Adelaide, providing reasons for people to visit, stay and spend time during the day and at night
- Includes a mix of ownership and uses such as residential, short-term accommodation, retail, and hospitality, cultural and community
- Is characterised by diversity and accommodates and attracts people of different ages, financial means and backgrounds (including through housing options, services and activities)
- Contributes to community life through the provision of flexible spaces for community events and activities
- Is culturally rich and incorporates cultural events, venues, art and arts-based activities
- Is sympathetic in scale and design to the surrounding precinct
- Has a balance of built form and open space
- Makes best use of its space through activation of street frontages, lane ways, open spaces and rooftops
- Incorporates greenery throughout (trees, grass, green roofs/walls, gardens, community gardens)
- Is a pedestrian friendly environment, of interconnected laneways and people spaces, connected with the broader precinct
- Supports local businesses and start ups
- Provides boutique, high quality short term accommodation
- Considers future climate conditions and sustainable design
- Provides car parking to support local businesses, residents and events in a way that does not dominate the site or detract from active street frontages.

How the development of Eighty Eight O'Connell can contribute to the vitality of the precinct and the city

Overall the engagement identified that the development of Eighty Eight O'Connell was strongly desired and presented a "once in a lifetime opportunity to develop something "special" at the site. Designed and developed well it could become a destination, attracting people to the area to shop, visit and spend time and money. Attracting people to O'Connell Street was considered key to increasing the vibrancy and vitality of the area. For the site to become such a destination and be successful in playing this role as an attractor, people identified the need for the development to be iconic, diverse in its uses and the activities it provides and showcase leadership in the integration of technology, sustainability, arts and community.



Community aspirations for the future of EIGHTY EIGHT O'CONNELL

Engaging early to hear from the community

This early engagement aimed to understand community aspirations for the short term activation and long term development of Eighty Eight O'Connell.

Who did we hear from?

212
participants via
5 Community
Sessions

25
responded to the
online survey

6
Written
Submissions

What did people say about short term activation?

Strong desire for the site to be activated over the short term

Mixed views about temporary car parking

Events that enable the community to meet, gather and be active

Family and children's events or activities

Mobile food vendor events

Community fetes/fairs

Open air entertainment

EIGHTY EIGHT O'CONNELL

What services do people feel are most needed in North Adelaide?

Community Infrastructure

Tourist Accommodation

Parks and Gardens

Retail

Leisure





1.0 Introduction

Since the closure of the Le Cornu furniture store in 1989, the site at Eighty Eight O'Connell Street, North Adelaide has remained dormant with the site cleared of buildings, a fence erected around its perimeter and access prohibited.

Over the years, a number of development applications have been made to redevelop the site with the most recent being made by the Makris Group in 2007 who sought to construct a shopping and residential apartment complex. None of the plans and applications to redevelop Eighty Eight O'Connell Street have come to fruition, which has meant this large site situated along one of Adelaide's premier shopping and entertainment strips has been unable to realise its potential.

In late 2017 therefore, the City of Adelaide took the decision to purchase the site, taking it out of the hands of private developers, with the view to redeveloping it for the benefit of the community. This action represents a significant step in the life of Eighty Eight O'Connell in that Council can now drive its activation and redevelopment, enabling it to realise its role in the future of North Adelaide.

1.1 Hearing from the community

Given the significance of the site at Eighty Eight O'Connell in terms of its scale, location and value to the community, Council committed to the process of engaging early to gather views on the short term activation and long term development of the site.

This early engagement aimed to understand community aspirations for the site and comprised:

- Three community sessions with North Adelaide residents and property owners
- A community session with North Adelaide traders and business owners
- A community session for the general community
- An online survey on Council's Your Say Adelaide platform.

Six unsolicited written submissions were also received.

This report documents the early engagement undertaken by Council and summarises the key themes that have emerged. In particular, this report synthesises the engagement findings into the 'community's brief' for Eighty Eight O'Connell which can be used by Elected Members along with other information to develop Draft Guiding Principles for the site's future use and development.



2.0 Community Sessions

A series of five community sessions were held in North Adelaide to gather input from residents, landholders, businesses and the general community about their short and long-term aspirations for Eighty Eight O'Connell.

A total of 216 participants attended the community sessions.

Table 1 summarises the target audiences, dates and times of the sessions and the number of attendees at each.

Table 1 – Summary of community sessions

Community Session	Date and time	Location	Number of attendees
General community	5.30-7pm, 7 May 2018	Town Hall	20
North Adelaide residents and property owners (3 sessions)	5.30-7pm, 9 May 2018	North Adelaide	79
	5.30-7pm, 21 May 2018	Community Centre	69
	5.30-7pm, 24 May 2018	Adelaide Graduates Clubhouse	20
North Adelaide traders and business owners	5.30-7pm, 14 May 2018	North Adelaide Community Centre	28
Total			216

The community sessions were promoted via:

- Signage established at Eighty Eight O'Connell and along O'Connell Street in North Adelaide
- Direct letterbox delivery of flyers to 4,500 properties in North Adelaide
- Facebook posts
- Posters and flyers displayed in Council libraries and community centres
- Direct email to Eighty Eight O'Connell YourSay database (208 members)
- Promotion in community centre newsletters (1,063 members)
- Promotion in Golf Course newsletter (3,629 members)
- Promotion in Enterprise Adelaide newsletter (5,914 members)
- Personal visit and issue of invitation to North Adelaide traders and businesses
- E-news invitation to Elected Members
- Email invitation to Lord Mayor's Forum list.

Participants were requested to register their attendance online via Eventbrite. Where sessions were not fully subscribed 'walk ins' were welcome to attend.

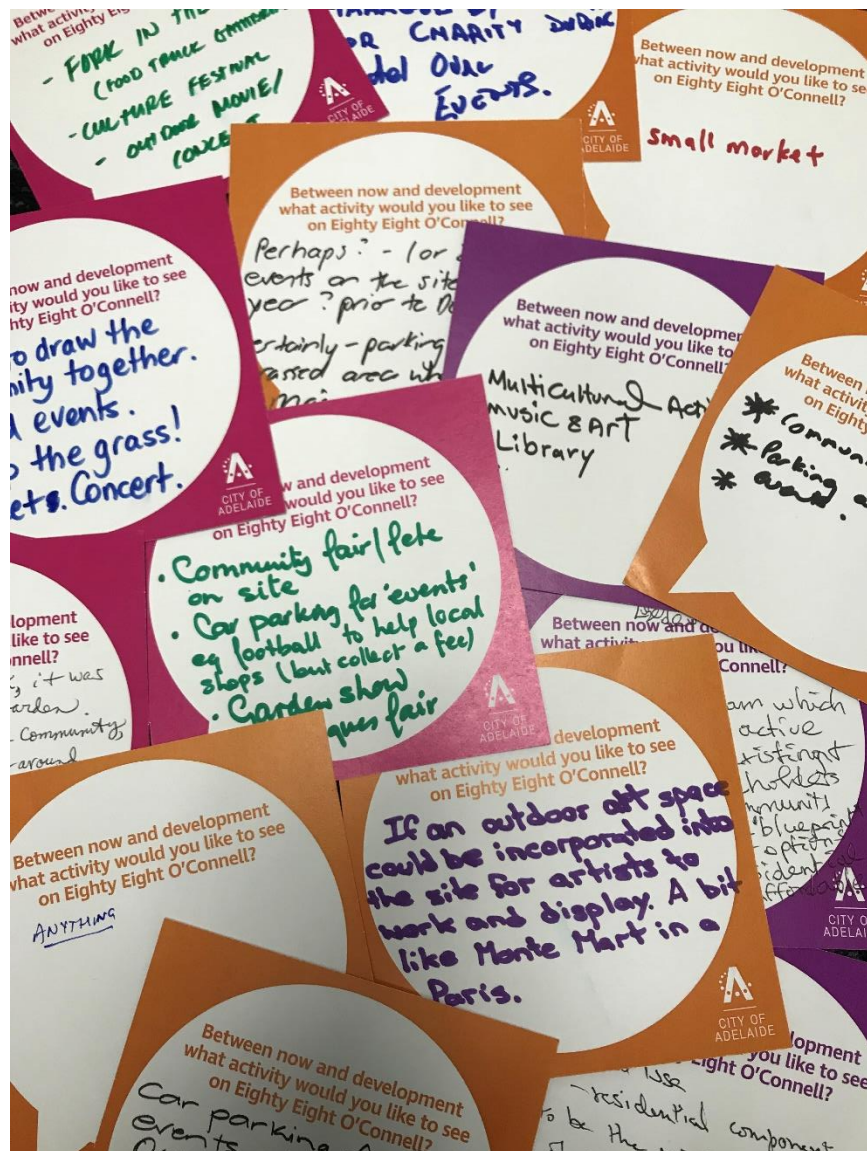
2.1 What did we do at the community sessions?

Each of the community sessions followed the same format and lines of enquiry² to ensure that equal opportunity was provided for input.

Following an introduction and opening words by the Lord Mayor the Right Honourable Martin Haese, the following five activities were undertaken:

1. Short term activation of the site before it is developed

Upon entering the venue each participant was provided with a card that asked “Between now and development what activity would you like to see on Eighty Eight O’Connell?” Participants were asked to fill in the card after some quiet reflection and place it in a bowl at the front of the room.



² With the exception of the general community workshop which did not include Activity 2.

4. What do you want for the development of Eighty Eight O'Connell?

Similar to the previous activity, participants were asked to discuss and record responses to the question:

- > What *do* you want for the development of Eighty Eight O'Connell?

Again, this activity also sought to understand the reasons for participant's views by asking them to identify the reasons 'why?' A whole group debrief was then undertaken to share views across the room.



5. How can the purchase of Eighty Eight O'Connell assist in enhancing the vitality of the O'Connell Street precinct

In small groups participants were asked to discuss and record responses to the question:

- > How can our purchase of Eighty Eight O'Connell assist in enhancing the vitality of O'Connell Street precinct?" A whole group debrief was then undertaken to share views across the room.



3.0 What did we hear?

Appendix A contains the verbatim record of all comments recorded by participants for each of the five community sessions. These verbatim records have been reviewed and synthesised to identify themes from the community sessions.

3.1 ‘Tone and feel’ of the community sessions

All five community sessions were characterised by constructive, positive discussion and a desire to see something developed at Eighty Eight O’Connell. There was strong sentiment that the site represented a “once in a lifetime opportunity” to create something special, that it was time for something to happen at the site, and for Council to “get on with it”.

3.2 Short term activation of Eighty Eight O’Connell

There was much commonality across the five community sessions in terms of how participants would like the site used between now and development.

Overall, comments indicated a strong desire to see the site used in some way over the short term, with the most frequently identified types of use being:

- Events that enable the community to meet, gather and be active
- Farmers’, arts and craft, and night markets
- Community fetes/fairs
- Open air entertainment including art, music, theatre and outdoor movie events
- Mobile food vendor events
- Family and children’s events or activities.

To support the temporary activation of the site through community and cultural events and markets, a range of suggestions were made about using innovative approaches to pop up furniture, shops and cafes/kitchens such as tables and chairs made out of wooden palletes or other recycled materials, cafes/kitchens made out of shipping containers and the use of old fashioned yard games or pop up play space to attract children and families.

Many participants also identified that they would like to see the site used for car parking over the short term, while others did not want the site used temporarily for car parking at all. Some specified that car parking use be restricted to the gravel area only.

Some expressed a desire for the site to remain as open space, with trees to be planted and public seating installed.

Generally, there wasn’t a distinction between the suggestions made by the general community, North Adelaide residents and property owners and North Adelaide traders and business owners, apart from a number of comments gathered at the traders and business owner’s session identifying that activation activities at the site should not compete with local traders and pop up shops should involve local traders.



3.3 Services most needed in North Adelaide

Table 2 and Figure 1 summarise the 'services' participants identified as most needed in North Adelaide.

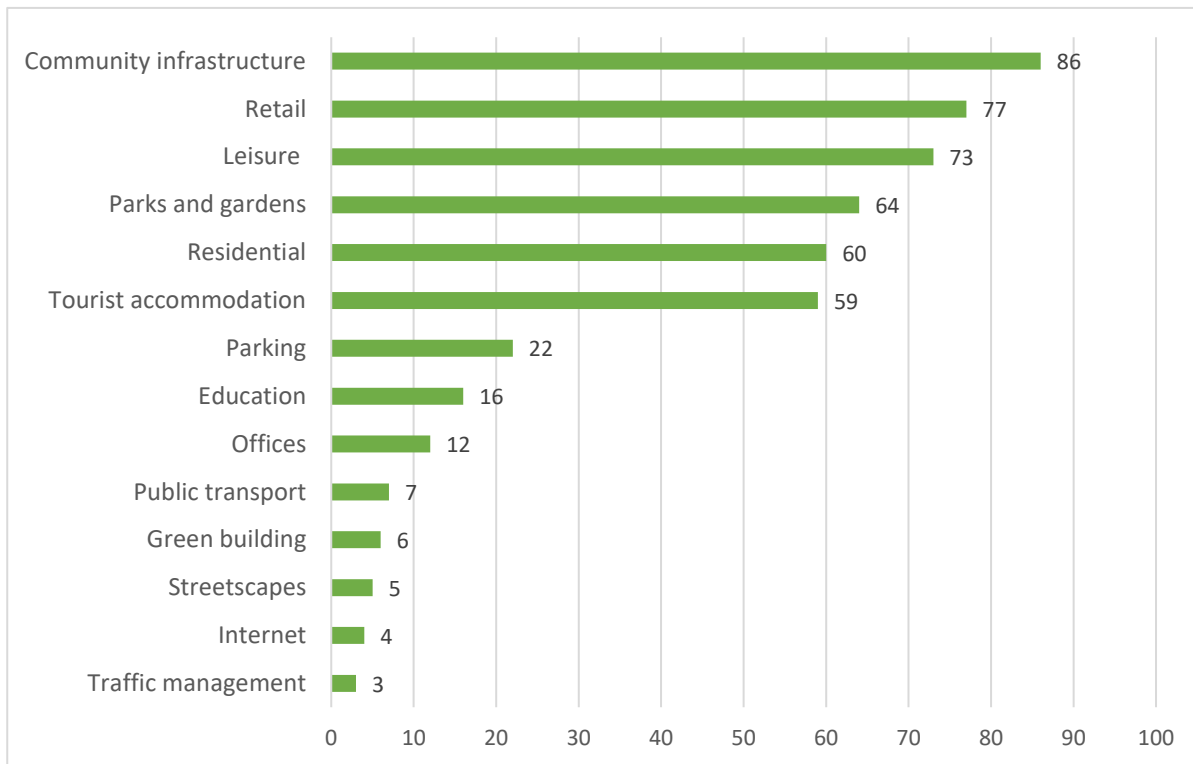
Table 2 – Types of services needed in North Adelaide³

	Number of sticky dots allocated by participants				Total sticky dots
	Residents & Property Owners Workshop (9 May)	Residents & Property Owners Workshop (21 May)	Residents & Property Owners Workshop (24 May)	Businesses Workshop (14 May)	
List of services provided to participants					
Retail	32	25	7	14	77
Leisure ⁴	28	27	6	12	73
Tourist accommodation	21	16	4	18	59
Parks and gardens	28	26	10		64
Offices	3	1	2	6	12
Community infrastructure ⁵	36	28	14	2	86
Education	10	3	1	2	16
Residential	18	16	15	11	60
Other services themes identified by participants (summarised)					
Parking	3	14	4	1	22
Public transport	3		2	2	7
Streetscapes			5		5
Green building		6			6
Internet		4			4
Traffic management			3		3

³ Numbers based on each participant assigning three dots to the three services they considered were most needed in North Adelaide. Note not all participants chose to undertake this activity.

⁴ Note this category also includes specific services identified by participants such as arts, culture, events and entertainment.

⁵ Note this category also includes specific services identified by participants such as police attention, medical facilities, library and community centre.

**Figure 1- Types of services needed in North Adelaide**

The most commonly identified 'services' most needed in North Adelaide across the five community sessions were:

- Community infrastructure
- Retail
- Leisure
- Parks and gardens
- Residential.



3.4 The future of Eighty Eight O'Connell

This section summarises the feedback received across the activities that asked participants what they do and don't want for the long term redevelopment of the site. The themes of feedback from the general community, residents and property owners and traders and business owners were relatively consistent.

Across the workshops participants identified that it was **time to act** and **fully realise the potential of the site**. The development should be **iconic** and become a **destination** and **key attractor** of people to North Adelaide for residents, shoppers, new businesses and tourists. A selection of verbatim comments reflect this sentiment below⁶:

What don't you want? *'Nothing'*

Why not? *'No is not an option'*

What don't you want? *'A boring development'*

Why not? *'With such a great location needs to be an iconic building development'*

What don't you want? *'For it to sit empty for too long'*

Why not? *'That has already happened'*

What do you want? *'This to happen ASAP'*

Why? *'Have waited long enough want investment return ASAP'*

What do you want? *'Destination' location'*

Why? *'Attract new people, something iconic'*

What do you want? *'Innovative, exciting and attractive'*

Why? *'Bring and retain people in the area'*

Participants expressed that they would **like a diversity of use and ownership** across the site that provides **variety** and **reasons to visit** and use it both during the **day and night**. This was considered important to ensure that Eighty Eight O'Connell is a vibrant and active place that attracts a diversity of people to the area.

Many participants did not want the site to be home to a single use or have a single owner because it would impact on the diversity of the precinct and be a lost opportunity for the site to be something different or "special". Many participants also identified that **large chain stores** such as fast food, supermarket or hardware chains were undesirable and would dominate the site, diminish the quality of the precinct and detract from local businesses.

What don't you want? *'Single use domination'*

Why not? *'Doesn't make full potential of the site'*

What don't you want? *'Major supermarket chain'*

Why not? *'Diminish value of the retail precinct'*

⁶ Verbatim comments appearing in italics throughout this report have not been amended for spelling or grammar.



What don't you want? *'Generic fast food 'restaurants' eg McDonalds, Subway KFC etc'*

Why not? *'Reduce diversity and complexity of local dining options'*

What don't you want? *'Something that dies at night'*

Why not? *'Life injection to North Adelaide'*

What do you want? *'Multi-purpose mixed use'*

Why? *'Caters for wider groups of people. People engage with the community space'*

What do you want? *'Mixed use space'*

Why? *'Variety'.*

What do you want? *'Mixture of venues- retail, green space, car park, community spaces''*

Why? *'Not enough variety on North Adelaide – restaurants/hairdressers'*

In terms of specific uses participants largely suggested **a combination of retail, hospitality, residential, accommodation, car parking, community, open space and cultural uses.**

In regard to **residential use**, participants suggested they would like the development to attract residents of **diverse ages and backgrounds**, including through the incorporation of high end to affordable housing or adaptable housing for ageing in place. A few participants suggested that they would only like “higher-end” apartments to maintain the “North Adelaide” demographic. A few also suggested they would not like more aged care.

What don't you want? *'Single demographic residential'*

Why not? *'Reduces diversity and activity'*

What do you want? *'A component of affordable housing'*

Why? *'Provide diversity to the community'*

What do you want? *'A mixture of accommodation options'*

Why? *'Promote a younger demographic'.*

What do you want? *'Diverse range of accommodation options – all ages, all financial levels'*

What do you want? *'A mixture of accommodation options'*

Why: *'Promote a younger demographic'.*

What don't you want? *'Aged care'*

Why? *'Enough already'*

What do you want? *'High quality/expensive buildings'*

Why? *'To maintain existing milieu'*

High quality tourist accommodation (eg a 5-star plus hotel) was consistently raised as a desired future use of the site. Such accommodation was considered lacking in North Adelaide and a way of bringing more people or tourists to the precinct and supporting local businesses (including those in the new development).



