



Your Say
Adelaide

MELBOURNE STREET MASTER PLAN DRAFT

Main Street Revitalisation

Consultation closes **9:00am, Monday 4th April 2022**

PROJECT INFORMATION

Do you live, work, shop or play in Melbourne Street? What do you love and what would you change? Have your say about your vision for the street.

Background

City of Adelaide has identified Hindley Street, Hutt Street, Melbourne Street and O'Connell Street as priority main streets and is developing comprehensive plans for place revitalisation.

Place Coordinators have been appointed as single point of contacts for each of these main streets and a process of targeted data gathering and stakeholder engagement has been underway since February 2021. The outcomes of the data gathering and engagement to date has informed the development of Action Plans for each of the priority main streets, with initiatives implemented to add vibrancy.

On 14 December 2021 the Main Street Master Plan Update report was presented to Council providing detailed updates for each priority main street. At this meeting, Council approved the draft long-term vision and objectives for key stakeholder and community engagement as part of the Melbourne Street Master Plan draft.

The Melbourne Street Master Plan draft provides a blueprint to visualise the street's future potential and enable the City of Adelaide to plan and implement staged improvements. Council is looking forward to having a conversation with the community about the long-term vision and objectives within the Melbourne Street Master Plan draft, to seek feedback on the community's priorities and inform the direction for future actions and investments to revitalise Melbourne Street. We invite you to provide a comment and/or complete the Feedback Form included below.

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Timeline

The next Master Plan update to Council will be in April 2022 and will include draft concept designs and indicative costings.

Frequently Asked Questions

What is 'Main Street Revitalisation'?

Main streets are the physical, economic, social and cultural hearts of their communities. They are important places for trade and commerce and play a crucial role in community connection and neighbourhood character. Main street revitalisation refers to the planned process of implementing initiatives and fostering main street environments that support thriving main street communities.

How is Council delivering main street revitalisation?

O'Connell Street, Melbourne Street, Hutt Street and Hindley Street have been identified as priority main streets, and the City of Adelaide has adopted a place-led, evidence-based approach to developing action plans that will deliver positive outcomes for the community.

A dedicated team was established in City of Adelaide with the aim to provide a strategic, cohesive and tailored approach to main street revitalisation.

The development of Main Street Master Plan drafts for each priority main street is part of this place-led approach. The Master Plans include projects delivering:

1. Improvement
2. Events and activation
3. Marketing and engagement

The Main Street Master Plan drafts reflect and respond to the individual character and circumstances of each of the priority main streets.

What is a 'Place model' approach to main street revitalisation?

A 'Place model' approach is about doing some things quickly to make a difference, experiencing and evaluating what works, before investing in long-term change. It is based on listening to and asking questions of the people who live, work and play in our places to discover their needs and aspirations and then implementing solutions.

Where is Council on the main street revitalisation journey?

The place-led approach to main street revitalisation for all four priority main streets has been underway since February 2021. Since this time, City of Adelaide has embarked on a targeted engagement program through Lord Mayor's Roundtable sessions and conversations with dedicated Place Coordinators on each priority main street. Concurrently, data gathering has included focus group sessions, City User Profile Survey targeted questions and Residents Survey targeted questions.

Over this period main street initiatives have been implemented to add vibrancy to each street and to trial and test new approaches that may be adopted in the longer term.

The Main Street Master Plan drafts were presented to Council in December 2021, with the draft long-term vision and objectives approved for key stakeholder and community engagement. We now invite the community to consider and respond to the long-term vision and objectives for

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Melbourne Street as detailed in the draft Master Plan, including the Actions identified to realise the Vision.

Why is Council engaging with the community and businesses?

Successful main street revitalisation plans deliver initiatives that are tailored to place and the collective vision of main street stakeholders. Council values the knowledge of place along with the needs and aspirations of our community members and stakeholders. This engagement is an opportunity for Council to provide information on the status of the main street revitalisation program and seek feedback and information that will inform the way forward.

What part of the Melbourne Street Master Plan draft is Council currently seeking feedback on?

At this point in the main street revitalisation journey, Council is seeking the community's views on the draft Vision and Objectives for Melbourne Street, as well as the identified Actions. Feedback received will be combined with existing research and data to inform the design process for longer term changes on the street. Any proposed design changes will also be open for community consultation at a later stage.

How will my feedback impact on improvements on our priority main streets?

Your feedback will be used to inform community priorities and identify new opportunities for each main street. When combined with existing research and data, feedback from this process will assist in guiding the implementation of the main street revitalisation action plans for each main street.

How do I provide my feedback?