What do you want? *'High end accommodation'*

Why? *'5 star conventions to provide top level accommodation for tourists to access'*

What do you want? *'Commercial hotel – 5 Star'*

Why? *'Draw tourism to North Adelaide – no quality hotel'*

What do you want? *'Expensive/boutique hotel'*

Why? *'Only a few hotels in North Adelaide – bring people to the area'*

What do you want? *'Serviced apartments/hotel/pub'*

Why? *'Guests – Adelaide Oval'*

Cultural uses were suggested as a way to activate and build the vibrancy of the area as well as leverage off Adelaide's identity as 'The Festival State'. Suggestions included a music hall, festival performance spaces, museum space and art gallery. Cultural uses were suggested as part of the integrated fabric of the development along with **retail and hospitality uses**, for instance through artisan shops and workshops, boutique food and wine, local "market" style offerings and activated laneways and rooftops.

What do you want? *'Art hub- venue for performers, artists etc'*

Why? *'Heart of O'Connell. Place to bring people together'*

What do you want? *'Iconic concert hall/gallery (music/stage) theatre'*

Why? *'Utilises the very special space appropriately. Gives vibrancy and diversity'*

What do you want? *'Creative precinct and public art'*

Why? *'Art needs to be there'*

What do you want? *'Artisan shops, workshops, demos, classes'*

Why? *'Vibrancy and creativity'*

What do you want? *'Concert hall to be included'*

Why? *'Bring the arts to North Adelaide'*

Across the sessions suggestions were commonly made regarding the need for **businesses and shops** in the development. Participants largely saw a mix of retail and hospitality as part of the development, however, there was some variation in comments regarding the mix of these uses. Some identified that the mix needs to change as there are too many cafes, hairdressers, pubs and empty shops in North Adelaide already. Others suggested that there needed to be a better diversity of cafes and retail. Some suggested that the site become a destination for high end retail as it is lacking in Adelaide. Others commented on the integration of small or boutique retail and food or wine in laneways or pop-up style venues. Some participants identified the development of the site as an opportunity to support start-ups, provide co-working spaces and commercial uses to generate local employment and an opportunity to cluster compatible uses. Some also reflected that they don't want traders in the new development to compete with those already existing in the precinct or uses at the site to replicate those already found in North Adelaide.

What don't you want? *'Direct competition with existing businesses'*

Why not? *'Unique'*



What don't you want? *'Not another hair dresser'*

Why not? *'Well served'*

What don't you want? *'More retail'*

Why not? *'North Adelaide Village is half empty'*

What do you want? *'Laneways, cafés, pop-up bars'*

Why? *'Open up the site'*

What don't you want? *'Another cinema'*

Why not? *'Already have the Piccadilly'*

What do you want? *'High end retail'*

Why? *'Doesn't exist anywhere else, not in Rundle Mall or Burnside'*

What do you want? *'Co-working'*

Why? *'None in North Adelaide'*

The integration of **community spaces** into the development was consistently identified across the five sessions as a way to attract people and build a strong, connected and engaged community. Suggestions included flexible gathering/event spaces, a town square concept (eg Plant4 Bowden), community gardens, libraries and community centres, as well as involving local artists in public art projects and locally held activities. Such initiatives were considered an important way of bringing the community into the development and maintaining community spirit.

What do you want? *'Partly a green village with activities, eg concerts markets, forums'*

Why? *'Promotes a sense of community and brings people together'*

What do you want? *'Consider 'Plant 4' model (Bowden)'*

Why? *'To build community'*

What do you want? *'Community venue'*

Why? *'Provide opportunity for activities, eg cooking classes, book clubs etc community hub/recitals'*

What do you want? *'Village green, cricket, pop-up concept'*

What do you want? *'Bike repair cafe'*

Why? *'Knowledge-sharing, multi-generational'*

What do you want? *'Community-creating spaces'*

Why? *'Knowledge-sharing, multi-generational, maker spaces, many spaces'*

What do you want? *'Community hub'*

Why? *'Attract and retain people in the area, workspaces, meeting area, library. Able to accommodate festivals and community events'.*



Car parking was frequently mentioned across the sessions with many participants expressing that they would not like the site dominated by car parking or above ground car parking because they considered it an unattractive use, that would add little value or activation to the street and would bring little community benefit. Many considered car parking to be a component that needed to be integrated with the broader site development to service residents, attract customers/visitors to the precinct, reduce demand on on-street car parking and to provide overflow for events at Adelaide Oval. However, it was identified that any car parking needs to be located underground and not detract from the activation of the site at street level. Some participants also suggested that traffic/car parking planning is required to minimise local negative impacts of the site's development.

What don't you want? *'100% carpark'*

Why not? *'Ugly waste of main street'*

What don't you want? *'No parking above ground'*

Why not? *'Its ugly and unnecessary. Gives wrong feel to street and is unsympathetic to history of street and current reality. Underground parking good.'*

What do you want? *'Below ground car parking'*

Why? *'More spaces for people to come'*

What do you want? *'Underground car park'*

Why? *'Don't want it visible but car parking essential'*

The scale of the development was important for participants. Many expressed that they do not want a large, monolithic type structure, high rise or a development that dominates the entire site as it would negatively impact surrounding residences, the quality of the area and the development itself.

What was meant by 'high rise' differed across participants, with a range of heights identified including:

- *'Nothing more than 3 storeys'*
- *'4 to 5 storeys'*
- *'10 storeys high'*
- *'12 or 13 levels'*
- *'15 storeys'*
- *'17 storeys'*

For some participants high rise development (eg over 10 storeys) was considered a negative with comments including that this scale of high rise is *'a visual eyesore'*, will *'block out sunlight and impact on surrounding residents'* and *'wouldn't fit with surroundings'*.

For other participants high rise development was considered an opportunity to maximise the potential of the site, ensure a return on investment and enable a range of diverse uses to be accommodated.

Across all the sessions, it was identified that the development should be sympathetic in scale to that of the broader precinct and have a **balance of built form and open space** that provides opportunities for **greenery** (gardens, green walls and rooves, lawn areas) as well as community activities and other uses. To reduce the impact of the scale of the development at street level, suggestions were also made about setting back the development, or its upper floors, from the street to maintain street appeal and make the development more sympathetic to its surroundings.



What don't you want? *'No skyscrapers or high rise'*

Why not? *'Out of balance with the rest of buildings if too high'*

What don't you want? *'A big rectangular "walled" building'*

Why not? *'Want a mix mixture of open spaces, transparency of space and use. Sits lightly on the land'*

What don't you want? *'Avoid monolithic prohibitive overwhelming structures'*

Why? *'Too daunting, monolithic, traffic generating'*

What do you want? *'Something that 'fits' sensibly with the character of North Adelaide'*

What do you want? *'Garden space and green lawns and green walls'*

What do you want? *'Need to balance the provision of green space with built form, eg atriums, open space and trees, gardening, green walls'*

What do you want? *'Open space, grass/tress, specialised garden similar to speakers corner, green area'*

What do you want? *'At least 25% open space'*

Why? *'Beautiful garden areas'*

Participants also spoke about the accessibility of the development. They expressed that they don't want an exclusive/walled development, and the need for permeability (ie the ability to walk, access and see through the development). They identified the desire for the site to be **'opened-up' to the community** and for it to be easy to navigate via **pedestrian friendly walkways and activated laneways** that connect buildings and spaces and the adjacent area. Some also suggested connecting the site with the CBD by extending the tram up O'Connell Street and establishing a stop adjacent the development.

What don't you want? *'Lack of pedestrian connectivity between the streets'*

Why not? *'So it's not a large impenetrable site. Should encourage commercial and residential integration'*

What do you want? *'"cross flow" of movement of activities and people'*

Why? *'Better access – activation, vibrancy.'*

What do you want? *'Sidewalks/pedestrian laneways (activated) (eg Peel Street)'*

Why? *'Vibrancy bring people \$ activity'*

What do you want? *'Well-lit pedestrian friendly lane ways'*

Why? *'Promote safe pedestrian use'*

What do you want? *'Tramline through O'Connell Street'*

Why? *'Access for locals, tourists, value to ACC area- liven the area'*



The quality of the design and architecture was consistently raised across the workshops. Participants expressed the desire for a **very high standard of architecture, design and construction** to provide an attractive development that does not date, **is iconic, unique and draws people in**, whilst also being **sympathetic to the character of the precinct**. Whilst some spoke of the architecture needing to be aligned with the look of North Adelaide, some cautioned not trying to recreate “fake” heritage look.

What don't you want? *'Predictable'*

Why not? *'Adelaide deserves to be unique'*

What don't you want? *'A boring development'*

Why not? *'With such a great location needs to be an iconic building development'*

What don't you want? *'Not boring. Not ugly. Not crappy!'*

What don't you want? *'Ultra-modern/ugly architecture'*

Why not? *'Unless it fits with the heritage style of the suburb'*

What don't you want? *'Any building out of character'*

Why not? *'Sensitive to the current streetscape'*

What don't you want? *'Poorly designed apartments'*

Why not? *'Too many already and lost opportunity'*

What do you want? *'Iconic'*

Why? *'So it's known and draws people in. Something that stands the test of time.'*

What do you want? *'Architecturally stunning'*

Why? *'Must be!'*

A particular aspect of design that was raised at the sessions was **sustainability**. Some participants called for **green buildings** that respond to climate change, consider the comfort of occupants and the logistics of inner city living (eg car share schemes). The development of the site was also identified as an opportunity to create an “*exemplar*” for sustainable development combined with great design, mixed use and community uses. Numerous suggestions were also made for green walls and rooves and other forms of greening that would assist in the sustainability and amenity of the development.

What do you want? *'Well designed buildings/ecology'*

Why? *'Aesthetics/ energy use / comfort'*

What do you want? *'Green buildings'*

Why? *'Climate change'*

What do you want? *'Building that is environmentally sustainable – 6 star plus rating'*

Why? *'Using latest technology'*

What do you want? *'Green roofs and walls – grow herbs & veg, like in Pt August (rolling)'*

Why? *'Cooling/sustainability'*

What do you want? *'Green space – environmentally friendly'*



Why? *'Safety, health – let us just go and sit in a pleasant space'*

What do you want? *'Car pools – sharing of cars for a small fee (go get)'*

Why? *'Economical – pay for it if you use it – don't need a car of your own but still have access when needed'*

To facilitate the development some suggested that a **master plan be produced** to ensure design quality and that the desired outcomes for the development are planned for and adhered to by developers, rather than the site being developed adhoc. Other suggestions for facilitating the development included splitting the site into multi-developments (super lots), having architectural competitions for its design, and setting milestones for developer accountability.

What do you want? *'Overall 'masterplan' for the site'*

Why? *'Ensuring quality projects, diversity, controls'*

What do you want? *'Outstanding design/architecture'*

Why? *'Competitions amongst architects/designers'*

What do you want? *'Super lotted development forming part of masterplan'*



3.5 How can Eighty Eight O'Connell assist in enhancing the vitality of the O'Connell Street precinct?

Across the sessions participants considered that the development could enhance the vitality of the O'Connell Street precinct in a number of ways. Key themes comprise:

- Providing a reason to come to O'Connell street - bringing more people (eg residents, tourists, shoppers, visitors) to spend time and money and contribute to community life
- Creating a vibrant and iconic destination that puts O'Connell Street on the map and as a leader in integration of technology, sustainability, arts and community
- Re-establishing O'Connell street as the heart of North Adelaide, a precinct in its own right- not just a thoroughfare
- Forming a stronger connection with the CBD and leveraging off Adelaide Oval and festivals
- Building a diverse, involved and vibrant community
- Showcasing great local food, produce and products
- Celebrating and creating an arts and cultural focus
- Supporting local business through increase patronage, marketing, car parking and rental assistance.
- Providing a diverse range of business to visit or activities to participate in
- Providing optimism and positivity about North Adelaide and an anchor for further development and activation of North Adelaide.



4.0 Online survey

People registered on the Your Say Adelaide platform were invited to respond to a survey about the short and long term development of Eighty Eight O'Connell.

The survey was promoted at the community sessions, on signage and flyers, Facebook posts and directly emailed to the database of 4,448 YourSay subscribers.

The survey ran from 7 to 25 May 2018.

During this period ...

- 200 people visited YSA project page;
- 82 browsed supporting information;
- 50 visited the survey;
- 25 completed the survey.

This is a response rate of less than 1%.

The survey included specific, closed-ended questions along with opportunities for more general feedback. Not all people who participated in the survey completed all questions. The full survey research report is provided in Appendix B.

4.1 Survey participants

A total of 25 individuals participated in this survey as summarised below and by Figure 2.

- 19 respondents identified themselves as North Adelaide residents and/or property owners
- 1 of the 6 remaining respondents was a resident of the City of Adelaide
- These 20 plus 2 others were recorded as City of Adelaide ratepayers
- 11 of the 25 had previously indicated a wish to be kept informed about Eighty Eight O'Connell Street
- The response pool included 14 males and 11 females
- People responding to the survey ranged in age from 26 to 73.

Figure 2 Summary of survey participants

NA residents/owners	19	
CoA residents/owners	20	
CofA ratepayers	22	
Inform me about 88OC	11	
Male	14	
Females	11	
Aged <50	12	
Aged 50 +	13	

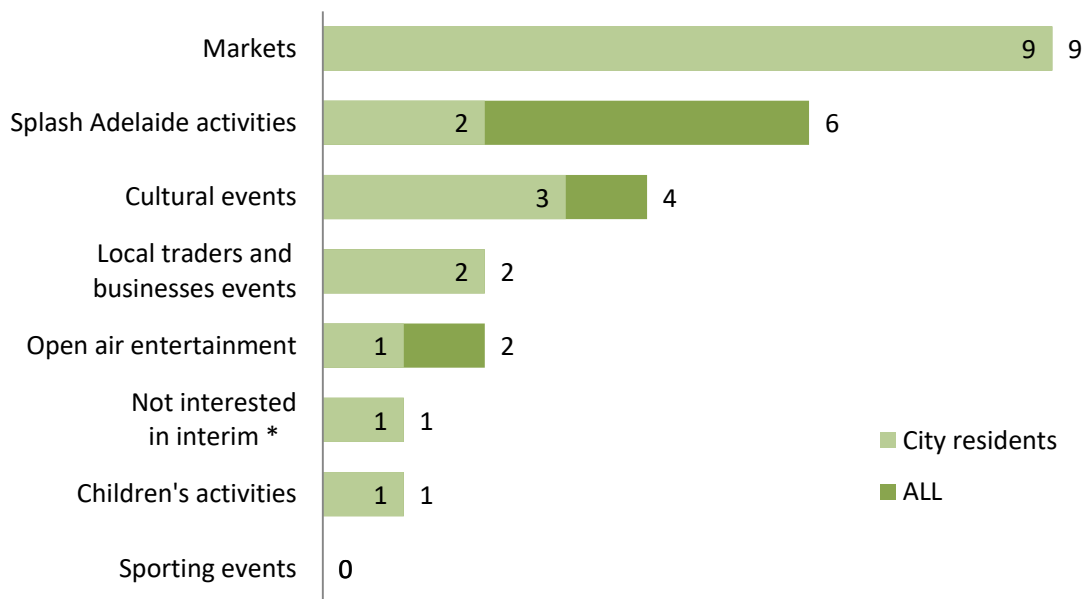
4.2 Key themes from the survey

The themes that have emerged from the survey analysis are consistent with those from the community sessions including views about the services needed in North Adelaide and the short term activation of the site. In terms of the future development of the site, mixed use is desired with a combination of retail, restaurants, commercial uses, and spaces for entertainment and performances combined with public/community use and open space.

4.3 Short term activation of Eighty Eight O'Connell

This was single response question with a list of seven alternatives provided. All survey participants provided a response. As illustrated by Figure 3, the top response was markets. This was selected by 9 people, all of them North Adelaide residents and/or property owners.

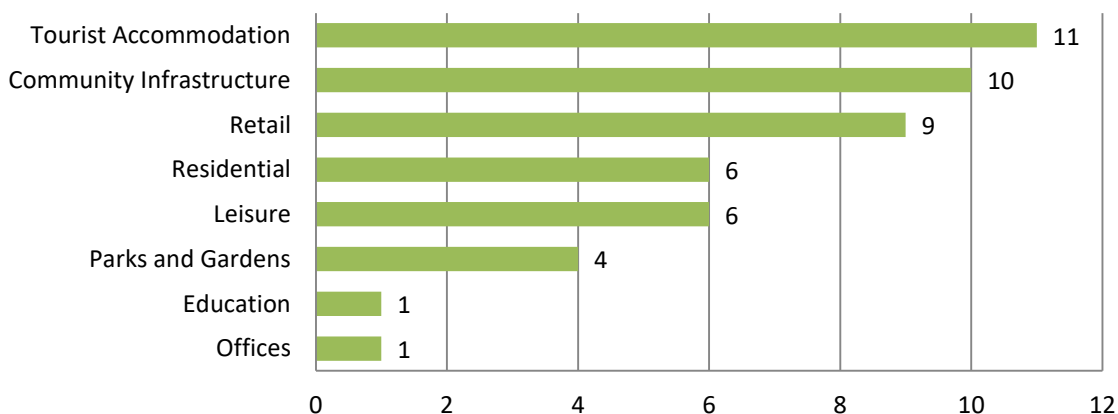
The other relatively common response was Splash Adelaide activities (co-created events with the City of Adelaide and the community). This was chosen by 6 people in total but only 2 of them were North Adelaide residents and/or property owners.

**Figure 3 Activities for short term activation**

4.4 Services most needed in North Adelaide

18 of the 19 North Adelaide residents and/or property owners responded to this question, choosing up to three items from a list of eight. The most common choices were ...

- Tourist Accommodation (11 respondents)
- Community Infrastructure (10 respondents)
- Retail (9 respondents).

Figure 4 Services most needed

4.5 Experiences desired at Eighty Eight O'Connell

All except 2 respondents [23 out of 25] provided an answer to this open ended question. A range of uses was envisaged, with 14 alluding to retail/ restaurants/commercial use, while 11 suggested entertainment/ performances.

Also relatively popular were public space/community use and open space [cited by 9 and 8 respectively].

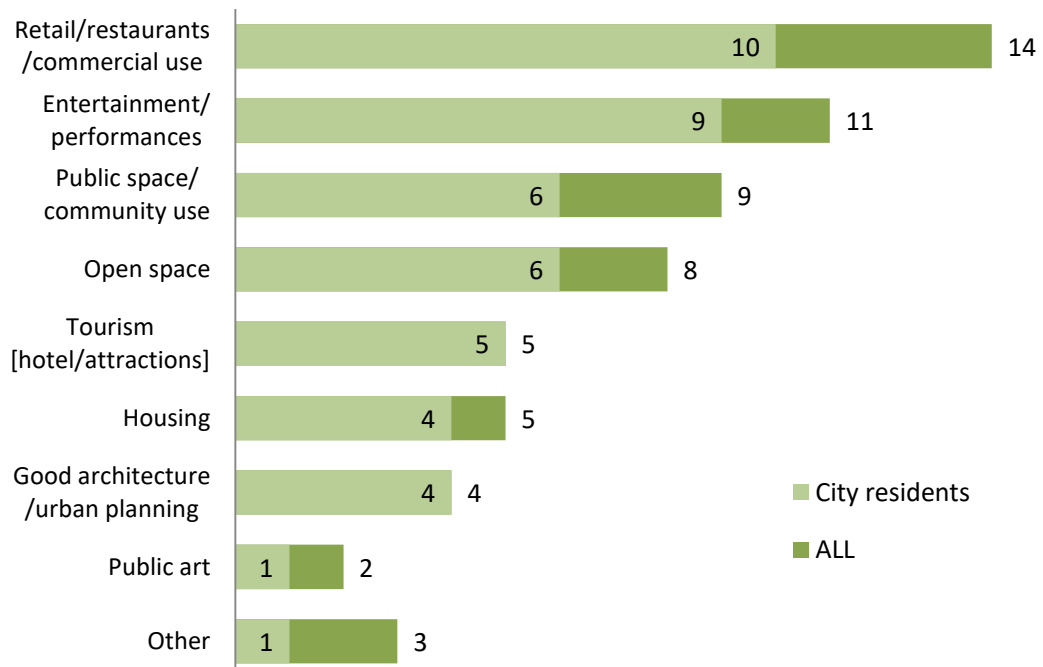
Figure 5 summarises the replies for all those responding and also shows the responses for City residents.

4.6 Additional comments

At the conclusion of the survey, participants were given the opportunity to make additional comments. Nineteen people recorded comments which included comments related to:

- Design/architectural elements
- Arts uses
- Residential uses
- Retail focus.

Figure 5 Desired experiences





5.0 Written submissions

A number of written submissions were provided about Eighty Eight O'Connell as follows:

- Two written submissions handed in at the community session held on Wednesday 9 May
- Four emails submitted via the YourSay or direct to City of Adelaide email addresses.

Copies of these submissions are provided at Appendix C.

Aspects addressed by these submissions, which are largely consistent with feedback received via the community sessions and online survey comprise:

- That the retention of historic building fabric and conservation zones is integral to the vitality and commerce of Australian cities
- Needing the ratepayers and taxpayer's investment to pay off through development of the site
- Explore the location of a major cultural facility such as concert hall or live theatre at the site
- No ownership of the site by a single developer
- Retain two or three storey frontages to Tynte, O'Connell and Archer Streets
- Have fragmented ownership of frontages to encourage competition
- Provide underground parking or out of sight
- Create pedestrian laneways which can be home to bars and cafes
- Provide high quality housing along Centenary street at two storeys, other housing to be provided up to 5 storeys within the site
- Use a diversity of architectural form
- The development of the site *'represents a once in a lifetime opportunity'*
- The development needs to be of high quality
- The development needs to be accessible by the general public to shared public areas in the centre of the site which can be used for community events, fairs and outdoor dining
- Congratulating City of Adelaide for taking control of the site
- Recognition of the fence coming down and positive impact that has on O'Connell Street
- Desire for the gravel area to be used as a temporary car park during the interim prior to development
- Recommendation that Council develop guiding principles for the development of the site
- Setting high sustainability goals for the development
- Creating active street frontages, quality public realm and a diversity of experiences and built form
- Being creative and innovative in the approach to development (eg exploring different models of ownership such as co-ownership)
- Recognition of the early engagement by Council
- Desire for ongoing engagement about the site.



6.0 The 'Community's Brief'

Based on the feedback received across the five community sessions and via the online survey and written submissions, the "Community's Brief" is to develop Eighty Eight O'Connell as a place that:

- Is iconic and unique
- Is of outstanding architecture and design
- Is a well-planned development delivered in a timely manner
- Attracts people to North Adelaide, providing reasons for people to visit, stay and spend time during the day and at night
- Includes a mix of ownership and uses such as residential, short-term accommodation, retail, and hospitality, cultural and community
- Is characterised by diversity and accommodates and attracts people of different ages, financial means and backgrounds (including through housing options, services and activities)
- Contributes to community life through the provision of flexible spaces for community events and activities
- Is culturally rich and incorporates cultural events, venues, art and arts-based activities
- Is sympathetic in scale and design to the surrounding precinct
- Has a balance of built form and open space
- Makes best use of its space through activation of street frontages, lane ways, open spaces and rooftops
- Incorporates greenery throughout (trees, grass, green roofs/walls, gardens, community gardens)
- Is a pedestrian friendly environment, of interconnected laneways and people spaces, connected with the broader precinct
- Supports local businesses and start ups
- Provides boutique, high quality short term accommodation
- Considers future climate conditions and sustainable design
- Provides car parking to support local businesses, residents and events in a way that does not dominate the site or detract from active street frontages.



Appendix A

Verbatim comments from each of the workshops

Eighty Eight O'Connell Workshop

North Adelaide Residents and Property Owners, Wednesday 9 May

Verbatim Participant Comments

Between now and development what activity would you like to see on Eighty Eight O'Connell?

Flexible recreation, education, community, local business promotion events.

Bitumen over vacant land. It is a dust bowl. Trees planted along Centenary Lane from Tynte to Archer Street.

Cultural events.

Weekend and night markets.

Events like the recent Tynte Street car/music event.

Events that will bring more people to North Adelaide.

Pop up food stalls.

Farmers market.

Shops (car park under).

Town houses.

I would like to see it used as a Village Green, with more green space than at present with a roster of community events – arts market, farmers market, vintage market, concerts and public forums.

Pop up market (monthly).

Children's park for family interaction.

Tai Chi.

Markets.

Family activities.

Play equipment, market, trees.

Food truck event "Fork in the Road". Park the trucks on the gravel. Seating and entertainment on the grass.

Regular markets with a range of activities – possibly a theme each month.

Dancing as exercise, as they do in Vietnam – all welcome.

Regular markets, accessible licensing.

We really appreciated the event to celebrate the end of the fence and though it showcased North Adelaide food offerings. Similar events – art, festivals, music groups etc might be attractive before building/development begins.

Occasional street fairs – local food stalls of the kind you organised in early April. Community art exhibitions could be another use of the property.

Retail shops with under-croft parking.

More parking (not metred).

Apartment living or offices above.

Fundraising events.

Pop-up restaurants with food and wine events like they use to do in Wellington Square.

Regular music – 1-2 hours activities aimed at creating community, eg exercise group. A particular group within Adelaide CBD/North Adelaide sharing their culture – food/music.

Not sure. Regular music with concerts maybe. Used by outside groups for events.

Market – concerts – free car park.

Car parking on gravel section. Picnic area on grass section.

I would like to see a top quality hotel – like Sheridan, big underground car park, good retail shops, handbags, shoes, clothes – grass out the front.

Extra parking.

Community events like meet and greet.

Street market.

Parking.

Music event.

A public park with some shelter, with music and food events.

Please! Not a car park for the AFL. Don't undo the good that has been done in terms of people relying less on cars.

Pop up activities - repeat of April 2018 - Food trucks - Farmers Market.

Markets – food and craft artisan.

Outdoor activities.

Themed events, eg Car show, music, playground.

Flea/garden markets.

Community events (monthly).

Pop up theatres.

Crows training.

School activities (North Adelaide Primary School).

Outdoor movies.

Fringe events.

Markets.

Fundraisers.

Circus.

Pop-up theatres.

Fitness classes.

Concerts/bands.

Fringe.

Fork in the Road.

Sports clubs – training.

Tai Chi.

Mini/monthly farmers market.

Free book lend cubicle.

Picnic tables and benches.

The recent North Adelaide community car show was great fun! Food and drink and music that (and similar pop-up events would be perfect).

Friday night concerns as per Prospect City Council.

Footy night.

Activations, market stalls, food and music.

Return the “first/last Friday of the month” activities and expand them into 88 O’Connell.

Community learns about local businesses.

Visitors learn what we have on offer.

A community space for markets, community events, and a receiving space with places to eat lunch outdoors or children to play.

Community activities in North Adelaide parkland, ie Wellington Square.

Encourage festivals/shows – popup art show, plenty of activities.

Fetes/fairs – need to put up fencing so kids can’t run onto street.

Use it for special fairs/food events/community gatherings.

Events to bring the local community and others together. Opportunity for all locals to have their say about the development.

Events, markets, entertainment, fairs, fetes, exhibitions, fun.

Food/gourmet + popular modern trend market products.

Markets with entertainment in the background.

Free parking for the events.

Charity events.

Multi-cultural events, fairs, weekend markets, car shows, jazz/classical concerts, pop-up art shows, horticultural exhibitions etc etc.

Like to see apartments at 88 O'Connell.

Markets/entertainment.

Markets/entertainment.

Open space.

Farmers market.

Car parking on gravel surface.

Community events in grassed area including entertainments, music etc.

Also education presentation.

Car parking.

Seating established to rest after shopping.

More events.

Parking and community events, eg markets on weekends – 1st of month.

Community events, eg monthly markets – bring people into North Adelaide.

A farmers market once a fortnight or month would be nice.

Needs/services

Services North Adelaide area is most in need of (list provided to participants)	Number of dots against
Retail	32
Leisure	20
Tourist accommodation	21
Parks and gardens	28
Offices	3
Community infrastructure	32
Education	10
Residential	18
Anything else? Other services put forward by participants	
Gallery	3
A much larger library for North Adelaide – much needed.	1
Need a colourful community mural.	1
A “destination”. It’s a large space, a rarity, and should be used as a “one-off” eg a Guggenheim. Talk to RAH(old) planners about an art gallery.	1
Arts hub.	1
More free parking for restaurants and shops.	2
Not retail: Retail is dying and will be over by the time anything is complete on the site given the inescapable growth of web retailing.	1
A new library and arts/performance space (eg theatre).	1
The tram.	3
Why isn’t cultural on any of the headings?	1
Shannon Reserve in Surry Hills Sydney is a great model transformed. The neighbourhood when Mayor Clover Moore built a new library and community centre across the road.	1
Underground parking.	1
The North Adelaide library is very small and poorly stocked. Look at Burnside for an example of good library.	1

What don't you want for the development of Eighty Eight O'Connell? Why not?

What don't you want for the development of Eighty Eight O'Connell?	Why not?
Single purpose or single management	Loss of diversity
Nightclubs/casinos	Noise, maintain residential area
Offices at ground level	Public access at street level for whole area
Full on buildings	Need some green space and some paved so people can enjoy it without traffic noise
Concrete, tilt ups, boxes buildings	Want quality architecture in line with locality
Not single ownership	Creates a monopoly anti-competition – against diversity.
A car park at ground level	Ugly and waste of space
A concrete jungle	Need a balance of built and natural spaces
A park	This is the hub of North Adelaide and it would be waste of land
No tram – been there in the 20's	Through traffic with/east side streets
Multiple owners	Who sit on their land – project lead line 5 years? LeC and Makras site – 30 years
Nothing	No is not an option
Don't want it to look the same as current streetscape	Need something different/to be proud of
Shopping centre	Have enough access to large shops
Single usage of site	Too limited as to use – boring
Swimming pool	Have one/ok in a hotel
School	Have enough
Duck pond	Ducks likely to get run over
More parklands	We have enough
Sporting facility	Have enough
Hospital	Have enough
A cheap development	Will drag whole area down
Concert hall	Have enough/will be empty half the time
Only a car park (underground ok)	Put off potential developers
No telecommunication towers	Unattractive
Not another hairdresser	Well-served
Nothing	Not an option
Luxury residential only	Exclusive
Carpark that is highly visible	While car parking is a priority – can't be a focus
Playground/park area for whole site	\$24 million on a playground – need return on outlay (some green space ok)
Cinema	We are already well served unnecessary competition and big space required
Shopping precinct – not a large Westfield variety	Doesn't fit the village character
High density student accommodation	Not a good investment – plenty in city
High rise	Too tall and imposing for the site – 5 or 6 storey max
Definitely not Bunnings	For obvious reasons – size of structure
Coles/Woolworths	Poor relationships with suppliers etc.

What don't you want for the development of Eighty Eight O'Connell?	Why not?
No high rise	Disruption of residents, privacy, sunlight. Imposing
Student accommodation	There's enough in the city
Just a single commercial use	Want more of a mix of retail
Skate park	Not an appropriate activity for the location. Potential anti-social behaviours
Something not mediocre	A unique location deserves a unique treatment
Pedestrian safety to be compromised	It already feels unsafe for pedestrians. It's already a high traffic route
Something that doesn't age well (ie architecturally)	We want something that will age well in how it's built, the materials used etc. Don't want something (just in vogue today).
A big rectangular "walled" building	Want a mixture of open spaces, transparency of space and use. Sits lightly on the land.
Fake traditional facades	Looks tacky
Ultra-modern/ugly architecture	Unless it fits with the heritage style of the suburb
Height and scale, eg not 12 or 13 levels	Should be consistent and complimentary to surroundings
Lack of pedestrian connectivity between the streets	So it's not large impenetrable site. Should encourage commercial and residential integration.
One function	Should be a mixed use development, eg residential, commercial, retail
Parks and gardens	There's an abundance of under-used space within the City of Adelaide.
No pubs gaming or noisy activities (bands etc) until early in the morning	Have enough of those that do are struggling as is
No parkland	Enough parkland surrounding North Adelaide
No excessive multi-storey (high rise)	Not in keeping with environment of North Adelaide
Not entirely commercial	Not a reflection of composition of North Adelaide (predominantly residential)
No large chain supermarket	No competition for existing retailers, ie IGA, Foodland
No high rise multi storey car park	Ugly
No 'ugly' buildings	In keeping with current aesthetics of North Adelaide
No flea markets, chairlifts or theme parks	Utilise existing parklands for flea markets
No shopping malls	Too many already
Single development	Too much control, status quo, no competition or diversity
No luxury housing (3-4 bedrooms > \$2m)	Too much, not enough affordable or smaller homes
No chain stores	Diversity in retail
No parks	Enough already
No building visible above ground	Likes open space

What don't you want for the development of Eighty Eight O'Connell?	Why not?
No car parks at ground	Prime – wastes space car parking. Better located below ground level
No monolithic buildings fronting street	Ugly, wind tunnels. Too big onto street
No pure “heritage replica buildings”	Contemporary, modern spaces. Vibrancy and young people
No low rise	Need mix, utilise site ROI, bring more people into North Adelaide
High rise anything apartments or hotel	Don't want to look like Churchill Road or just another suburb
Hospitals	Plenty public and private options nearby
High rise car park	Eyesore – no community benefit to locals
Another church	Too many nearby already
One large company	Too large area to be occupied by one organisation – would look out of place with other small traders
Concrete jungle	Eyesore
No-one's head office	Won't add anything to the community
Another supermarket	Foodland present – support SA
More retail	North Adelaide village is half empty
Another cinema	We have Piccadilly (and Palace Nova)
Anything that's closed off to residents	Because it disconnects it with community
Any building taller than North Adelaide Village	Out of keeping with the neighbourhood
The site wasted!	A rare opportunity to provide a significant destination via horizontal elevator
Not another car park	Already have one which exits onto Archer Street. Not another one to clog us up
Above ground car park	Adds nothing to the aspect of the street and further congests Adelaide's 2 nd busiest traffic thoroughfare
Not another institution	They are taking over North Adelaide and they seem to be able to create their own rules and they don't provide car parks
Car park	Waste of a very special piece of land and location
Medical	Waste of such a magnificent site
Not another park	Indulgent when current parks not used.
Single purpose	Eg residential or commercial only – traffic congestion – lack of diversity
High rise that is out of scale with the rest of the street	Out of scale buildings will spoil any character that O'Connell Street has left
No more than 5 storeys	Too high – not in keeping with North Adelaide
Another gym	Enough in the area
Empty shop spaces	Bad look for the suburb
No cinema	Respect heritage of Piccadilly/Wallis Cinemas space
Not a large square block	Do not need to dominate site – out of character
No aged care facility	Not appropriate setting
Not an exclusive developer	Stops public participation

What don't you want for the development of Eighty Eight O'Connell?	Why not?
No additional or new supermarket	Don't need it simply!
Not a dog park	Enough already
Not a playground	Enough already
No alternative Festival or Arts Theatre	Festival Theatre is only 200 metres away being redeveloped
No fast food chains	Don't want them
Not too much commercial and more residential	Need appropriate mix of residential and commercial
Cheap nasty buildings like those that have proliferated in recent years (no reason affordable housing can't be attractive, environmentally sensitive etc)	Adelaide should pride itself on being a classy city
No sing developer	Need competitive mix under Council general direction
No insufficient parks	No need to fill up the streets with cars
Don't kill off existing businesses (Piccadilly Theatre)	Be mindful of existing interests
Not exclusive to residents	We all want to share in the facilities
Not green space park	Under-utilisation of important space
No boring box like buildings	Unsympathetic to surroundings
No above ground parking	Waste of development opportunity; less need as public transport improves – sufficient for retail and commercial
Modern-looking building	Need to stay with historical buildings that still remain in the area
Petrol stations	Not necessary
Just retail	Too many businesses have closed in recent times. Most items can be purchased online
No nightclub	Too noise, attracts the wrong crowd
High rise complex, eg 10 storeys high	Block out sunlight will have an impact on surrounding residents
Unused land	It's an eyesore
I don't want something that excludes any part of the community, eg people with disabilities	
Open space park	May attract the wrong type of characters. We have enough parklands in the city
Pub	Already enough
Business accommodation that is not wheelchair/disability friendly	
Flat faced high rise	Don't want a wind tunnel effect
High rise especially near periphery (commensurate with nearby buildings)	Doesn't fit in with landscape
All commercial	Lost opportunity for diversity
Large car park/visible car park	Ugly can go underground waste of opportunity for alternate use
Something with no architectural merit/significance	Lost opportunity for landmark for SA's 'front door'
Unsustainable environmentally	We have limited resources

What don't you want for the development of Eighty Eight O'Connell?	Why not?
Large supermarket – Aldi, Costco	Diversity
Incohesive development	Mishmash
No additional 'major' streets	Divides up with cars – friendliness
Development that creates traffic congestion	Traffic jams
Something that 'dies' at night	Life injection into North Adelaide
Asphalt jungle	Want greenery
Big hotel international	Adelaide has enough – would be out of character with North Adelaide
Single commercial use	
No dark grey	Ugly
Something that is closed off to the community	We want access
No student accommodation	We have enough in Adelaide

What do you want for the development of Eighty Eight O'Connell? Why?