There are several ways in which you can provide feedback:

Feedback Form (attached to this information pack)

Online

yoursay.cityofadelaide.com.au

Contribute your feedback via the **Online Survey**.

Drop-in Sessions

Wednesday 16th March

9.00am to 12 noon

The Vine Room at the Lion Hotel

161 Melbourne Street, North Adelaide

Thursday 17th March

3.00pm to 6.00pm

Lord Melbourne Hotel

63 Melbourne Street, North Adelaide

Email your comments to yoursay@cityofadelaide.com.au.

Written Submissions

All written submissions must be received by 9.00am on the date advertised and should be addressed to:

Community Consultation

Main Street Revitalisation - Melbourne Street Master Plan draft

GPO Box 2252, Adelaide SA 5001

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What happens next?

We will acknowledge your feedback either by email or in writing.

The feedback we collect for each main street will be combined with existing research, data and feedback, and concepts and themes, to identify new opportunities and inform community priorities. This information will assist Council to implement the main street revitalisation program and deliver the vision in each priority main street over time.

The next Master Plan update to Council will be in April 2022 and will include concept designs and indicative costings. Main street revitalisation is an ongoing process and there will be future opportunities for community engagement as we progress the revitalisation program. Please stay informed by visiting **yoursay.cityofadelaide.com.au**

For enquires please contact:

Cathie Trezona

Melbourne Street Place Coordinator

T: (08) 8203 7383

E: c.trezona@cityofadelaide.com.au

Or visit yoursay.cityofadelaide.com.au

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FEEDBACK FORM

FEEDBACK CLOSES 9.00AM, MONDAY 4TH APRIL 2022.

This form can also be completed online at yoursay.cityofadelaide.com.au.

Q1. The identified objectives for Melbourne Street are outlined below. Please rank the objectives from most important (1) to least important (5).

- ☐ **Brand and identity** - Work with our communities to create and promote a positive and unique main street identity for Melbourne Street.
- ☐ **Curate the business mix** - Support initiatives that assist in driving high value, destination tenants to the street.
- ☐ **Accessibility** - Promote available parking and explore options to calm traffic.
- ☐ **Refresh the public realm** - Work towards asset renewals that respond to community feedback.
- ☐ **Introduce more vibrancy** - Provide a range of coordinated cultural projects and activities to increase activation, drive visitation and improve the visitor experience.

Q2. Name the Melbourne Street business that you feel best represents the desired character, brand and identity for Melbourne Street?

Q3. What new, bespoke artisan businesses would you like to see on Melbourne Street?

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Q4. How do you find the on-street atmosphere on Melbourne Street?

Q5. What kind of art and cultural experiences would you like to see on Melbourne Street?

Q6. Do you support road closures of Jerningham Street for events and activations?

- a) ☐ Once a year
- b) ☐ Several times a year
- c) ☐ Once a month
- d) ☐ Never
- e) ☐ Other (please specify)

Q7. What improvements would you like to see or suggest for Melbourne Street?

Q8. Do you have any further feedback on Melbourne Street?

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Providing contact details in a feedback form is optional. However, we ask for this information because we want to know a little more about who you are and how you use the City to ensure we get a higher quality of data to go along with your feedback. The data will help us analyse feedback from specific groups (e.g. age, gender, City users), which in-turn will provide a richer and more valuable response to help Council make decisions.

First Name:		Last Name:	
Email Address:			
Address:			
Business/Organisation Name (if applicable):			
Gender:	☐ Male ☐ Female ☐ Other Identity	Year of Birth:	
Are you a City of Adelaide Ratepayer?		☐ Yes ☐ No	
Please tell us how you participate in city life (tick all that apply):			
☐ Work	☐ Live	☐ Shop	☐ Play (e.g. leisure, recreation, entertainment, dining)
☐ Study	☐ Tourist	☐ Own a Business	
Please indicate your main areas of interest (tick all that apply):			
☐ Council Services & Programs	☐ Open Space & Recreation	☐ City Design, Planning & Development	☐ New & Future Projects
☐ Social & Community Issues	☐ Policy, Budget and Management Plans	☐ Environmental Issues	☐ Arts & Events in the City
Please indicate the locations that are of interest to you (tick all that apply):			
☐ North Ward	☐ Central Ward	☐ South Ward	

[Your Say Adelaide](#) is Council's online consultation website. It is your chance to be kept up-to-date and provide feedback on areas of the City that interest you. Would you like to be signed up to Your Say Adelaide online and be emailed when there is an opportunity to have your say on areas that are of interest to you?

☐ Yes ☐ No

Please Note: If you've ticked Yes, you will receive an email to your nominated e-mail address above to confirm your new account.