What do you want for the development of Eighty Eight O'Connell?	Why?
Overall 'masterplan' for site	Ensuring quality projects, diversity, controls
Underground O'Connell Street	Ease of movement between east and west sides of street
Split site to multi-developments	Different people involved, different ideas and uses
Public square "open space" and underground car parking	Visual amenity luxury of public space/square
Quality hotel (5 star)	Tourism/quality people inject \$, capital and help traders. Shortage of accommodation.
"Cross flow" of movement and activities of people.	Better access – activation, vibrancy
Outstanding design/architecture	Competitions amongst architects/designers
Art gallery/library performance space	Public, flexible brings people into North Adelaide brings \$
Sidewalks/pedestrian laneways (activated) (eg Peel Street)	Vibrancy bring people \$ activity
"Deterioration of shopping hours"	Very important – all over the world
"market" style shops mixed use (arcade like)	Includes food/fashion/gifts et Plant 4 Bowden
Footpath/verandas for cover rain etc	Rain protection – weather etc
More car parks (underground)	Need more parking
Community flexible space	Develop community infiltration cohesion
Masterplan super lots divided by open and or green areas	To keep the North Adelaide open space feel
Architectural merit	Longevity, branding of the suburb
Improved retailers	Increased competition, longevity
Master planned	By international planners
Super lotted development forming part of masterplan	
High end hotel accommodation	
Milestones/developer accountability	

What do you want for the development of Eighty Eight O'Connell?	Why?
Master planned by international planners	
Mixed use development – commercial, residential, retail, hotel with Piazza	
Adequate car parking onsite	
Higher end residential (with an affordable component)	Mixture 1, 2, 3 bed with adequate car parking.
Variety of retail	Opportunity for more businesses
Mixed use space	Variety
Nothing over 4 storeys	Otherwise becomes too much of a high rise
Space for the arts	Enhances, enriches culture
Something that supports existing retail	We want to support our community and existing businesses
Greenery	To inject life and colour so it isn't too 'grey'
Iconic	So it's known and draws people in. Something that stands against the test of time.
Opportunity for small start-up businesses/cottage industries	Encourage smaller traders, start ups
Hotel (smaller scale)	Bring in more people, commerce
Public car parking (preferably underneath)	Good for business
Underground car park	Maximise usage and visual appeal
Elements of greening	Aesthetics
Some form of arcade	Atmosphere
Low level shopfront higher in middle	Ground level and activity
Mixed retail/services at lower level with some housing in upper levels	Balance usage
Iconic concert hall/gallery (music/stage) theatre	Utilises the very special space appropriately gives vibrancy and diversity.
Bridge link to existing shopping centre	Usage
Jazz club	We need it! A proper one (Coca-Cola Club in the Lincoln Centre)
An "out there" cultural building, eg SAHMRI or MONA or Guggenheim.	Such a project uplifts the area, eg look what has happened in Bilbac or on North Terrace
Something that doesn't duplicate what we already have	
Something that needs this much space and accessibility to the city	Why fritter away this magnificent site with bits of retail/residential. Put something there that the city/State needs. We are the Festival State – ask them what they want – ie the Festival Centre Art Gallery/Entertainment Centre. What do they think Adelaide lacks
A destination development which links in with Adelaide's cultural venues	Site is large enough. Time is right – link into discussions at State Government re old RAH and tramway extension. Attract people to visit North Adelaide
Mixed use Art Gallery and residential commercial	Gives vibrancy and diversity
A classy building which attracts	Classy would encourage O'Connell Street to 'lift its image'.

What do you want for the development of Eighty Eight O'Connell?	Why?
A theatre precinct eg concert hall and jazz centre	Adelaide is a UNESCO city of music – why not celebrate this (iconic)
High class, upmarket retail	Raise standards of North Adelaide
Some green open space 20% minimum	Add to ambiance of surrounds
Short-term serviced accommodation	Entice interstate businesses. Business companies
Tourist accommodation	Proximity to riverbank and Oval, retailers. Enrich the uniqueness of O'Connell Street hospitality
High end accommodation	5 star conventions to provide top level accommodation for tourists to access
Safety/pedestrian access O'Connell Street	Either underpass or over bridge
Dual level underground car parking	Support local retailers bring outside shoppers to North Adelaide. Access to future tram service (park n ride)
Component of affordable living	Provide diversity to the community
Mixed use	Offices and diversified accommodation
Component of accessible/adaptable housing	Universal design basically making city positively inclusive
Rooftop gardens	Relaxing and use more space
Well-designed buildings/ecology/	aesthetics/ energy use/comfort
A mixture of accommodation options	To promote a younger demographic
Bigger library	Use PO
High quality/expensive buildings	To maintain existing milieu
Car parking entrance off Archer Street	Minimise impact for residents
Adequate car parking	To get footy traffic out of streets
Underground car parking for retail/residents/offices/ events/medical	Keep cars off street
Green buildings	Climate change
Well-lit pedestrian friendly lane ways	Promote safe pedestrian use
Partly a village green with activities, eg concerts, markets, forums	Promotes a sense of community and brings people together
A covered/open area for markets/concerns	to give protection from sun and rain
Mixed use development commercial/shops/residential	Useful way of doing 4 levels – 2 levels residential, 1 level office/business and 1 level ground retail
Verandas to O'Connell Street	Maintain existing shade/reduce heat
Sample green village	to demonstrate 21 move in climate change
Expensive/boutique hotel	Only a few hotels in North Adelaide – bring people into the area
Reactivate the street like Prospect Road – busy, businesses thriving	
Low level buildings to O'Connell Street	To match existing buildings
Suitable for all ages	Kids – elderly
This to happen asap	Have waited long enough want investment return asap
Variety	Hotel/restaurant/bars/shops (boutique) residential – mix of activity

What do you want for the development of Eighty Eight O'Connell?	Why?
Appropriate height	Medium/high rise ok. If aesthetically and functionally appropriate
Yes if Not no!	
A drawcard	Encourage visitors to support commerce in the street
Good quality shops, high end variety	Clothes handbags shoes
Unique high quality considered example of contemporary urban design – a drawcard, something to be proud of/different. No village	
Enough underground parking	Need more/out of site
A destination	For locals and visitors
Safe pedestrian access	No accidents
24 hour activity	Increase vibrancy
Boutique international hotel	Encourage tourism/more activity and people into the area.
Synch with a new tram line	Reduce congestion and bring life to area of central North Adelaide
Enough density of development	Has to be viable economically and interesting to people
Quality sympathetic construction that works together	Don't want a mishmash congruent architecture
Community roof top gardens	Helps environmental sustainability
A lively precinct	Need good mix of commercial and residential
Facilities/activity to leverage Adelaide Oval	1+1 = 3 builds on strengths. Getting fans to spend money and time in North Adelaide
Boutique Hotel	Will bring big spenders/high level tourists into area
Adequate off-street underground parking	Too valuable a property to waste this way
Sea World or Aquarium	Something different
Retail	That's not already available in North Adelaide
Residential private (quality)	Need more people in the area
Character building either total or private accommodation (4/5 storeys)	Stay with the history of North Adelaide
An underground car park for people to have access to restaurants etc.	Encourage people to come into North Adelaide and not worry about parking tickets
Old European village, rest, pubs, shops	For tourist attraction
Market garden	So I can get advice without going cross country to get it
North-south linkage	Walking on grass is quieter than the footpath. A nice laneway would be good
Retail on ground floor only	Trade access
Building no higher than 5 storeys	We are not the CBD
Commercial uses to generate local employment	The hospital will move and take 3000 jobs with it
Quality architecture	Attracting people to the area.
Consider 'Plant 4' model (Bowden)	To build community
Mixed use	Attracts broader range of people

What do you want for the development of Eighty Eight O'Connell?	Why?
Unique aesthetically pleasing architecturally significant	Landmark site opportunity for greatness
Community can engage in a benefit from	Because of its geographical position
Something	
Underground car parking	Aesthetics and practical
Helps to create community engagement	Health welfare for residents and others
Include a green space	Healthy stimulates positivity
Gallery for modern art/concert hall owned by State Government	Attract visitors great place for us to visit
Light bright look	Psychologically uplifting
Environmentally sustainable/responsible	Future generations
Height of buildings lower or commensurate with surrounding buildings	Fit in with surroundings.
Exclusive unique café, pop up bars	Attract people to visit and provide variety
A focal point to bring people together, eg courtyard area	
Larger library (than what we currently have – too small)	Allows broader use
Good, clear access (not industrial trade back entrance)	Utilises all 4 sides
Frontage variety (not a large retail)	Something that reflects what's inside the complex
Urban resting/seating community area	Attract people to visit and stay for a while 'enjoy'
'quality' residential mix	Higher rates
Architectural variety 'quality'	To keep in with aesthetics of the suburb
Greenery and retain some 'open space'	
Underground parking	To support local business and attract visitors
Smaller/diverse shops (privately owned) eg Norwood and Glenelg	Offers a diverse range of retail to attract a mix of clientele.
Miracle Mile Las Vegas	Feature only to the complex creative atmosphere effects to replicate all season
Car parking underground	Visibility
Limit of 5 storey in height	Appropriate for area
Community venue	Provide opportunity for activities, eg cooking classes, book clubs etc community hub/recitals etc
Retail, home store, artisan etc	Variety
Residential – mixed housing	Draws people
Mixture of venues – retail, green space, car park, community spaces	Not enough variety in North Adelaide – hairdressers
Art hub – venue for performers, artists etc	Heart of O'Connell. Place to bring people together
Children's museum	Focus on families, attracts families, and gives families a reason to come.
Mixture of venues – retail green space, car park, community spaces	Not enough variety in North Adelaide – restaurants/hairdressers

What do you want for the development of Eighty Eight O'Connell?	Why?
Art hub – venue for performers, artists etc	Heart of O'Connell. Place to bring people together.
Community feeling. Laneways, venues, variety, outdoor spaces, events etc	Provide a heart to O'Connell Street
Quality	Appropriate to area
Outdoor areas	Places for people to come together and lanes to move through.
Boutique hotel	Tourism destination and locals
Boutique bars, artisan products and independent rather than chain	Drawcard for people.
Public art	Support local artists, attraction
Outdoor areas	Places for people to come together and lanes to move through
Rooftop gardens	Draw people together – attraction. Highline in New York
“Boutique” business hub on an upper level – architects, designers artists etc.	
Good design that stands the test of time	
Micro brewery	Trendy, footy spectators etc
Luxury hotel accommodation with community use at the bottom and perhaps even on the roof	Great for local economy yet still close to city
Like Victoria Square (or part of it)	Used by all. Sit and eat lunch, kick a ball around, hold events and community activities.
Leisure activities (ie mini golf, bowling, family friendly activities)	Cinema is the only entertainment on O'Connell
Outdoor space. Nature's playground (ie like City Beach in Brisbane perhaps).	Gets families out active in the community, good for environment, breaks the concrete structures.
Not one single entity	Wasted opportunity
Tram stop	Bring people from the city, connect more people to city.
Some functional green space	Green spaces is connected/contributes to healthier communities (there are stats, studies on this)
Multi-purpose mixed use	Caters for wider groups of people. People engage with the community space.
Something that 'fits' with sensibility of character of North Adelaide	
Multiple ownership on site	Introduces competitive tension
Partial use of some green open space facing O'Connell. Behind that – community space, mixed use. Behind that potentially apartments (not taller than 2-3 storeys.	
Community centre modern. Car parking below at least 2 levels. Something for old and for youth – what people want and would use.	

How can our purchase of Eighty Eight O'Connell assist in enhancing the vitality of O'Connell Street precinct?

More residents → flow on the effect \$, vitality, diversity.

(gateway).

Stronger connection to city, Adelaide Oval & Prospect.

Market for tourism (promotion).

Increase foot traffic.

A new destination to visit and spend money.

Cultural opportunities.

Encouraging more visitors.

Keeping the residents happy and living in North Adelaide longer.

Remove the dead core so you can walk along both sides of O'Connell Street.

Providing for multi-generational activities.

Treating O'Connell Street as a precinct not a thoroughfare.

By encouraging more visitors and activity in the area.

By supporting local commerce.

By providing a focus.

Masterplan for the precinct not just No. 88.

Making North Adelaide more accessible (parking).

Avoids the historically parochial nature of North Adelaide.

Showcase SA produce and product!

Make a 'gateway' into the city.

Tree-lined street, fairy lights.

'Experiential' feel as people drive through.

Divert traffic away from O'Connell Street.

New high school.

Botanical gardens.

Perfect timing

- tram extension being discussed;

- old RAH being discussed.

88 O'Connell Street must not duplicate what other suburbs offer.

The development must have an anchor that is iconic and different and which doesn't duplicate offerings in other areas. So let's make the anchor cultural.

A concert precinct.

Have a reason for the tram to continue to O'Connell Street. Therefore, 88 O'Connell Street could be the reason, then spill-over into existing and future businesses.

Retain the locals, rather than the locals going elsewhere day-to-day.

Help make it relevant.

Provide value to the residents.

Make it the envy of other suburbs.

Bring people into O'Connell Street/North Adelaide.

Rejuvenation/sustainable.

Greater diversity/mixed demographic.

Vibrancy/a vibrant community.

People want and feel part of the environment/space.

Potential to create a drawcard for Adelaide and interstate and overseas visitors to want to visit.

Development to greatly assist in encouraging businesses ie restaurants, shops, to flourish and encourage new business ventures.

Less "for lease" signs create 'vitality' to an area/precinct.

Brings other businesses together.

Critical mass.

Attracting like for like.

Needs a heart, a place to bring people together. People need a reason to visit – to be there, to engage with others. Local events venue for people to display their skills and talents.

North Adelaide with Prospect and Bowden – Norwood etc.

New venue needs to attract people to North Adelaide.

Attract a range of ages etc.

Innovative and "North Adelaide" suitable marketing.

Feel of North Adelaide.

Attract football/cricket crowd to 88 O'Connell.

Tram.

The precincts owned by Gynos & Makris Group are successful because there is typically one owner of the boulevard. Makris & Politics own most of O'Connell Street and aren't incentivised to activate the precinct.

Differentiate from the CBD. Make it a destination unique and reflect the uniqueness of North Adelaide.

Community events – close off streets.

Bring people into North Adelaide.

Linking it to the North Adelaide village.

Bring tourism.

Cultural activity/events.

Artists/musicians/creative industry.

Linking it to Wellington Square, eg food and wine festival and multicultural events.

Assisting major events at Adelaide Oval.

Boutique hotels.

Maybe a major drawcard – art gallery.

O'Connell Street is the main road – needs minimum obstructions, limited car parking on-street.

Want quality development to last for years. Since Col Light and heritage in North Adelaide.

Car parking for Sth Adelaide workers.

Do not want all day car parking for workers in the city, perhaps 2 hours free like Village for visitors.

Interstate, overseas iconic – variety.

Need 3 lanes for emergency vehicles.

No tram – good frequent bus service.

Maintain hype.

Have a sample green – ecological small showcase development eg Christies Walk as exemplar for 22, 22 living.

Bring in people – bring in \$\$\$\$.

Attract young people.

More people will support existing businesses.

Put in media's attention.

Provide a range of retail activities.

Possibility of developing the site in relation proximity to Adelaide Oval.

More people, more foot traffic – business.

O'Connell main traffic thoroughfare.

Prospect Road, The Parade – have a vibe that is missing from O'Connell.

Has more diversity eg cookery, music.

This has been a good exercise in helping to build community.

What is the process for the Council to service the \$24m debt? Is it borrowed money?

Suggestion:

- good to have people register;
- lots of no shows and lots of people who hadn't registered wanting to attend;
- ask people to wait or ask for people's phone number and ring to let them know that they could attend.

Increase the people living and participating in North Adelaide.

Make North Adelaide a place for people to come to.

Eighty Eight O'Connell Workshop
North Adelaide Residents and Property Owners, Monday 21 May
Verbatim Participant Comments

Between now and development what activity would you like to see on Eighty Eight O'Connell?

Incorporation of a concert hall as part of the development, ie Orchestra Hall in Chicago.

Community – style events, perhaps monthly similar to the opening fete.

Current works are perfect for modest community use and car parking opportunities.

Not a car park.

Left as it is. Develop asap.

As it is.

Not parking. Whatever is there needs to be easily moved when development begins.

A sculpture park and art installation, or a fountain.

Council recreation area – seats, tables, bbq, small playground, etc.

Grassed area use for weekend markets. Remainder of area use for temporary parking for visitors & workers.

Pop-up markets or food stalls promoting local restaurants/hotels.

Don't bring in outside food trucks which compete with local businesses.

Regular farmer's markets.

Monthly farmers and craft market on a Sunday morning.

Community events.

Friday night, Saturday or Sunday food markets.

Area for children to run around. Olds to sit.

Water-play pop-ups for kids.

Music on weekends.

Benches and seating. Import a few big trees/temp garden.

Market events, eg Friday nights and music etc.

Markets. Seating for elderly and others (people watching). Outdoor pop-ups/food.

Open space for community use. Trees and seats.

Open space. Pop-ups and public toilet.

Not parking – permanent or ancillary – before or after 'development' decision.

Farmer's market. Wine/food fair. Community events. Not parking!

Leave as is. O'Connell St seems very dependent on uni students, whereas Norwood Parade demography is based on a strong Italian input with their high standards for fashion, homewares, giftwares etc.

Retention of some green space and square – like ambiance. Community events – music, markets, extension of festival events. Speakers' Corner (no preachers).

Community events such as a market (craft-type), musical events with stage. AFL events (or SANFL – similar). Promote SA events, ie futuristic industry space, robotics, automation.

Market.

Monthly community market/Brocante.

Continuous information and an early decision.

Parking – free.

Free parking.

Car park, nude bowls, launch pad for KBMs, concert hall.

Community festival (like Mexican night, movie night, winter festival, fringe festival etc).

Do not want to see parking – that is up to property owners to provide.

Enjoying green open space currently. Food festival would work well. Car show held on Tynte Street would have worked well and got greater exposure.

Would like opportunities for community events such as 1) musical, 2) educational – such as a history exhibition, 3) event to display electric cars (as a recent Tynte St event and we can show our electric car and its caravan).

No parking! Benches on the grass area.

Needs/services

Services North Adelaide area is most in need of (list provided to participants)	Number of dots against
Retail	24
Leisure	19
Tourist accommodation	16
Parks and gardens	26
Offices	1
Community infrastructure	16
Education	3
Residential	16
Anything else? Other services put forward by participants	
Extra parking	14
Police station	12
Entertainment centre eg iconic music hall	8
Green building/spaces on-site of 88 O'Connell St	6
High speed internet for home office	4
Clothing shop for older people (including underwear) and manchester	1

What don't you want for the development of Eighty Eight O'Connell? Why not?

What don't you want for the development of Eighty Eight O'Connell?	Why not?
Single purpose or single management	Loss of diversity
Not just a retail complex	A single focus development and will lose community support
Generic fast food 'restaurants' eg McDonalds, Subway, KFC etc	Reduce diversity and complexity of local dining options
A focus on just one demographic	Want a diverse community living in Nth Adelaide who are long term
High building to plot ratio	Open spaces encouraging humanity, welcoming spaces
No large ALDI, Coles, or Woolworths	Will outcompete Foodland and dumb down product selection
No buildings taller than 6 storeys above ground	Blocking natural light, detracts from surroundings esp residences
No monolithic structures	Reduces public accessibility if too solid and intimidating or dominating
Multi-storey car park	Ugly!
More shops	Those here are struggling
More restaurants/pubs	Enough already

What don't you want for the development of Eighty Eight O'Connell?	Why not?
Dull site	Should be lively
Not a monolithic building	Encourages pedestrian activity
Activity	Excessive servicing
Aged care	Enough already
Excessive height	Makes Nth Adelaide too random development
Playgrounds, parking	Safety issues Tynte St
More offices	Plenty empty elsewhere
Any building out of character	Sensitive to current streetscape
No sports venues	Enough already in parklands
Skate park	Not the right ambience
No skyscrapers or high rise	Out of balance with rest of buildings if too high
White elephant building, unpopular shopping district/area	Public access issues, tenancy problems
No launch pads, satellites etc, mobile phone towers	Does not look aesthetic
No additional traffic congestion	Keep free flowing to get around
Loud outdoor music events	Too noisy already from Adelaide Oval & Fringe
Trade shops, services, car yards etc	Plenty elsewhere
Large expensive residential building	Only international residents/investors can afford
Car parking issues as a result of development	Need to make sure provide for extra cars
Tram – reduces need for car parking	
Above ground car parking	Ugly
Do not want a fully developed site	Open space desirable as a hub for Nth Adelaide
Buildings not 6 storey	Out of scale to the streetscape that is two storey
No more pubs/hotels	Enough
Limit height of development	To prevent overlooking of residences etc but moderate height facing O'Connell St probably OK (say 4 levels, 6 at centre facing O'Connell)
No on-street parking as a result of the development	Site will attract large numbers of vehicles. Underground park would be essential
Retail	Enough empty shops
Buildings that detract from heritage buildings nearby	
Residential (high rise)	Would require high rise
Tourist accommodation	Enough in Nth Adelaide
Tram	But see we can justify it beyond Adelaide Oval
Bunnings-type development	Not appropriate in Nth Adelaide
Parking – ancillary or permanent	Waste of space
More of a wind tunnel	Bad enough as it is
A great big monolith	We need something unique with community appeal
More empty shops	Already have enough
No more large institutions – should be mixed use	Institutes have undue influence in Adelaide and pay not rates
No religious institutions	Too many already

What don't you want for the development of Eighty Eight O'Connell?	Why not?
Luxury apartments	Already have too many, need housing for ordinary workers
High rise	Does not fit in with surroundings
All day parking for city workers to catch free bus to the city	Not appropriate use of site
Above ground council car park	Not good use of site – retailers should provide off-street parking for customers and staff
More apartment high rise	It won't serve as a drawcard to Nth Adelaide. Something iconic needs to go there
Park and playground	Current parkland already underutilised eg Wellington Square, LeFevre Tce parks
Large supermarket chain and fast food franchises	Keep character of Nth Adelaide with small family business
Crowded development covering entire site	Ugly development
Multi-storey development eg greater than 4 storeys	Looks ugly – doesn't suit the suburb
No further hotels/pubs/ with pokies	O'Connell St already well served with hotels
Brighter! Something dark and depressing. No box-type dwellings as in Centenary St	Need more colour
Monolithic development	Dominate the street
Light industrial/petrol stations	Not a fit with the precinct
Café or restaurant	Too many and parking is a problem
Large park	Too close to East parklands
Retail	Plenty of retail in O'Connell St
Casino	Already have one
Cinema	Piccadilly and Prospect
Offices	Lots of vacancies
Fast food shops	Does not suit the street or Nth Adelaide
Development over 6 levels	To be consistent with neighbouring buildings
Less than 20% open space	Benefit of greenified development
Service station	Already serviced 1 block north
Above ground parking	Land too valuable and unsightly
Buildings which allowed us access from any side	Too solid
Too high	Stick out too much
Mass entertainment venue	Traffic – overwhelming, monolithic, traffic generating
Avoid monolithic prohibitive overwhelming structures	Too daunting, unfriendly, unwelcoming
Not restricted access	Should be available to the public – not 100% residential
Not another supermarket	Don't need another – could be better use of space. Traders don't need more competition. Delivery for a supermarket would be an issue (safety of school students)
15 storey hotel	Wouldn't fit with surroundings
Parking (underground if part of development)	Waste of space, enough already
Don't want to create traffic problems for school students	Safety, parking for parents

What don't you want for the development of Eighty Eight O'Connell?	Why not?
A boring development	With such a great location needs to be an iconic building development
Not 100% built over	Need more greens pace in the area
Not disadvantage older residents in the area	We have to keep in mind we have an ageing population – need to keep it safe and pleasant for them, not hostile
Not (non-active) ie not a park, not parking, not playground	Need to rejuvenate O'Connell support existing commercial activity
Not covering site with residential, hotel etc	Want some space for community activities
No microwave towers	Micro-wave towers unsightly
Current traffic and parking limitations	Difficult for locals to park
Parking that doesn't meet the requirements of the development	Cause congestion throughout streets
Another pub	Well-endowed with pubs
Not all residential (single use)	Needs some community facilities
A whole lot of small flats spewing cars onto O'Connell	O'Connell St already heavy with traffic
For it to sit empty for too long	That has already happened
Over 6 storeys (high rise)	It will be an eyesore
The whole site covered in buildings	Not physically or emotionally healthy
Poker machines on the site (gaming machines)	Addictive
More restaurants	There are too many at the moment
No old age nursing homes	Too much realism
No more coffee shops	The place is inundated
Concrete jungle, visual pollution	Need green, fresh air, space for health, for new residents and community members

What do you want for the development of Eighty Eight O'Connell? Why?

What do you want for the development of Eighty Eight O'Connell?	Why?
Very fast internet	GIG city
Museum or activity that brings in activity	Attract people to the area
International boutique hotel	Bring more people to North Adelaide
Film, fashion, design	
Designer's workshop on arts, fashion with high speed internet access	Can market SA original made and design to outside. North Adelaide a relaxed area good for creativity and production.
Masses with current activity	
Hotel for tourists	To encourage people and spending
6 storeys	Make economic sense
Green space – environmentally friendly	Safety, health – let us just go and sit in a pleasant space.
Interesting children's play area inside or on roof	Ensures mixed age tenants
More than sufficient underground car parking	Service the area's needs
Cafes that have a range of foods	For variety/diversity
A building that is aesthetically pleasing – competitive design on a world-wide basis	Look pleasant and encourage people into Nth Adelaide. Architectural merit at world standard.

What do you want for the development of Eighty Eight O'Connell?	Why?
Concert Hall – a great design was in the Advertiser no long ago	For everyone. Attract people. Introduce new focus into Nth Adelaide.
Green roofs and walls – grow herbs & veg, like in Pt Augusta (rolling)	Cooling/sustainability
Tramline through O'Connell St	Access for locals, tourists, value to ACC area – liven the area
Public access majority of area	Benefit community
Council need to maintain strong control of use and tenancy	To avoid further chaos to frustration for community
Building that is environmentally sustainable – 6 star plus rating	Using latest technology
Limit international ownership – to ensure people live in the building	Too many places in Nth Adelaide are owned by people who do not live in them or contribute to the area
Concert hall	For classical concert music
Open space, grass/trees, Specialised garden similar to Speakers' Corner, green area	
Boutique hotel with fashion shops (specialised ones)	
Outdoor multi-use cultural space similar to Victoria Square	
Discreet public toilets	
Police station	
O'Connell St into mall and tram underneath with open plan building with green space	
Community garden, vertical gardens, green space with public art	
Village green, cricket, pop-up concept	
Casual pop-ups with market-style use, different purposes and varied use	
Residential apartments, 2-3 bedroom	Bring more people to the area
Underground car parking	Attract customers to the area
Curved glass feature to reflect the history of the site	Recalling the LeCornu days
Tourist accommodation (boutique hotel)	Lack of quality accommodation near O'Connell St
Recreation centre – age appropriate	
Tourist trail	As part of a larger tourist trail of Nth Adelaide.
Small park	Too far from parklands with a small market on some days
Gym – age appropriate	Affordability and mature aged
Attract people from interstate and overseas (spend \$\$s, time)	
Be the centre of Nth Adelaide	
Something iconic	To attract visitors
Boutique hotel	No upmarket hotel and will attract visitors
Some high end retail	To fit with other retail centres

What do you want for the development of Eighty Eight O'Connell?	Why?
Small scale, multi-purpose arts/educational facility	To extend culture further north
Attraction for overseas and interstate visitors	
Outdoor space integrated with buildings	
Hotel/retail/residential component	
Community space ie plant 4 Bowden	Promotes community and public spirit
Two storey building maximum	Blends in with rest
Lots of open space	Green is good
Total community focus	Attractive to pedestrians
Community gardens	
A destination space, eg art exhibitions, maybe from the Art Gallery	
Open space, landscape	Good for environment and recreation
Town square-type arrangement	For community events etc
Pedestrian-friendly flow	To make Nth Adelaide for the people
Mix of heights and energy efficient	Inefficient buildings are not sustainable
We want open and green. Could it become a square?	Brings in people, sense of space, children playing
We want interesting architecture	It will invite
Diversity in retail	Necessary, see model of Norwood Parade
A small capacity theatrette	For the community, locals, music groups, to hire out to schools
Tram stop	Will be outside our giant block
Exhibition of public art	Create vibrancy, major interest, crowds arrive by tram.
Green space for all playgrounds	
Visually appealing sculptures	Adds to the artistic nature of the city
At least 25% open space	Beautiful garden areas
If a multi storey (eg 5 storey) needs a public viewing area to see over Adelaide	Beautiful view should be available to all
Aesthetic structure like the Queen Victoria building in Sydney	We deserve a beautiful building built in the Victorian style, or sympathetic to it
Community garden and facility for planting at high levels	Community involvement, greening of area
Traffic access from O'Connell St rather than side streets	Traffic flows, noise for residents in side streets
Community space available to all – used for a small market	A space to have outside activities eg craft market
Central courtyard with food areas around, open space for sitting and community markets	Need an outside community area, close to buildings
Another supermarket	Could increase commercial foot traffic
The tram to come up to O'Connell St	Vibrancy
Police station – fulltime	Need a presence in the area
Low energy footprint – sustainability	Obvious
Electric charge point	
Place for musical events – multi-purpose use	

What do you want for the development of Eighty Eight O'Connell?	Why?
Car pools – sharing of cars for a small fee (go-get)	Economical – pay for it if you use it – don't need a car of your own but still have access when needed
Accommodation suitable for people as they age – independent living but support if needed	Ageing population in the area who want to stay in the area
Commercial bins out of sight	Aesthetics
Any development to include open space accessible to all day and night	Vibrancy
Mixed office space ie high tech	Workers spend money at existing shops
Iconic concert hall with underground parking. similar to Melbourne arts centre	Links to Adelaide arts precinct
Arts workshop space and contemporary gallery	Encourages variety of people to join
A maze. Trees around the whole block	People would come and pay to go in
Iconic magnet State facility	Long term vision
Mixed development apartments, small shops and open space	To attract a variety of public including families attracted by the open space which has public facilities
Well-considered traffic movement plans	To minimise impact on local residents
Maximising the unique opportunity to do something special	
Concert Hall (800 seats) HQ for ASO. Not entire site	Badly needed, not enough such venues
Green space "Green Square". Sustainable development – green energy, solar, user-friendly (example for the city)	

How can our purchase of Eighty Eight O'Connell assist in enhancing the vitality of O'Connell Street precinct?

Must be the hub of North Adelaide.

International design – different so that people want to visit.

Complete infrastructure redesign of North Adelaide – roads, traffic, streetscapes, pedestrians, bikes, lighting, wheelchairs, maybe close road, knock down houses etc. Related to site being the hub.

Someone imaginative redesigning Nth Adelaide with the hub at 88 O'Connell St as the centre.

Add to Adelaide being an exciting place to visit.

An iconic building would attract people to the area.

Light rail underground and buildings above.

Increased community activity/events means more people encouraged into the area.

Increases foot traffic throughout the area – retail/commercially viable. Too many empty shops at present.

Encourage retail which is different to that offered in the city.

Rent! Commercial rent is too high. Would a new development bring in competition.

Hotel component means brings new people into the area.

Any development needs to include local residents.

Integrated traffic management plan imperative to all development.

Integrate development with Nth Adelaide's historic buildings and unique beauty, ie include historic walks around the area.

Architecture must be sympathetic to the area – can be traditional but not/or iconic. Ultra-modern.

Modern with respect to sustainability.

Technologic while true to the surrounding architecture.

Link with the city and entertainment precinct. An extension of the City.

A concert hall would be great to be used by both old and young. This will help Nth Adelaide into the future to be seen as a place for young and old.

High quality shops. Consolidate existing shops by helping those there to achieve critical mass.

Raise standard of architecture.

Iconic development overall or at very least – very stylish.

But should relate to existing buildings but not conservative, as such.

Allow pedestrian movement through the site.

Effort in daytime to build numbers along the street (often quiet during day).

Town square effect – a place where people come and congregate, dine, relax, enjoy a drink.

Avoid killing off the existing retail complex – needs to complement and build across both to create win-win.

Wine bar(s), live music, small theatre, outdoor concert space, café/lounges, speakers' corner.

A hub that can influence the surrounds, attract people, businesses, events etc, specialty stores.

One of the oldest and most unique parts of the city.

Enhance and promote the historic significance and beauty of Nth Adelaide.

Al-fresco dining, fine food, stores, cafes, restaurants, boutiques, 'bohemian'.

Interstate/overseas visitors – make it an attraction.

An exquisite pasticceria (like Muratti, Prospect Road).

Good infrastructure for outdoor eating in the green space.

A good cheese shop.

A quality fish stall/shop selling oysters, smoked eel, all sorts.

"Common ground" style low cost housing, police station.

Upgrade infrastructure to make it more accessible and a destination for office, culture, arts, music, sport, events, markets, recreation, funky young vibe, fashion, SA icons, make it a SA destination to travel to and experience SA.

An opportunity to create a unique area of interests for outsiders – one that will be memorable and talked about. Concert hall sites ancillary interests would rock my boat.

Take out the through traffic.

Access to O'Connell is the key.

Improve parking near O'Connell.

Enhance free bus service – other routes, stops near O'Connell.

What is definition of vitality? 24 hours noise? Drunken orgies?

Major halls or art galleries belong in CBD (to be central to all).

Needs to be clear definition of purpose.

1. Was this bought too be 'on-sold' to a developer with strict conditions
2. Used as a community asset with uses that enhance living in Nth Adelaide from a cultural/arts or other focus.

Don't want profit to be a dominant factor.

Owned by the community. Used by community. Don't need a return on our investment.

Daily meeting place for friends/neighbours/everybody.

Playgrounds, food trucks – lively place.

At this point, the community owns this site, and we want to keep; it that way.

Special art gallery, exhibitions, boutique.

Unifying – activity.

Iconic – endeavour.

Opportunity to create an iconic facility that could define Nth Adelaide as an extension to the city and not an adjacent suburb. Then the site becomes an anchor for other developments.

A well-considered attractive development will encourage people to use existing facilities and promote upgrades.

Eighty Eight O'Connell Workshop

North Adelaide Residents and Property Owners, Monday 24 May

Verbatim Participant Comments

Between now and development what activity would you like to see on Eighty Eight O'Connell?

Small area for children – tables and chairs on the lawn and shady trees.

Not parking (full-time).

Community – markets, concerts, events.

Anything but parking.

Bring people out and together, eg human tic-tac-toe, board games on tables. Regular reports of progress for special groups.

3 storey mixed residential set back from O'Connell Street with some green spaces. Underground parking! Address all 4 streets with green space street level shops and restaurants.

Cultural events such as the Indian community (history of Indian restaurants in O'Connell Street).

Ecological practice and garden talks/demos.

Historic use of O'Connell Street exhibition and talks (consult local historian Ms Pat Strattan).

Cirkids activity/performance.

Dance! Tango, disco, jazz

Community dinner on huge long table.

Art fairs.

Mix of outdoor parking, pop-up markets/food/café trucks.

Musical festival – live music/DJ's.

Food market/night events during summer.

Outdoor free movie nights.

Car parking on the site where the lawn isn't for now.

Pop-up markets on the lawn side – for now. Not long-term.

Event carpark. Electric BBQ, tables and seating. Produce markets.

Landscaped gardens and comfortable seats – to be retained after development as much as possible.

TREES! TREES! TREES!

Markets such as Farmers Food Market.

Functions and community events – music etc.

Markets, community activities, use half area for event parking.

Needs/services

Services North Adelaide area is most in need of (list provided to participants)	Number of dots against
Retail	6
Leisure	4
Tourist accommodation	4
Parks and gardens	10
Offices	2
Community infrastructure	12
Education	1
Residential	15
Anything else? Other services put forward by participants	
Co-ordinated public transport	1
More free/cheap parking	1
Parking	2
Larger library	1
Improved/updated community hall	1
Lighting on sidewalks	1
Nature strips improved	1
Sidewalks	1
Entertainment/activation – particularly for younger people	1
Mend some of the paths	2
Wellington Square community activation – events/festivals	1
Underground parking	1
Better solution for Frome Road	1
Traffic is more congested everywhere in CBD (more Co2!!!)	1
Better road/development management plan	1
More frequent free bus in North Adelaide	1
Residents	1

What don't you want for the development of Eighty Eight O'Connell? Why not?

What don't you want for the development of Eighty Eight O'Connell?	Why not?
No input from State Government	
No high rise – nothing above 3 to 4 storeys	Unsympathetic to North Adelaide
Not dominated by franchise businesses	To ensure diversity, innovation, creativity and vitality flourish (such as Murattis in Prospect) which sets a world class standard
Not a big, single building or monolith	Much more community potential and vitality from lots of small businesses, community facilities and above-shop housing. Would like to see laneways break up space and activity.
No structures less than 6 star rating for green buildings	Out of character with the village character and history
No hotels	Transient nature of hotel occupants. A more cohesive vitality is required from the site.
No parking above ground	It's ugly and unnecessary. Gives wrong feel to street and is unsympathetic to history of street and current reality. Underground parking good
Not single use (or business which leaves periods of inactivity).	Doesn't provide enough vibrancy and ongoing activity, community and customers.
Max 3 levels	It's the future
No hospital or medical clinic	Sick people
No single use	Boring
Below ground car parking	Cost too high too much energy consumption for air ventilation system
A homeless shelter	Would create more unsafety
Not purely private sector profit development	Too important/large/central a spot to waste
A mediocre development	Means more the same for the future
Not trending designs	Will not age. Make it timeless
Just multi-level above ground	Aesthetics
Not over 10 storeys	Isn't keeping in line with current scale
Not boring. Not ugly. Not crappy!	
No high rise apartments	
Don't have a single development. Staged development	De-risk
No generic or only luxury accommodation. Variety of apartment types/sizes to suit varied community measures	
A parking station hub	\$68,000/carspace at ?? \$28,500 + land
Single, demographic residential	Reduces diversity and activity
Don't replicate what already is there	Complement existing retailers/businesses
Generic retail – McDonalds	'squash' vibrancy and texture – unsympathetic to the area.
Large retirement village type accommodation	
Only exclusive housing	Wants to attract broad demographic
Commercial carpark (stand alone)	Waste of a good site
Short-term tenancy (Air B&B)	Do not support local business or community

What don't you want for the development of Eighty Eight O'Connell?	Why not?
High rise (>4) apartments. Low cost housing.	Not aesthetically sustainable – less likely to be maintained.
Fun park (eg magic mountain adventure playground)	Not in harmony with rest of North Adelaide.
Motor cars – garages, showroom, general parking, eg West Terrace	Spoils for pedestrians
Hotels	Not necessary – too many hotels
Rushing to decisions	Good design takes thought and time
Over usage of the site	Need to leave some green spaces
People running across O'Connell Street	Dangerous, ugly
Small individual retailers	Messy, ugly
Lack of future vision long-term	Everyone goes in different direction, gets into arguments.
Pokey housing	Becomes ghetto
No high rise or above ground parking	Making way for wind tunnel
Throughway streets	Speeding, interfere with walking
Building to streetscape	Traffic tunnel. Essential to keep grass
Sub-divided individual ownerships	Hard to reverse
No more shops	Till the ones already there are used
No above ground parking	Poor urban development design
Nothing over 7-10 storeys	Higher too overwhelming
Lose this once in a century opportunity	Put up with consequences forever
Danger to cross on foot	Accidents, anxiety

What do you want for the development of Eighty Eight O'Connell? Why?

What do you want for the development of Eighty Eight O'Connell?	Why?
Communal/accessible rooftop bar/space – BBQ, running track	
Anchor experience	Unforgettable experience to anchor people coming
Higher education, entertainment, innovation start-up business	
Classic old Adelaide exterior with large modern interior	Could have French doors on all the above ground doors
Hotel	5-6 for boutique
5-10 storeys	
Want underground car parking that is adaptable	Bring people – future it can be reusable when cars become autonomous – including residential
Mix use residential accommodation, offices, hotel/mid-high retail	Nightlife – youth accommodation Daylife – workers activation
Concert hall chamber music space	Festival theatre look angel place hall
Architecturally stunning	Must be!
Apartments with hanging garden incorporated into design	
High end (luxury) apartments	Not low-end accommodation

What do you want for the development of Eighty Eight O'Connell?	Why?
Rethink library/art gallery and community spaces	Perhaps include in this space
Mix of retail – both in type, variety of product, well known brands as well as small shop holder (not necessarily in this place)	
Ambiance to attract	Greenery
Architecturally sympathetic	
Italian piazza surrounded by architecturally diverse buildings	Attract people to North Adelaide
Integrated design of whole site	Pleasant, inspiring
Clustering of compatible activities	Develops new thinking
Quality in buildings	Endures, encourages others
Design in keeping with the historic/heritage nature of North Adelaide using similar materials sandstone/limestone look in facing stone	
Good buildings – light	People will go on wanting them
Not too many shops	There are too many empty ones already
Well-designed residential areas to attract high end residents – with good space in each individual apartment	
Mixed residential of 3 storeys set back on all 4 streets with green spaces with underground parking, specialist shops and restaurants on ground floor street level	
Well-designed residential areas to attract high end residents – with good space in each individual apartment	
Respond to electric cars, goget bikes	Clean, quiet sharing
Green spaces to address all 4 streets	It must be setback
Compatible rebuilding	Eg Dover Castle
Development to include an arcade and some greenspace	Pleasant environment
Concert hall to be included	Bring the arts to North Adelaide
Mixed development – community, residential, professional, retail, hospitality	Diversity or users – local and visitors
Good architectural C21 design	Make a statement and put a focus to North Adelaide
Associations, clubs' offices	Polite, quiet, not car intensive
Bus – responsive activity	Prevent private cars. Let's in variety of people
Laneways running through multiple-use buildings	They're good foundation for diversity, community and vitality
Public housing and affordable housing	Bring in a diversity to the community including young people and people that may not otherwise have opportunity to live close to the city
Completed no later than the end of the Council's next term of office	There's been inactivity and stagnation for too long. We need to get going and this provides sufficient time

What do you want for the development of Eighty Eight O'Connell?	Why?
Better than current best in world sustainability standards	It would create a benchmark development and help drive change more broadly throughout Adelaide and beyond. Could become focus of tours, talks. Could attract leading businesses in this field.
Provide a cultural focus to the site, eg French Quarter (that relates to the submarine industry)	\$40b will be spent with French people in town. Opportunity to work well with and resonate with a new demographic.
Artisan shops, workshops, demos, classes	Vibrancy and creativity.
Green roof/wall	
Public art on façade	
Montessori adult day care centre	Assist working – carers for aging – parents with dementia
Shared spaces/joint projects/start ups	
Childcare	
Quality boutique short-term accommodation	
Expansion of primary school? (they are pushed for space)	
Day and night usage	
Architecturally interesting – varied pod/structures/textures	
Serviced apartments/hotel/pub	Guests – Adelaide Oval
Electric car parking recharge	
An art collaboration	
Iconic development	
Density	Rate payers will not incur a loss on the development site
Small intimate spaces	
Iconic food and wine	

How can our purchase of Eighty Eight O'Connell assist in enhancing the vitality of O'Connell Street precinct?

Sense of place.

Sense of community.

Standout.

Community garden – vegetables/fruit – teach youth about food through school to retired.

Adventurous and taking into account the history/usage. FRESH

High quality low to medium level buildings for residents or businesses in keeping with 'classic' North Adelaide vibe (style of architecture).

Architectural phenomenon.

Higher education.

Entertainment.

Innovation/business.

24 million ratepayers.

Arts festival.

Food and wine festival.

Christmas tree/carols.

Contribute to community – bring more youth.

Is it develop and hold or develop and sell.

Mix of ?? for activities space.

68K below, 50k below, 23k above

Because it's in public hands there's a great opportunity to focus on community needs, rather than profit.

There's the capacity and responsibility to set and control the timeframe and deliver to the community promptly, on-time and on-budget. Allows Council to commit to have it completed by the end of their next term. (There are a lot of older people in North Adelaide who deserve to see and use the new development).

Important opportunity to plan/consider holistically for O'Connell Street.

Ensure that best-practice sustainability standards are designed, built in and guaranteed.

Set standards that become the new normal.

Underground parking needed.

Rooftop garden.

Italian piazza – setback from road, fountain, greenery, cafes/wine bar, weather consideration (ie pergolas), portico arcades.

Attract people in morning, afternoon and evening.

Morning – cafes/book shop with coffee.

Evening – live music, restaurants, wine bar.

Attract mix of people including retirees, young professionals, people from other areas in Adelaide.

Aesthetically pleasing with large trees, greenery etc.

Encourage 'lingering'.

Example of good design and good renovation.

Bring people to the area (residents).

Diversity of uses – diversity of residents and visitors.

If we activate this vacant site with excellent residential design we will increase the density of the North Adelaide population which will bring more business to the existing traders. It will also butt against the trend of non-residential owners!

Eighty Eight O'Connell Workshop

North Adelaide Traders and Businesses, Wednesday 14 May

Verbatim Participant Comments

Between now and development what activity would you like to see on Eighty Eight O'Connell?

Space for major events – Tasting Aust, TDU Village.

Community events:

- meet and greet each other and members of council etc;
- local trade not already in stores;
- multicultural education events;
- pop-up stores – food, boutique style.

Utilise car parking.

Markets.

Community events/activities.

Sporting events.

Community events.

Parkland with night markets on Friday/Saturday nights like the Moonlight Markets in CBD.

Regular markets, themed monthly events, ie August = SALA = artist's month of activities.

Car park in area 4 hours limit to prevent all day parkers – urgent.

Activities on the grassed area:

- fitness stations;
- 3 on 3 basketball;
- kite flying;
- mini bowls;
- markets;
- special events ie dancing, band practice, fete.

We have 24 staff in Tynte St that continually move their cars every 2-3 hours due to lack of parking. This results in reduced work time and productivity. Therefore considering moving out of North Adelaide. Don't leave this area vacant.

Nothing.

Event space.

Car park for special occasion to attract people before or after the football.

Markets, events, concerts.

Open air dances (with classes).

Green space.

Weekday - car park.

Weekend – market/fair.

Community gathering hub.

Green space – one third, car park – two thirds.

Open air cinema.

Markets (open).

Events such as 'classic car' was a huge success.

Family Day, food etc.

Bands.

Community involvement events.

Markets and winter wonderland.

Pop-up markets.

Music events.

Plant and style set up – pop-up retailers.

Bringing wine regions to North Adelaide. Set up tasting event.

Fork in the road.

Sustainability festival.

Multicultural festival.

Pop-up fringe venue.

Are there any indigenous groups who could make use of the space?.

Lots of activations.

Green space.

Place making ie markets etc.

Pop-up restaurants and bars.

Shipping container kitchen.

Pallet furniture.

Music and yard games.

I run an events and furniture hire business in North Adelaide. I would love to provide infrastructure and activate the space short term.

Parking and non-competitive fairs and activities.

Parking.

Weekend market stalls.

Music venue.

Needs/services

Services North Adelaide area is most in need of (list provided to participants)	Number of dots against
Retail	14
Leisure	9
Tourist accommodation	18
Parks and gardens	
Offices	6
Community infrastructure	6
Education	2
Residential	9
Anything else? Other services put forward by participants	
Parking	1
Residents	1
General practitioner – access to acute health care	2
Cultural	3
Transport ie tram to city	2

What don't you want for the development of Eighty Eight O'Connell? Why not?

What don't you want for the development of Eighty Eight O'Connell?	Why not?
Cinemas	Existing use
Singular open space	Bounded by parklands
"cheap" student accommodation	Leave it to the CBD
Single use domination	Doesn't make full potential of the site
Major supermarket chain	Diminish value of the retail precinct
On-grade car parking	Land is too valuable
No high rise over 12 storeys or 5 storeys	
Restaurants/cafes	
100% carpark	Ugly, waste of main street
100% residential	Green space and parking
Fully enclosed building	Too limiting, encourages people to move about the street
Design – poor	Windy
Semi-industrial	Just needs to be said
Not a "Westfield"	Respect existing businesses
Not a tower – over 10 - 12 storeys	Visual eyesore, shadow
Direct competition with existing businesses	Unique
Single use	Mixed business opportunity
Poorly designed apartments	Too many already and lost opportunity

What don't you want for the development of Eighty Eight O'Connell?	Why not?
Apartments rented out to AirB & B	Make amenity challenging for % of long term renters and devalues \$\$\$ apartments
Student accommodation	Already enough in city and not enough transport
Sole residential	Already huge amount of housing in precinct
Vacant land or park	Lost opportunity for many other uses that would support existing retail and generate new customers
Predictable	Adelaide deserves to be unique
Office building	A waste of the site
Hospital	Already catered for
Petting zoo	No need
Commercial car park	Car parking needs to be ancillary not commercial – over time diminishing demand
Park	We have enough
Not more of the same	The site is too unique to squander the opportunity
Filling station	Contamination and ugly, access, cars
Cemetery	North Adelaide needs more life not less
Ground level heliport	Noise
Recycling depot	Contamination is obvious
A concrete jungle	Fit in with the greening of the city re sustainability
No apartments over 10 storeys	Inconsistency
Prison	No engagement with the surrounding streets
Ugly building	Just look at the 'bunker' in the CBD
All night disco	Impact on local residents
Multi-deck car park	Space could be better utilised
Multi-deck shopping centre	Too much vacancy in current retail
High rise	Doesn't fit with local culture
No single owner	Maintain diversity
Big chain supermarkets	Diversity quality
Government or institution	Ghost town after hours
One age group	
Above ground car parking esp multi-storey	Visual
Open space – total	Too much

What do you want for the development of Eighty Eight O'Connell? Why?

What do you want for the development of Eighty Eight O'Connell?	Why?
High end hotel	Brings critical mass into the area
Owner occupier apartments	Brings in new people/money, permanency
Underground car park	Access
Something iconic eg New York highline Miracle Mile 'Las Vegas'	Bring people to the area
Small scale produce market	Service for residence

What do you want for the development of Eighty Eight O'Connell?	Why?
Innovative retail	Involves community and draws new people to the area
Innovative office "the Hub" space	Mixed use diversity
Laneways, cafes, pop-up bars	Open up the site
Style to be in North Adelaide style	Doesn't date
Sustainable icon/example	Just because 'on trend'
Bike repair café	Knowledge-sharing, multi-generational
Community-creating spaces	Knowledge-sharing, multi-generational, maker spaces, many spaces
Stunning arch place defining	Create something incredible. Stone (blue), glass
Commercial/social mix	Multi-generational, knowledge-sharing
Age care	Vip, well designed village-like
Below ground car parking	More spaces for people to come
Hotel	More people
Residential	More people, medium density, not single designer owners
Small businesses	Varden/Eb style shops and community areas
Subway station or underground car park	Brings people
Something like the wine centre, but for local produce that would attract tourists	For tourists who don't have time to visit regional areas "local production hub" This could be something that always changes and has short term leases
Space museum	
A space that can be used for festivals	We are the festival state
Micro-brewing or distillery	Gives identity and ties in with local customs
High quality boutique tourist accommodation	There is a lack of this in Nth Adelaide and there is a lot of opportunity for this. Brings business to the area
Urban event plaza (mostly open space, but some peripheral buildings etc)	Flexible space for events eg markets, pop-ups, ever changing
Heliport	Unique tourism high end market
Night market	Attract more nightlife to Nth Adelaide
Music venue eg Jazz Hall, opera	To add culture
Tram stop out the front	To connect it to the CBD
Contemporary art museum, including SA indigenous artists	
Shared spaces/mixed use	
Palladio inspired building	Walk through at ground level, open Italian style space eg piazza
5 star accommodation	Attract visitors
Improved quality of businesses in and around	
Public works of art eg sculpture	
'Destination' location	Attract new people, something iconic
Community hub	Attract and retain people in the area, workspaces, meeting area, library. Able to accommodate festivals and community events
Residential component	Suitable for all ages and economic groups
Green space	Ground level and/or rooftop
Underground car park	Don't want it visible but car parking essential

What do you want for the development of Eighty Eight O'Connell?	Why?
Open at ground level eg colonnaded area	Encourage moving through the space, permeable
Arts facility	Small performance space, gallery
Mixed use diverse range of businesses and facilities	Encourage people to stay and enjoy
Westfield	New format with fresh food & high end fashion, atriums (some concern about detriment to existing main street)
Rooftop venue	
Something to attract overseas and interstate visitors	Bilbao Moma
High end hotel	Can support high end retail downstairs and interesting wine bars. Destination venue with choice
Google or Amazon	Aust HQs 10 Gig city
Tram along O'Connell Street	
High end retail	Doesn't exist anywhere else, not in Rundle Mall or Burnside
Cultural attraction 7 days/week and destination experience eg Moma success, music hall (Homeless Symphony Orchestra), art gallery (Moma SACCHI), SA Wine Centre, Opera House	
Ancillary underground car parking	
Something for everyone – every day retail	
Contemporary prison next practice	Best practice
Centre for International Space Research	8 Gig enabled
Drone landing pad – silent	On roof with roof garden
Marine institute	
Iconic architecture	

How can our purchase of Eighty Eight O'Connell assist in enhancing the vitality of O'Connell Street precinct?

Bring more business - bring more people – less 'for lease' signs, more appealing to new business.

We need to grow.

People = economic activity.

\$\$\$\$\$.

Tram.

Effective marketing.

Shared rental space to 'give business a go' before taking on a full lease.

'Business Incubator'.

Subsidised rental assistance.

North Adelaide has been usurped (ie crudely overtaken by Prospect Road).

Nothing between 4 – 50 storeys.

North Adelaide as the conductor between the CBD and the northern suburbs.

Attracting people to North Adelaide.

Improve business.

Improve diversity.

“Filling the gap” vacant land sends the wrong message and devalues the precinct.

Iconic buildings – put North Adelaide on the map.

Connect to CBD and northern suburbs beyond ‘gateway’.

Town square.

Tram.

Winter Wonderland.

Christmas market.

Short term:

- Christmas market
- ice village wonderland
- market day and no pop-up food trucks
- surprise factor events
- Tasting Aust – satellite.

Long term:

- attract people to area and ensure visits
- hotel and gallery or just cultural attraction.

Melbourne Street identity – nothing special happening, no reason to go. Needs place-making work.

Colonnaded façade, piazza – undercover.

Visual appeal – unique, international standard – fame.

Multi-generational community use.

Multi-use facility.

Functional appeal.

Commercial sensitive and viable.

But not always profit driven.

Community roof space.

Underground car park.

Open space on ground floor.

Place-making.

Community space.

Markets.

Constantly changing.

300+ people.

More parking for extra people.

More community.

More \$\$ to the area.

More business.

Place-making.

Eighty Eight O'Connell Workshop

General Community, Monday 7 May

Verbatim Participant Comments

Between now and development what activity would you like to see on Eighty Eight O'Connell?

Community events.

Parking at football events.

Car parking managed by Rotary for charity during Adelaide Oval events.

Perhaps? - 1 or 2 community events on the site each year? Prior to development. Certainly parking on the non-grassed area when there are major events on the oval.

Small market.

Car parking for events at Adelaide Oval and at other times such as Fridge/Festival etc.

Anything.

Mixed use – residential component to be the missing middle of housing choice, ie co-housing.

Develop a program which allows for/ensures active engagement of existing and prospective stakeholders within the local community to get a bit of a 'blueprint' for development options (including role of residential and particularly affordable housing), ie seek a mixed use development.

Multi-cultural activities.

Music and Art.

Library.

Community fair/fete onsite.

Car parking for 'events', eg football to help local shops (but collect a fee).

Garden show.

Antique fair.

Things to draw the community together.

Mixed events.

Keep the grass!

Market.

Concert.

Fork in the Road (food truck gathering).

Culture Festival

Outdoor movie/concern.

If an outdoor art space could be incorporated into the site for artists to work and display. A bit like Monte Mart in Paris.

At Lochiel Park it was the community garden that developed the community, not the other way around. Thus, I suggest develop a community garden.

What don't you want for the development of Eighty Eight O'Connell? Why not?

What don't you want for the development of Eighty Eight O'Connell?	Why not?
Don't want a park in total	Because want a destination and an experience
Don't want a car park	Because this is a lost opportunity for creating a destination or experience
Don't want site totally built out	Heat Island Mitigation – high density so allow for green space and vertical gardens. Open landscaped areas
Single use only	Would kill the activation of the street/precinct at certain times of the day
Don't want medical clinics	Because already a lot in this precinct and they are overtaking the Main Streets. Already enough
Don't want a large furniture shop – bulky goods store	Because needs too large a space – isn't the activation generator needed.
Don't want a lack of socio-economic mix	Important that area does not become super exclusive
100% single use	Make sure financial interest and attract people
A source of congestion	Slow down O'Connell Street
Not lose too much money	Needs to be financially viable
100% carpark	Encourage other forms of transport
Boring	Because it's big it is a catalyst site. Must be imaginative
Don't be restricted by height planning	Be imaginative and financial viability
Exclusive not closed all the way around	It's a large block needs to be transparent
Parkland	Got enough around
Ignore previous designs	
Petrol station	
No cinema	Already one close
Amusement park	Noise
Fast food/company chain	
Large scale shopping centre	Not needed. Plenty of existing businesses. Lots of vacancies already. Complement what's already there
Another cinema	Already have the Piccadilly
Visually confronting design. Not just a big block (innovative, attractive, not ugly).	Need to respect the 'village'
Pure aged care facility	Want area to be young and vibrant
Nothing to add to existing parking pressure	Parking is already a major problem for residents, businesses and workers. Opportunity to improve this, not worsen it.
Pubs with pokies	No more pokies! We have enough
100% car park (above ground)	

What do you want for the development of Eighty Eight O'Connell? Why?

What do you want for the development of Eighty Eight O'Connell?	Why?
Ebenezer Place North Adelaide	
Residential accommodation	
Active at night – music, hospitality, performance	
Creative precinct and public art	Art needs to be there
Link to tram stop	
Iconic design	Bring aesthetic amenity
Active at all parts of the day	Activation/security
Diversity in business scene	Large and small/different uses
Garden space and green lawns with green walls	
Active/health centre	Create
Commercial Hotel – 5 star	Draw tourism to North Adelaide – no Quality Hotel
Car park underground/multi-link	Needs lots but can't take away ground floor activation
Tie into use around O'Connell	Don't detract from businesses already there.
Tie into garden neutral Adelaide/high performance precinct	Sustainable design necessary for future
Public space/community gathering space	Bring multiple users to
Large indoor venue for conferences and community	
Co-working	None in North Adelaide
Cultural activity	Makes a site more attractive to visitors. Creative/activates sites. Shared activity and life-long teaching.
Creating enjoyable interesting art galleries, dance space, place for music	
Want it to be a destination with an experience	Tram ride is part of the experience and offering (like a horizontal elevator) brings North Adelaide into the City
Housing mix with affordability for workers etc	Offsets gentrification
Public places have to be safe, vibrant, attractive for community	
Mixed use in residential component want to see missing middle of housing choice, eg co/housing/shared housing	
Better than regulated sustainability requirements	None of present requirements geared to the future – only address current climate
Need to balance the provision of green space with built form, eg atriums, open space and trees, gardening, green walls	
Streetscape needs to be sympathetic to surroundings, ie about 2 storeys and stepped back/plinth any increased height to centre of site.	
Innovative, exciting and attractive	Bring and retain people in the area
Community hub	Reflect diversity of NAD and attract others to area, post office? Library? Community centre?

What do you want for the development of Eighty Eight O'Connell?	Why?
Ability to traverse the space	
Green space	
5 star hotel (accommodation focus) piano bar, jazz club ... as an outcome	Would be an activation in its own right
Diverse range of accommodation – all ages, all financial levels	
Car parking as part of any development desperately needed	
Support the whole precinct	
Plaza space	
Performance space	
Manages ongoing financial risk	Ongoing management responsibility
Space for community events	
No cannibalism of other properties and businesses	

How can the development of Eighty Eight O'Connell contribute to our city?

10 gig to North Adelaide another connector for future.

Help prepare city for future which is more technologically advanced and competitive.

With the tram comes tourists (won't get on buses).

Glenelg to North Adelaide.

Festivals.

Tram line along O'Connell Street is a real city connector and vice versa (horizontal elevators).

88 seen as an extension of the city (culturally, educational, scientific, technology, health, smart, green, creative, liveable) rather than separate.

Lochiel – suburban site.

Bowden – industrial.

North Adelaide – city block in an historic precinct.

Tonsley/Bowden have transport connection but North Adelaide needs tram for connectivity.

Sustainable showcase and view to future and carbon neutral future.

Fringe.

oRAH.

Transport hub.

Tourism.

Fun.

Optimism.

Pull from the North.

Energy from Oval.

Activity.

Be Adelaide's best mixed use development 'top in Australia'.

Bring up residential capacity.

Live/work on O'Connell.

Build on Adelaide as a City of Music and performing arts.

Attract to Adelaide and SA from outside of Adelaide. Not cannibalise from other areas of Adelaide.

Re-invigorate (positivity) about North Adelaide.

Hotel 5 Star away from CBD will be a point of difference – attractor.

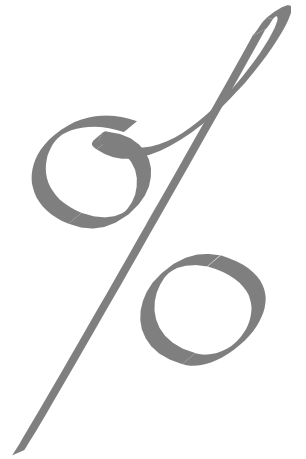
Student accommodation 'with a difference' for those who don't want to be in the CBD. Maybe rural students?

Hypothetical – does it have to contribute to the City?? Or just to North Adelaide?



Appendix B

Online Survey Research Report



**TRUSCOTT
RESEARCH**

239 Magill Rd
Maylands SA 5069

Mobile 0416 020 555
maggie@truscottresearch.com.au

YOUR SAY ADELAIDE

88 O'CONNELL STREET SURVEY

RESEARCH REPORT

May 2018

N&M T Pty Ltd
ACN 082 514 967 atf
N&M Truscott Trust t/a
TRUSCOTT RESEARCH

CONTENTS

INTRODUCTION	1
COMMENTARY	2
Survey participants	2
How can the development of the site contribute to our city?	5
How can our purchase of Eighty Eight O'Connell assist in enhancing the vitality of the O'Connell Street precinct?	6
What services is the North Adelaide area most in need of?	7
Between now and development what activity would you like to see on Eighty Eight O'Connell?	8
What experiences would you like to have at Eighty Eight O'Connell once it is developed?	9
Additional comments	10

INTRODUCTION

As part of a wide ranging engagement exercise, people registered on the Your Say Adelaide platform were invited to respond to a survey about the 88 O'Connell Street site.

All 4448 registrants were contacted, regardless of whether they had previously indicated a preference to be informed about the 88 O'Connell Street.

The survey ran from 7 to 25 May 2018.

During this period ...

- 200 people visited YSA project page;
- 82 browsed supporting information;
- 50 visited the survey;
- 25 completed the survey.

This is a response rate of less than 1%.

The survey included specific, closed – ended questions along with opportunities for more general feedback. In addition, as all respondents were people registered on the Your Say Adelaide platform, information collected as part of the registration process was also available to help in analysis.

COMMENTARY

Survey participants

A total of 25 individuals participated in this survey.

- 19 respondents identified themselves as North Adelaide residents and/or property owners.
- 1 of the 6 remaining respondents was a resident of the City of Adelaide.
- These 20 plus 2 others were recorded as City of Adelaide ratepayers.
- 11 of the 25 had previously indicated a wish to be kept informed about 88 O'Connell Street.
- The response pool included 14 males and 11 females.
- People responding to the survey ranged in age from 26 to 73. For analysis purposes, we have divided them into two almost equal groups – the under 50's [12 individuals] and those aged 50 plus [13]. All except one of those aged 50 plus were North Adelaide residents and/or property owners

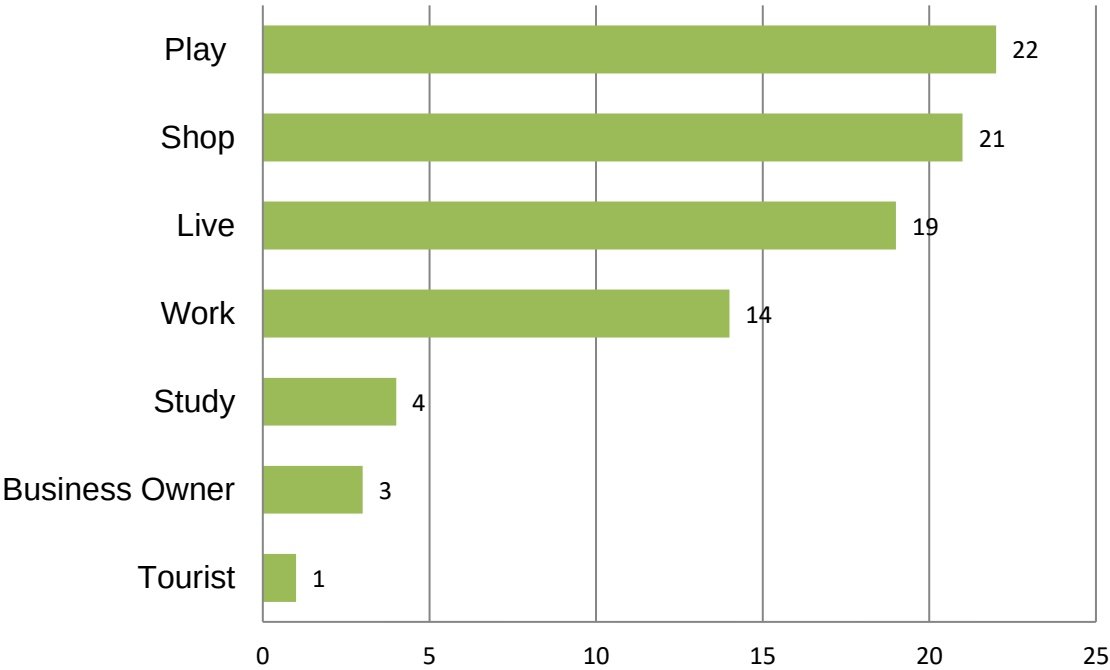
This information is summarised below.

NA residents/owners	19	
CoA residents/owners	20	
CoA ratepayers	22	
Inform me about 88OC	11	
Male	14	
Females	11	
Aged <50	12	
Aged 50 +	13	

Additional information from the YSA sign – up process showed that respondents tended to participate in the City in multiple ways. Most use the City as a place to play [22 - leisure, recreation, entertainment, dining], shop [21] or live [19], while 14 work in the City.

Relatively few identified themselves as City students, City business owners or tourists.

City participation



Responses to other questions have been analysed by these characteristics.

How can the development of the site contribute to our city?

This was the first question of the survey other than demographics and it was presented in an open ended format.

It was asked only of the 6 respondents who identified themselves as not being North Adelaide residents and/or property owners

4 of these individuals gave a response to this question. Responses can be summarised as follows:

- | | |
|--|---------------|
| ▪ Public space/fostering community use | 3 respondents |
| ▪ Good architecture/urban planning | 3 |
| ▪ Economic development/fostering business | 2 |

Another person alluded to a submission which has been considered elsewhere in this engagement process.

Verbatim comments to this and other open ended questions have been supplied in the appendix.

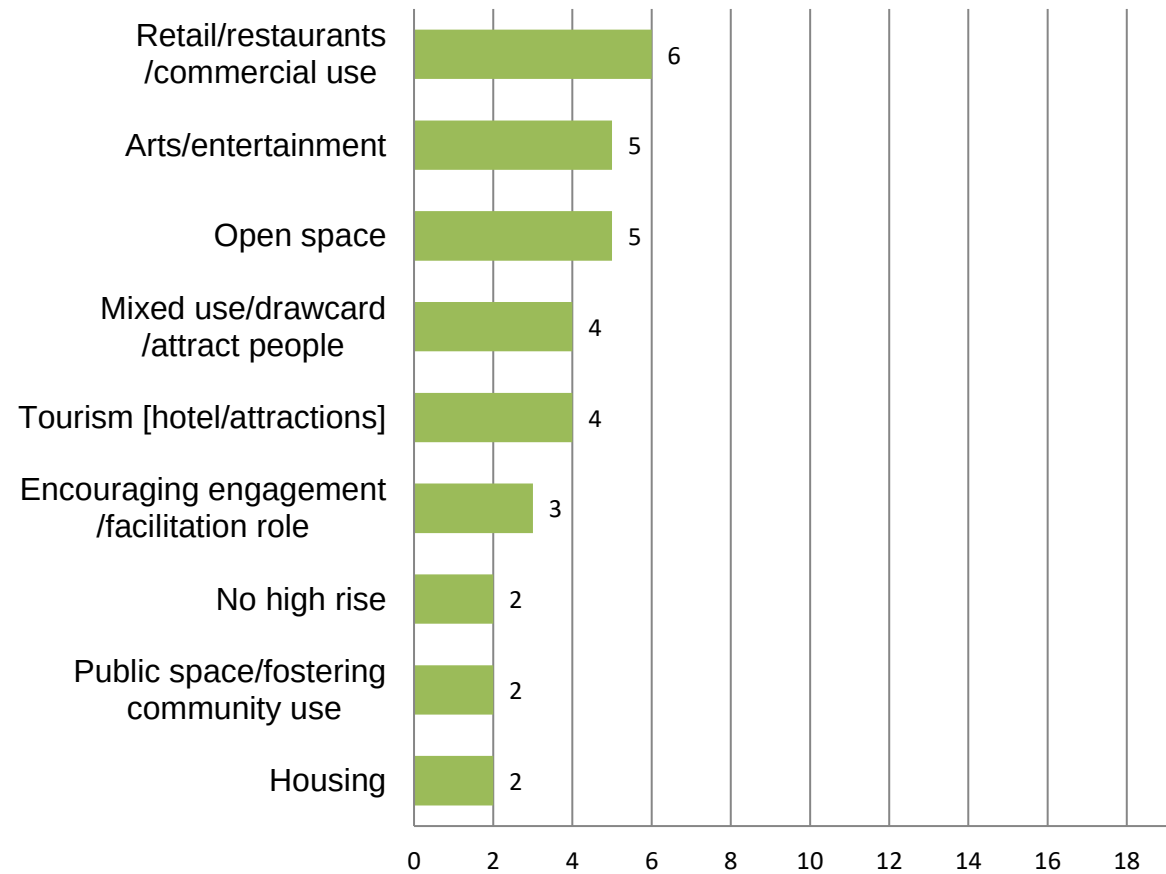
How can our purchase of Eighty Eight O’Connell assist in enhancing the vitality of the O’Connell Street precinct?

All 19 North Adelaide residents and/or property owners responded to this open ended question.

Respondents gave a wide range of suggestions, with the most common themes being **retail/restaurants/commercial use** [6 respondents], **arts/entertainment** [5] and **open space** [5].

Tourism and **mixed use/drawcard/attract people** were also each mentioned by 4 people.

88OC site purchase - can enhance precinct in the following ways ... [NA residents/owners]



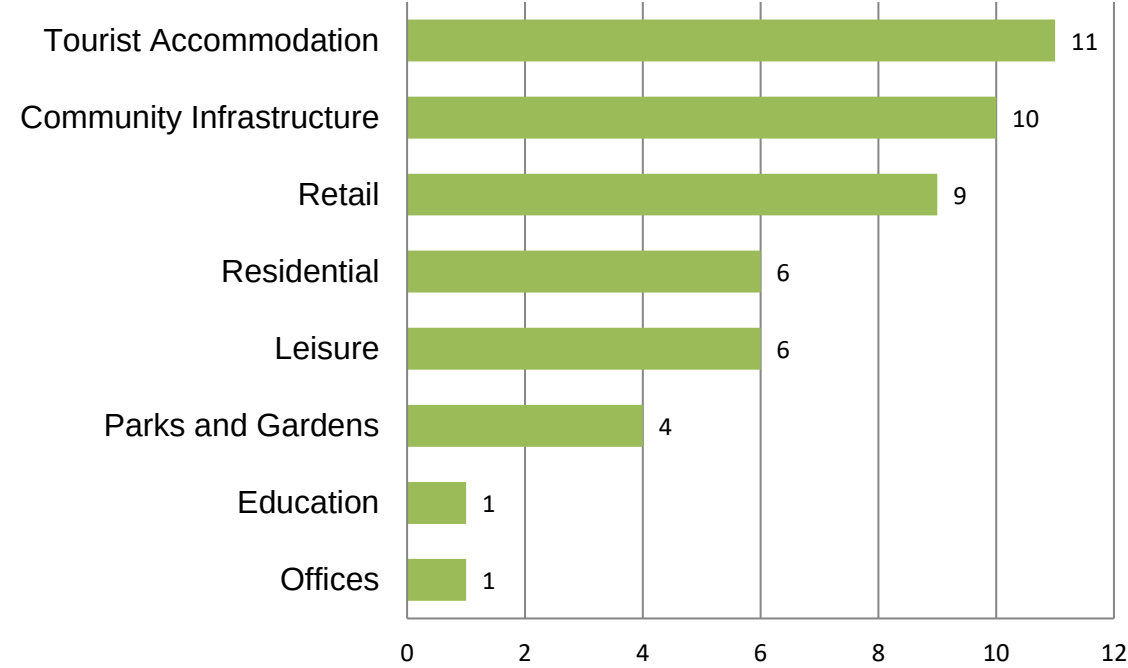
What services is the North Adelaide area most in need of?

18 of the 19 North Adelaide residents and/or property owners responded to this question. They were allowed to choose up to three items from a list of eight.

As illustrated below, the most common choices were ...

- **Tourist Accommodation** 11 respondents
- **Community Infrastructure** 10
- **Retail** 9

Services most needed in N Adelaide



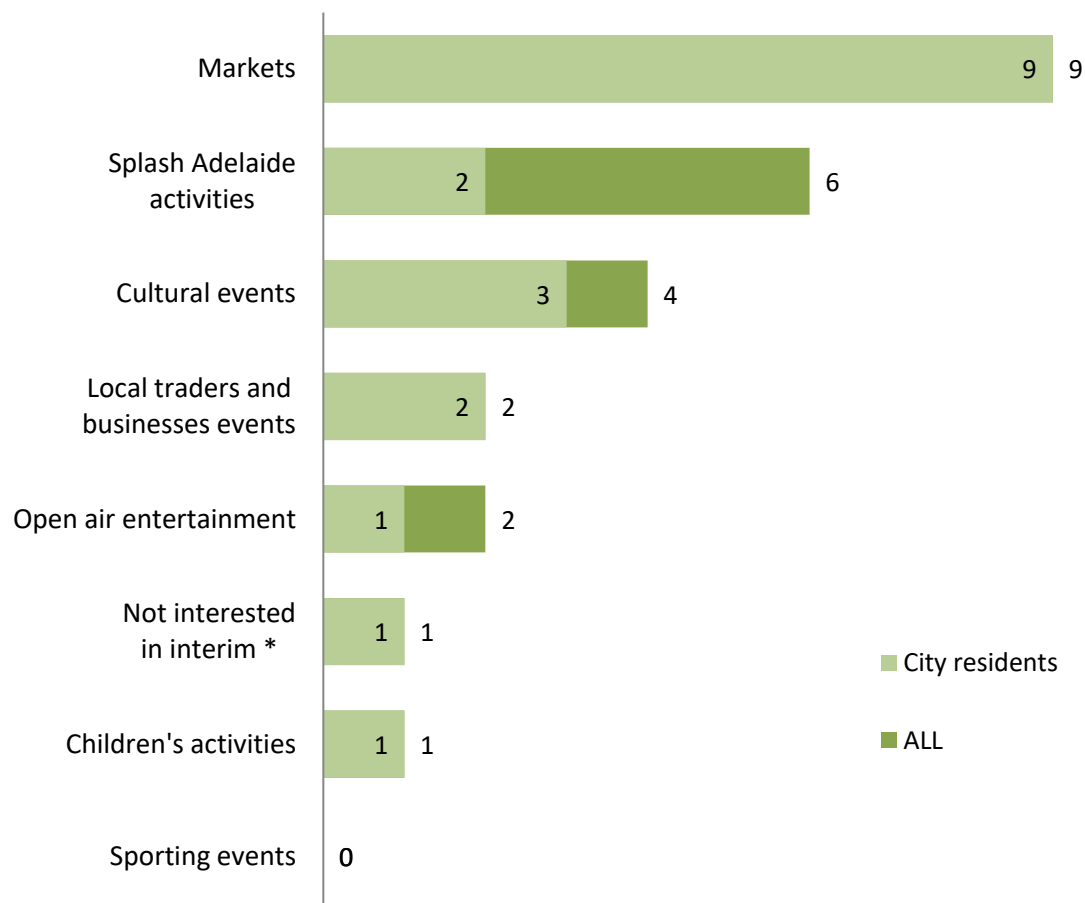
Between now and development what activity would you like to see on Eighty Eight O’Connell?

This was single response question with a list of seven alternatives. All survey participants provided a response.

As illustrated below, the top response was **markets**. This was selected by 9 people, all of them North Adelaide residents and/or property owners.

The other relatively common response was **Splash Adelaide activities (co-created events with the City of Adelaide and the community)**. This was chosen by 6 people in total but only 2 of them were North Adelaide residents and/or property owners.

Activities desired before development



* Survey participants were asked to indicate any other responses they might have.

What experiences would you like to have at Eighty Eight O'Connell once it is developed?

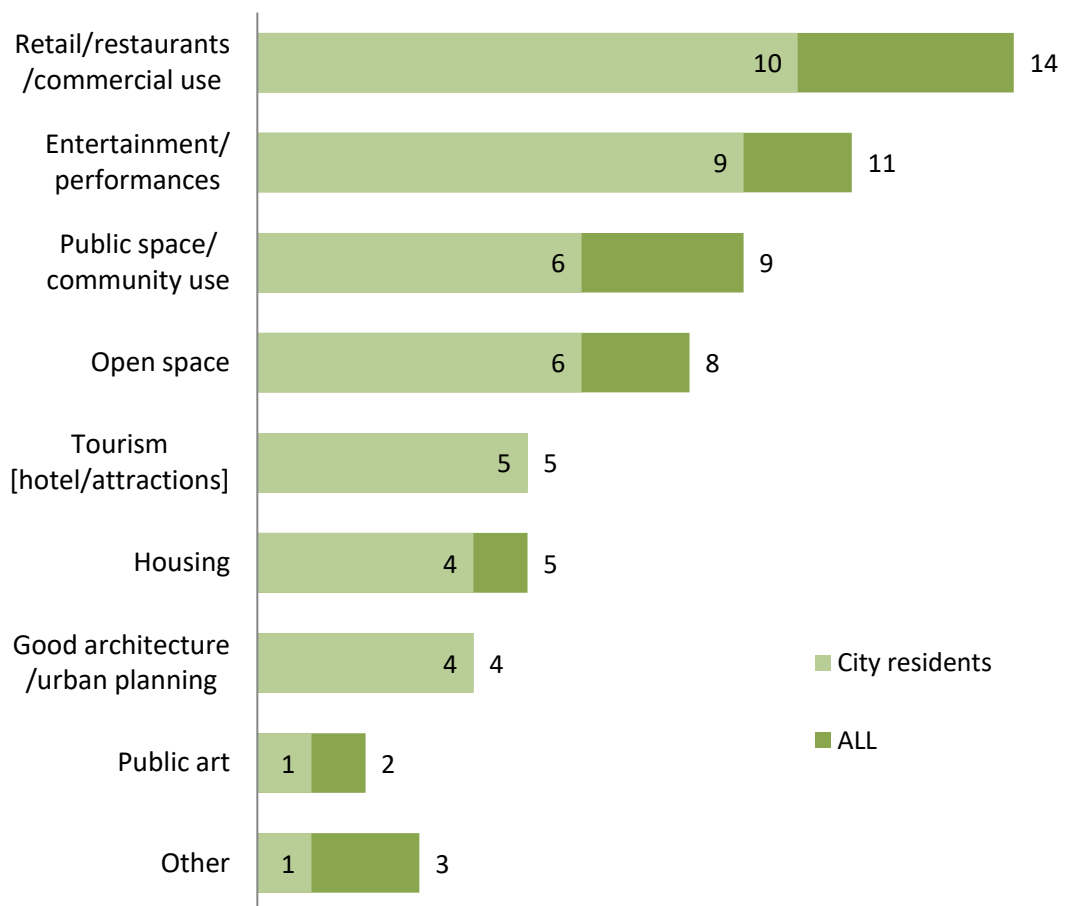
All except 2 respondents [23 out of 25] supplied an answer to this open ended question.

A range of uses was envisaged, with 14 alluding to **retail/restaurants/commercial use**, while 11 suggested **entertainment/performances**.

Also relatively popular were **public space/community use** and **open space** [cited by 9 and 8 respectively].

The graph below summarises the replies for all those responding and also shows the responses for City residents.

Experiences desired after development



Additional comments

At the conclusion of the survey, participants were given the opportunity to make additional comments.

Nineteen people recorded comments, including 4 from people other than North Adelaide residents and/or property owners. These are marked [O] below.

Comments are reproduced below. They have been reproduced verbatim and not been spell checked or edited in any way.

Five comments focussed on **design/architectural** elements:

- *A master plan for both NA precincts would be good given the Women's & Children's will eventually move.*
- *DO NOT MAKE IT YET ANOTHER EYE SORE SUCH AS AN UGLY BUILDING OR CAR PARK*
- *I hope for a development that is not garish and crass w approp ht, maintaining some green space. It was unfortunate to only get 2 days' of community consult on 9 May, I had registered and understood I would get an email notif of significant dates*
- *As much as I would love to come up with an idea, I do not have the creativity. Maybe consult with a well-known architect such as Bkarke Ingels. He has done some amacing things around the world. [O]*
- *Council must bring about a truly great urban outcome. It would be a shame to aim low, like a by-the-numbers development, or a car park or single use, that excludes community, creativity, sustainability and innovation. [O]*

Three comments referred to **arts** uses:

- *An art gallery to house the southern hemispheres largets Rodin sculptures of the Art Gallery of SA*
- *It would provide an excellent venue for small-medium scale community events (eg music, plays, childrens and young peoples events)*
- *Look at the concert hall at Mount Barker and consider it on a larger scale. Uni students are here for much of the year so need to have a say a functionally and acoustically theatre would be great*

Another three comments addressed **residential** uses:

- *Any accommodation on the site should be aimed at permanent residents as the demand to live in North Adelaide is high whilst tourists will usually find being more central (the city) desirable. Local residents support local businesses.*
- *Everyone wants to live in North Adelaide! Some beautiful apartments would help traders and add traffic to the street. I have lived in NA for 40 years and have never seen all the street frontshops fully tenented. Dreams of huge shopping centers will*
- *I would like to point out that the state primary schools within the area are either at or close to capacity. Therefore i would not support further residential on the site, unless this issue is addressed.*

Another two comments had a **retail** focus:

- *Due to the large number of shops that have recently closed down on O'Connell St, local council should be proactive in finding mainstream clothing brands (e.g. Country Rd, Witchery) as this works very well on Norwood Pde and Unley Road.*
- *North Adelaide needs some new blood and new experiences. It is slowly loosing relevance and needs re-activation such as Prospect Rd, and Norwood Parade. Please extend the tram as a priority. Keep development in character and highrise to the rear.*

The remaining comments were:

- *I believe the Sheraton proposal in the previous plan seemed like an sound idea. Currently there is no 6 star accommodation locally. Perhaps an tram extension could be part of the master plan.*
- *Consider a ballot of ratepayers to choose the options for 88 O'Connell St*
- *My suggestion is to divide the site with a one-way street (going S) with associated 2 hour parking serving both a new library/cultural centre and the grasses and treed common area. The three blocks at either end should be developed as town houses.*
- *Please do not be bullied into submission by North Adelaide residents who will predominantly wish this place to remain a sleepy little alcove with no vibrancy or life. You must think about future generations and the future of our great City. Be brave!*
- *A roof top garden with vegetation and bee hives along with a significant area of vegetation at ground level would add to the aesthetics of the site and of O'Connell Street overall for residents, workers and ocassional visitors alike. [O]*
- *It looks better already, glad you bought it. [O]*



Appendix C

Written submissions

9 May 2018

MEMORANDUM

To: Adelaide City Council

From:  

Subject: Eighty Eight O'Connell Redevelopment

I would like to begin by thanking the Council for allowing North Adelaide residents the opportunity to comment on the redevelopment of the Eighty Eight O'Connell property. You should be congratulated by all on this initiative.

The redevelopment of this property is a once in a generation opportunity to make North Adelaide a better place than it already is and it is in my view important to get it right. In this short memo, I want to share with you my thoughts on what would make this redevelopment a quality project that all of us could be proud of in our community.

I think it important to adopt some key principles and ideas in respect of this project.

(1) This project is in the heart of historic North Adelaide and under no circumstances should we see a repeat here of the kind of horrible pre-fab / cheap architecture (sic) that has become so common in Prospect (Churchill Road) or the Bowden development. Don't let developers in search of a quick buck design the parameters of the project. This should be a quality project using mainly brick construction and brick/cobblestone pathways and courtyards – with lots of trees.

(2) The redevelopment should obviously be a combination of residential housing and commercial space (I have attached a very rough plan with my own ideas). In my view, high quality, 3-storey brick townhouses (of a sort that might sell for \$ 2 million plus) should be the focus of development on Archer Street, Centenary Street and Tynte Street, with retail development on O'Connell Street – perhaps with a three-to four story boutique apartment building.

(3) The complex should provide for underground parking both for the retail establishments and for the townhouses / apartments (with separate entrances / exits for each – one for retail one for residences).

(4) The project should provide for easy and open access by the general public to shared public areas in the centre of the complex (again see my rough diagram). This area could be used at times for public events, small street fairs and outdoor dining (depending on how the retail establishments / cafes are organized). While it is not an exact match, I think of the east end of Rundle street area (Ebenezer place, etc.) as a potential model.

(5) Looking at retail space in North Adelaide today – both on O'Connell Street and Melbourne Street – one can see there are far too many vacant spaces. Some of these

vacancies are no doubt due to property magnates (like Makris) hiking rents to levels that cannot be afforded by restaurants and other retail merchants – especially in their early days of doing business. I believe that one way to deal with this problem in the redevelopment of Eighty Eight O'Connell Street could be for the Adelaide City Council to continue to own the retail space and act as the landlord for these spaces so that more businesses are not driven out of the area.

I believe that if these principles and ideas are taken into account, we can see a long-lasting quality development on the site that will be appreciated in North Adelaide and made use of by South Australians from across the city and State. It will not be cheap, but I think it will pay for itself if done right. We will all remember the quality long after we forget the price.

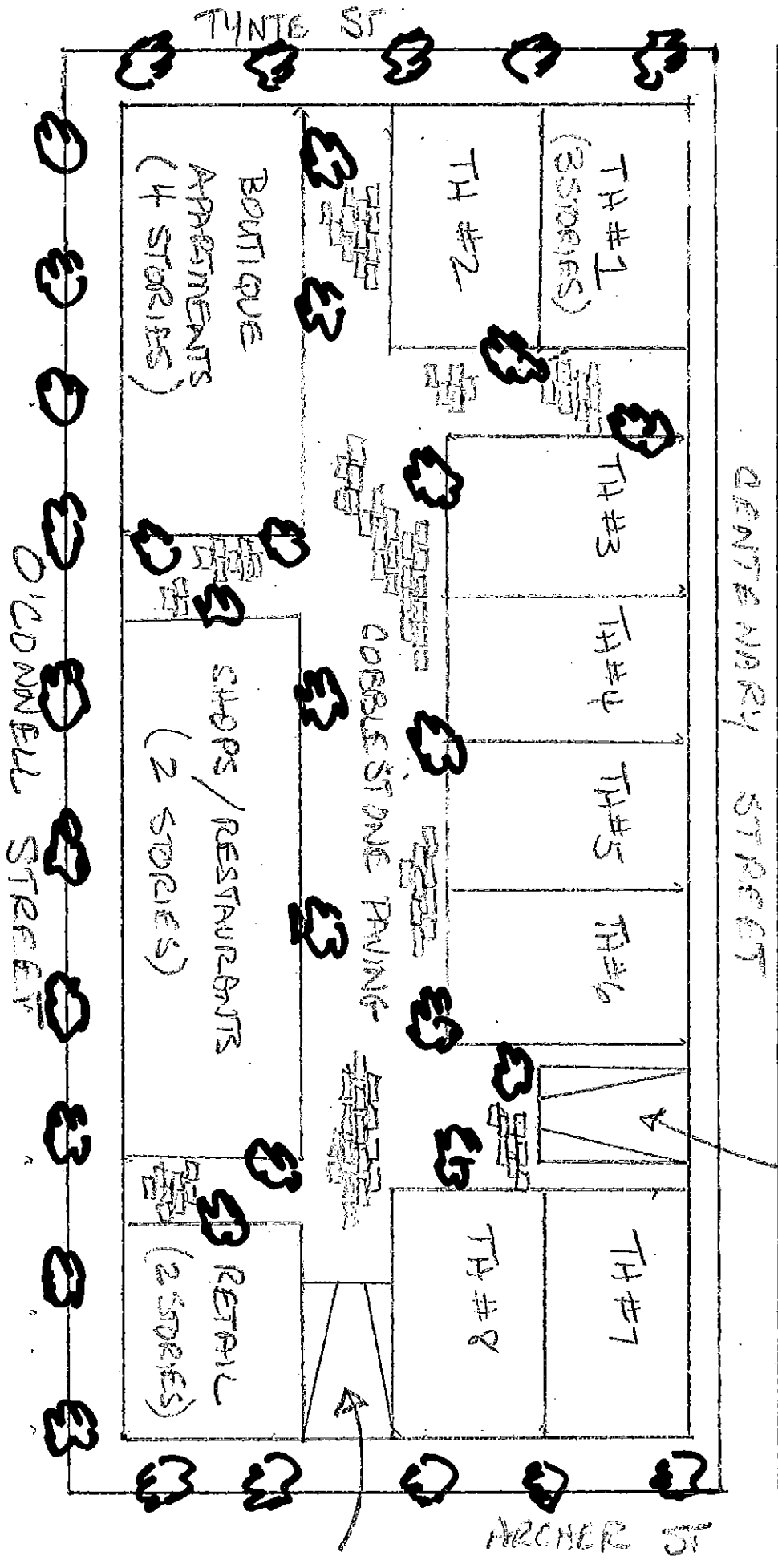
Attachment (Rough Concept Plan)

88 O'DONNELL ST STOLEE CONCEPT PLAN

SCALE
15 METRES

TREES TH = TOWNHOUSE
(BLACK)

CARPARK ENTRY
+ EXIT (RESIDENTS)



CARPARK ENTRY
+ EXIT (RETAIL)

For the last ten years, I have been investigating the factors that bring vitality and commerce to Australian capital cities. Chief among them are the retention of historic building fabric and conservation zones. We cannot restore the history that has been cleared from 88 O'Connell Street, but we can learn from good and bad examples of development in comparable urban landscapes. Here are a few proposals for making the ratepayers' and taxpayers' investment pay off.

May 2018

1. The creation of a new parkland square in North Adelaide would be of inestimable and enduring value to the whole city. However if that does not happen:
2. Talks with the State government (not DPTI) should explore the viability of locating a major cultural facility such as a concert hall or live theatre on the block.
3. Under no circumstances should the block at 88 O'Connell be confided to a single developer. That would merely transfer the public benefit of acquiring the square to a private owner – at the ratepayers' expense. There would also be no assurance that the Makris debacle would not be repeated. It is imperative that the public see something happening.
4. Frontages to Tynte, O'Connell Street and Archer Streets should conform to the long-established two-storey scale of the neighbourhood – to at least a depth of 16 metres. Footpath verandas would be highly desirable. This will ensure that a lively street culture of cafes, shops and restaurants springs up, to the great benefit of all existing commercial operators along the whole length of O'Connell Street.
5. Ownership of frontages to those streets should be fragmented. That will encourage competition among building owners which in turn will drive down the cost of commercial rentals. Sale of lots on the variegated pattern of existing titles would promote diversity. The counter example of the North Adelaide Village complex shows how single ownership can lead to empty shops and underutilised space.
6. A large parking facility would assist retail traders, but it should be located out of sight, preferably underground in the middle of the block with a discrete point of access.
7. Creation of pedestrian laneways would further enliven the block. These would be eminently suitable to cafes and little bars.
8. High quality housing along Centenary Street would be appropriate at a two-storey scale on the street frontage.
9. Other housing could be developed within the block at a height of up to 5 storeys. The City of Adelaide's aim to increase densities and affordable housing would best be fulfilled by studio and one-bedroom apartments.
10. Diversity of architectural form is imperative. A variety of architects from different firms should be employed to come up with innovative designs which respect the historic context.

[REDACTED]

From: [REDACTED]
Sent: Saturday, 21 April 2018 8:54 PM
To: YourSay
Subject: 88 O'connell st'

Follow Up Flag: Follow up
Flag Status: Flagged

Well done city of Adelaide on taking over this site. I know from previous experience that you will make something of it that we can all share and be proud of. [REDACTED]

[REDACTED]
Sent from Mail for Windows 10



Virus-free. www.avg.com

From: [REDACTED]
Sent: Wednesday, 23 May 2018 12:47 PM
To: YourSay <Y.Adelaide@cityofadelaide.com.au>
Subject: Submission on 88 O'Connell

Dear council,

on the matter of the development of the site know as 88 O'Connell, I support the submission made by [REDACTED]
[REDACTED]

Best regards, [REDACTED]

[REDACTED]

From: [REDACTED] on behalf of [REDACTED]

Sent: Wednesday, 18 April 2018 12:29 PM

To: YourSay

Cc: [REDACTED]

Subject: 88 O'Connell

Follow Up Flag: Follow up

Flag Status: Flagged

To whom it may concern,

I was at the council meeting on Monday night and after a short discussion with certain councillors it was suggested to me to put my thoughts forward in writing.

Great to finally have the fence down and some grass but as for the area behind the posts which is compact gravel I feel as though it's getting wasted unless it is allowed to be a temporary carpark in the interim before any construction.

There is a great need for parking in the O'Connell street precinct and the council has an opportunity to assist here. At least in a form of a by-law for temporary use.

The North Adelaide precinct has been suffering greatly lately with the road closures and detours during Oval events. I feel parking would have some help.

Look forward to a response

Nicole Halsey

From: [REDACTED]
Sent: Wednesday, 18 April 2018 5:23 PM
To: YourSay
Cc: [REDACTED]
Subject: 88 Oconnell Street

Follow Up Flag: Follow up
Flag Status: Flagged

To whom it may concern,

Regarding the recent purchase of "**Le Cornu**" site and the pulling down of the fence, which I have to say, it has made O'Connell Street more attractive.

I have been a business owner at [REDACTED] for the last 29 years, and has now come to my concern that behind the grass area of 88 O'Connell Street needs to be used as temporary car parking which would help traders, on and off O'Connell Street.

Every day question upon question is asked..... where is there parking? I've been driving around for 30 minutes looking for a park.. what are they doing roping off that area? they should be using it as parking until they decide what to do.

These are regular questions asked by customers, by neighbours, by shoppers, by staff

You have taken a massive step forward by pulling down of the fence and making it look pretty. Don't you think it's ridiculous being roped off and not used to its full extent? Especially on footy days when there's tens of thousands of people walking to the oval.

Look forward to your response

Regards

[REDACTED]

From: [REDACTED]
Sent: Tuesday, 22 May 2018 10:29 AM
To: YourSay <Y.Adelaide@cityofadelaide.com.au>
Subject: Submission on 88 O'Connell

Dear Council

Congratulations for taking the initiative with this site so that community interests, not merely commercial drivers, can determine the kind of development.

My comments would not fit the feedback form on Your Say, so I am taking the liberty of providing the bulk of them in this submission.

How could the project benefit the City?

In answering this I have also made suggestions regarding the structure and content of guiding principles which I understand are to be key to enabling ongoing community involvement in the process - at least, if not so, that certainly ought to be Council's intent.

Collaboratively develop guiding principles to form the basis of decisions, e.g., during the design process.

(i) Sustainability and equity:

- Setting high level sustainability goals in line with the Carbon Neutral Adelaide policy
- Show-casing carbon neutrality and other sustainability goals
- Built form, public spaces and landscaping well adapted to climate change and achieving high standards of amenity, energy efficiency, and water sensitive design
- Strong emphasis on housing mix and affordability - e.g. essential city workers
- Supporting transit and a range of green transport options - eg. tram-oriented development linked to the CBD and beyond.

(ii) Place and design:

- Design for active frontages, mixed use, pedestrian safety and amenity, and high connectivity
- A lively pocket neighbourhood for locals and 'tourists' with excellent public realm, a diversity of things to do and experience, and greenery well integrated with built form
- Destination with intensity and functions as befits a key position in a Main Street with residential areas protected and enhanced

- Human scale throughout (height in proportion to street width ideally), cars integrated discreetly, with primacy for pedestrians wherever possible, and an absence of 'big box' or monolithic structures like multi-level car-parking

(iii) Creativity and innovation demonstrating and enabling a positive future for the City generally.

- Co-housing component? (Do early research into models that are replicable, affordable, and other success factors. Research other innovative / partnership approaches too.)
- Central role of community engagement interacting effectively with input from design and other professionals to achieve qualitative improvements and 'ownership' (other 'procedural' guidance for design process may be important too)
- State-of-the-art energy, communications and sustainability features that will help future-proof the City.

I, and others no doubt, would welcome more information on the ongoing process.

Many thanks for the opportunity to attend the first public workshop at the Town Hall on this project.

It was a good workshop, but if the only engagement is this current phase, it is too limited, and I hope there will be further opportunities for constructive engagement down the track.

I am encouraged that there is a strong budget for the project and would be interested in seeing a breakdown of this and/or indicative methodology.

On similar projects with progressive Councils I've been involved in this was public information, eg. Port Douglas Waterfront Masterplan, and the budget for community engagement was generous.

Kind regards

[REDACTED]

[REDACTED]